



ORYYN PLATFORM

Architecture Overview & Wix Headless Migration Strategy

Technical Brief for the Wix Headless Engineering Team

PREPARED BY



ViCan AI Labs Pvt Ltd
ENGINEERING THE FUTURE OF CREATIVE INTELLIGENCE

SUPPORTED BY



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Prepared for architectural discussion

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Executive Summary

The Oryyn Platform is a production creator ecosystem designed to support the complete lifecycle of AI-assisted content creation, project management, collaboration, publishing, and long-term creative growth.

Over the past several years, our team has delivered enterprise-grade digital solutions across multiple industries through Maveristic, while simultaneously building proprietary AI-native products through ViCan AI Labs Pvt. Ltd. This combination of enterprise delivery experience and product engineering has shaped our approach to building scalable, maintainable, and connected digital platforms.

The Oryyn ecosystem currently comprises three complementary products:

- Oryyn - The central creator platform for identity, portfolios, publishing, discovery, and community engagement.
- Oryyn Creative Lab - An AI-assisted production environment for creating and managing images, video, audio, and other creative assets through structured workflows.
- Oryyn Music Studio - A specialised music production platform currently being engineered directly on Wix Headless, designed to support artists throughout the complete music production lifecycle.

Although each product addresses a distinct stage of the creative journey, they are intentionally being developed as components of a single ecosystem. Rather than duplicating functionality across products, they are designed to share common services including identity, permissions, publishing, notifications, media metadata, and future business capabilities.

Our objective is not to build independent applications under a common brand.

Our objective is to build an integrated creator ecosystem where products reinforce one another through a shared architectural foundation.

As the platform has matured, our engineering priorities have naturally shifted.

The challenge is no longer how to add additional AI capabilities. Instead, the focus is on establishing a robust application foundation capable of supporting long-term product evolution, shared services, operational reliability, and future ecosystem expansion.

Following extensive evaluation of our current architecture and future roadmap, we believe Wix Headless represents the most appropriate long-term application foundation for the Oryyn ecosystem.

This decision is not driven by limitations in our existing production platform.

Oryyn is currently operating successfully on its existing architecture. However, as the ecosystem continues to expand, we believe a managed application platform will provide greater architectural consistency, operational stability, maintainability, and long-term scalability.

Our intention is not to replace every component of our current infrastructure.

Instead, we are evaluating a phased, low-risk migration strategy in which Wix Headless becomes the primary application platform while proven specialised infrastructure continues to perform the responsibilities it already performs well.

For example:

- Render will continue to support HLS video processing and media conversion.
- Cloudflare R2 will continue to provide object storage for media assets.
- External AI providers will continue to supply specialised generation capabilities.
- Wix Headless will progressively become the shared application layer responsible for identity, business logic, content management, permissions, workflows, APIs, and ecosystem services.

This incremental approach allows us to preserve proven production components while creating a more unified and maintainable application architecture.

An important part of this strategy is Oryyn Music Studio, which is being engineered directly on Wix Headless from the outset.

Rather than immediately migrating a mature production platform, we are intentionally validating our architectural direction through a new product. The experience gained through Music Studio will directly inform the phased evolution of the broader Oryyn ecosystem and reduce implementation risk.

This technical brief has been prepared to facilitate an architectural discussion with the Wix Headless Engineering Team.

Its purpose is to:

- Introduce the Oryyn platform and its current architecture.
- Explain our long-term platform strategy.
- Present our proposed migration philosophy.
- Validate our architectural direction.
- Identify areas where we would value engineering guidance and platform recommendations.

We are not seeking implementation support.

We are seeking an engineering conversation.

Our goal is to ensure that the architectural decisions we make today position the Oryyn ecosystem for sustainable growth over the next several years while aligning with recommended practices for Wix Headless.

Current Production Snapshot

Category	Current Status
Platform	Oryyn
Status	Production (Active Development)
Primary Purpose	AI-assisted creator ecosystem for production,

	publishing, and collaboration
Current Application Platform	Base44
Media Processing	Render (HLS processing and video conversion)
Object Storage	Cloudflare R2
AI Providers	Multiple external AI services integrated according to workflow requirements
Current Migration Status	Evaluating phased migration to Wix Headless
Current Wix Headless Project	Oryyn Music Studio (Native Development)
Migration Philosophy	Preserve proven infrastructure while progressively adopting Wix Headless as the shared application foundation

Why We Are Having This Discussion

The Oryyn Platform has reached a stage where long-term architectural decisions are becoming more significant than short-term feature development.

Rather than making these decisions independently, we believe this is the appropriate time to engage directly with the Wix Headless Engineering Team.

Our objective is to validate our proposed direction, better understand platform capabilities and recommended architectural patterns, and ensure that our long-term strategy aligns with the strengths of Wix Headless before committing to the next phase of ecosystem development.

