

Mozilla 12-Week Quarterly Review

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Q1 (April 15-29 2020)

1. Initial ideation
2. ML algorithm research
3. High-fidelity mockup drafts finalized

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Q3 (May 13-27)

1. Press and marketing materials (go to market strategy) finalized
2. MVP builds successfully
3. Usability insights collected
4. 1 on 1 critique session(s) with Mozilla mentors

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Q2 (April 29-May 13)

1. MVP features finalized
2. Factual analysis, sentiment analysis features completed
3. Polarization recommendation system development begins
4. QA Testing and usability testing begins

4

Q4 (May 27-June 10)

1. Full functionality of MVP and design finalized
2. Development of product website with marketing materials

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Quarterly Review + Launch in Market

Releasing beta production on FireFox Web Extension store and start exploring Google Chrome product equivalent

4 Design Sprints + 4 Simulated Quarter Reviews + 12 weekly standups