EduVoyage Solutions

Empowering Ambitions, Guiding Futures

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Product Roadmap

1. Market Research (05 July 2023 – 22 August 2023, 47 Days)

- Conduct thorough research on the education consultancy industry.
- Identify potential opportunities, target audience needs, and competitor analysis.
- Establish foundational insights to define platform goals and priorities.

2. Resource Planning (09 August 2023 – 24 August 2023, 15 Days)

- Allocate necessary resources, including personnel and tools.
- Develop a detailed project budget and timeline.
- Define roles and responsibilities for team members.

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3. Documentation (03 October 2023 – 25 October 2023, 22 Days)

- Prepare key documents like:
    - Product Charter
    - Product Requirements Document (PRD)
    - Detailed development roadmap
    - Outline platform objectives and set measurable success metrics.

4. Features Identification (02 November 2023 – 22 November 2023, 20 Days)

- Brainstorm and finalize features for the Minimum Viable Product (MVP).
- Prioritize features based on user needs, technical feasibility, and impact.
- Define scope and dependencies for development.

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5. Design (UI/UX) (29 November 2023 – 18 January 2024, 49 Days)

- Create intuitive and user-friendly designs on Figma.
- Develop responsive layouts for desktop and mobile users.
- Review and validate designs with stakeholders for approval.

6. Coding and Development (13 December 2023 – 08 June 2024, 175 Days)

- Develop the platform's backend and frontend infrastructure.
- Implement core features such as inquiry forms, dashboards, and database integration.
- Ensure adherence to design specifications and coding standards.

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7. Testing and Debugging (11 June 2024 – 31 July 2024, 50 Days)

- Perform functional, integration, and user acceptance testing.
- Fix bugs and optimize platform performance.
- Validate platform readiness for deployment.

8. Deployment of MVP (23 July 2024 – 10 August 2024, 17 Days)

- Launch the Minimum Viable Product with core features.
- Monitor performance and gather initial user feedback.
- Identify improvements for future iterations.

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Product Roadmap

9. AI Integration (23 August 2024 – 31 December 2024, 128 Days)

- Integrate an AI-powered course recommendation engine.
- Train models and ensure the system provides accurate, personalized results.
- Test and refine AI functionalities based on user feedback.

10. Redeployment Post-AI Integration (03 January 2025 – 15 January 2025, 12 Days)

- Redeploy the platform with AI capabilities integrated.
- Validate system updates and address post-deployment issues.
- Ensure seamless functionality for all users.

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Product Roadmap

11. Maintenance and Bug Fixing (20 February 2025 – 30 July 2025, 160 Days)

- Conduct routine checks to identify and resolve technical issues.
- Implement updates and minor enhancements based on user feedback.
- Maintain platform reliability and performance.

12. SEO (19 February 2025 – 17 April 2025, 58 Days)

- Optimize the platform for search engines to improve discoverability.
- Implement on-page and off-page SEO strategies.
- Track and analyze traffic to improve visibility and user engagement.

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13. Marketing and Promotions (25 April 2025 – 25 May 2026, 390 Days)

- Execute digital and offline campaigns to promote the platform.
- Engage with social media, email marketing, and content creation.
- Develop partnerships with institutes and leverage SEO insights to attract users.

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Gantt Chart - EduVoyage Online Platform

Start Date ▪ Days

Task	Start Date	Days
Market Research	5 Jul 2023	47
Resource Planning	9 Aug 2023	15
Documentation	3 Oct 2023	22
Features	2 Nov 2023	20
Design (UI/UX)	29 Nov 2023	49
Coding and Development	13 Dec 2023	175
Testing and Debugging	11 Jun 2024	50
Deployment of MVP	23 Jul 2024	17
AI Integration	23 Aug 2024	128
Redeployment Post-AI	3 Jan 2025	12
Maintenance and Bug Fixing	20 Feb 2025	160
SEO	19 Feb 2025	58
Marketing and Promotions	25 Apr 2025	390

15 Mar 2023   20 Nov 2023   27 Jul 2024   3 Apr 2025   9 Dec 2025

Minimum Viable Product (MVP)

The MVP for EduVoyage Solutions will be a functional web-based platform that provides:

1. **Course Recommendation System:**
   - Rule-based or AI-powered suggestions for courses based on student inputs via a form.
2. **Student Inquiry Forms:**
   - Multi-step forms for collecting data (e.g., name, qualifications, interests).
3. **Dynamic Web Pages:**
   - Information about available courses, partner institutions, and consultancy services.
4. **Backend Integration:**
   - Basic data storage (using SQL) to manage student inquiries and recommendations.
5. **Responsive Design:**
   - Optimized for desktop and mobile browsers.

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THANK YOU