

DevUnify: 1-Month Accelerated Launch Plan

Week 1 (July 22 - July 29, 2025): Foundation & Core Development

Development (Days 1-3)

- ☐ Finalize streamlined technical architecture focused on MVP
- ☐ Set up development environment and basic CI/CD pipeline
- ☐ Begin core platform backend development
- ☐ Implement simplified authentication system
- ☐ Create database schema for essential features only

Development (Days 4-7)

- ☐ Develop basic Universal Dashboard framework
- ☐ Implement first priority integration (GitHub)
- ☐ Create essential visualization components
- ☐ Build user management system with basic roles

Business & Marketing

- ☐ Create minimal viable branding assets (logo, colors)
- ☐ Set up landing page with email capture for launch
- ☐ Identify 5-7 friendly users for rapid feedback
- ☐ Draft messaging for soft launch announcement

Week 1 Milestones

- ☐ Development environment operational
- ☐ Basic dashboard framework functioning
- ☐ First integration (GitHub) working
- ☐ Landing page published

Week 2 (July 30 - August 5, 2025): Critical Features & Second Integration

Development (Days 8-10)

- ☐ Implement second key integration (Jenkins or GitHub Actions)
- ☐ Develop simplified Pipeline Visualization feature
- ☐ Create basic alert consolidation system
- ☐ Build customizable dashboard views (minimal version)

Development (Days 11-14)

- ☐ Connect CI/CD data to dashboard visualizations
- ☐ Implement basic Infrastructure Oversight features (minimal scope)

- ☐ Develop simplified reporting functionality
- ☐ Begin internal testing and bug fixes

Business & Marketing

- ☐ Create quick-start documentation
- ☐ Record simple demo video of core functionality
- ☐ Set up support channels (email, chat)
- ☐ Begin friendly user outreach
- ☐ Create social media announcements

Week 2 Milestones

- ☐ Second integration completed
- ☐ Pipeline visualization functioning
- ☐ Basic reporting available
- ☐ Demo video created

Week 3 (August 6 - August 12, 2025): Polish & Third Integration

Development (Days 15-17)

- ☐ Implement third integration (Jira or GitHub Issues)
- ☐ Connect issue tracking to development workflows
- ☐ Create basic user onboarding flow
- ☐ Improve UI/UX based on internal feedback

Development (Days 18-21)

- ☐ Begin friendly user testing
- ☐ Address critical bugs and UX issues
- ☐ Implement essential security measures
- ☐ Set up basic monitoring for production

Business & Marketing

- ☐ Finalize simplified pricing model (consider free trial)
- ☐ Create payment processing system
- ☐ Develop soft launch email sequence
- ☐ Prepare launch announcement blog post
- ☐ Create basic sales materials

Week 3 Milestones

- ☐ Third integration completed
- ☐ User onboarding flow implemented
- ☐ Friendly user testing initiated
- ☐ Pricing and payment system ready

Week 4 (August 13 - August 22, 2025): Final Polish & Launch

Development (Days 22-25)

- ☐ Address feedback from friendly users
- ☐ Final bug fixes and stability improvements
- ☐ Performance optimization for core features
- ☐ Implement basic analytics to track usage
- ☐ Final security review

Development (Days 26-30)

- ☐ Production environment setup
- ☐ Deployment automation
- ☐ Final testing and verification
- ☐ Go-live preparations
- ☐ Standby for post-launch support

Business & Marketing

- ☐ Launch email campaign
- ☐ Publish blog post announcement
- ☐ Social media launch campaign
- ☐ Outreach to identified prospects
- ☐ Monitor and respond to initial customer feedback

Week 4 Milestones

- ☐ Application stable and ready for launch
- ☐ Production environment operational
- ☐ Marketing assets published
- ☐ LAUNCH DAY - August 22, 2025

Scope Clarification for 1-Month Launch

What Will Be Included:

- Core Universal Dashboard with customizable views
- Three key integrations: GitHub, CI/CD tool, and Issue Tracking
- Basic Pipeline Visualization
- Simple Infrastructure Oversight
- Essential user management and authentication
- Fundamental alerting capabilities

What Will Come Post-Launch:

- Additional integrations
- Advanced analytics features
- Machine learning capabilities
- Collaboration Center

- Security & Compliance Hub
- Advanced enterprise features (SSO, etc.)
- Extension marketplace

Post-Launch Immediate Priorities (30-60 Days After Launch)

- Address critical user feedback and bugs
- Implement 2-3 additional high-demand integrations
- Enhance visualization and reporting capabilities
- Begin building more advanced features based on user needs

Launch Day Checklist (August 22, 2025)

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# DevUnify Launch Day Checklist (August 22, 2025)

## 24 Hours Before Launch
- [ ] Final production deployment verification
- [ ] Verify all monitoring systems are active
- [ ] Test payment processing with real transactions
- [ ] Confirm user registration process works end-to-end
- [ ] Schedule all social media announcements

## Morning of Launch (Before Announcement)
- [ ] Team standup to verify all systems ready
- [ ] Final check of all production services and databases
- [ ] Verify support channels are active and monitored
- [ ] Test signup flow one last time
- [ ] Ensure all team members know their launch day responsibilities

## Launch Announcement (Time: _____)
- [ ] Publish blog post
- [ ] Send announcement emails to subscriber list
- [ ] Post on all social media channels
- [ ] Notify friendly users and early testers
- [ ] Update website with "Now Available" messaging

## Immediate Post-Launch Monitoring
- [ ] Monitor server performance and scaling
- [ ] Track user signups and activation rates
- [ ] Monitor support channels for urgent issues
- [ ] Track integration connection success rates
- [ ] Document any issues for immediate post-launch fixes

## End of Launch Day
- [ ] Team debrief on launch day performance
- [ ] Identify any critical issues to address overnight
- [ ] Celebrate initial milestone!
- [ ] Prepare for Day 2 support and monitoring
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First 48 Hours Post-Launch

- [] First iteration of bug fixes if needed
- [] Begin collecting structured user feedback
- [] Monitor user engagement metrics
- [] First outreach to new signups to offer support
- [] Begin planning first feature update based on launch learnings

Important Considerations for 1-Month Launch

This accelerated timeline represents an aggressive approach that prioritizes speed to market with a minimal viable product. Key points to keep in mind:

1. **Scope Management:** The plan focuses on core functionality only - you'll need discipline to avoid scope creep
2. **Technical Debt:** Expect to accumulate some technical debt that will need to be addressed post-launch
3. **Integration Depth:** Initial integrations will have limited depth, focusing on most-used features
4. **Team Resources:** This timeline assumes you have adequate development resources already in place
5. **Post-Launch Support:** Be prepared for a heavy focus on support and rapid iterations post-launch

With this approach, you'll get to market quickly with a basic version of DevUnify that demonstrates your vision while allowing for rapid improvement based on real user feedback.