🗓️ REAL ESTATE CRM — PROJECT TIMELINE

👥 Team Setup

- **Team Size:** 2 developers

- **Skill Level:** Intermediate (Backend + Frontend)

- **Tech Stack:**

    - **Frontend (Web + Mobile):** React Native, React/Next.js, Tailwind

    - **Backend:** Node.js (Express/Nest.js), PostgreSQL (Prisma ORM), Redis (for jobs)

    - **Infra:** Supabase / Vercel / AWS (for hosting), GitHub for version control

    - **Tools:** Jira/Notion for task tracking, Postman for API testing, Figma for wireframes

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🧭 1. CLIENT PRESENTATION TIMELINE (4 MONTHS TOTAL)

Phase	Duration	Goal	Deliverables
Phase 1: Planning & Setup	**Week 1–2**	Finalize scope, structure, and architecture	✅ PRD (v2) finalized ✅ Database schema ✅ API structure plan ✅ Tech stack confirmed ✅ Repo + project setup
Phase 2: Core Backend Development	**Week 3–6**	Build and test core backend modules	✅ Auth + RBAC ✅ Leads & Marketing APIs ✅ HR & Attendance APIs ✅ Inventory & Cold Call APIs ✅ Database + audit logging ✅ Postman API docs
Phase 3: Frontend Development (Parallel)	**Week 4–8**	Build mobile + web interfaces	✅ React Native app: login, attendance, leads, follow-up ✅ Web Admin Dashboard: roles, analytics placeholders ✅ Component library setup (UI consistency)

Phase 4: Integration & QA	Week 9–11	Integrate backend + frontend + refine flows	✅ Real-time notifications ✅ Lead assignment logic ✅ Location & webhook integration ✅ Testing & bug fixing
Phase 5: Analytics, Reports & Final Polish	Week 12–14	Build analytics, reports, and refine UI/UX	✅ Analytics dashboard ✅ Report generation (daily/weekly/monthly) ✅ Notifications (birthday/festival) ✅ UI polish & performance check
Phase 6: Client UAT & Buffer	Week 15–16	Testing, documentation, client handoff	✅ UAT testing with sample data ✅ Bug resolution & optimizations ✅ Final presentation + demo video ✅ Handover documentation

🕐 **Total Duration:** 16 Weeks (≈4 months)

Goal: To present a fully functional MVP in 3 months, then spend the final month refining, debugging, testing, and preparing presentation/demo polish for the client.

⚙️ 2. DEVELOPMENT TIMELINE (3 MONTHS EXECUTION PLAN)

Now, the **developer-focused 12-week sprint plan**, optimized to finish within 3 months.
Each sprint = 1 week, both devs work in parallel with overlapping goals.

MONTH 1 — FOUNDATION

Week	Backend Developer	Frontend Developer	Deliverables
1	- Setup repo, folder structure - Initialize Node.js + Prisma + Supabase - Define DB schema draft (users, roles, leads, etc.)	- Setup React Native + Next.js workspaces - Setup navigation, theme, and UI boilerplate	✅ Project scaffolding ready ✅ DB schema draft

2	- Implement Auth (JWT) + Role-based access (Super Admin, Admin, TL, Exec) - Start Attendance API	- Implement login/signup UI (mobile + web) - Create basic dashboard layout	✅ Auth + RBAC working end-to-end
3	- Implement Leads API (CRUD, assignment logic draft) - Implement Webhook endpoint for form data	- Implement Lead screens (list + details + add note) - Setup state management (Zustand/Redux)	✅ Lead module base ready
4	- Implement HR module (attendance + location tracking) - Integrate with Prisma + test	- Implement Attendance screen (check-in/out + location) - Integrate with backend via Axios	✅ HR + Attendance fully functional

MONTH 2 — CORE FEATURES

Week	Backend Developer	Frontend Developer	Deliverables
5	- Build Lead Assignment logic (auto transfer after 15 mins) - Setup Redis + BullMQ for background jobs	- Add lead notifications & timers for confirmation	✅ Auto-assignment working
6	- Implement Lead Follow-up (notes, status, stage tracking)	- Build Follow-up screen + CRUD	✅ Follow-up fully functional
7	- Build Inventory APIs (CRUD, search filters)	- Create Inventory search UI	✅ Inventory search & linking to leads
8	- Implement Cold Call upload & division logic (Excel parsing)	- Build Upload Excel UI & Cold Call management screen	✅ Cold Call module complete

MONTH 3 — POLISH, ANALYTICS & QA

Week	Backend Developer	Frontend Developer	Deliverables

9	- Implement Reporting (daily/weekly/monthly) - Create metrics aggregation queries	- Build reporting dashboards for each role	✅ Reporting MVP ready
10	- Implement Audit logs table + middleware	- Add admin log view + audit section UI	✅ Admin audit tracking functional
11	- Integrate Notifications (email/SMS/WhatsApp APIs)	- Build UI for notification settings	✅ Automated notifications done
12	- Code cleanup, bug fixes, optimize queries - Deploy backend (Render/Supabase)	- Polish UI/UX, animations, bug fixes - Deploy web + mobile builds	✅ Production-ready MVP ✅ Demo build ready

🧩 Division of Responsibilities

Area	Primary Dev	Support Dev
Backend architecture + DB	Backend Dev	Frontend Dev
Frontend architecture (mobile + web)	Frontend Dev	Backend Dev
Lead logic + automation	Backend Dev	Frontend Dev
UI/UX design	Frontend Dev	Backend Dev
Analytics + Reporting	Backend Dev	Frontend Dev
Deployment + CI/CD	Both	Both

🎯 Milestone Checkpoints

Milestone	Due	Success Criteria
M1 – Core System Setup	Week 2	Auth + RBAC + Base UI working
M2 – Lead Management MVP	Week 4	Leads assignable + trackable
M3 – HR + Attendance Ready	Week 5	Location tracking functional

M4 – Inventory + Cold Calls	Week 8	Fully CRUD + integrated
M5 – Analytics & Reports MVP	Week 10	Graphs + role-specific reports
M6 – UAT Ready Build	Week 12	Complete testable CRM for demo

🧪 QA & Testing Strategy

- **Unit Testing:** Backend services (Jest)

- **Integration Testing:** Postman + automated test suite

- **Manual Testing:** Each feature on staging

- **UAT:** Week 12–13, with client's test data

- **Buffer Month:** Week 13–16 (presentation + fixes)

📊 Presentation Deliverables (Client Month 4)

By the end of **Month 4 (Weeks 13–16):**

- ✅ Fully functional CRM MVP

- ✅ Polished UI (mobile + web)

- ✅ Sample data for demo

- ✅ Analytics and Reports

- ✅ Screenshots / Demo Video

- ✅ User guide & tech documentation