

1. Sprint

Soulstone Sprint Plan (3-Week Cadence)

Status: Final Version: v1.0 Last Updated: 2023-10-14

Overview

This plan maps Soulstone's roadmap into rolling three-week sprints aligned with the master timeline and feature backlog.

Sources: `timeline.md`, `features-stories-tasks.md`.

Table of Contents

Conventions

- Sprint length: 3 weeks (21 days), dates in dd-mm-yyyy.
- Scope aligns to `timeline.md` quarters (FY), adapted to 3■week cadence.
- Feature IDs refer to `features-stories-tasks.md` (e.g., Feature 8 — Catalog & Search).
- Ownership tags mirror `timeline.md` (Engineering; Product & Design; ...).

Sprint Calendar (Q4 FY24 → Q1 FY26)

Sprint

Sprint	Dates	Quarter	Theme / Key Milestone
S1	01-01-2024 → 21-01-2024	Q4 FY24	Foundations: monorepo, CI/CD, infra baseline
S2	22-01-2024 → 11-02-2024	Q4 FY24	API scaffold, auth, data model
S3	12-02-2024 → 03-03-2024	Q4 FY24	Web/app shell, analytics SDKs, observability
S4	04-03-2024 → 24-03-2024	Q4 FY24	Foundations hardening; Gate A readiness
Buffer	25-03-2024 → 31-03-2024	Q4 FY24	Planning/bugfix buffer
S5	01-04-2024 → 21-04-2024	Q1 FY25	Catalog + Cart baseline (PLP/PDP, pricing)
S6	22-04-2024 → 12-05-2024	Q1 FY25	Checkout + Payments + Orders v1
S7	13-05-2024 → 02-06-2024	Q1 FY25	Mobile read-only; analytics dashboards; E2E
S8	03-06-2024 → 23-06-2024	Q1 FY25	Perf, security, rollout; MVP go-live
Launch	24-06-2024 → 30-06-2024	Q1 FY25	Launch week, hotfix window
S9	01-07-2024 → 21-07-2024	Q2 FY25	Subscriptions v1 + Reviews/UGC baseline
S10	22-07-2024 → 11-08-2024	Q2 FY25	Loyalty/referrals; search synonyms/fuzzy

Sprint

Sprint	Dates	Quarter	Theme / Key Milestone
S11	12-08-2024 → 01-09-2024	Q2 FY25	Mobile parity; push notifications, deep links
S12	02-09-2024 → 22-09-2024	Q2 FY25	Admin promos/RBAC; ETL/dbt; SRE
Buffer	23-09-2024 → 30-09-2024	Q2 FY25	Planning/bugfix buffer
S13	01-10-2024 → 21-10-2024	Q3 FY25	Creator marketplace pilot; SEO pillars
S14	22-10-2024 → 11-11-2024	Q3 FY25	Risk scoring hooks; reviews enh.
S15	12-11-2024 → 02-12-2024	Q3 FY25	Catalog workflows; returns approvals
S16	03-12-2024 → 23-12-2024	Q3 FY25	WAF/DR/cost guardrails; hardening
Buffer	24-12-2024 → 31-12-2024	Q3 FY25	Holiday freeze buffer
S17	01-01-2025 → 21-01-2025	Q4 FY25	Community services + notifications center
S18	22-01-2025 → 11-02-2025	Q4 FY25	Community v1 UX + moderation tools
S19	12-02-2025 → 04-03-2025	Q4 FY25	Tax/GST reports; community dashboards
S20	05-03-2025 → 25-03-2025	Q4 FY25	i18n scaffolding; prep for Q1 FY26
Buffer	26-03-2025 → 31-03-2025	Q4 FY25	Planning/bugfix buffer
S21	01-04-2025 → 21-04-2025	Q1 FY26	Community launch; moderation workflows
S22	22-04-2025 → 12-05-2025	Q1 FY26	Intl shipping pilot plumbing

Sprint

Sprint	Dates	Quarter	Theme / Key Milestone
S23	13-05-2025 → 02-06-2025	Q1 FY26	Incident automation; read-replica plan
S24	03-06-2025 → 23-06-2025	Q1 FY26	Pilot polish, metrics, wrap
Buffer	24-06-2025 → 30-06-2025	Q1 FY26	Retros and H2 planning

Sprint Details and Feature Alignment

For each sprint, feature references are from features-stories-tasks.md.

