

## **Product Roadmap – MVP for PureVeda Naturals**

### **Q2 2025 – Concept & Discovery**

- Conduct user interviews
- Research market trends in clean beauty
- Define MVP features and target audience

### **Q3 2025 – MVP Development**

- Launch responsive, minimalist e-commerce site
- Release 5 initial SKUs (shampoo, conditioner, scalp oil, etc.)
- Build email capture and checkout flow

### **Q4 2025 – Launch & Feedback**

- Soft launch to selected testers
- Collect feedback on product experience and site usability
- Improve filtering and product detail features based on feedback