Feature Lifecycle – From Business Need to Release

1. Business Need & Requirements Gathering

Every feature begins with a clear **business need** or **problem statement**.
We collect all relevant **requirements** from stakeholders (Sales, Ops, Support, Founders etc.), ensuring no **edge cases or corner cases** are overlooked during this initial stage.

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2. Writing the User Story & Starting Design

We draft a high-level **user story** focused on user value and experience.
The **design team** is involved early to kick off wireframes or UI concepts.
Meanwhile, the product team prepares **detailed functional stories** for: - Frontend
- Backend
- Mobile

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3. Design Review

Once UI/UX is ready, we conduct a **design review** with product, design, and engineering Manager or Lead to: - Ensure full **requirement coverage** - Catch any **UX gaps**

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4. Pre-Planning Session (for Complex Features - Can Be Dismissed)

For larger features, we hold a **pre-planning meeting** with the tech team.
The goal is to give a **feature overview**, allowing the team to assess **impact, dependencies, and risk** before full task breakdown.

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5. Sprint Planning & Task Breakdown

During the official **planning meeting**: - Each story is broken into detailed tasks - **Acceptance criteria** are clearly defined - Engineers provide **estimates** for accurate sprint scoping

We work in **2-week sprints**, and each feature is scoped accordingly.
We also aim to keep **design slightly ahead of engineering**, ensuring no one is blocked during development and the handoff is smooth.

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6. Development & Daily Standups

Development kicks off with continuous tracking via **daily standups**, where we: - Address **blockers** - Track any delays in implementation - Maintain cross-functional alignment

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7. QC Testing & UI Validation

After development: - The **QC team** verifies functional correctness - The **design team** reviews the UI for consistency

Bugs are prioritized: - **Blockers** are fixed before release - **Low-impact issues** can be scheduled for future sprints if needed

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8. Release & Sanity Testing

Once approved, the feature is released to production.
QC runs a **sanity check on live** to ensure everything functions as expected.

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9. Sprint Retrospective & Continuous Improvement

At the end of every sprint, we hold a **retrospective session** to reflect on:

- What went well
- What didn't
- What **action items** we need to improve next cycle

This keeps the team continuously improving, sprint over sprint.

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10. Post-Release KPIs & Monitoring

After launch, we track: - **Time vs. estimate** - **Bug count** (pre- vs post-release)

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11. Release Notes & Internal Communication

After a feature is ready for deployment, we prepare clear and concise **release notes** to ensure alignment across all teams.

These notes typically include:

- **Feature name & description**
- **Business context** – why we built it

- **Key functionalities**
- **Impacted areas** in the platform
- **User type or segment affected**
- Any **technical considerations**