Einstein Art and Design Milestone Schedule

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| Date | Milestone | Description |
| 12/2015 | Concept/Hardware decisions | 1st Pass Concept bullets   * Offline Mode * App Mode * Cloud Mode. * Navigation using only words * Facial animation (inquiries) |
| 1/30 | Core Design | 1st Pass Design   * Core features design * Dialog functionality design * First pass voice nav main menu tree * First pass expressions and facial animation mockups * First pass concepts - Challenges and Brain Games * Proposed conversation flow for setup |
| 2/29 | Production 1 and first Design Revision | Design   * Core features revised * Voice nav main menu tree (refined) * Dialog and expression functionality refined * Brain Game #1 (refined) * Challenges (refined) * First pass Pi-chart * First pass Profile features   Art   * First Pass App (Stein-O-Matic) look and feel concepts * First pass wireframes and layout * UI concepts * Avatar concepts * Icon styles * App palette |
| 3/31 | Production 2 | Design   * Core features revised * Conversation trees refined * Brain game #2 (refined) * 1 challenge for each category defined * Pi-chart (refined) * Profile features (refined)   Art   * Stein-O-Matic placeholder UI * Avatar refined + placeholder * Icons finalized * Placeholder assets for First pass playable |
| 4/30 | Production 3 | Design   * Core features revised * Brain game #3 * Pi-chart, Profile and Challenges design complete * Conversation trees updated   Art   * App assets 25% complete |
| 5/31 | Production 4 | Design   * Core features revised   Art   * App assets 50% complete |
| 6/30 | FEP/Alpha Core software | Art   * App assets 75% complete, some place holder |
| 7/31 | Beta – Additional Launch content | Art   * App assets 100% complete |
| 8/31 | RC – final launch content |  |
| 9/16 | Launch |  |