Product Scope, Supply & Monetization Approval Register

Flight Booking Meta-Search Platform

Version: v1.1 (Enhanced) — Additive / No Deletions

Prepared: February 26, 2026

Document type: Commercial scope-freeze approval register (NOT a PRD)

Contents

Product Scope, Supply & Monetization Approval Register – v1.0

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Product: Flight Booking Meta-Search Platform

Baseline sources: SOW (Feb 2026 v1.0), Parity Checklist (Flight Meta-Search), Supply Strategy (Aggregated), Stress Test (Evidence-based), Wego evidence (commercial + product mechanics reference)

Scope change policy: Any deviation requires written approval (Client + Delivery)

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1 Executive Scope Freeze Summary (1 Page)

1.1 Decision Summary Table (Approval Required)

Decision Area	Selected Option	Approval Checkbox	Short Explanation
Supply Model	Model B — GDS / Aggregator Integration (plus OTA APIs where available)	☐	SOW includes GDS/NDC integrations (Amadeus/Sabre/Travelport) and OTA APIs as supply inputs.
Monetization Model	Hybrid revenue: CPC (click-out) + CPA/affiliate (where supported) + Ads inventory	☐	SOW requires affiliate monetization + advertising. Stress test flags commission compression / shift toward CPC (risk acknowledged).
Launch Market	English-only (single locale) for initial launch	☐	SOW excludes multilingual beyond English, freezing initial localization scope.
MVP Timeline	SOW Phases 1–5 as MVP delivery sequence (Foundation → Launch & Support)	☐	SOW defines phased delivery and acceptance criteria (performance/security).
Checkout Model	Redirect-only meta-search (no direct booking/payment processing)	☐	SOW defines redirect booking flow and explicitly excludes direct booking/payment

			processing.

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2 Master Feature & Supply Approval Matrix

Rule application:

- Features are sourced from **SOW scope** and **Flight Meta-Search parity checklist**.
- Any feature explicitly excluded by SOW remains **"Included = No"** (Future scope), unless required for system integrity.
- "Phase" mapping uses: **MVP / P2 / Future** (scope buckets), while MVP delivery aligns with SOW Phase plan.

2.1 Approval Table

Category	Feature	Included (Yes/No)	Phase (MVP / P2 / Future)	Supply Dependency (OTA / GDS / Hybrid / None)	Monetization Impact (CPC / CPA / Ads / Retention)	Risk Level	Client Approval
Core Search	One-way search	Yes	MVP	Hybrid	Retention	Low	☐
Core Search	Round-trip search	Yes	MVP	Hybrid	Retention	Low	☐
Core Search	Multi-city search	Yes	MVP	Hybrid	Retention	Medium (complexity)	☐
Core Search	Passenger selection (Adult/Child/Infant) + Cabin class	Yes	MVP	None	Retention	Low	☐
Core Search	Airport autocomplete (IATA + city) + nearby airports	Yes	MVP	None	Retention	Low	☐
Core Search	Flexible dates (±3 day grid)	Yes	MVP	None	Retention	Low	☐
Core Search	Real-time fare aggregation (fan-out to multiple sources)	Yes	MVP	Hybrid	CPC/CPA	High (API cost sensitivity)	☐
Core Search	Currency localization	Yes	MVP	None	Retention	Low	☐

Results	Price range filter	Yes	MVP	None	Retention	Low	☐
Results	Stops filter	Yes	MVP	None	Retention	Low	☐
Results	Airline filter	Yes	MVP	None	Retention	Low	☐
Results	Departure time filter	Yes	MVP	None	Retention	Low	☐
Results	Arrival time filter	Yes	MVP	None	Retention	Low	☐
Results	Duration filter	Yes	MVP	None	Retention	Low	☐
Results	Layover airport filter	Yes	MVP	None	Retention	Medium	☐
Results	Sort by price/duration/departure/arrival	Yes	MVP	None	Retention	Low	☐
Results	"Best value" ranking	Yes	MVP	None	CPC/CPA	Medium (ranking bias risk)	☐
Transparency	Fare breakdown (base + tax + fees)	Yes	MVP	Supplier-dependent	CPC/ Retention	High (regulatory/trust)	☐
Transparency	Baggage info per fare	Yes	MVP	Supplier-dependent	CPC/ Retention	Medium	☐
Transparency	Refund/ change rules visibility	Yes	MVP	Supplier-dependent	CPC/ Retention	Medium	☐
Transparency	Price verification before redirect	Yes	MVP	Hybrid	CPC/CPA	High (mismatch disputes)	☐
Booking Flow	Deep-link redirect to OTA/Airline	Yes	MVP	Hybrid	CPC/CPA	Medium	☐
Booking Flow	Affiliate tracking & attribution	Yes	MVP	Hybrid	CPC/CPA	High (fraud/IVT)	☐
Booking Flow	Click ID tracking	Yes	MVP	None	CPC/CPA	High (fraud/IVT)	☐
Booking Flow	UTM/tracking parameter preservation	Yes	MVP	None	CPC/CPA	Medium	☐
Booking Flow	Booking	Yes	MVP	None	Retention	Medium	☐