We believe that early architectural collaboration will enable us to make better long-term decisions while establishing a stronger technical relationship between our teams.

Engineering Principle

Preserve what works. Improve what matters. Build for the next five years—not just the next release.

Closing Statement

This document represents the beginning of a technical conversation rather than the conclusion of a migration strategy.

We have invested significant time in evaluating the future direction of the Oryyn ecosystem and believe Wix Headless provides a compelling foundation for its continued evolution.

By sharing our current thinking, our architecture, and our proposed migration philosophy, we hope to validate our approach through discussion with the Wix Headless Engineering Team and identify opportunities to build the platform in alignment with proven architectural practices.

We look forward to your feedback, recommendations, and perspective as we plan the next stage of the Oryyn ecosystem.

DOCUMENT 02

About Maveristic & ViCan AI Labs

Maveristic

Maveristic is a digital consulting and technology company based in Mumbai, India, specialising in enterprise websites, custom web applications, business process automation, AI-enabled solutions, and digital transformation.

Since its establishment in 2019, Maveristic has progressively expanded beyond traditional website development into designing and delivering business-critical platforms that support operational workflows, member management, learning systems, assessments, analytics, automation, and enterprise administration.

As a long-standing Wix Partner, our engineering journey has closely followed the evolution of the Wix platform itself. We have worked extensively across Wix Studio, Velo, CMS, APIs, member systems, business applications, and increasingly, Wix Headless.

Our focus has always been practical rather than technology-driven.

Every platform we build is expected to solve measurable business problems, improve operational efficiency, and remain maintainable as organisations grow.

Enterprise Delivery Experience

One of the advantages of operating as a consulting company is the opportunity to solve complex operational challenges across multiple industries.

This experience has helped us develop practical architectural judgement rather than purely theoretical engineering opinions.

Our projects frequently involve:

- Enterprise websites and digital platforms
- Customer and partner portals
- Learning Management Systems (LMS)
- Examination and certification platforms
- CRM and business workflow applications
- Process automation
- Analytics and reporting dashboards
- AI-assisted operational workflows
- API integrations
- Role-based administration systems

Each implementation contributes valuable experience that influences how we approach long-term product architecture.

Rather than reinventing patterns for every project, we continuously refine reusable architectural principles based on production experience.

Enterprise Reference - iCare Life

A representative example of this approach is the enterprise ecosystem developed for iCare Life, a healthcare education and professional training organisation.

The platform combines Wix and Base44 to support a connected operational environment that includes:

- Student registration and onboarding
- Agency and partner management
- Course allocation
- Learning management
- Online examinations
- AI-assisted proctoring
- Certification workflows
- Administrative dashboards
- Progress tracking
- Reporting and analytics
- Audit logging
- Role-based permissions
- Operational notifications

Rather than functioning as separate applications, these capabilities operate as a coordinated enterprise ecosystem designed around shared business rules, governance, and administrative visibility.

Projects such as iCare Life have significantly influenced how we now approach platform architecture for our own products.

Why We Created ViCan AI Labs

While Maveristic focuses on solving client-specific challenges, we recognised that many of the architectural patterns emerging from enterprise delivery could be applied to a broader range of creators and digital businesses.

This led to the establishment of ViCan AI Labs Pvt. Ltd.

ViCan AI Labs is our product company, responsible for designing and developing proprietary AI-native platforms.

Its purpose is not simply to integrate AI models into existing workflows.

Its purpose is to build products where identity, collaboration, publishing, media management, and AI-assisted creation operate together within a unified platform architecture.

This distinction is important.

Maveristic continues to operate as an independent consulting and enterprise delivery organisation. ViCan AI Labs focuses exclusively on long-term product engineering.

The Relationship Between Both Companies

Although they serve different purposes, Maveristic and ViCan AI Labs operate as complementary organisations.

Maveristic provides:

- Enterprise delivery experience
- Exposure to real operational challenges
- Solution architecture
- Implementation capability
- Business process expertise
- Platform integration experience

ViCan AI Labs applies those learnings to build reusable software products and shared platform services.

This relationship allows practical production experience to directly influence product design while enabling product engineering to strengthen future enterprise delivery.

The result is a continuous feedback loop between consulting, architecture, and product innovation.

Engineering Philosophy

Across both organisations, our engineering decisions are guided by a consistent set of principles:

Build for longevity

Architectural decisions should continue to make sense as products evolve.

Preserve proven infrastructure

Technology that is already stable, reliable, and scalable should not be replaced without a clear architectural benefit.

Adopt managed platforms where they create leverage

Engineering effort should focus on solving domain-specific problems rather than recreating capabilities that mature platforms already provide effectively.

