1. Project Initiation
   * Define project objectives and scope
   * Identify stakeholders and their requirements
   * Create a project plan
   * Obtain necessary approvals
2. Requirements Gathering
   * Gather detailed requirements for the website and application
   * Define features and functionality
   * Identify technical specifications
3. Design and Planning
   * Create wireframes and prototypes for the website and app
   * Design the user interface (UI) and user experience (UX)
   * Develop a technical architecture
   * Create a project schedule
4. Development
   * Front-end Development
   * Back-end Development
   * Mobile App Development
   * Integration
     + Integrate the website and application
     + Ensure data synchronization
5. Testing
   * Carry out various testing
   * Identify and resolve defects
6. Security and Privacy
   * Implement security measures
   * Protect user data and privacy
   * Conduct security testing
7. Deployment
   * Prepare the website and app for production
   * Deploy to web servers and app stores
8. Training and Documentation
   * Provide training to end-users and administrators
   * Create documentation
9. Marketing and Promotion
   * Plan and execute marketing strategies
   * Create promotional materials
   * Launch advertising campaigns
   * Manage social media presence
10. Support and Maintenance
    * Monitor website and app performance
    * Implement updates and bug fixes
    * Respond to user feedback
11. Project Closeout
    * Conduct project review and evaluation
    * Obtain client's acceptance
    * Archive project documentation
    * Prepare final project report