

My Day To-Do product plan

<https://mydaytodo.com>

Project	Milestone	Tasks	Deliverables	Team	Start	End	Duration
My Day To-Do	Update 1	Search UI improvements	New UI Design	Design & Front-end	17-Apr-2019	17-Apr-2019	4 hours
		A mock todo on starting app	Update uploaded	Development	17-Apr-2019	19-Apr-2019	2
		Exhaustive location testing	Update released				
	Update 2	Sort by time	Code uploaded online	Development	23-Apr-2019	30-Apr-2019	7
		Location reminders	Update released				
		Color each todo					
	Update 3	Transcribe spoken tasks	Code uploaded online	Development	29-Apr-2019	10-May-2019	11
		In-app Hopscotch (Linkedin) tutorial	Update released				
	Awareness	Improve app Store description	New searchable description	Marketing	30-Apr-2019	10-May-2019	10
		Marketing campaign for feature	A social media ad campaign				
MDT Lite	Update 1	Search UI improvements	Code uploaded online	Design & Development	18-Apr-2019	19-Apr-2019	4-6 hours
		A mock todo on starting app	Update released				

Proposed SFA

Project	Milestone	Tasks	Deliverables	Team	Start	End	Duration
User story 1	Design	UI design	UI concept	Design & Front-end	20-Apr-2019	21-Apr-2019	1
		App Store icon	1024x768 App Store icon	Marketing with Fiverr	22-Apr-2019	29-Apr-2019	7
		Target audience research		UX & Marketing			
	App store upload	Incorporate the design to native UI	Code uploaded online	Development	23-Apr-2019	30-Apr-2019	7
		Use FB and iCloud storage	App store submission for app				
		Create the app store page	App released				
		Finish developing the app					
	Admin work	Create a Facebook page		Admin	29-Apr-2019	29-Apr-2019	1 hour
		Prepare a marketing budget	Document outlining limitations	Finance	29-Apr-2019	29-Apr-2019	3 hours
		Create an FB Ad campaign		Sales & Marketing	29-Apr-2019	29-Apr-2019	4 hours
User story 2	Design	UI design	Initial UI Design on paper	Design & Front-end	8-May-2019	15-May-2019	7
		App Store icon	1024x768 app store icon	Marketing (Anita) with Fiverr			
		Target audience research		UX & Marketing			
	App store upload	Investigate styling iOS apps	Code uploaded online				
		Search for appropriate Cocoapods	App store submission for app				

		Look for iOS APIs to accomplish task	App released				16		
		Build the app							
		Submit build to App Store for review		Development	14-May-2019	30-May-2019			
	Admin work	Create a Facebook support page		Admin	29-May-2019	29-May-2019	1 hour		
		Prepare a marketing budget	Document outlining limitations	Finance & Sales	29-May-2019	31-May-2019	2		
		Create an FB Ad Campaign		Sales & Marketing	31-May-2019	31-May-2019	4 hours		
User story 3	Inception	Initial user survey	Document with user needs	UX & Marketing					
		Identify market need		Marketing & Sales	3-Jun-2019	15-Jun-2019	12		
	Design	UI Design and app store icon concept	UI & Icon concept on paper	Design & Front-end					
		App store icon	1024x768 app store icon	Marketing (Anita) with Fiverr	15-Jun-2019	18-Jun-2019	3		
	App Store upload	Research different APIs to achieve it	Code uploaded online						
		Build and exhaustive test the app	App store submission for app						
		Upload the app to App store	App released	Development	10-Jun-2019	24-Jun-2019	14		
	Admin work	Create a Facebook support page		Admin	23-Jun-2019	23-Jun-2019	1 hour		
		Prepare a marketing budget	Document outlining limitations	Finance & Sales	23-Jun-2019	25-Jun-2019	2		
		Create an FB Ad Campaign		Sales & Marketing	25-Jun-2019	25-Jun-2019	4 hours		

Hybrid apps initiative

Project	Milestone	Tasks	Deliverables	Team	Start	End	Duration		
User story 4	Foundation	UI Design concept	Design on paper	Design & Front-end					
		Playstore and PWA icon	Image for an store icon	Marketing (Anita) with Fiverr	27-Apr-2019	30-Apr-2019	3		
	Platform confidence	Auth concepts in a hybrid framework	A repo with code concepts uploaded online		19-Apr-2019	23-Apr-2019	4		
		Hybrid + web storage							
		Integrating 3rd Party libs		Development					
	App development	Code in all the features	App binary on Play Store	Development	25-Apr-2019	2-May-2019	7		
		Upload to Play store							
		Commit the code online							
	Pre-launch	Play store description		Marketing with Fiverr					
		Localisation		Marketing & Development	1-May-2019	7-May-2019	6		
	Release	Available on Playstore							
		Prepare marketing budget	Document outlining limitations	Finance & Sales					
		Facebook ad campaign	Ad running on Facebook	Sales & Marketing	9-May-2019	15-May-2019	6		