Quarter	Q1	Q2	Q3
Release	MVP		
Goal	Increase student registrations and improve website user experience; unify student data; implement automated approval workflow	Launch LMS platform for students and instructors; enable digital learning and course management; establish core mobile app access to LMS.	Increase engagement,Expand marketing content and prepare for future monetization
Capabilities / Features	Dynamic course catalogue (CMS)	LMS (Moodle): Elearning platform Students: access materials, submit assignments, track attendance, view grades Instructors: upload materials, create & grade assignments, track student performance	CMS: Marketing content expansion (Live Streaming, Featured Courses)
	Guided & structured registration workflow with modern UI/UX (Web Portal)	SSO Integration – Single Sign-On between Website/Registration portal and LMS	Payment Gateway: Online payment, Subscription management, Refunds (future paid courses)
	Website UI/UX Enhancement (Redesign + Branding alignment)	Community: Forums / Groups / Messaging / Q&A	Mobile App – Integration with Website/CMS for marketing content, news, live events, featured courses
	SIS implementation with Unified student profile+approval workflow (Admin)	Mobile App – Student & Instructor access to LMS (materials, assignments, attendance, grades)	
	Role-Based Access Control (RBAC)		
	NAFATH ID integration (Authentication / Compliance)		
	Arabic + English bilingual interface		
	SEO +Google Analytics integration & Dashboard (Marketing / Analytics)		
Metrics	Increase in number of registered students	Number of students accessing learning platform	Increase in active student engagement
	Reduction in registration dropoffs / bounce rate	Number of courses available online	Number of live streaming events conducted
	Number of students successfully verified via NAFATH	Instructor activity (materials uploaded, assignments created)	Successful payment transactions (once paid courses start)
	User satisfaction with registration process	Mobile app downloads and usage metrics	User interactions with notifications and marketing campaigns