						(data dependency)	
	confirmation email						
Alerts	Price drop alerts (email/push)	Yes	MVP	None	Retention	Medium (deliverability)	☐
Alerts	Deal notifications	Yes	MVP	None	Retention/ Ads	Medium	☐
UX / Accounts	Email login	Yes	MVP	None	Retention	Low	☐
UX / Accounts	OAuth login (Google/Face book)	Yes	MVP	None	Retention	Medium (provider compliance)	☐
UX / Accounts	User profile management	Yes	MVP	None	Retention	Low	☐
UX / Accounts	Search history	Yes	MVP	None	Retention	Low	☐
UX / Accounts	Saved trips / wishlist	Yes	MVP	None	Retention	Low	☐
UX / Accounts	Route tracking	Yes	MVP	None	Retention	Medium	☐
UX / Accounts	Upcoming trips dashboard	Yes	MVP	None	Retention	Medium	☐
Engagement	Personalized recommenda tions	Yes	P2	None	Retention/ Ads	Medium	☐
Engagement	Recently viewed flights	Yes	MVP	None	Retention	Low	☐
SEO	Dynamic route pages	Yes	MVP	None	CPC/CPA	High (SEO volatility)	☐
SEO	Dynamic city pages	Yes	MVP	None	CPC/CPA	High (SEO volatility)	☐
SEO	Automated XML sitemap generation	Yes	MVP	None	CPC/CPA	Medium	☐
SEO	JSON-LD schema markup (flights/FAQ/ breadcrumbs)	Yes	MVP	None	CPC/CPA	Medium	☐
SEO	Dynamic meta tags (OG/Twitter)	Yes	MVP	None	Retention	Low	☐
SEO	Blog/content	Yes	MVP	None	CPC/CPA	Medium	☐

	hub						
SEO	Breadcrumb structured data	Yes	MVP	None	CPC/CPA	Low	☐
Admin / Partner Mgmt	Add/edit OTA partners	Yes	MVP	None	CPC/CPA	Medium	☐
Admin / Partner Mgmt	Commission rate configuration	Yes	MVP	Hybrid	CPA	High (commercial disputes)	☐
Admin / Partner Mgmt	API credential management	Yes	MVP	Hybrid	None	High (security)	☐
Admin / Partner Mgmt	Partner performance tracking	Yes	MVP	Hybrid	CPC/CPA	Medium	☐
Admin / Analytics	Revenue dashboard	Yes	MVP	None	CPC/CPA/Ads	Medium	☐
Admin / Analytics	Search volume tracking	Yes	MVP	None	Retention	Low	☐
Admin / Analytics	Conversion funnel analysis	Yes	MVP	None	CPC/CPA	Medium	☐
Admin / Analytics	Traffic analytics	Yes	MVP	None	CPC/CPA	Medium	☐
Admin / Analytics	Partner performance report	Yes	MVP	Hybrid	CPC/CPA	Medium	☐
Admin / Analytics	Click-to-book ratio	Yes	MVP	Hybrid	CPC/CPA	Medium	☐
Admin / Pricing Rules	Markup/ markdown configuration	Yes	MVP	None	CPA	High (trust/regulatory)	☐
Admin / Pricing Rules	Promotional pricing rules	Yes	MVP	None	CPA/ Retention	Medium	☐
Admin / Monetization	Sponsored listing configuration	Yes	P2	None	Ads	Medium (labeling/trust)	☐
Tech / Architecture	CDN enabled	Yes	MVP	None	Retention	Low	☐
Tech / Architecture	Load balancer	Yes	MVP	None	Retention	Low	☐
Tech /	Horizontal	Yes	MVP	None	Retention	Medium	☐

