

Role

Name

Developer 1

Ester Faris

Developer 2

Valentin Iliev

QA

Ivaylo Nichev

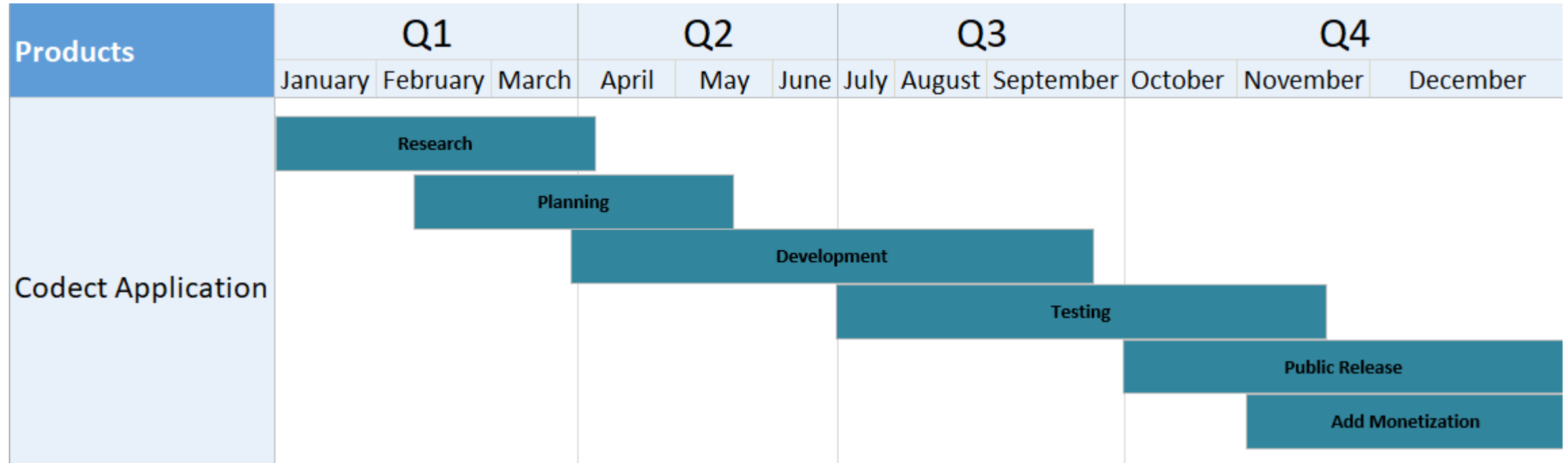
Project manager

Yordan Mitrev

Product Owner

Georgi Atanasov

Codect Roadmap



Research

Conduct market research to understand user needs and preferences.
Analyze competitors and identify unique selling points.

Planning

Define the product scope, features, and functionalities.
Allocate resources and establish the development team.
Identify potential risks and develop risk mitigation strategies.

Codect Roadmap

- **Development**

Build the frontend and backend components based on the project plan.
Implement key features and ensure seamless integration

- **Testing**

Develop and execute comprehensive test cases for functionality.
Conduct performance testing to assess system scalability.
Identify and resolve any bugs or issues that arise during testing.

- **Release**

Launch the product to the public, making it available for use.
Gather initial user feedback and address any immediate concerns.
Monitor user engagement and gather insights for future updates.

- **Add Monetization**

Implement chosen monetization methods into the product.
Monitor user reactions and adjust monetization strategies based on feedback.

Monetization Plan

Diversified Monetization

- **Freemium Model:**

- Description: Provide basic features for free and offer premium plans for advanced functionality.
- Strategy: Attract a large user base with free access and encourage conversions to premium subscriptions.

- **In-App Advertising:**

- Description: Display targeted ads within the platform.
- Strategy: Partner with relevant advertisers, ensuring non-intrusive ad placements to generate additional income.

Advanced Monetization

- **Sponsored Projects:**

- Description: Allow businesses to sponsor and promote their projects.
- Strategy: Charge companies for featuring their projects prominently, providing increased visibility.

- **Data Analytics Insights:**

- Description: Provide detailed analytics and insights to users.
- Strategy: Charge a fee for access to advanced analytics tools and personalized reports.