

VYGA - KEY FEATURES PRIORITIZATION

Group 1: Core Functionalities

These features form the backbone of the platform and are critical for all target audiences, including developers, enterprises, and end-users. They offer unique selling points (USPs) that differentiate the platform from competitors.

1. AI-Supported Content Curation and Search Optimization

- **Target Audience:** Developers, Enterprises, End-Users
- **Priority:** High
- **Measurable Outcome:** Improve user engagement and search accuracy by 25% through intelligent content curation and optimized search results.
- **Unique Selling Point (USP):** AI-driven personalization and efficiency in content delivery.

2. Prioritization of HBAR Results in Search Functionalities

- **Target Audience:** Enterprises, End-Users
- **Priority:** High
- **Measurable Outcome:** Boost engagement and conversion rates by 30% for HBAR-powered projects by prioritizing their visibility in search results.
- **Unique Selling Point (USP):** By emphasizing HBAR-backed projects in search functionalities, the platform fosters a strong ecosystem around Hedera, driving more value and adoption for users engaged with HBAR transactions.

3. Blockchain Integration for Enhanced Security and Compliance

- **Target Audience:** Enterprises
- **Priority:** High
- **Measurable Outcome:** Reduce security breaches by 40% through secure transaction processing and compliance with industry standards.
- **USP:** Leverages blockchain technology to ensure data integrity and regulatory compliance, which is crucial for enterprise clients.

Group 2: Cost Efficiency and Adoption

These features are designed to attract and retain clients by offering cost-effective and flexible solutions, thereby driving platform adoption.

4. Reduced Operational Costs for Clients

- **Target Audience:** Enterprises
- **Priority:** High
- **Measurable Outcome:** Reduce operational costs by up to 30% through automated content aggregation and streamlined processes.
- **USP:** Provides a strong value proposition by directly impacting the bottom line for enterprise clients.

5. Flexible Pricing Based on Transaction Volume

- **Target Audience:** Enterprises, Developers
- **Priority:** Medium
- **Measurable Outcome:** Increase customer retention by 15% by offering scalable pricing models that align with client needs.
- **USP:** Allows enterprises and developers to scale usage without facing prohibitive costs, encouraging greater adoption.

Group 3: User Experience and Interface

These features enhance the overall user experience and interface, making the platform more intuitive and appealing to end-users and developers.

6. Simplified Interaction with Multiple Content Networks

- **Target Audience:** Developers, End-Users
- **Priority:** Medium
- **Measurable Outcome:** Reduce time spent managing content networks by 40% through a unified interface.
- **USP:** Streamlines user interaction, making it easier for developers and end-users to manage and access content across multiple networks.

7. Rebranding and Improved UI for Better User Experience

- **Target Audience:** End-Users
- **Priority:** Medium
- **Measurable Outcome:** Increase user engagement by 20% through a more intuitive and visually appealing interface.
- **USP:** Enhances the platform's appeal and usability, making it more attractive to end-users and increasing overall satisfaction.

Summary of Prioritization

1. High Priority:

- AI-Supported Content Curation and Search Optimization
- Prioritization of HBAR Results in Search Functionalities
- Blockchain Integration for Enhanced Security and Compliance
- Reduced Operational Costs for Clients

2. Medium Priority:

- Flexible Pricing Based on Transaction Volume
- Free Implementation for Developers
- Simplified Interaction with Multiple Content Networks
- Rebranding and Improved UI for Better User Experience