

Milestone 1: Design and Requirement Understanding

- **Focus:**
 - **User Interface** Design mobile app and web -optimized interfaces for authentication, product browsing, and notifications.
 - **Initial Setup:** Establish project environment (servers, databases, development tools) for all platforms.
 - **Architecture Design:** Design a scalable, secure architecture supporting OTP authentication, subscriptions, rewards, and delivery integrations across all platforms.
 - **Requirement Analysis:** Analyze and document all functional and non-functional requirements for all features.

Milestone 2: Authentication & Profile Management Development

- **Duration:** 2 weeks
- **Focus:**
 - **Admin Panel:**
 - Secure login and logout system.
 - Basic modules setup
 - **User Website:**
 - Signup and login via OTP (integrated with MSG91 for SMS delivery);
 - Logout system.
 - Edit Profile: Update name, phone, email, DOB, and address.
 - **User Mobile Apps:**
 - Signup and login via OTP (integrated with MSG91 for SMS delivery);
 - Edit Profile: Update name, phone, email, DOB, and address.

Milestone 3: Product Catalog Management Development

- **Duration:** 2 weeks
- **Focus:**
 - **Admin Panel:**
 - Categories: Add/Edit/Delete with icon/image uploads.
 - Product Add/Edit/Delete
 - (Title, MRP, Actual Price, Weight vs Price, Nutrition Information of category and weight, Health benefits text box, Description)

- Vitamins drop down selection
- FAQs and answers,
- Drop-down of recipes to show below.
- Drop-down of products to add as frequently brought together
- Normal Delivery or Expedited Delivery
- Dietary Tags
- Featured Tag
- New arrival Tag
- Dynamic banners for offers and categories (managed via CMS)
- **User Website:**
 - Dynamic banners for offers and categories (managed via CMS).
 - Featured products and best sellers.
 - Category-wise browsing, search with AutoFill, filters as per product details
 - Product Display
 - (Title, MRP, Actual Price, Weight vs Price, Nutrition Information of category and weight, Health benefits text box, Description)
 - Vitamins drop down selection
 - FAQs and answers,
 - Drop-down of recipes to show below.
 - Drop-down of products to add as frequently brought together
 - Normal Delivery or Expedited Delivery
 - Dietary Tags
 - Featured Tag
 - New arrival Tag
 - Add to Cart/Buy Now.
- **User Mobile Apps:**
 - Dynamic banners for offers and categories (managed via CMS).
 - Featured products and best sellers.
 - Category-wise browsing, search with AutoFill, filters as per product details
 - Product Display
 - (Title, MRP, Actual Price, Weight vs Price, Nutrition Information of category and weight, Health benefits text box, Description)
 - Vitamins drop down selection
 - FAQs and answers,
 - Drop-down of recipes to show below.
 - Drop-down of products to add as frequently brought together

- Normal Delivery or Expedited Delivery
- Dietary Tags
- Featured Tag
- New arrival Tag
- Add to Cart/Buy Now.

Milestone 4: Offers, User Management, and Rewards and

- **Duration:** 2 weeks
- **Focus:**
 - **Admin Panel:**
 - Offers: Add/Edit/Delete coupons, configure usage limits per user, expiration, eligibility (minimum order), and apply to products/categories.
 - User Management: View all users, individual order history, block/unblock users.
 - Reward System Management:
 - Add/Edit/Delete rewards as discounts
 - Eligibility after how many orders,
 - Status Enable/Disable
 - view/adjust user reward balances per user
 - **User Website:**
 - Reward System: Earn rewards automatically on order placement, view bin my rewards, and redeem during checkout.
 - **User Mobile Apps:**
 - Reward System: Earn rewards automatically on order placement, view bin my rewards, and redeem during checkout.

Milestone 5: Address Management, Review Development

- **Duration:** 2 weeks
- **Focus:**
 - **Admin Panel:**
 - Add/Edit/Delete Address management for users
 - **User Website:**
 - Address Book: Add/Edit/Delete addresses with Google Maps API, label addresses (Home, Work, Other).
 - **User Mobile Apps:**
 - Address Book: Add/Edit/Delete addresses with Google Maps API, label addresses (Home, Work, Other).
 - **Review Management**

- Add/Edit/Delete product review
- Add/Edit/Delete experience review
- Approve/Reject review submitted by the user

Milestone 6: Order Management, Notifications, and Feedback Development

- **Duration:** 2 weeks
- **Focus:**
 - **Admin Panel:**
 - Order Management:
 - Order dashboard (filter by date, user, status, product),
 - View details (items, total, delivery info),
 - Manual status updates (confirmed, packed, dispatched)
 - Third-party status update for order.
 - **User Website:**
 - Order Management: View past orders, download invoice, track delivery status, cancel orders (if not dispatched).
 - Delivery Tracking: Show status (via APIs), ETA (if available).
 - Notifications & Alerts: Push, in-app, email for offers, order/delivery status, ETA changes, subscription reminders, reward updates etc
 - **User Mobile Apps:**
 - Order Management: View past orders, download invoice, track delivery status, cancel orders (if not dispatched).
 - Delivery Tracking: Show status (via APIs), ETA (if available).
 - Notifications & Alerts: Push, in-app, email for offers, order/delivery status, ETA changes, subscription reminders, reward updates.

Milestone 7: Blogs, Recipe, Subscription Management, Reports, and Final Integration/Deployment

- **Duration:** 3 weeks
- **Focus:**
 - **Admin Panel:**
 - Subscription Management:
 - Create/Edit/Delete custom subscriptions,
 - set frequency (weekly, monthly, custom)
 - Timeline
 - Add Items with its details
 - manage invite-based access..

- Recipes and Blogs
 - Add/Edit/Delete Blogs
 - Add item links
 - Add images
- Reports & Analytics: Order reports, user reports, inventory reports, product analytics (most/least ordered, best reviews), customer analytics.
- Integrated Delivery Partner API Features: Support for 3 APIs, auto-create delivery job, auto-assign agent, track status via webhook/API, manage serviceable Pin Codes (integration and testing).
- **User Website:**
 - Cart & Checkout: Apply coupons (including reward-based discounts), choose delivery address, payment methods placeholder (to be integrated in this milestone), view final breakdown.
 - Subscriptions (Invite-Only): View and subscribe to invited subscriptions, manage active subscriptions (pause, cancel), automatic order creation.
- **User Mobile Apps:**
 - Cart & Checkout: Apply coupons (including reward-based discounts), choose delivery address, payment methods placeholder (to be integrated in this milestone), view final breakdown.
 - Subscriptions (Invite-Only): View and subscribe to invited subscriptions, manage active subscriptions (pause, cancel), and automatic order creation.
 - Integration with MSG 91 API for message OTP send
- **All Platforms:**
 - Integrate Payment Gateway: Implement one payment gateway supporting UPI, wallet, credit card, net banking(no credit card saving).
 - Integration with MSG 91 API for message OTP send
 - Hosting: Host Admin Panel and User Website (additional cost if using provider's server).
 - Deployment: Deploy Mobile Apps (Android and iOS) to respective stores and make them live using client-provided developer accounts.
 - Final Testing: Validate all integrations (payment gateway, delivery APIs) and conduct final testing with client feedback.