S1 — 01-01-2024 → 21-01-2024 (Q4 FY24)

- Goals
- Foundations: monorepo, CI/CD, local envs, IaC baseline.
- Feature focus
- Feature 1 — Engineering Foundations & Dev Environment
- Feature 2 — Infrastructure as Code (AWS)
- Feature 3 — CI/CD Pipelines
- Feature 26 — Performance & Load Testing (harness setup only)
- Deliverables
- Monorepo with workspaces; shared TS/ESLint/Prettier; pre-commit hooks.
- Docker Compose services; Taskfile/Makefile; onboarding docs (<15 min setup).
- CI for lint/type/test/build; basic IaC for core services.
- Owners: Engineering; DevOps; Product & Design

Sprint

S2 — 22-01-2024 → 11-02-2024 (Q4 FY24)

- Goals
- API scaffold, auth baseline, schema/migrations.
- Feature focus
- Feature 6 — API Platform (Express/TypeScript)
- Feature 7 — Authentication & Accounts
- Feature 5 — Database & Data Modeling (Prisma/Postgres)
- Feature 4 — Security & Compliance (baseline controls)
- Deliverables
- Auth (signup/login/refresh), rate limiting, error model, DTO validation.
- Prisma schema for Users/Products/Orders/Cart; initial migrations and seeds.
- Owners: Engineering; DevOps

S3 — 12-02-2024 → 03-03-2024 (Q4 FY24)

- Goals
- Web and mobile shells; analytics SDKs; ops/observability.
- Feature focus
- Feature 14 — Web Frontend (Next.js)
- Feature 21 — Mobile App (React Native)
- Feature 15 — Analytics & Telemetry
- Feature 18 — Reliability & SRE Operations
- Deliverables
- Web app shell (routing, layout); RN bootstrap (navigation, theming).
- SDK wrappers; logging/metrics baseline; perf budgets established.
- Owners: Engineering; Product & Design; Data & Analytics

Sprint

S4 — 04-03-2024 → 24-03-2024 (Q4 FY24)

- Goals
- Foundations hardening; Gate A readiness.
- Feature focus
- Feature 20 — Governance & Quality (quality gates)
- Feature 35 — Eventing & Tracing (enablers)
- Feature 26 — Performance & Load Testing (smoke harness)
- Deliverables
- CI quality gates; basic tracing; smoke perf runs; platform readiness for MVP build.
- Owners: Engineering; DevOps

S5 — 01-04-2024 → 21-04-2024 (Q1 FY25)

- Goals
- Catalog and cart baseline (MVP start).
- Feature focus
- Feature 8 — Catalog & Search (PLP/PDP)
- Feature 9 — Cart & Pricing
- Feature 14 — Web Frontend (PLP/PDP UI)
- Deliverables
- PLP/PDP with search/collections; cart operations; pricing rules skeleton.
- Owners: Engineering; Product & Design

S6 — 22-04-2024 → 12-05-2024 (Q1 FY25)

- Goals
- Checkout, payments, addresses, order lifecycle; admin minimal.
- Feature focus

Sprint

- Feature 10 — Checkout & Payments
- Feature 11 — Orders, Fulfillment & Returns (orders created/paid)
- Feature 22 — Admin Portal & Backoffice (minimal)
- Feature 24 — Shipping & Logistics Integration (address/shipping calc)
- Deliverables
- Payments intents + webhooks; checkout flow; address/shipping; admin edits (price/inventory), order view.
- Owners: Engineering; Finance & Legal; Product & Design

S7 — 13-05-2024 → 02-06-2024 (Q1 FY25)

- Goals
- Analytics dashboards; mobile read-only; E2E tests and load testing.
- Feature focus
- Feature 21 — Mobile App (browse/PDP, auth, cart)
- Feature 15 — Analytics & Telemetry (dashboards)
- Feature 26 — Performance & Load Testing
- Feature 18 — Reliability & SRE Operations
- Deliverables
- KPI dashboards; E2E smoke (browse→PDP→cart→checkout); load test hot paths; accessibility baseline.
- Owners: Engineering; Data & Analytics; QA

S8 — 03-06-2024 → 23-06-2024 (Q1 FY25)

- Goals
- Perf/security hardening; WAF/runbooks; staged rollout; MVP go-live.
- Feature focus
- Feature 4 — Security & Compliance