Architecture	scaling						
Tech / Architecture	Redis caching layer	Yes	MVP	None	CPC/CPA	High (unit economics)	☐
Tech / Architecture	Elasticsearch for autocomplete	Yes	MVP	None	Retention	Medium	☐
Tech / Architecture	Async fare aggregation engine	Yes	MVP	Hybrid	CPC/CPA	High (latency/cost)	☐
Tech / Architecture	API gateway	Yes	MVP	None	Retention	Medium	☐
Tech / Performance	Page load < 3s	Yes	MVP	None	Retention/ CPC	Medium	☐
Tech / Performance	API response < 500ms	Yes	MVP	None	Retention/ CPC	High	☐
Tech / Performance	99.9% uptime	Yes	MVP	None	CPC/CPA	Medium	☐
Tech / Observability	Centralized logging	Yes	MVP	None	None	Medium	☐
Tech / Observability	Error tracking (Sentry or equivalent)	Yes	MVP	None	None	Low	☐
Tech / Observability	Metrics monitoring	Yes	MVP	None	None	Medium	☐
Tech / Observability	Distributed tracing	Yes	MVP	None	None	Medium	☐
Security & Compliance	HTTPS enforced	Yes	MVP	None	None	Low	☐
Security & Compliance	OWASP Top 10 mitigation	Yes	MVP	None	None	Medium	☐
Security & Compliance	Rate limiting	Yes	MVP	None	None	Medium	☐
Security & Compliance	Bot detection	Yes	MVP	None	CPC/Ads	High (IVT risk)	☐
Security & Compliance	GDPR/DPDP compliance	Yes	MVP	None	None	High (legal)	☐
Security & Compliance	Secure affiliate link handling	Yes	MVP	None	CPC/CPA	High	☐
Security & Compliance	Data encryption at rest & transit	Yes	MVP	None	None	Medium	☐
Differentiator	AI fare	Yes	Future	None	Retention/	Medium	☐

s (Optional)	prediction				CPC		
Differentiators (Optional)	Flexible destination search ("Anywhere")	Yes	Future	None	Retention/ CPC	Medium	☐
Differentiators (Optional)	Multi-language support	No	Future	None	Retention	Medium	☐
Differentiators (Optional)	White-label API for partners	Yes	Future	Hybrid	CPC/CPA	High (support burden)	☐
Excluded (SOW)	Direct booking / payment processing	No	Future	Hybrid	CPA/Upsell	High (refund/chargeback ops)	☐
Excluded (SOW)	Hotels / cars / other travel products	No	Future	N/A	Ads/Upsell	Medium	☐
Excluded (SOW)	Native mobile apps (iOS/Android)	No	Future	None	Retention	Medium	☐

3 Supply Model Options Section

3.1 Comparative Model Table (Approval View)

Factor	Model A — OTA Affiliate Only	Model B — GDS / Aggregator Integration	Model C — Hybrid (Meta + Direct Booking)
Margin Potential	Medium (depends on affiliate terms; exposed to payout cuts)	Medium (coverage breadth; margins still compressing)	High upside (capture more value) but only if operations + support mature
API Cost Risk	Medium (multiple OTA calls; caching critical)	High (transaction-based costs + multi-call fan-out; strict budgeting required)	High (adds booking/servicing calls)
Refund Liability	Low (redirect model)	Low (redirect model)	High (refunds/chargebacks/support become your responsibility)
Engineering Complexity	Medium	High (GDS/NDC	Very High (payments +

		integrations + orchestration)	order mgmt + refund + support tooling)
Operational Risk	Medium (partner dependency)	Medium–High (partner onboarding + reliability)	Very High (financial + regulatory + servicing)

3.2 Recommended Default for MVP (Scope-Freeze Recommendation)

Default for MVP: Model B — GDS / Aggregator Integration (plus OTA APIs where available), with Redirect-only checkout.

Rationale: Matches SOW-defined integrations while keeping checkout and refund liability out of scope via redirect model.

