

Sailor - Pioneers of the digital entrepreneurship

Release Plan

Revision History

Version	Modifier	Date	Description of Change
0.1	A. D'Onofrio	14/04/2020	Initial rough draft.

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Release Summary

- Initiation
Iteration #1 (01/03 - 05/03): Basic Requirements Exploration
- Elaboration
Iteration #2 (06/03 - 10/03): Baseline Architecture
- Construction
Iteration #3 (11/03 - 12/03): Bundle Development
Iteration #4 (13/03 - 20/04): Application Development
Iteration #5 (21/04): Deployment
Iteration #6 (21/04+): Service Advertisement / Promotion

Iteration #1

Objective: The purpose of this iteration is to define the idea providing examples of usage of the application and to realize an example design to follow in the following steps.

Features / Activities / Deliverables	Estimated Effort	Actual Effort
Design Template on Adobe Experience Design	10hr	10hr
Application Use Cases Examples	5hr	5hr

Iteration #2

Objective: The purpose of this iteration is to define the design of the structure of the application in the functionalities provided to the staff and the client.

Features / Activities / Deliverables	Estimated Effort	Actual Effort
Database Design	20hr	n/d
Pending Orders Dashboard Architecture	10hr	n/d
User Functionalities Specs	10hr	n/d
User Order Process	15hr	n/d
Use Cases Examples	5hr	n/d

Iteration #3

Objective: The purpose of this iteration is to define how the company will select the services to offer and what process has to be followed before finalizing the choice.

Features / Activities / Deliverables	Estimated Effort	Actual Effort
External Services Research (Fiver, etc...)	50hr	n/d
Google ADS Analysis For The Chosen Services (High Request Low Competition)	50hr	n/d
Registration Of The Selected Bundles In The DB	10hr	n/d

Use Cases Examples	5hr	n/d
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Iteration #4

Objective: The purpose of this iteration is to develop all the pieces of software required. From the landing page, user profile and every other part of the front-end, to the application that runs the login/registration, order process, pending orders dashboard etc...

Features / Activities / Deliverables	Estimated Effort	Actual Effort
Landing Page Development	50hr	n/d
Backend System Development	50hr	n/d
User's Order Process (Frontend + Backend)	30hr	n/d
User Profile (For all the pending orders)	20hr	n/d
All Orders Dashboard (only for the staff)	20hr	n/d
Payment Methods	5hr	n/d

Iteration #5

Objective: The purpose of this iteration is to deploy the application and to make it publicly accessible.

Features / Activities / Deliverables	Estimated Effort	Actual Effort
Deployment Onto A Hosting Service and Purchase of the Domain	1hr	n/d

Iteration #6

Objective: The purpose of this iteration is to promote the application via Facebook Ads, Google Ads and Social Media Sponsorization.

Features / Activities / Deliverables	Estimated Effort	Actual Effort
Advertisement via Facebook ADS	5hr	n/d
Advertisement via Google ADS	5hr	n/d
Advertisement via Other Social Media Services	5hr	n/d