Prefer incremental evolution over large-scale replacement

Platform migration should minimise operational risk while preserving production continuity.

Design for ecosystems rather than isolated applications

Products should share common services wherever practical, enabling identity, permissions, publishing, and business capabilities to evolve together.

These principles have shaped both the Oryyn ecosystem and our decision to evaluate Wix Headless as its long-term application foundation.

Why We Are Engaging with Wix

Our relationship with Wix has evolved alongside the platform itself.

We no longer view Wix solely as a website platform.

We increasingly view Wix Headless as a managed application platform capable of supporting enterprise-grade software and connected product ecosystems.

As Oryyn continues to mature, we believe this is the appropriate stage to engage directly with the Wix Headless Engineering Team.

Our objective is not to validate whether Wix Headless is capable.

Our objective is to validate that our proposed architecture aligns with recommended practices and to better understand how we can leverage the platform as the foundation for the next phase of the Oryyn ecosystem.

Closing Statement

Maveristic has provided the practical experience of delivering enterprise solutions across diverse industries.

ViCan AI Labs represents the next stage of that journey, transforming years of operational knowledge into connected AI-native products.

Together, they provide both the experience and the long-term product vision that underpin the architectural decisions presented throughout this document.

We believe that engaging with the Wix Headless Engineering Team at this stage will help ensure that those decisions are aligned with proven architectural practices while establishing a strong technical foundation for the continued evolution of the Oryyn platform.

DOCUMENT 03

The Oryyn Ecosystem

From Independent Products to a Connected Creator Ecosystem

The Oryyn ecosystem is being designed as a connected platform where specialised products perform distinct responsibilities while operating on a shared architectural foundation.

Rather than combining every capability into a single application, the ecosystem separates content production, content publishing, and creative workflows into dedicated platforms.

This separation allows each product to evolve independently while sharing common services such as identity, permissions, publishing, notifications, and future business capabilities.

The objective is not simply to build multiple applications under the same brand.

The objective is to establish a composable creator ecosystem where every platform contributes to a unified creator experience.

The Oryyn Ecosystem

The ecosystem currently consists of three primary platforms, each with a clearly defined responsibility.

Oryyn

Creator Platform

Oryyn serves as the social and publishing platform within the ecosystem.

It is the destination where creators establish their presence, showcase their work, publish completed projects, connect with audiences, and build their creative portfolio.

Its primary responsibilities include:

- Creator identity
- Public profiles
- Portfolio management
- Publishing completed work
- Discovery
- Community engagement
- Media presentation
- Video playback
- Creator visibility

Oryyn is intentionally not responsible for AI content generation.

Instead, it acts as the publishing and engagement layer for assets created throughout the ecosystem.

Oryyn Creative Lab

Production Platform

Creative Lab is the production engine of the ecosystem.

This is where AI-assisted content creation takes place.

It provides structured production workflows that orchestrate multiple AI providers while managing projects, creative assets, prompts, references, and generation pipelines.

Current production responsibilities include:

- Image generation
- Video generation
- Audio generation
- Prompt orchestration
- AI provider integration
- Project management
- Asset organisation
- Creative workflows

Creative Lab also manages the specialised production infrastructure supporting media generation, processing, and storage.

Completed assets are subsequently published into Oryyn.

Oryyn Music Studio

Music Production Platform

Music Studio extends the ecosystem into structured music production.

Rather than functioning as a standalone AI music generator, it is being designed as a complete production environment supporting the broader music creation lifecycle.

Planned responsibilities include:

- Artist profiles
- Music projects
- Lyrics
- Reference material
- AI-assisted music generation
- Original artist uploads
- Version history
- Publishing to Oryyn

Music Studio is currently being engineered directly on Wix Headless.

Its development also serves as the first implementation of the shared application architecture that will guide the long-term evolution of the wider ecosystem.

Shared Platform Services

Although production and publishing are separated, the ecosystem is intentionally designed around common platform capabilities.

