**🚀 6-Week Sprint-Based Roadmap for Food Library (MealonWheel)**

**Period**: June 2025 – November 2025  
**Product Vision**: To become a user-friendly, SEO-optimized, and community-driven meal discovery platform that helps users find recipes by category, ingredient, or dietary preference.

**🗓️ Weeks 1–2 (June 1 – June 15)**

**Goal**: Finalize the foundation and optimize discoverability

**Initiatives:**

* Finalize technical documentation (HTML, JS, CSS, APIs)
* Audit and implement SEO best practices:
  + Meta tags, OG tags, ALT attributes
  + Submit sitemap to Google Search Console
  + Structured data using schema.org for recipes
* UI/UX polishing (padding, alignment, button accessibility)
* Set up Google Analytics event tracking
* Implement basic loading animations for better UX

**Milestone**: Product version 1.0 officially launched

**Opportunity:** Promote pre-launch buzz with Father’s Day (June 16) recipe suggestions and social posts.

**Revenue Strategy:** Not monetized yet, but build early interest via email collection and community buzz.

**🗓️ Weeks 3–4 (June 16 – June 30)**

**Goal**: Enhance user experience and track behavior

**Initiatives:**

* Add "Recently Viewed Meals" section via localStorage
* Improve mobile responsiveness with Bootstrap utilities
* Enable shareable meal URLs (deep linking)
* Deploy user feedback mechanism via Google Forms
* Analyze user flow using Google Analytics events (search, click, favorite)

**Milestone**: Achieve 20% increase in average session duration

**Opportunity:** Leverage weekend offers and shareable recipes for Bakrid (June 17) and create a “Festival Food Series.”

**Revenue Strategy:** Launch recipe referral campaign; early affiliate trial links for Eid-special ingredient kits. Expected Revenue: ₹300–500.

**🗓️ Weeks 5–6 (July 1 – July 15)**

**Goal**: Add personalization and advanced search features

**Initiatives:**

* Implement filtering options:
  + Cuisine type
  + Dietary preference (Veg/Non-Veg)
  + Cooking time brackets
* Allow users to create accounts (optional Firebase auth)
* Sync favorites to user accounts or cookies
* Optimize loading speed with:
  + Lazy loading for images
  + Minified JS/CSS
  + Reduced API call frequency

**Milestone**: Bounce rate reduced by 15%

**Opportunity:** Promote regional cuisine during Rath Yatra (July 7) – e.g., Odisha thali recipes.

**Revenue Strategy:** Seasonal affiliate links for pooja ingredients. Estimated Revenue: ₹750+ via targeted food articles.

**🗓️ Weeks 7–8 (July 16 – July 31)**

**Goal**: Increase user engagement and brand value

**Initiatives:**

* Launch content section (blog or recipe tips)
* Set up a Mailchimp newsletter signup modal
* Enable user-generated content submission (via form or email)
* Introduce mini gamification ("Add 10 favorites to unlock badge")

**Milestone**: 500 newsletter subscribers and 50 user-submitted tips

**Opportunity:** Create blog posts for Shravan month fasting recipes (high demand in India); introduce festive food contests.

**Revenue Strategy:** Sponsored content and partner recipe submissions. Weekend promo codes for specific meals. Revenue Spike: ₹1,000–1,500 expected.

**🗓️ Weeks 9–10 (August 1 – August 15)**

**Goal**: Grow user base and expand reach

**Initiatives:**

* Launch PWA version (installable web app)
* Add regional language support (Hindi first)
* Integrate Google Sign-In
* Create Instagram page and start posting weekly meal cards
* Run a small contest or referral challenge

**Milestone**: 1,000+ Monthly Active Users (MAU)

**Opportunity:** Focus on Raksha Bandhan (Aug 10) – "Cook for Sibling" contest with submissions. Independence Day (Aug 15) special: "Celebrate Freedom with Flavor" campaign.

**Revenue Strategy:**

* Aug 10: ₹100 cashback on Raksha Bandhan thali meal kits (affiliate linked)
* Aug 15: Flat 15% off on cooking tools via Amazon affiliate. Expected revenue: ₹2,000–2,500

**🗓️ Weeks 11–12 (August 16 – August 31)**

**Goal**: Start monetization and prepare for partnerships

**Initiatives:**

* Add affiliate links for ingredients/tools via Amazon
* Place non-intrusive Google Ads (AdSense or similar)
* Reach out to local chefs/bloggers for recipe collaboration
* Prepare a pitch deck for possible accelerator or investor round

**Milestone**: ₹1,000+ revenue/month & 3 partnerships initiated

**Opportunity:** Launch “Ganesh Chaturthi Special” campaign (early September), featuring festive sweets and modak recipes. Pre-schedule Instagram reels and blog content.

**Revenue Strategy:**

* Modak affiliate kits, festive thali promotions
* AdSense CTR boost from festive traffic
* Revenue expectation: ₹3,000–4,000 from seasonal affiliate & ad campaigns

**📊 Key Performance Indicators (KPIs)**

| **KPI** | **Target by Nov 2025** | **Description** |
| --- | --- | --- |
| **Monthly Active Users (MAU)** | 1,000+ | Tracks user growth and traction |
| **Bounce Rate** | < 50% | Lower rate = better user engagement |
| **Avg. Session Duration** | > 3 minutes | Indicates user value and time spent exploring recipes |
| **Returning Visitors** | > 30% | Measures retention and product stickiness |
| **Favorites per User** | 5+ | Reflects how useful and engaging users find the app |
| **Newsletter Signups** | 500+ | Builds re-engagement channel for users |
| **Organic SEO Traffic** | 1,500+/month | Long-term channel for free, high-quality traffic |
| **Revenue from Monetization** | ₹1,000+/month | Validates product-market fit and business potential |
| **Content Engagement** | 100+ likes/comments/month | On Instagram and blog content |
| **Form Feedback Received** | 200+ entries | Insight into user needs and improvements |
| **Campaign-based Revenue Spike** | ₹3,000+ per major festival | Driven by seasonal contests, affiliate links, and traffic boosts |