| Week | SDLC | Phase | Key Activities |
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| Week 1 | **Planning & Requirement Analysis** | Team formation & Ideation | - Finalize team members and roles.<br>- Brainstorm and shortlist project ideas.<br>- Conduct feasibility checks and preliminary research. |
| Week 2 | | Market Research & Problem Definition | - Conduct user research and validate market demand.<br>- Identify user personas and key pain points.<br>- Define the problem statement. |
| | | Product Concept & Requirement Gathering | - Draft initial Product Requirement Document (PRD).<br>- Define key features and scope.<br>- Identify competitors and general strategy. |
| Week 3 | **Design** | UX Research & Wireframing | - Conduct usability research.<br>- Develop user flows and wireframes.<br>- Gather feedback from potential users. |
| Week 4 | | UI Design & Prototyping | - Create high-fidelity UI mockups.<br>- Develop an interactive prototype.<br>- Conduct initial usability testing. |
| Week 5 | | Technical Architecture & Development Planning | - Define tech stack and system architecture.<br>- Set up version control and development environments.<br>- Break down tasks into sprints and milestones. |
| Week 6/7/8/9 | **Development (Coding & Implementation)** | Core development phase | - Implement coding based on defined features.<br>- Ensure iterative testing and debugging.<br>- Conduct weekly progress check-ins. |
| Week 10 | **Testing (QA & Internal Validation)** | MVP completion and internal testing | - Ensure all core features are functional. |

| | | | - Conduct in-house testing and resolve major issues.<br>- Prepare for external user testing. |
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| **Week 11** | **Deployment & Refinement** | User Testing & Feedback Integration | - Release MVP to select users for testing.<br>- Gather feedback and prioritize improvements.<br>- Fix usability issues and minor bugs. |
| **Week 12** | | Final refinements & Preparation for launch | - Implement final adjustments and polish UI/UX.<br>- Set up marketing materials (if applicable).<br>- Prepare for final presentation/demo. |
| **Week 13** | **Launch** | Final presentation | - Teams present their projects, key learnings, and challenges.<br>- Deploy the final product.<br>- Conduct post-mortem discussion and documentation.<br>- Create Individual and Team Portfolio |