

Group "Awesome"

APP?
or just
website

TO DO

IN Progress

DONE

WEEK 1



Company
container
/personal
college
business

create
a
Company
/Logo/

Mission
Vision
Values
Business

DEFINE
Digital
PDEA
business

2
WEEK

Business
Model
Canvas
16-18

Customer
Journey

Survey

Define selling
Propositions

Focus
Group Test

Communication
Plan

Analysis
Report
22-24
Week 18-20

Persona
college
2.

WEEK
3

Think About
Test
Design
Proof

Product Design
Manual
Design
Brief
Design
Document

WEEK
4

Make a
Budget

Project
Pitch

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