Scope of Work (SoW) – Go4Loyal Web App MVP 1.0

1. Project Overview

Go4Loyal is a **web-based platform designed for travelers and businesses**, bridging the gap between **loyalty optimization and sustainable travel**.

For **travelers**, Go4Loyal provides an intuitive tool to **compare loyalty program rewards, maximize point usage, and estimate carbon footprints** for their journeys. It empowers users to make smarter travel decisions by showcasing the **best redemption options** across different programs.

For **businesses**, Go4Loyal serves as a **marketplace**, allowing hotels, airlines, and travel brands to connect with loyalty-driven travelers, optimize their offers, and gain insights into customer engagement.

This **MVP 1.0** will be a **browser-based web application** that prioritizes **usability, efficiency, and sustainability**—offering a seamless experience for travelers while providing value-driven insights for businesses

2. Objectives

- Create a usable travel search and loyalty comparison tool for travelers.
- Allow users to compare cash vs. points-based travel options for flights and hotels.
- Provide an estimated carbon footprint calculation for different travel choices.
- Offer a blended payment simulation (points + cash) to help users optimize redemptions.
- Ensure a responsive and intuitive user experience for desktop and mobile web access.

This MVP 1.0 will not include actual booking functionality but will lay the foundation for future expansions.

3. Functional Scope

3.1 Traveler Features

Login & Account Setup

Secure Login: Email/password authentication with session persistence.

Social Login (Optional): Google or Facebook login for easy access.

Loyalty Dashboard

Aggregated View: Users manually input loyalty points for the web to fetch standard features

Point Comparison: Compare the best value per mile/dollar across loyalty programs.

Expiration Alerts: Notify users of upcoming point expirations and tier changes.

Travel Search & Comparison

Search Flights & Hotels :

Users enter destinations, dates, and preferred airline/hotel brands.

Display flight and hotel options with cash price vs. points redemption cost.

Blended Payment Simulation:

Travelers can test points + cash combinations to determine the best value.

Loyalty Program Optimization:

Recommend the best loyalty program for maximizing rewards based on user inputs.

Carbon Footprint Calculator

Estimate Carbon Emissions:

Based on flight distance, class of travel (economy, business, first), and transport method (plane, train, car).

Alternative Eco-Friendly Options:

Show estimated carbon savings for e.g train travel vs. flights for the same route.

Sustainability Insights:

Highlight green-certified hotels and carbon offset options.

3.2 Admin Features

Admin Dashboard

User Management: View and manage user registrations.

Mock Data Management: Update flight/hotel pricing and loyalty program values.

Carbon Calculation Formula Management: Update CO_2 estimation methods.

4. Technical Scope

Frontend (User Interface)

Built with React.js? for a dynamic and responsive experience.

Fully optimized for mobile and desktop browsers (responsive design).

Backend (Logic & API Handling)

Developed using Node.js? with Express? for handling data and user interactions.

Secure authentication with JWT-based? session management.

Database

PostgreSQL? for securely managing user data and loyalty program mock data.

Hosting & Infrastructure

Hosted on AWS or GCP with scalable deployment and green options.

5. Development Timeline

Week	Key Deliverables
Week 1	Project kickoff, scope definition, and initial setup.
Week 2-3	Develop a loyalty dashboard & basic search functionality.
Week 4-5	Implement points comparison & carbon footprint calculations.
Week 6-7	Optimize UX/UI & admin tools.
Week 8	Testing, refinements, and final MVP 1.0 handoff.

6. Budget Allocation

Category	Budget (€)
Product Development	15,000
Development Tools & API Integrations	3,000

7. Success Metrics

Travelers: Achieve 100 pilot sign-ups.

Usability: 90% of users should be able to complete a travel search and loyalty comparison in under 5 minutes.

Partners: Onboard 3 pilot partners (mock for MVP 1.0).

8. Unique Features

Loyalty Optimization Calculator

Users can compare different loyalty programs for flights and hotels to determine the best redemption value.

Blended Payment Simulation

Travelers can test points + cash scenarios to see how they can stretch their loyalty points.

Carbon Footprint Estimator

Travelers can calculate the CO_2 emissions of their journeys and compare alternative travel options.

Usable & Minimal

No direct booking yet, but provides real value for travel planning using loyalty points.

9. Conclusion

The Go4Loyal Web App MVP 1.0 will provide a fully functional, minimal but usable experience for travelers who want to compare loyalty programs, optimize redemptions, and evaluate carbon footprints for travel choices.

This scope ensures a real, testable product within the 8-week development timeline, making it practical for real-world use while laying the foundation for future growth.

Polygontech (2022-2023)

Latest Prototype -
https://www.figma.com/proto/upxksC5KVqQhUNsaFrsWDj/G4L---App-UI-%5B-External-%5D?page-id=604%3A101235&node-id=604-116827&viewport=-55%2C1895%2C0.18&scaling=scale-down&starting-point-node-id=604%3A116827

Latest UI -
https://www.figma.com/design/upxksC5KVqQhUNsaFrsWDj/G4L---App-UI-%5B-External-%5D?node-id=604-101235&p=f