Product Roadmap

Our Approach	1 Research & Analysis	2 Design & Planning	3 Development & Testing	4 Beta Launch & Feedback
Strategic Objectives	• Define project goals and scope • Understand market needs and competitors • Identify target users and their pain points	• Define the platform's structure and user experience • Develop initial UI/UX wireframes • Plan for core platform features	• Build a functional prototype • Ensure platform stability and usability • Test core features with real users	• Test the platform with a real audience • Collect feedback for improvements • Ensure smooth performance
Key Milestones	• Complete market and competitor analysis • Conduct user interviews and surveys • Create User Personas and Journey Maps	• Finalize Information Architecture • Develop Wireframes and User Flows • Create first UI concepts	• Develop frontend and backend infrastructure • Integrate payment and authentication systems • Conduct first round of user testing	• Launch Beta version • Gather feedback from early users • Make necessary adjustments
Deliverables	• Research report • User Personas & Journey Maps • Initial project scope document	• Wireframes and User Flows • UI Concept Designs • UX Strategy Document	• Functional MVP (Minimum Viable Product) • User Testing Report • Bug Fixing and Iteration Plan	• Beta Version of the platform • User Feedback Analysis Report • List of feature improvements