4 Revenue Model Alignment

4.1 Feature → Revenue Stream Mapping

Feature	Enables CPC	Enables CPA	Enables Ads	Enables Upsell	Required Supply Model
Search results + provider list + deeplinks	Yes	Yes	Yes (inventory surface)	No	A / B
Affiliate tracking + click IDs + attribution	Yes	Yes	No	No	A / B
Price verification before redirect	Indirect	Indirect	No	No	A / B
Fare breakdown + baggage + refund rules	Indirect (CTR lift)	Indirect	No	No	A / B
SEO route/city pages	Indirect (traffic to CTR)	Indirect	Indirect	No	Any
Admin partner performance tracking	Indirect (optimize yield)	Indirect	Indirect	No	A / B
Sponsored listings	Yes	Indirect	Yes	No	A / B

configuration					
Deal notifications / alerts	Indirect	Indirect	Indirect	No	Any
Direct booking + payment processing (excluded in SOW)	No	Yes	Yes	Yes	C only

5 Risk Acknowledgment & Dependency Declaration

5.1 Risk Register (Client Acknowledgment)

Risk	Summary Impact	Inherent (Yes/No)	Client Acknowledgment
Commission compression risk	Reduced CPA yields; increased reliance on CPC/ads	Yes	☐
Affiliate termination risk	Partner can terminate / reduce payouts with limited notice	Yes	☐
SEO volatility risk	Programmatic pages exposed to algorithm shifts	Yes	☐
API cost escalation risk	Higher per-call costs; margin can flip negative	Yes	☐
NDC / airline direct distribution risk	Airlines push direct; intermediaries squeezed	Yes	☐
Fraud / IVT risk	Click fraud drains spend; partner disputes	Yes	☐
Regulatory transparency risk	Requirements on fee transparency and disclosures	Yes	☐

Client acknowledgment clause (approval-ready):

Client acknowledges the above risks are inherent to third-party flight meta-search business models and may materially affect unit economics, partner availability, traffic acquisition, and operating constraints.

Approval checkbox: ☐

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6 Phase Definition (Clean Separation)

6.1 MVP Scope (Scope-Frozen)

MVP includes:

- Flight search (one-way/round-trip/multi-city), flexible dates, airport autocomplete, real-time aggregation
- Results comparison: filters, sorting, best value ranking, fare breakdown, baggage info
- Redirect booking model + price verification + partner attribution + confirmation emails
- Alerts: price drop alerts, route tracking, deal notifications
- User management: email + OAuth login, profiles, history, saved trips, trip dashboard
- Admin panel: partner management, content management, analytics/reports, pricing rules
- SEO: route pages, city pages, sitemap, schema markup, blog/content hub
- Integrations: GDS/NDC APIs + OTA APIs + airline direct integrations (as contracted/available)

6.2 Phase 2 Scope

P2 includes:

- Sponsored listing configuration + ad inventory governance (ads-only; still redirect checkout)
- Enhanced personalization/recommendations

6.3 Future Scope (Explicitly Out of Scope Unless Re-Contracted)

- Direct booking/payment processing
- Native mobile apps (iOS/Android)
- Multilingual support beyond English
- Hotels/cars/other travel products

Signature & Approval

Client CEO

Name: _____ Signature: _____ Date: _____ ☐
Approved

Commercial Director

Name: _____ Signature: _____ Date: _____ ☐
Approved

Technical Lead

Name: _____ Signature: _____ Date: _____ ☐
Approved

Scope-Freeze Acknowledgment

☐ We approve the selected supply model, monetization model, launch scope (English-only), MVP timeline structure, and redirect-only checkout model as documented above.

☐ We acknowledge the inherent business risks listed in Section 5.

✅ v1.1 ENHANCEMENTS (Additive / No Deletions)

*This section **adds** missing decision points, AI scope, and "available options" catalogs.*
*It does **not** override or delete any of the v1.0 content above. Any conflicts must be resolved via a signed change request.*

7 Terminology & Scope Crosswalk (Prevents Misinterpretation)

7.1 Supply Model Naming Crosswalk (Strategy vs Register)

The **Supply Strategy – Aggregated** document evaluates three options: **A (OTA-only)**, **B (NDC / Direct Airline Heavy)**, **C (Hybrid Progressive)**.

This register uses **Model A/B/C**. Use the crosswalk below to avoid confusion:

Supply Strategy (Aggregated)	What it means	Closest Register Model	Notes
Option A — OTA-Only	Integrate multiple OTAs; redirect users to book	Model A — OTA Affiliate Only	Same concept; fastest time-to-market, lower margin ceiling.
Option B — NDC / Direct Airline Heavy	Direct airline retailing; higher margin & complexity	(Not selected in v1.0)	If chosen later, it becomes a major scope + ops shift (often requires higher capex + specialized team).
Option C — Hybrid Progressive	Start broad (OTA/GDS), then add selective NDC	Model B — GDS/Aggregator + OTAs (redirect-only)	This is what v1.0's "Model B" effectively represents for MVP (hybrid supply, but NOT on-platform checkout).

