TIMELINE  
  
**January:**

**Week 1-2 (Jan 1 - Jan 14): Research and Planning**

* Developers (7): Research on AR technologies and frameworks.
* Product Manager (1): Define the project goals, scope, and gather requirements.
* Testers (3): Familiarize themselves with the project's goals and requirements.
* Customer (1): Provide insights into customer preferences and expectations.

**Week 3-4 (Jan 15 - Jan 31): UI/UX Design**

* UI/UX Designers (2): Design the user interface for watch selection and AR experience.
* Developers (5): Start setting up the project environment and integrating AR frameworks.
* Product Manager (1): Review and approve UI/UX design concepts.

**February:**

**Week 1-2 (Feb 1 - Feb 14): AR Development**

* Developers (7): Implement basic AR functionality for placing virtual watches on the user's wrist.
* Product Manager (1): Provide guidance on the AR experience and features.
* Testers (3): Begin testing AR interactions and identifying any early issues.

**Week 3-4 (Feb 15 - Feb 28): Backend Integration**

* Developers (7): Integrate with [E-commerce Watch Company]'s APIs for fetching product data.
* Product Manager (1): Oversee the integration process and ensure alignment with business goals.
* Testers (3): Begin integration testing of the feature components.

**March:**

**Week 1-2 (Mar 1 - Mar 14): Testing and Refinement**

* Developers (7): Focus on refining AR interactions, improving accuracy, and optimizing performance.
* Testers (3): Conduct intensive testing of the complete feature, reporting any issues to developers.
* Product Manager (1): Prioritize and manage bug fixes and refinements.

**Week 3 (Mar 15 - Mar 21): User Acceptance Testing**

* Testers (3): Involve a selected group of users to perform acceptance testing.
* Developers (7): Address any user-reported issues and fine-tune the feature based on feedback.
* Product Manager (1): Review user feedback and determine necessary adjustments.

**Week 4 (Mar 22 - Mar 31): Deployment and Launch**

* Developers (7): Deploy the feature to [E-commerce Watch Company]'s e-commerce platform.
* Testers (3): Monitor the feature post-launch for any unexpected issues and report them for quick resolution.
* Product Manager (1): Monitor the launch process and ensure a smooth rollout.
* Customer (1): Engage in user testing and provide final feedback before launch.

Throughout the project, the close collaboration between developers, testers, UI/UX designers, the product manager, and the customer ensures that the Virtual Try-On feature is developed in line with the project's goals, meets user expectations, and maintains a high level of quality. Regular communication and feedback loops are essential to ensure a successful development process.