LAUNCH PLAN

Team and Resources

Departmental Support and Resource Requirements

To successfully deliver the MVP, the following departments will provide crucial support':

DEPARTMENT	ROLE
Product Management	Define and prioritize MVP scope and strategy Manage project timelines and ensure alignment with business goals
Design	Develop UI/UX for Save functionality and Save Confirmation Prompt Conduct design iterations based on feedback
Engineering	Develop core MVP features, ensuring technical feasibility Integrate backend and frontend elements for seamless functionality
Quality Assurance (QA)	Conduct usability and performance testing Ensure the MVP meets quality standards before launch
Marketing/Communications	Develop communication strategies for feature rollouts Provide tutorials and guides to help users understand new features

Resource Allocation

Task	In house	External support
Design	✅	
Product management	✅	
Engineering	✅	

Quality assurance	✅	
User testing		✅ (If necessary)
Analytics Tools		✅ (third-party tools)

In-House: The primary functions—design, product management, engineering, and QA—will be managed internally.

External Support:
User Testing may require external services if additional insight is needed.
Analytics Tools will be sourced externally (e.g., Google Analytics, Mixpanel) to track user behavior and KPIs.

Development Team Involvement

The **engineering team** will play a critical role in building the core features of the MVP, including:

- Save functionality (both front-end and back-end)
- Integration of the Save Confirmation Prompt

Timeline

This section outlines the key milestones for developing and launching the MVP using the **Now-Next-Later** framework.
The timeline provides a roadmap of immediate priorities, mid-term tasks, and long-term goals, taking into account design, development, and testing needs.

Now: Immediate Priorities (0-2 Weeks)

- **Finalize MVP Features**
  - Finalize core functionality (Save Button & Save Confirmation Prompt).
  - Ensure alignment with design and product teams.
- **Design Prototyping & Approval**
  - Complete initial wireframes for the Save functionality and confirmation prompt.
  - Get final approval from product and design teams.
- **Set Up Testing Infrastructure**
  - Implement analytics tools for tracking task completion rate, user satisfaction, and engagement metrics.
  - Finalize user testing schedule.
- **Development Kickoff**

- ○ Start backend and frontend development of core MVP features (Save button, prompt).
- ○ Integrate UI/UX design into the app's interface.

Next: Mid-Term Tasks (2-4 Weeks)

- **Quality Assurance (QA) Testing**
  - ○ Conduct usability testing and ensure all features are bug-free and meet user expectations.
  - ○ Test across devices to ensure responsiveness and usability.
- **Beta Launch**
  - ○ Launch MVP to a select group of users for feedback.
  - ○ Monitor user engagement and collect feedback for improvement.
- **Refinement Based on Feedback**
  - ○ Address bugs and issues identified in beta testing.
  - ○ Implement user feedback into the MVP for refinements.

Later: Long-Term Priorities (4-8 Weeks)

- **Full Launch & Marketing**
  - ○ Launch MVP to all users.
  - ○ Start marketing campaigns to increase awareness and adoption of the new Save functionality.
- **Post-Launch Monitoring & Updates**
  - ○ Continue tracking user behavior and satisfaction.
  - ○ Start planning for post-launch feature improvements based on collected data.

Estimated Timeline for MVP Development

TASK	DURATION
Finalize Features & Design	1 week
Development (Backend & Frontend)	2-3 weeks
QA Testing	1 week

Beta Launch	1 week
Full Launch & Post-Launch Updates	Ongoing

Budget

This section outlines the tools, resources, and associated costs for building the MVP, including both paid software and internal resources. We aim to use a cost-effective approach while ensuring the necessary tools are available for development, design, and testing.

Paid Tools and Software

TOOLS/SOFTWARE	PURPOSE	COST	`RATIONALE
Figma	Design and prototyping	$15/month	Essential for creating wireframes and interactive prototypes.
Hotjar	User behavior tracking & testing	$50/month	Provides heatmaps and session recordings to analyze user behavior and improve usability.
Google Analytics	User tracking and engagement	Free	Track user interactions with the Save feature to gauge success.
Slack	Team communication	Free (Standard Plan)	Internal communication tool for streamlined collaboration.
Jira	Project management & task tracking	$10/user/month	To organize tasks, track development progress, and manage sprints

Internal Resources

- **Design Team**: In-house designers will be responsible for creating the wireframes and visual designs.
- **Development Team**: Backend and frontend developers will handle all technical aspects, including integrating the Save functionality and Save Confirmation Prompt.