Product Life Cycle Framework - sample for eCommerce Project

The below framework represents the basic framework required to deliver a consumer friendly high quality software product. Every product has a lifecycle, and every product requires customer and product support.

* POC/MVP
  + What features for MVP
  + What features for MMP
  + User Story Repo
  + Code Repo
  + Documentation Repo
  + Issue Tracking
  + QA/DevOps - Team
* Product Launch
* Customer Acquisition, onboarding and Integration(Delivery)
  + Branding
  + Marketing
  + Site
    - Hosting
    - Customer login - personalization
* Customer Product Acquisition Process & Model
* Customer Product Delivery and Integration?
* Product Documentation
* Product Support
  + Support Ticket
  + Knowledgebase
  + Known Bugs/Issues
  + Search Enabled
* Support Service
  + Support Team Level 1
  + Support Team Level 2