| **Phase** | | **Timeframe** | |  | | **Deliverables** | **Notes** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1. Planning & Setup** | | Week 1–2 | |  | | - Finalize specs  - ER Diagram  - Setup repo, environment  - Project roadmap | Prep phase. Finish all planning here. | |
| **2. Auth & User Roles** | | Week 3–4 | |  | | - Sign up/login (email, social)  - JWT-based auth  - Role system (Admin, Vendor, Customer) | Reusable auth system | |
| **3. Vendor & Business Profiles** | | Week 5–6 | |  | | - Business listing creation  - Profile management  - Media uploads (logo, cover) | Amazon S3 used for image/file uploads | |
| **4. Product Catalog & Inventory** | | Week 7–8 | |  | | - Product creation/edit  - Inventory management  - Categories, Tags | Product images stored on S3 | |
| **5. Booking & Scheduling** | | Week 9–10 | |  | | - Service booking  - Availability calendar  - Notifications (email) | For service-based vendors | |
| **6. E-commerce & Checkout** | | Week 11–12 | |  | | - Cart  - Checkout  - Payment (Stripe)  - Order history | Launchable MVP milestone | |
| **7. Search & Filters** | Week 13 | |  | | - Search by name, category, etc.  - Faceted filters  - Optional: Vector search | | | Use vector DB if AI recs needed |
| **8. Personalized Recommendations** | Week 14–15 | |  | | - Collaborative filtering  - AI-driven suggestions  - Recently viewed, similar products | | | Optional AI/ML layer |
| **9. Analytics & Insights** | Week 16–17 | |  | | - Business dashboard  - Traffic data (via Plausible)  - Sales & conversion charts | | | Add Plausible to frontend |
| **10. Community & Messaging** | Week 18–19 | |  | | - Forums  - Reviews  - Direct vendor messaging | | | Engagement features |
| **11. Admin Panel** | Week 20 | |  | | - User, business moderation  - Reports  - Revenue tracking | | | Needed for platform control |
| **12. Testing & QA** | Week 21–22 | |  | | - Unit & integration tests  - Manual testing  - Fix bugs | | | Continuous QA |
| **13. Deployment & Launch** | Week 23–24 | |  | | - Host frontend/backend  - Final polish  - Soft launch | | | Final go-live milestone |