Scope reminder: Checkout remains redirect-only per v1.0 (no payments/refunds/chargebacks).

8 "System-Integrity" Capabilities (Backend / Platform) — Approval Matrix Add-On

These are not "nice-to-have features"; they are **required mechanics** of meta-search at scale (async fan-out, normalization, dedup, ranking, caching, retries).

Category	Capability	Included (Yes/No)	Phase	Dependency	Monetization Impact	Risk Level	Client Approval
Search Core	Search Session Service (create sessionId; store user inputs; polling state)	Yes	MVP	None	Indirect (CTR stability)	Medium	☐
Search Core	Polling Orchestrator (async fan-out; deadlines; progressive results)	Yes	MVP	Hybrid supply	CPC/CPA	High (latency/cost)	☐
Search Core	Offer Normalization (schema harmonization across suppliers)	Yes	MVP	Hybrid supply	CPC/CPA	Medium	☐
Search Core	Deduplication Engine (itinerary hashing + clustering)	Yes	MVP	Hybrid supply	CPC/CPA	Medium	☐
Search Core	Ranking Engine (multi-factor scoring; per-sort modes)	Yes	MVP	None	CPC/CPA	High (trust/bias)	☐
Reliability	Supplier Circuit Breakers + Adaptive Throttling	Yes	MVP	Hybrid supply	CPC/CPA	High (supplier bans)	☐
Reliability	Degraded Mode Rules (e.g., if too many suppliers	Yes	MVP	Hybrid supply	Retention	Medium	☐

	timeout)						
Cost Control	Per-route call budgets + caching policy (TTL, refresh strategy)	Yes	MVP	Hybrid supply	CPC/CPA	High (unit economics)	☐
Data Platform	Event taxonomy: search → impression → click → postback → issues	Yes	MVP	None	CPC/CPA/Ads	Medium	☐
Data Platform	Partner reconciliation pipeline (click/postback matching; dispute support)	Yes	P2	Hybrid supply	CPC/CPA	High (revenue leakage)	☐
Experimentation	A/B testing framework (ranking, ads, UX modules)	Yes	P2	None	CPC/Ads	Medium	☐

9 AI / ML Feature Portfolio (OPTION CATALOG + Approval)

9.1 AI Principles (Must be accepted if any AI is approved)

- Deterministic core, probabilistic assist
- No hallucinations on transactional surfaces
- Traceability (model + inputs + outputs + impact)
- Privacy-first (PII minimization, redaction, retention controls)
- Trust > short-term revenue

9.2 AI Feature Approval Matrix (Add-On)

AI is **not required** for SOW MVP delivery, but is a major lever for: conversion, cost-per-search, ad yield, and fraud prevention.

AI Capability	What it does	Phase	Included (Yes/No)	Monetization / KPI lever	Hard prerequisites	Risk level	Client Approval
Natural Language Flight Search (NL→Query)	"Fly Abu Dhabi to Istanbul next Fri, cheapest"	P2	No	CTR ↑	NL parser + airport/entity mapping	Low	☐

	→ structured query					
Personalized "Best Value" Ranking (LTR)	Ranking tuned by prefs & behavior	P2	No	CTR ↑ / Rev/search ↑	event logs + feature store	Medium (bias)	☐
Offer Explanations ("Why this?")	Explain baggage/refund/layover tradeoffs	P2	No	CTR ↑ / Trust ↑	strict grounding to supplier fields	Medium (hallucination)	☐
Price Prediction ("Book / Wait")	Confidence-based price movement prediction	Future	No	Retention ↑	price history store + model eval	Medium	☐
Smart Alerts (noise suppression)	Alerts that matter; suppression caps	P2	No	Retention ↑	notification events + preference store	Low	☐
Trip Assistant (pre click-out guidance)	Assistive policy/FAQ guidance	Future	No	Trust ↑	curated policy KB + guardrails	Medium	☐
Supplier Call Optimization	Reduce wasted fan-out; choose best suppliers	P2	No	Cost/search ↓	supplier stats, latency + yield logs	Medium	☐
Provider Quality Scoring & Suppression	Down-rank suppliers by mismatch/latency	P2	No	Trust ↑ / Disputes ↓	mismatch signals + postbacks	High (partner disputes)	☐
Sponsored Placement Optimizer	Max yield with relevance floors	P2	No	Ads RPM ↑	CTR/CVR models + ad governance	High (trust)	☐
Fraud/IVT Detection	Detect bots/click spam; exclude from billing	P2	No	Net revenue ↑	device/IP signals + postbacks	High (false positives)	☐
Price Mismatch Prediction	"Price likely to change" labels	P2	No	Trust ↑	verify outcomes + volatility features	Medium	☐
Support Copilot (session-aware)	Faster support responses w/ correct facts	P2	No	AHT ↓	session timeline + RBAC	Medium	☐
Partner	Faster	P2	No	Time-to-	partner docs	Low	☐

