Title	Start	End
▼ 1) Sprint 1	8/04/2014	21/04/2014
• 1.1) Get set up with Equipment	8/04/2014	9/04/2014
• 1.2) Set up development Environment	10/04/2014	11/04/2014
• 1.3) Buy Servers	14/04/2014	14/04/2014
• 1.4) Buy Domain Names	14/04/2014	14/04/2014
• 1.5) Initial Code Base Setup	14/04/2014	21/04/2014
• 1.6) Define the scope of the MVP	8/04/2014	10/04/2014
• 1.7) Develop Implementation Strategy	11/04/2014	15/04/2014
• 1.8) UI Designs for Authentication and Account Management	9/04/2014	21/04/2014
▼ 2) Sprint 2	22/04/2014	5/05/2014
• 2.1) Backend Implementation for Authentication and Account Management	22/04/2014	28/04/2014
• 2.2) Backend Implementation of Base API	22/04/2014	5/05/2014
• 2.3) Front End Implementation of Log In and Log Out Designs	22/04/2014	25/04/2014
• 2.4) Front End Implementation of Account Management Designs	22/04/2014	5/05/2014
• 2.5) Designs for Email Integration	28/04/2014	5/05/2014
• 2.6) Designs for Calendar Integration	28/04/2014	5/05/2014
• 2.7) Validation for Email Integration	22/04/2014	28/04/2014
• 2.8) Validation for Calendar Integration	22/04/2014	28/04/2014
▼ 3) Sprint 3	6/05/2014	19/05/2014
• 3.1) Backend Implementation for Email	6/05/2014	19/05/2014
• 3.2) Backend Implementation for Calendar	6/05/2014	19/05/2014
• 3.3) Front End Implementation of Email Integration	13/05/2014	19/05/2014
• 3.4) Front End Implementation of Calendar Integration	6/05/2014	19/05/2014
• 3.5) Designs for Weather Integration	12/05/2014	19/05/2014
• 3.6) Designs for Time Integration	12/05/2014	19/05/2014
• 3.7) Validation for Weather Integration	6/05/2014	12/05/2014
• 3.8) Validation for Time Integration	6/05/2014	12/05/2014
▼ 4) Sprint 4	20/05/2014	2/06/2014
• 4.1) Backend Implementation for Weather	20/05/2014	2/06/2014
• 4.2) Backend Implementation for Time	20/05/2014	2/06/2014
• 4.3) Front End Implementation for Time	20/05/2014	26/05/2014
• 4.4) Front End Implementation for Weather	20/05/2014	2/06/2014
• 4.5) Designs for Github Integration	26/05/2014	2/06/2014
• 4.6) Designs for Klout Integration	26/05/2014	2/06/2014
• 4.7) Validation for Github Integration	20/05/2014	26/05/2014
• 4.8) Validation for Klout Integration	20/05/2014	26/05/2014
• 4.9) Develop advertising strategy for beta test users	20/05/2014	20/05/2014
▼ 5) Sprint 5	3/06/2014	16/06/2014
• 5.1) Backend Implementation for Klout	3/06/2014	6/06/2014
• 5.2) Backend Implementation for Github	9/06/2014	16/06/2014
• 5.3) Front End Implementation for Klout	3/06/2014	5/06/2014
• 5.4) Front End Implementation for Github	6/06/2014	16/06/2014
• 5.5) Designs for Facebook Integration	6/06/2014	16/06/2014
• 5.6) Designs for Twitter Integration	6/06/2014	16/06/2014
• 5.7) Validation for Facebook Integration	3/06/2014	5/06/2014
• 5.8) Validation for Twitter Integration	3/06/2014	5/06/2014
▼ 5.9) Implement advertising strategy	3/06/2014	16/06/2014
• 5.9.1) Begin to sign up beta testers	3/06/2014	16/06/2014
▼ 6) Sprint 6	17/06/2014	30/06/2014
• 6.1) Backend Implementation for Facebook Integration	17/06/2014	30/06/2014
• 6.2) Backend Implementation for Twitter Integration	17/06/2014	30/06/2014
• 6.3) Front End Implementation for Facebook Integration	17/06/2014	23/06/2014
• 6.4) Front End Implementation for Twitter Integration	24/06/2014	30/06/2014
• 6.5) Designs for Maps Integration	23/06/2014	30/06/2014
• 6.6) Validation for Maps Integration	17/06/2014	20/06/2014
• 6.7) Begin to scope out partnerships with other companies	17/06/2014	30/06/2014
▼ 7) Sprint 7	1/07/2014	14/07/2014
• 7.1) Backend Implementation for Maps and Directions Integration	1/07/2014	14/07/2014
• 7.2) Front End Implementation for Maps and Directions Integration	1/07/2014	14/07/2014
• 7.3) Design and UX Quality Checking	1/07/2014	14/07/2014
▼ 7.4) Start developing a concrete marketing strategy	1/07/2014	14/07/2014
• 7.4.1) Competitor Analysis	1/07/2014	7/07/2014
• 7.4.2) A/B Testing a variety of different channels	8/07/2014	14/07/2014
▼ 8) Sprint 8	15/07/2014	28/07/2014
• 8.1) General Front End Bug Fixing	15/07/2014	28/07/2014
• 8.2) General Back End Bug Fixing	15/07/2014	28/07/2014
▼ 8.3) Security Testing	15/07/2014	25/07/2014
• 8.3.1) Testing Facebook Integration Security	15/07/2014	17/07/2014
• 8.3.2) Testing Twitter Integration Security	18/07/2014	22/07/2014
• 8.3.3) Testing Email Integration Security	23/07/2014	24/07/2014
• 8.3.4) Testing Github Integration Security	25/07/2014	25/07/2014
• 8.4) Transition from Development Environment to Production Environment	25/07/2014	25/07/2014
• 8.5) Begin controlled User Testing	28/07/2014	28/07/2014
• 8.6) Design and UX Quality Checking	15/07/2014	28/07/2014
• 8.7) Design Beta Emails	15/07/2014	21/07/2014
▼ 9) Sprint 9	29/07/2014	11/08/2014
• 9.1) General Front End Bug Fixing	29/07/2014	11/08/2014
• 9.2) General Back End Bug Fixing	29/07/2014	11/08/2014
• 9.3) Google Analytics Setup	29/07/2014	31/07/2014
• 9.4) Load Testing of Production Servers	29/07/2014	31/07/2014
• 9.5) Send out closed beta invitations	5/08/2014	5/08/2014
• 9.6) Begin Closed Beta	6/08/2014	11/08/2014
▼ 10) Sprint 10	12/08/2014	12/08/2014
▼ 10.1) Implement Advertising and Marketing Strategies	12/08/2014	12/08/2014
• 10.1.1) A/B testing social channels	12/08/2014	12/08/2014
• 10.1.2) Google Adwords	12/08/2014	12/08/2014
• 10.2) Gathering Feedback from Beta Participants	12/08/2014	12/08/2014
• 10.3) Open Beta testing begins	12/08/2014	12/08/2014
• 10.4) Develop monetisation strategy	12/08/2014	12/08/2014
• 10.5) Integrate with Payment gateway	12/08/2014	12/08/2014
• 10.6) Task 1	12/08/2014	12/08/2014