Real-Time Marketing Data Application Development				Level 1 Project level
1. Design Phase (30 days)	**2. Development Phase (90 days)**	**3. Test Phase (30 days)**	**4. Launch Phase (60 days)**	**Level 2 Phase level**
1.1 Define Key Functionality Requirements	2.1 Develop Initial Prototype	3.1 Test Final App Prototype	4.1 Launch New App	Level 3 Work package level
1.2 Identify Vendor for Design and Development	2.2 Perform Prototype Beta Test	3.2 Approve Launch Plan	4.2 Monitor App Performance	
1.3 Develop Initial Design	2.3 Solicit Beta Test Feedback	3.3 Gain Customer Acceptance	4.3 Finalize New Hires	
1.4 Solicit Initial Design Feedback	2.4 Update Prototype Based on Feedback	3.4 Train Marketing Personnel on App	4.4 Plan App v2 Upgrades	
1.5 Update Design Based on Feedback	2.5 Implement IT Upgrades	3.5 Begin IT Hiring	4.5 Implement App Upgrades	
1.6 Finalize Vendor Contract	2.6 Gain Prototype Sign-off		4.6 Document App Issues	
1.7 Gain Final Design Approval	2.7 Develop App Launch Plan		4.7 Complete Final Project Report	