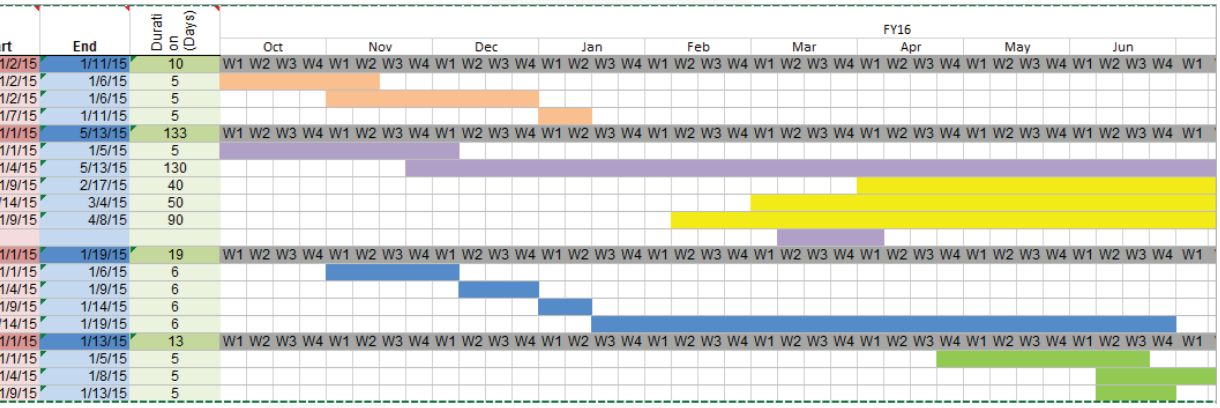
3 Project Roadmap

SmartWay

3.1 Project Chart

WBS	Tasks	Start	End	Duration (Days)
1	**Product Development**	1/2/15	1/11/15	10
1.1	Product design	1/2/15	1/6/15	5
1.2	Software development	1/2/15	1/6/15	5
1.3	Distribution Start	1/7/15	1/11/15	5
2	**Marketing**	1/1/15	5/13/15	133
2.1	Market Research	1/1/15	1/5/15	5
2.2	Advertising Campaign	1/4/15	5/13/15	130
2.2.1	Ads on Airport	1/9/15	2/17/15	40
2.2.2	Ads on Train Stations	1/14/15	3/4/15	50
2.2.3	Ads on Bus Stops	1/9/15	4/8/15	90
2.3	Companies Cooperation			
3	**Expanding features**	1/1/15	1/19/15	19
3.1	Importing Facebook feature	1/1/15	1/6/15	6
3.2	Importing ratings	1/4/15	1/9/15	6
3.3	Loyalty cards extension	1/9/15	1/14/15	6
3.4	Additional expansions	1/14/15	1/19/15	6
4	**Revenue generation**	1/1/15	1/13/15	13
4.1	Advertising import	1/1/15	1/5/15	5
4.2	Store availability launch	1/4/15	1/8/15	5
4.3	Companies Contracts	1/9/15	1/13/15	5



3.2 Tasks and Milestones

- Product Design
- Software Development
- Reaching the functionality of app

o Development of App o

- Market Research
- Advertising Campaign
- Cooperation with companies (in terms of advertising)

o Marketing o

o Building the user base o

o Reaching 10,000 downloads o

- launching bigger advertising campaign
- importing additional features

o Revenue Generation o

- negotiating contracts with companies
- introducing membership or paid version of app
- increasing the user base

o Bug fixing o