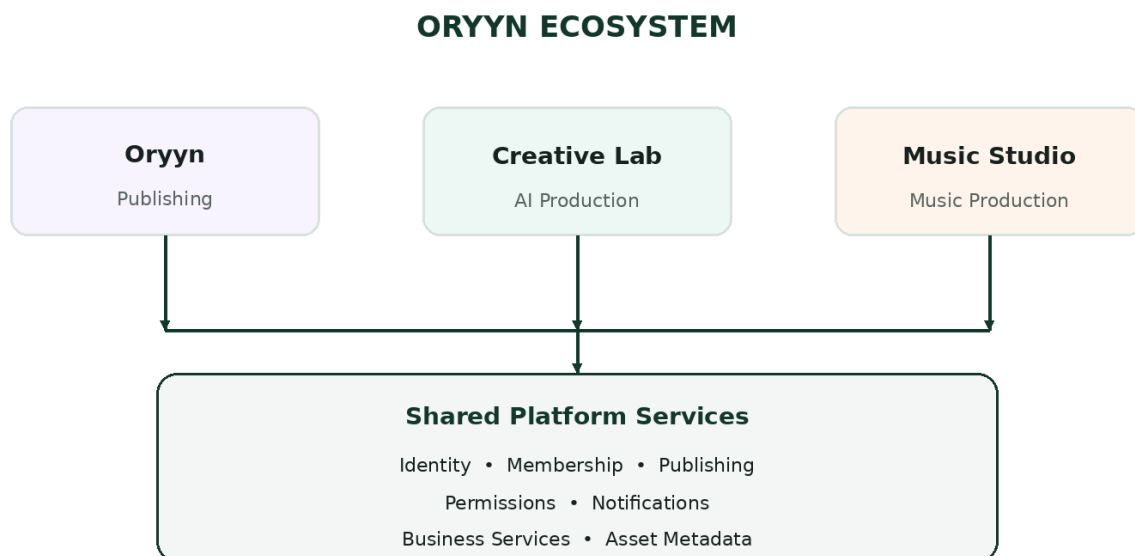
These shared services are expected to include:

- Identity
- Authentication
- Membership
- Roles & Permissions
- Notifications
- Publishing
- Media metadata
- Asset ownership
- Business services
- Future subscriptions
- Future monetisation

This shared foundation enables every platform to benefit from common capabilities without duplicating implementation.

Ecosystem Architecture

The relationship between the platforms can be summarised as follows.



Architectural Direction

Separating production from publishing provides several long-term advantages:

- Independent product evolution
- Reduced coupling
- Shared identity
- Shared business logic
- Reusable platform capabilities
- Clear ownership of responsibilities
- Easier introduction of future products

This architectural direction forms the basis of our evaluation of Wix Headless as the shared application foundation for the ecosystem.

DOCUMENT 04

Current Production Architecture

Current Production Overview

The Oryyn ecosystem currently operates as a collection of specialised platforms connected through clearly defined responsibilities.

Rather than relying on a monolithic architecture, production and publishing have been intentionally separated.

This enables each platform to focus on its primary domain while integrating through shared workflows.

At a high level, the current architecture consists of:

- Production Layer
- Publishing Layer
- Media Processing Layer
- Storage Layer
- External AI Layer

Production Layer

Oryyn Creative Lab

Creative Lab is responsible for AI-assisted content production.

Current responsibilities include:

- AI orchestration
- Image generation
- Video generation
- Audio generation
- Project management
- Asset management
- Creative workflows
- Provider integrations

This is the primary production environment within the ecosystem.

Music Studio

Music Studio is currently under active development on Wix Headless.

Its responsibility is structured music production.

Although still in development, it represents the future architectural direction of the ecosystem.

Publishing Layer

Oryyn

Oryyn is responsible for presenting completed creative work.

Current responsibilities include:

- Creator profiles
- Portfolio presentation
- Community
- Publishing
- Discovery
- Media playback
- Content presentation

Oryyn consumes completed assets.

It does not generate them.

Media Processing

Specialised media processing is currently handled independently from the application platforms.

Current responsibilities include:

- Video rendering
- HLS generation
- Media optimisation

Current implementation:

Render

The existing implementation has demonstrated strong production reliability.

At present we intend to preserve this infrastructure.

Storage

All production assets are stored using Cloudflare R2.

Current responsibilities include:

- Images
- Videos
- Audio
- Generated assets

- User uploads
- Published media

Current implementation:

Cloudflare R2

We currently see no architectural benefit in replacing this specialised storage layer.

AI Services

Creative Lab integrates multiple specialised AI providers according to production workflow requirements.

These providers perform generation responsibilities only.

Business rules remain within the application layer.

This separation allows providers to evolve independently while preserving a stable creator experience.

Current Responsibility Matrix

Responsibility	Current Platform
Creator Platform	Oryyn
AI Production	Oryyn Creative Lab
Music Production	Oryyn Music Studio (Wix Headless)
AI Generation	External AI Providers
Video Processing	Render
HLS Generation	Render
Object Storage	Cloudflare R2

Architectural Observations

The current architecture has validated several important engineering decisions.

Specialised infrastructure has proven highly effective for media processing and storage.

Separating production from publishing has simplified product responsibilities.

The next stage of evolution is not replacing these components.

The next stage is establishing a shared application foundation that allows all three platforms to share identity, permissions, publishing, business services, and governance.

This is the architectural problem we believe Wix Headless is well positioned to solve.

Why We Are Evaluating Wix Headless as Our Long-Term Application Foundation

Introduction

The purpose of this document is not to justify a technology decision that has already been made.

