**Action items**

**Planning & Research**

1. Define app’s core purpose and mission.
2. Research and analyze competitors like Prakto.
3. Identify target audience (students, professionals, etc.).
4. Research mentorship platforms and successful features.
5. Determine the ideal features for your app.
6. Study the user needs and pain points.
7. Define your app’s unique selling proposition (USP).
8. Create wireframes for the app interface.
9. Design app flow and user journey map.
10. Plan monetization strategy (subscription, freemium, etc.).
11. Conduct surveys or interviews with potential users.
12. Research industry professionals' preferences for mentorship.
13. Define the app's tech stack (frontend, backend, database).
14. Research legal requirements for mentorship and career guidance platforms.
15. Draft privacy policy and terms of service.
16. Research GDPR compliance and data privacy regulations.
17. Analyze market trends in career development and mentorship.
18. Define the app’s branding and visual identity.
19. Set app development timeline and milestones.
20. Set up a budget for app development, marketing, and maintenance.

**App Design**

1. Design the logo and app branding.
2. Create a user-friendly dashboard design.
3. Design the mentor profile layout.
4. Design user registration and login screens.
5. Design the mentor matching system interface.
6. Design goal tracking feature.
7. Design mentor-mentee communication interface (chats, video calls, etc.).
8. Design resource library layout.
9. Create a visual prototype using tools like Figma or Sketch.
10. Conduct user testing of design prototypes.
11. Refine the UI/UX based on feedback.
12. Design app notifications (reminders, updates, etc.).
13. Create in-app feedback system for users.
14. Design in-app search and filter functionality.
15. Design virtual session booking interface.
16. Create content and visual guidelines for app consistency.

**Backend Development**

1. Set up the backend architecture (using frameworks like Node.js, Django, etc.).
2. Set up the database (MySQL, PostgreSQL, or MongoDB).
3. Develop user authentication (sign-up, login, password reset).
4. Develop user profile creation and editing functionality.
5. Implement mentor profile management.
6. Create mentor matching algorithm based on skills, experience, and goals.
7. Develop in-app messaging system (real-time chat).
8. Set up video calling system (via APIs like Zoom, Agora, or WebRTC).
9. Build the goal-tracking feature (setting and updating goals).
10. Implement feedback system for sessions.
11. Develop a session booking system with calendar integration.
12. Integrate notifications for new messages, bookings, etc.
13. Create a system to upload and categorize resources (articles, videos).
14. Implement search functionality for mentors, mentees, and resources.
15. Create a reward system for mentors and mentees (badges, points).
16. Set up cloud storage for video recordings and documents.
17. Build data encryption and secure storage for sensitive user data.
18. Implement multi-language support.
19. Develop integration for social media sharing (LinkedIn, Twitter).
20. Set up data analytics to track user behavior and app performance.
21. Develop app admin panel for managing users and content.
22. Implement API for mentor-mentee rating and review system.
23. Implement tracking for user activity (sessions, content views).
24. Set up API for payment processing (if offering paid sessions).

**Frontend Development**

1. Set up the frontend framework (React, Vue.js, etc.).
2. Implement responsive design for mobile and desktop versions.
3. Develop the home screen layout with app overview.
4. Implement mentor search and filter functionality on the frontend.
5. Create a mentor profile page with detailed information.
6. Build the user registration and login screens.
7. Implement dashboard where users can track their progress.
8. Develop messaging system for seamless communication between mentors and mentees.
9. Build a session booking page with calendar integration.
10. Implement a resource library for easy browsing of career development materials.
11. Design and implement user profile page with career information.
12. Develop the goal tracking and milestones feature.
13. Integrate user feedback system with ratings and reviews.
14. Implement in-app notifications and alerts.
15. Create a settings page for account preferences (email, privacy).
16. Develop a mentor management system for managing availability and expertise.
17. Build responsive video call interface.
18. Add accessibility features (font size, high contrast, etc.).
19. Implement social login options (Google, LinkedIn).
20. Create error pages (404, server errors).

**Testing**

1. Perform unit testing for each backend feature.
2. Conduct integration testing for all app modules.
3. Test frontend responsiveness on different devices.
4. Test the mentor matching algorithm for accuracy and relevance.
5. Perform load testing to check server capacity and performance.
6. Conduct security testing to prevent data breaches and vulnerabilities.
7. Test video call and messaging functionality in real-time.
8. Perform user acceptance testing (UAT) with real users.
9. Test payment gateway functionality if applicable.
10. Debug and resolve any issues identified during testing.
11. Collect feedback from beta testers and refine app based on insights.
12. Conduct cross-browser testing to ensure compatibility.

**Launch & Marketing**

1. Set up app store listings (Google Play, Apple App Store).
2. Design app store images and descriptions.
3. Implement a referral system for user acquisition.
4. Plan a marketing campaign (social media, influencer outreach).
5. Create onboarding guides for new users.
6. Develop an email marketing strategy for updates and news.
7. Prepare a press kit for media coverage and launch announcement.
8. Launch app to a limited audience (soft launch) for initial feedback.

**Epics**

User Management

Mentor-Mentee Matching

Communication (Messaging, Video Calls)

Scheduling & Calendar Integration

Feedback & Ratings

Monetization (Payments, Subscription)

App Analytics & Reporting

Admin Panel & Content Moderation

Notifications & Alerts

Search & Filters (for Mentors)

User Onboarding & Tutorials

Mobile & Web Optimization