Sprint

- Feature 18 — Reliability & SRE Operations
- Feature 34 — Marketing & CRM (launch basics)
- Deliverables
- Blue/green deploys; alarms/runbooks; WAF/rate limits; backup/restore tested; staged rollout; go■live.
- Owners: Engineering; DevOps; QA; Brand & Growth

S9 — 01-07-2024 → 21-07-2024 (Q2 FY25)

- Goals
- Subscriptions v1; reviews/UGC baseline.
- Feature focus
- Feature 13 — Subscriptions, Loyalty & Referrals (subscriptions)
- Feature 12 — Reviews & UGC (baseline + moderation)
- Deliverables
- Subscription plans + billing hooks; reviews service with moderation tools.
- Owners: Engineering; Product & Design; Data & Analytics

S10 — 22-07-2024 → 11-08-2024 (Q2 FY25)

- Goals
- Loyalty/referrals; search synonyms/fuzzy; web flows.
- Feature focus
- Feature 13 — Subscriptions, Loyalty & Referrals (loyalty/referrals)
- Feature 8 — Catalog & Search (synonyms/fuzzy)
- Feature 14 — Web Frontend (loyalty UI)
- Deliverables
- Loyalty tiers/referrals; enhanced search; web UI flows.
- Owners: Engineering; Product & Design

Sprint

S11 — 12-08-2024 → 01-09-2024 (Q2 FY25)

- Goals
- Mobile parity; notifications and deep links.
- Feature focus
- Feature 21 — Mobile App (cart/checkout parity)
- Feature 16 — Notifications & Communications (push, deep links)
- Deliverables
- Mobile checkout parity; push notifications; deep link routes.
- Owners: Engineering; Product & Design; QA

S12 — 02-09-2024 → 22-09-2024 (Q2 FY25)

- Goals
- Admin promos/RBAC; data ETL/dbt; SRE capacity.
- Feature focus
- Feature 22 — Admin Portal & Backoffice (promos, RBAC, audit)
- Feature 15 — Analytics & Telemetry (ETL/dbt v1)
- Feature 18 — Reliability & SRE Operations (synthetic checks, error budget)
- Deliverables
- Promotions/coupons; RBAC + audit; ETL to warehouse; capacity tuning and SRE policy.
- Owners: Engineering; Data & Analytics; DevOps

S13 — 01-10-2024 → 21-10-2024 (Q3 FY25)

- Goals
- Creator marketplace pilot; SEO pillars.
- Feature focus

Sprint

- Feature 28 — Creator/Influencer Marketplace (pilot endpoints/UI)
- Feature 14 — Web Frontend (SEO pillar pages)
- Deliverables
- Pilot marketplace endpoints and UI; initial SEO content pillars.
- Owners: Engineering; Product & Design; Brand & Growth

S14 — 22-10-2024 → 11-11-2024 (Q3 FY25)

- Goals
- Fraud/risk hooks; review enhancements.
- Feature focus
- Feature 33 — Payments Advanced (risk scoring hooks)
- Feature 12 — Reviews & UGC (enhancements)
- Deliverables
- Risk/fraud scoring hooks; improved review features and moderation tooling.
- Owners: Engineering; Finance & Legal; QA

S15 — 12-11-2024 → 02-12-2024 (Q3 FY25)

- Goals
- Catalog workflows and returns approvals.
- Feature focus
- Feature 22 — Admin Portal & Backoffice (catalog workflows)
- Feature 11 — Orders, Fulfillment & Returns (returns approvals)
- Deliverables
- Bulk adjust/reservations; returns approvals flow; admin UX polish.
- Owners: Engineering; Operations & Sourcing; CX

S16 — 03-12-2024 → 23-12-2024 (Q3 FY25)

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- Goals
- Pen-test remediation; WAF tuning; DR/cost guardrails; hardening.
- Feature focus
- Feature 4 — Security & Compliance
- Feature 18 — Reliability & SRE Operations
- Deliverables
- Remediations; WAF tuning; DR drill; cost guardrails implemented; platform hardening.
- Owners: Engineering; DevOps; Security

S17 — 01-01-2025 → 21-01-2025 (Q4 FY25)