Rather, it explains why Wix Headless has emerged as the strongest candidate for becoming the long-term application foundation of the Oryyn ecosystem and why we believe this is the appropriate stage to engage with the Wix Headless Engineering Team.

Our objective is to validate our architectural thinking before committing to a broader migration strategy.

How Our Thinking Has Evolved

When Oryyn was originally conceived, our primary focus was rapid product development and validating creator workflows.

This led us to adopt a composable architecture where specialised services were selected according to the responsibilities they performed best.

As the ecosystem matured, our priorities evolved.

The challenge was no longer introducing additional AI providers or expanding production capabilities.

Instead, we recognised that long-term success would depend upon establishing a consistent application foundation capable of supporting multiple interconnected products while maintaining shared identity, governance, business logic, and platform services.

This shift naturally led us to evaluate managed application platforms capable of supporting that long-term vision.

What We Are Looking For

As the Oryyn ecosystem expands, we believe the underlying application platform should provide several key characteristics.

Shared Identity

Creators should maintain a single identity across every platform within the ecosystem.

Membership, authentication, and access control should operate consistently regardless of which product they are using.

Shared Business Services

Rather than implementing common business logic independently within every product, we intend to establish reusable services supporting:

- Membership
- Permissions
- Notifications
- Publishing
- Administrative governance
- Future subscriptions
- Future commercial capabilities

Operational Stability

As our platforms mature, operational reliability becomes increasingly important.

We are therefore looking for an application foundation that reduces operational overhead while allowing us to focus engineering effort on creator-facing capabilities rather than infrastructure management.

Scalability

The architecture should support additional products without requiring fundamental redesign.

Each new platform should inherit common capabilities while remaining independently evolvable.

Long-Term Maintainability

Architectural consistency becomes increasingly important as products, contributors, and integrations grow.

We therefore value platforms that encourage structured application design and long-term maintainability.

Why Wix Headless Has Emerged as a Strong Candidate

Through our experience with Wix across multiple generations of the platform, we have observed the continued evolution of its capabilities beyond traditional website development.

Today, we increasingly view Wix Headless as a managed application platform rather than solely a content management solution.

Several characteristics align closely with our architectural objectives.

Managed Application Foundation

Wix Headless provides many of the application capabilities that every platform requires but which rarely differentiate the product itself.

These include:

- Identity
- Authentication
- CMS
- Backend services
- APIs
- Data management
- Administrative tooling
- Security
- Operational reliability

Rather than rebuilding these capabilities independently, we believe leveraging a mature managed platform allows our engineering effort to remain focused on creator workflows and product innovation.

Flexible Frontend Architecture

An important consideration for us is the ability to build highly customised user experiences without sacrificing the advantages of managed backend services.

The flexibility provided by Wix Headless aligns well with this objective and supports the architectural separation we intend to maintain between presentation and application services.

Ecosystem Alignment

Perhaps the strongest reason for evaluating Wix Headless is that it aligns naturally with the direction in which the Oryyn ecosystem is evolving.

Our objective is not to consolidate every product into a single application.

Instead, we want multiple specialised products to share a consistent application foundation while remaining independently deployable and independently optimised for their respective domains.

This architectural pattern appears well aligned with the capabilities offered by Wix Headless.

What We Do Not Intend to Change

An important part of our proposed strategy is recognising the components that are already performing effectively.

We do not believe every successful migration requires replacing every existing technology.

At present, we intend to preserve:

Render

Continuing to provide:

- Video rendering
- HLS generation
- Media optimisation

Cloudflare R2

Continuing to provide:

- Object storage
- Media delivery
- Production assets
- Published media

External AI Providers

Continuing to provide specialised AI generation capabilities while remaining orchestrated through our production platforms.

Our objective is to modernise the application layer—not replace infrastructure that continues to provide measurable value.

Why Music Studio Matters

Oryyn Music Studio represents our first product being engineered directly on Wix Headless.

This decision was intentional.

Rather than immediately migrating an established production platform, we chose to validate our architectural direction through a new product.

This approach allows us to:

- Understand Wix Headless more deeply.
- Establish engineering patterns.
- Validate shared services.
- Reduce migration risk.
- Apply those learnings to the broader Oryyn ecosystem.

In many ways, Music Studio serves as the architectural bridge between our current production environment and our proposed long-term platform strategy.

Why We Are Seeking This Discussion

We believe we have reached the appropriate stage to engage directly with the Wix Headless Engineering Team.

Our objective is not to request implementation support or architectural ownership.

Instead, we would value discussion around several important questions:

- Does our proposed migration philosophy align with recommended Wix Headless architectural practices?
- Are there platform capabilities we should evaluate before finalising our direction?
- Are there architectural patterns that would simplify supporting multiple interconnected products?
- Are there opportunities to better leverage Wix Headless while preserving specialised production infrastructure?

