TASK-14 AGILE MODEL

Product: Car

	To Do	In Progress	Done
Marketing	Plan the car launch campaign. Research customer references and market trends. M 6	• Design social media treasers. • Create video ads showcasing the car's unique features. M 6	 Finalize the car's branding and tag line. Complete a competitor analysis report.
Design	Sketch interior dashboard concepts. Gather feedback on car exterior color options. D 6	Create 3D models car's exterior. Optimize aerodynamics for fuel efficiency. D 5	 Finalize tyre and rim designs. Complete initial prototype for the car's exterior.
Development	Test engine performance under extreme conditions. Develop the infotainment software. D 6	• Build the car's chassis and frame. • Test battery efficiency for electric models.	Assemble the initial prtotype for testing. Complete crash safety test. D 3