- Goals
- Community services scaffolding; notifications center; i18n scaffolding.
- Feature focus
- Feature 29 — Community & Gamification
- Feature 16 — Notifications & Communications
- Feature 30 — Internationalization & Localization (scaffolding)
- Deliverables
- Community/forum services and data model; notifications center; i18n groundwork.
- Owners: Engineering; Product & Design

S18 — 22-01-2025 → 11-02-2025 (Q4 FY25)

- Goals
- Community v1 UX; moderation tools.
- Feature focus
- Feature 29 — Community & Gamification (v1 UX)
- Feature 17 — Support & Help Center (moderation support flows)

Sprint

- Deliverables
- Community v1 UI, onboarding; moderation tooling and workflows.
- Owners: Engineering; Product & Design; CX

S19 — 12-02-2025 → 04-03-2025 (Q4 FY25)

- Goals
- Tax/GST reporting; community dashboards.
- Feature focus
- Feature 23 — Tax & Invoicing (India GST)
- Feature 15 — Analytics & Telemetry (community engagement dashboards)
- Deliverables
- GST/tax reports; community dashboards and KPIs; experiment/A/B infra wiring.
- Owners: Engineering; Finance & Legal; Data & Analytics

S20 — 05-03-2025 → 25-03-2025 (Q4 FY25)

- Goals
- i18n scaffolding across services; readiness for Q1 FY26.
- Feature focus
- Feature 30 — Internationalization & Localization
- Feature 18 — Reliability & SRE Operations (readiness)
- Deliverables
- i18n message scaffolding; locale toggles; readiness checklist and fixes for Q1 FY26.
- Owners: Engineering; Product & Design

S21 — 01-04-2025 → 21-04-2025 (Q1 FY26)

- Goals

Sprint

- Community launch with moderation + notifications.
- Feature focus
- Feature 29 — Community & Gamification (launch)
- Feature 16 — Notifications & Communications (polish)
- Deliverables
- Community launch; moderation workflows; notifications polish.
- Owners: Engineering; Product & Design; CX

S22 — 22-04-2025 → 12-05-2025 (Q1 FY26)

- Goals
- International shipping pilot plumbing; duties/taxes validation.
- Feature focus
- Feature 24 — Shipping & Logistics Integration (intl carriers)
- Feature 23 — Tax & Invoicing (duties/taxes)
- Deliverables
- Cross-border logistics integration for select SKUs; address validation; duty/tax calculation pilot.
- Owners: Operations & Sourcing; Engineering; Finance & Legal; CX

S23 — 13-05-2025 → 02-06-2025 (Q1 FY26)

- Goals
- Multi-region readiness; incident automation improvements.
- Feature focus
- Feature 18 — Reliability & SRE Operations (read replica, DR, incidents)
- Deliverables
- Read-replica plan; improved incident automation; runbook updates; drills.
- Owners: Engineering; DevOps

Sprint

S24 — 03-06-2025 → 23-06-2025 (Q1 FY26)

- Goals
 - Pilot polish; metrics; prepare H2 plan.
 - Feature focus
 - Feature 34 — Marketing & CRM (pilot comms/feedback)
 - Feature 20 — Governance & Quality (retros/OKRs)
 - Deliverables
 - Pilot metrics readout; polish and bugfixes; H2 plan and OKRs.
 - Owners: Engineering; Product & Design; Brand & Growth
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Cross-Cutting Cadences & Gates

- Demos: End of each sprint (week 3, Thu/Fri).
- Retro/Planning: Last 1–2 days of each sprint; buffers used for launch/hardening.
- Gates (ref: timeline.md Critical Path)
- Gate A (Q4 FY24 W4): Foundations ready (S4 complete).
- Gate B (Q1 FY25 W4): Checkout + webhooks stabilized; Admin minimal (by S6).
- Gate C (Q1 FY25 W6): Perf/security/QA baselines (by S7).
- Gate D (Q1 FY25 W8–10): Beta, bug bash, staged rollout; go live (S8 + Launch week).

Notes

- This plan adapts the 2-week engineering cadence in timeline.md to 3-week sprints per request.

Sprint

- Non■engineering timeline items (e.g., hiring, legal filings) occur in parallel and are not fully itemized here; owners remain accountable within quarter goals.
- Adjust sprint scope with throughput data after S6.

Version History

- v1.0 (2023-10-14) — Finalized: added status header, anchors, table of contents, and aligned cadence summary with project.md timeline.