These discussions will help us make more informed long-term decisions while ensuring that our architectural direction aligns with the strengths of the platform.

Closing

Our evaluation of Wix Headless is ultimately driven by one objective:

To establish a stable, maintainable, and scalable application foundation capable of supporting the continued evolution of the Oryyn ecosystem.

We believe our current production architecture provides a strong foundation.

We also believe that the next stage of growth requires a stronger application platform capable of connecting multiple products through shared services rather than isolated implementations.

We look forward to discussing this architectural direction with the Wix Headless Engineering Team and benefiting from their experience as we continue to evolve the Oryyn ecosystem.

DOCUMENT 06

Phased Migration Strategy

Migration Philosophy

Our objective is not to migrate Oryyn from one platform to another.

Our objective is to establish a shared application foundation that supports the long-term evolution of the Oryyn ecosystem while preserving infrastructure that has already demonstrated production reliability.

Rather than treating migration as a single implementation project, we view it as a controlled architectural evolution.

Every migration decision will be evaluated against one question:

Does this improve the long-term architecture without introducing unnecessary operational risk?

This philosophy has shaped every aspect of our proposed approach.

Guiding Principles

The proposed migration strategy is based on five core principles.

1. Preserve Proven Infrastructure

Infrastructure that is already reliable, scalable, and operationally mature should continue to perform its existing responsibilities.

Examples include:

- Render for media processing and HLS generation.
- Cloudflare R2 for object storage.
- External AI providers for specialised generation capabilities.

Replacing these components would currently provide limited architectural benefit while increasing migration complexity.

2. Migrate the Application Layer

Rather than replacing specialised services, we intend to progressively migrate application responsibilities to Wix Headless.

These responsibilities include:

- Identity
- Authentication

- Membership
- Content management
- Business logic
- Shared APIs
- Administrative services
- Roles and permissions
- Notifications
- Publishing workflows

This allows Wix Headless to become the common application platform across the ecosystem.

3. Validate Before Expanding

Oryyn Music Studio is intentionally being developed first on Wix Headless.

This allows us to validate architectural patterns, shared services, and development workflows before applying them to a mature production platform.

The experience gained through Music Studio will directly inform future migration decisions.

4. Avoid Platform Disruption

The migration strategy should allow existing production systems to continue operating throughout the transition.

Users should experience platform improvements without requiring disruptive service interruptions or complete product rewrites.

5. Build for Future Products

The migration is not intended solely to support today's products.

The shared application foundation should simplify the introduction of future ecosystem platforms while reducing duplicated implementation effort.

Proposed Migration Phases

Phase 1

Foundation (Current)

Current status:

- Oryyn operating in production.
- Creative Lab managing AI production workflows.
- Music Studio under development on Wix Headless.
- Render providing media processing.
- Cloudflare R2 managing storage.

Objective:

Validate the shared application architecture through Music Studio.

Current Status: In Progress

Phase 2

Shared Platform Services

Following successful validation through Music Studio, establish common platform services.

Potential shared capabilities include:

- Shared member identity
- Authentication
- Roles & permissions
- Notification services
- Shared CMS models
- Shared API patterns
- Administrative services

Objective:

Create reusable services that can support multiple products.

Phase 3

Product Integration

Progressively connect ecosystem products to shared services.

Expected integration areas include:

Oryyn

- Identity
- Membership
- Publishing
- Notifications

Creative Lab

- Shared identity
- Shared publishing
- Shared permissions

Music Studio

- Shared identity
- Shared publishing
- Shared business services

Objective:

Reduce duplicated implementation while preserving independent product domains.

Phase 4

Ecosystem Consolidation

Once common platform services have matured, future engineering efforts focus on strengthening ecosystem integration rather than migrating infrastructure.

