Management meeting (9 oct - 15 oct)
We will hold a meeting with all heads of departments to discuss a clear , feasible plan for each department.

Plan Approval (16 oct - 20 oct)
Head of departments will have meetings with their group to see if the plan is appropriate and any changes will be discussed and finalised.

Study market (20 Nov - 20 Dec)
Sales and marketing department will conduct ongoing market studies and keep close communication with other departments in small weekly meetings.

Software design (20 Nov - 25 Dec)
The design of the app, considering UI and UX, will be drawn up and everything will be ready for the development team to begin creating the app.

Market strategies (20 Nov - 20 Dec)
Possible marketing strategies will be discussed and slowly implemented to see online reactions towards the app and to create excitement.

Development and Coding (1 Dec - 5 Jan)
Development on the app will commence , starting with just the fundamentals as the other groups continue to conduct their research. Vigorous communication and group work will be pivotal during this stage.

Prototype Release (5 Jan)
A working prototype will be released to the public as a beta product.

App Testing (6 Jan - 28 Feb)
During this period we urge customers to give any feedback or ideas we could use to improve the UI and UX or the app, and we will regularly monitor and take notes of any issues which may arise.

Adjustments (1 Mar - 15 Mar)
All feedback will be assessed and considered, and any appropriate adjustments will be implemented.

Launch on Android (16 Mar)
App will be released onto the Android app store.

Launch on iOS (1 Apr)
App will be released on the Apple store.