VIEWESTA

Phase 1: Planning & Requirements (1 week) Done

- First 3 days: Write down all features, workflows, and requirements.
- Next 3 days: Decide tech stack, hosting, and tools.
- Final day Sunday: Final written project scope & tech decisions.

Phase 2: Design & Prototyping (1 week) Done

- Week 1: Sketch wireframes & decide branding style.
- Week 2: Build mockups (Figma).
- Week 3: Create clickable prototype (sample pages).
- Week 4: Review prototype with partner, adjust.
- Deliverable: Clickable prototype + branding finalized.

Phase 3: Development (8 weeks): Inprogress

- December: Backend setup (database, auth, APIs).
- January: Frontend basics (homepage, login, dashboard) + movie upload & listing.
- February: Payment integration + admin panel.
- End of Feb: Beta version ready for internal testing.
- Deliverable: Working beta platform.

Phase 4: Testing & Refinement (1 week)

- Week 1: Functional testing (all features).
- Week 2: Security + payment testing.
- Week 3: Invite small beta testers.
- Week 4: Fix bugs, optimize performance.
- Deliverable: Stable release candidate.

Phase 5: Launch & Marketing (4 weeks)

- Week 1: Soft launch with small group of users.
- Week 2: Run marketing campaigns, social media hype.
- Week 3: Full public launch.
- Deliverable: Viewesta officially live

Phase 6: Maintenance & Growth (Ongoing)

- Fix bugs quickly.
- Add features (recommendations, reviews, community tools).
- Regularly upload movies.
- Scale up servers as traffic grows.