12-Week MVP Build Structure (App-Only)

# Phase 1 — Foundation (Weeks 1–3)

## Week 1 – Setup & Planning

* Define system architecture (frontend, backend, database, AI layer).
* Pick stack (e.g., React + Node.js + Python/Flask/FastAPI + PostgreSQL).
* Set up version control (GitHub/GitLab).
* Setup cloud hosting (AWS, GCP, or Azure).

## Week 2 – Basic Frontend & Backend

* Build login/signup (email or Google auth).
* Basic dashboard UI skeleton (no real data yet).
* Backend routes for authentication & user management.

## Week 3 – Database & API Framework

* Setup database schema: users, trends, campaign suggestions.
* Connect backend to database.
* Create API endpoints (placeholder trend data).

# Phase 2 — Core Features (Weeks 4–7)

## Week 4 – Data Scraping (Trend Sources)

* Implement data scraping from TikTok, Instagram, Twitter/X, YouTube, Google Trends.
* Store scraped data in database.
* Build cron jobs for scheduled scraping.

## Week 5 – Trend Detection Engine (AI Core v1)

* Clean/normalize scraped data.
* Implement ranking logic (e.g., engagement rate, velocity of growth).
* AI model (basic LLM) to label/classify trends (music, fashion, tech, memes, etc.).

## Week 6 – Campaign Generator (Text-Only)

* AI generates campaign suggestions (captions, post ideas).
* Store suggestions in database, link them to specific trends.
* Display suggestions in dashboard.

## Week 7 – Simple Client Portal (Frontend Integration)

* “Trending Now” page → ranked list of live trends.
* “Your Campaign Ideas” page → AI text suggestions shown per trend.
* Basic search/filter functionality.

# Phase 3 — Enhancements (Weeks 8–10)

## Week 8 – Creative Asset Generator (Optional MVP Add-On)

* AI generates basic images/videos/memes with templates.
* Start with static image templates (e.g., Canva-like auto-fill).

## Week 9 – UI/UX Improvements

* Polish dashboard with charts/graphs (trend growth visualization).
* Improve navigation and responsiveness.
* Add loading states/error handling.

## Week 10 – Notifications & Reports

* Daily/weekly trend digest email.
* Option for push notifications (if you add mobile later).

# Phase 4 — Testing & Launch (Weeks 11–12)

## Week 11 – Internal Testing

* Debug scraping (ensure continuous data flow).
* Test AI model accuracy (does it surface real trends?).
* End-to-end test (signup → see trends → see suggestions).

## Week 12 – Beta Launch

* Deploy app to cloud hosting.
* Onboard 3–5 beta users.
* Collect feedback and note feature requests.