1.0 Real-time Marketing
Data App Project

Level 1 Project level

1.1 Design Phase (30 days)	2.1 Development Phase (90 days)	3.1 Test Phase (30 days)	4.1 Launch and Approve App (60 days)	5.1 Plan and Implement App Upgrades	Level 2 Phase leve
1.1.1 Define key app functionality requirements	2.2.1 Develop an initial prototype	3.3.1 Test the final app prototype	4.4.1 Launch a new app	5.5.1 Plan app upgrades	Level 3 Work package l
1.2 Identify vendor to design and develop app	2.2.2 Perform prototype beta test	3.3.2 Gain customer acceptance	4.4.2 Monitor app performance	5.5.2 Plan v2 upgrades	
1.1.3 Finalize vendor contract	2.2.3 Solicit beta test feedback	3.3.3 Approve the launch plan	4.4.3 Document app issues	5.5.3 Implement app upgrades	
1.1.4 Develop initial design	2.2.4 Update prototype based on feedback	3.3.4 Train Marketing personnel on a new app	4.4.4 Finalize new hires	5.5.4 Launch app v2	
1.1.5 Solicit initial design feedback	2.2.5 Implement IT upgrades		4.4.5 Complete the final project report		
1.1.6 Update design based on feedback	2.2.6 Develop an app launch plan				
1.1.7 Gain final design approval	2.2.7 Gain prototype sign-off				