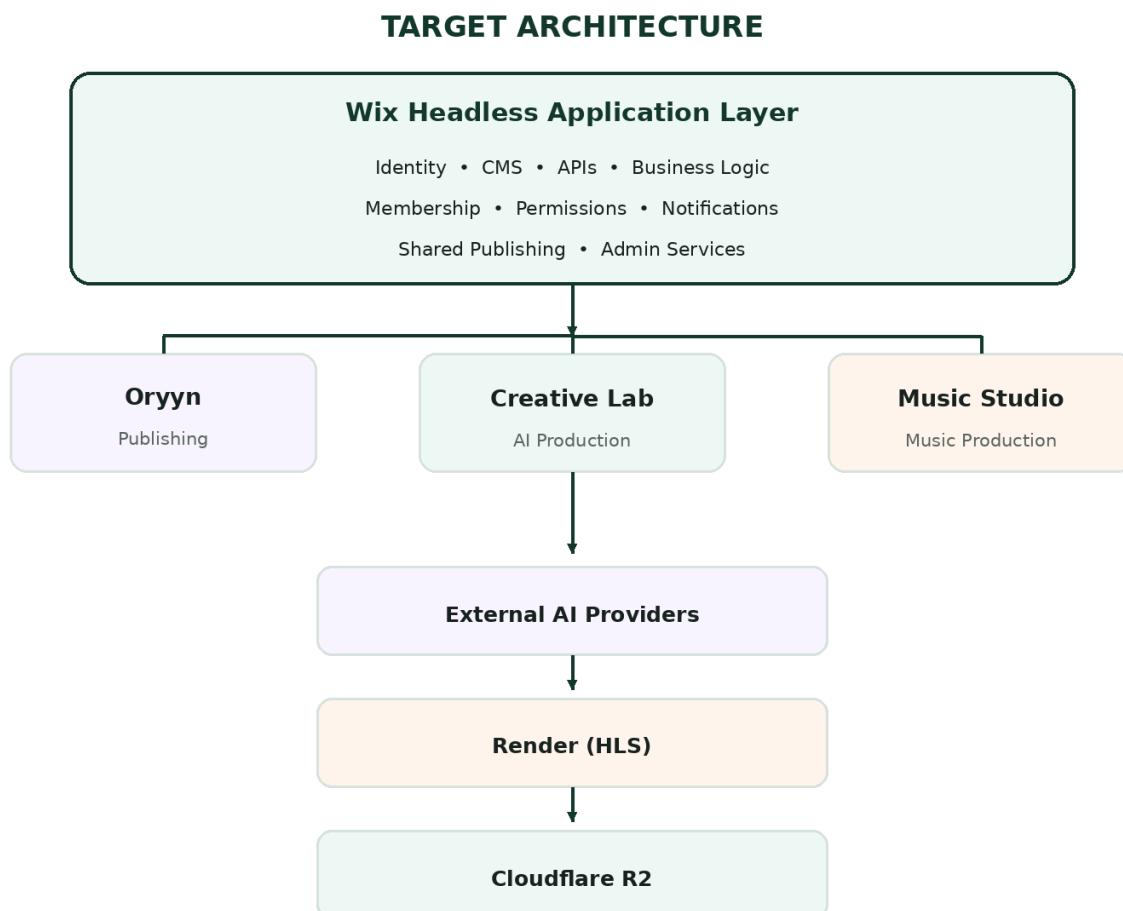
Future priorities may include:

- Shared creator profiles
- Unified publishing
- Shared portfolio management
- Centralised administration
- Shared analytics
- Shared business capabilities

At this stage, products continue to evolve independently while benefiting from the same application foundation.

Target Architecture

The long-term architectural direction can be summarised as follows.



Migration Benefits

The proposed strategy is expected to provide several long-term benefits.

Reduced Architectural Duplication

Common services are implemented once and reused across the ecosystem.

Improved Operational Consistency

Identity, permissions, publishing, and governance behave consistently across products.

Lower Migration Risk

Production infrastructure continues operating while application services evolve incrementally.

Better Long-Term Maintainability

Products remain independently deployable while benefiting from a shared application foundation.

Faster Future Product Development

New ecosystem products inherit common platform capabilities rather than reimplementing them.

Areas for Architectural Validation

Before finalising this direction, we would value discussion with the Wix Headless Engineering Team around several aspects of the proposed strategy.

Specifically:

- Is the phased migration approach aligned with recommended Wix Headless architectural practices?
- Are there platform capabilities that could simplify our proposed shared service architecture?
- Are there recommended approaches for supporting multiple interconnected products from a common application foundation?
- Are there areas where we should reconsider our current separation between specialised infrastructure and application services?

Our intention is not to seek implementation guidance for individual features.

Instead, we hope to validate the overall architectural direction before making long-term engineering commitments.

Closing

Our migration strategy is intentionally conservative.

Rather than replacing technology for the sake of modernisation, we aim to preserve proven production infrastructure while progressively introducing a shared application foundation capable of supporting the next stage of the Oryyn ecosystem.

We believe this approach balances innovation with operational stability, allowing us to continue delivering value to creators while reducing long-term architectural complexity.

We look forward to discussing this proposed strategy with the Wix Headless Engineering Team and refining our approach based on their experience and recommendations.

DOCUMENT 07

Engineering Discussion Topics

The following topics represent the primary areas where we would value architectural discussion with the Wix Headless Engineering Team.

These are not implementation questions. They are intended to validate our proposed architectural direction before we proceed with the next phase of the Oryyn ecosystem.

