**Project Planning & Management for "circa"**

**1. Project Objectives**

* **Primary Goal:** Create a unified digital platform to aggregate verified Egyptian local brands.
* **Secondary Goals:**
  + Increase visibility and sales for local businesses.
  + Foster trust between producers and consumers.
  + Deliver a seamless, user-friendly experience for both brands and customers.

**2. Methodology**

* **Agile Framework:**
  + Break the project into sprints (2-week cycles).
  + Use **Scrum** for daily standups, sprint planning, and retrospectives.
  + Tools: **Jira** for task tracking, **Trello** for visual workflow.
* **Key Phases:**
  1. **Initiation:** Stakeholder alignment and resource allocation.
  2. **Planning:** Detailed roadmap creation.
  3. **Execution:** Design, development, and testing.
  4. **Monitoring:** Continuous feedback and adjustments.
  5. **Closure:** Final delivery and documentation.

**3. Team Roles & Responsibilities**

| **Role** | **Responsibilities** | **Tools Used** |
| --- | --- | --- |
| **Project Manager** | Oversee timelines, budgets, and stakeholder communication. | Jira, Slack |
| **UI/UX Designer** | Design wireframes, prototypes, and style guides. | Figma, Adobe XD |
| **Frontend Dev** | Implement responsive UI using React.js. | VS Code, GitHub |
| **Backend Dev** | Build APIs, integrate payment gateways (e.g., Paymob). | Node.js, MongoDB |
| **QA Tester** | Conduct usability tests and bug reporting. | TestRail, Postman |
| **Marketing Team** | Run pre-launch campaigns and social media engagement. | Canva, Hootsuite |

**4. Timeline & Milestones**

| **Phase** | **Tasks** | **Deadline** |
| --- | --- | --- |
| **Initiation** | Stakeholder interviews, project charter. | 1 Week |
| **Research** | User surveys, competitor analysis. | 2 Weeks |
| **Wireframing** | Low-fidelity wireframes for core pages. | 1.5 Weeks |
| **UI Design** | High-fidelity prototypes and style guide. | 3 Weeks |
| **Development** | Frontend/backend coding, API integration. | 6 Weeks |
| **Testing** | Usability tests, bug fixes. | 2 Weeks |
| **Launch** | Soft launch, marketing campaigns. | 1 Week |

**5. Risk Management**

| **Risk** | **Mitigation Strategy** |
| --- | --- |
| Delays in design approval | Assign a dedicated stakeholder liaison. |
| Technical bottlenecks | Allocate buffer time in the timeline. |
| Budget overruns | Use open-source tools where possible. |
| Low user adoption post-launch | Pre-launch beta testing with incentives. |

**6. Tools & Resources**

* **Design:** Figma (collaborative prototyping), Adobe XD.
* **Development:** React.js (frontend), Node.js (backend), MongoDB (database).
* **Project Management:** Jira (task tracking), Slack (communication).
* **Marketing:** Canva (graphics), Hootsuite (social media scheduling).

**7. Budget Breakdown**

| **Category** | **Estimated Cost (EGP)** |
| --- | --- |
| Design Tools | 5,000 |
| Development Tools | 10,000 |
| Marketing Campaigns | 20,000 |
| Contingency Fund | 15,000 |
| **Total** | **50,000** |

**8. Deliverables**

* **Documentation:** Project charter, user personas, wireframes, test reports.
* **Final Output:** Fully functional platform (Web + Mobile-responsive).
* **Presentation:** Slide deck, demo video, and live prototype.

**Next Steps:**

1. **Kickoff Meeting:** Finalize roles and timelines.
2. **Start Research Phase:** Conduct user surveys and competitor analysis.
3. **Design Sprint:** Begin wireframing core pages.