Onboarding Copilot	mappings + test cases			integrate ↓	+ schema		
AI-Assisted SEO at Scale	Route/city FAQs with grounding	P2	No	Organic sessions ↑	templates + data grounding + review	High (SEO quality)	☐
Analytics Copilot in Admin	Ask-your-data insights + actions	P2	No	Decision speed ↑	semantic metrics layer + RBAC	Medium	☐

9.3 AI Data Foundation — Mandatory if any AI is enabled

Foundation Item	MVP Included (Yes/No)	Notes	Approval
Unified event schema (search/impression/click /postback/issues)	Yes	Required for attribution and later AI	☐
Feature store (logical or physical)	P2	Enables ranking/prediction/fraud models	☐
Model governance (versioning, drift, audits)	P2	Needed for trust & compliance	☐

10 Supply Provider Options (Shortlist + Sequencing)

10.1 Supplier Landscape (Approved "available options" catalog)

The SOW explicitly calls out **Amadeus, Sabre, Travelport** (GDS/NDC) and "OTA APIs … where available".

The supply strategy adds additional viable options (NDC aggregators and OTA APIs).

Provider	Type	Integration Complexity	Best For	Contract baseline	MVP Included (Yes/No)	Client Approval
Amadeus	GDS + NDC	Very High	Enterprise breadth	SOW	☐	☐
Sabre	GDS + NDC	Very High	Enterprise breadth	SOW	☐	☐
Travelport	GDS + NDC	Very High	Enterprise breadth	SOW	☐	☐
Duffel	Modern Airline API	Medium	Developer-first builds	Optional	☐	☐
Verteil	NDC Aggregator	Medium	Airline retail	Optional	☐	☐

			entry		☐	☐
TPConnects	NDC Aggregator	Medium	GCC focus	Optional	☐	☐
Travelfusion	Direct Connect + LCC	High	LCC heavy markets	Optional	☐	☐
Kiwi	OTA	Low–Medium	Fast OTA model	Optional	☐	☐

Minimum decision required for MVP: pick **(1)** primary "breadth" supplier (typically one GDS/aggregator) + **(1–2)** OTA partners for redundancy.

10.2 MVP Integration Sequencing (recommended)

- **Wave 1 (MVP):** 1 GDS/aggregator + 1–2 OTA partners (prove coverage + stability)
- **Wave 2 (P2):** add NDC aggregator for high-volume routes; add more OTAs based on yield
- **Wave 3 (Future):** selective airline-direct if margin upside justifies complexity

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11 Monetization Options Catalog (Ads + CPC/CPA) — What exactly is "Ads inventory"?

11.1 "Ads inventory surfaces" (where ads can appear)

Surface	Description	Phase	Requires	Risk	Approval
Top banner on results	Sponsored airline/destination banner	P2	Ad server + labeling	High (trust)	☐
In-feed sponsored card	Sponsored flight/provider card within results list	P2	Ranking + ad rules	High (bias)	☐
Provider list "promoted" slot	Promoted provider in the fare-options list	P2	Guardrails + audits	High (deception risk)	☐
Side-rail display (web)	Display modules (destination, car rental, etc.)	P2	Inventory slots	Medium	☐

11.2 Non-negotiable ad governance rules (if any ads are enabled)

- Clear **"Sponsored"** labeling and separation

- Relevance floor + provider quality floor
- Frequency caps per session/user
- Audit logs for ad decisions and overrides

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12 Governance Add-Ons (aligning with strategy + documentation framework)

12.1 Supplier Governance (recommended baseline)

- Quarterly review: SLA, margin, latency, conversion, mismatch rate
- Contract termination rule: terminate a supplier after repeated SLA breaches
- Margin renegotiation triggers at volume thresholds

12.2 Documentation & Go/No-Go Gates (mandatory)

This approval register should be paired with the mandatory documentation framework:

- PRD/HLD/LLD approval
- Security review + threat model
- Testing strategy (unit/integration/e2e/perf/security)
- Observability readiness (logs/metrics/traces + alert thresholds)
- Release/rollback plan