TOPIC 1

Shared Identity Across the Ecosystem

Current Situation

The Oryyn ecosystem consists of multiple independent products that are expected to share a common creator identity.

Our long-term objective is to allow users to move seamlessly between products while maintaining a consistent authentication and membership experience.

Our Thinking

We believe identity should become a shared platform capability rather than being implemented independently within each product.

Discussion

- What architectural patterns does Wix recommend for supporting shared identity across multiple Headless applications?
- Are there recommended approaches for managing shared memberships while preserving product boundaries?

TOPIC 2

Shared Data & Content Models

Current Situation

Each product maintains domain-specific information while also requiring access to common creator, publishing, and membership data.

Our Thinking

We expect some content models to become shared across the ecosystem while others remain product-specific.

Discussion

- What approaches does Wix recommend for modelling shared and product-specific data?
- How can this be structured to remain maintainable as additional products are introduced?

TOPIC 3

Integration with Existing Infrastructure

Current Situation

Our current production environment includes Render for media processing and Cloudflare R2 for object storage.

Both services have proven reliable in production.

Our Thinking

Our intention is to preserve these specialised services while migrating the application layer to Wix Headless.

Discussion

- Are there recommended integration patterns for combining Wix Headless with external processing and storage services?
- Are there platform capabilities we should evaluate before finalising this approach?

TOPIC 4

Supporting Multiple Products

Current Situation

The Oryyn ecosystem currently consists of three products with different responsibilities:

- Oryyn (Publishing & Community)
- Creative Lab (AI Production)
- Music Studio (Music Production)

Our Thinking

Rather than combining these into a single application, we intend to keep them as separate products while allowing them to share common platform services where appropriate.

Discussion

- Does this align with recommended Headless architecture?
- Are there considerations we should keep in mind when multiple products rely on the same application foundation?

TOPIC 5

Shared Platform Services

Current Situation

Several capabilities are expected to become common services across the ecosystem.

These include:

- Membership
- Roles & Permissions
- Notifications
- Publishing
- Administrative services

Our Thinking

We believe centralising these capabilities will reduce duplication while improving consistency across products.

Discussion

- Which services would Wix recommend centralising first?
- Are there common implementation patterns that we should consider?

TOPIC 6

Migration Strategy

Current Situation

Our proposed migration strategy is incremental rather than replacing the existing platform in a single phase.

Our Thinking

We believe this reduces operational risk while allowing production systems to remain stable throughout the transition.

Discussion

- Does this phased approach align with Wix Headless best practices?
- Are there migration risks or opportunities we should evaluate before proceeding?

TOPIC 7

Long-Term Platform Evolution

Current Situation

Our objective is to continue expanding the ecosystem while maintaining architectural consistency.

Our Thinking

Future products should inherit common platform capabilities without introducing unnecessary duplication.

Discussion

- Based on the direction presented in this document, are there architectural considerations we should address now to better support future growth?

Closing Remarks

The purpose of these discussion topics is to validate our architectural direction before making long-term engineering commitments.

Our intention is to benefit from the experience of the Wix Headless Engineering Team and ensure that our implementation aligns with proven architectural practices wherever possible.

We believe that engaging at this stage will allow us to make stronger engineering decisions while continuing to evolve the Oryyn ecosystem on a stable and scalable application foundation.

Closing & Next Steps

Closing Remarks

Thank you for taking the time to review this technical brief.

We have prepared this document to provide context around our current platform architecture, our long-term product direction, and the engineering considerations that have led us to evaluate Wix Headless as the future application foundation for the Oryyn ecosystem.

Rather than seeking implementation guidance for individual features, our objective is to validate the overall architectural direction before making long-term platform decisions.

We believe that engaging with the Wix Headless Engineering Team at this stage will help us make more informed engineering choices while ensuring that our architecture aligns with the strengths and recommended practices of the platform.

Immediate Next Steps

Following this discussion, our proposed next steps are:

1. Review the proposed architecture and migration strategy with the Wix Headless Engineering Team.
2. Validate the phased migration approach and shared application model.
3. Identify any recommended architectural adjustments or platform capabilities that should be considered.
4. Continue the development of Oryyn Music Studio as the reference implementation for the shared application foundation.
5. Refine the long-term migration roadmap for the broader Oryyn ecosystem based on the outcomes of the technical discussion.

Our Commitment

As we continue to build the Oryyn ecosystem, our commitment is to make architectural decisions that prioritise long-term maintainability, operational stability, and a high-quality experience for creators.

We believe Wix Headless has the potential to become an important part of that journey, and we look forward to learning from your team's experience as we shape the next phase of the platform together.

Thank you once again for your time, feedback, and willingness to engage with us.

We look forward to the discussion.

END OF TECHNICAL BRIEF

Oryyn Platform - Architecture Overview & Wix Headless Migration Strategy