Real-Time Marketing App Development					
1.1 Planning Phase	2.1 Development Phase	3.1 Testing Phase	4.1 Deployment Phase	5.1 post-Launch Evaluation	
1.1.1 Gather Requirements	2.1.1 Build App Prototype	3.1.1 Conduct beta testing	4.1.1 launch App	5.1.1 Monitor app performance metrics	
1.1.2 Define Stakeholder expectations	2.1.2 Code Functionalities	3.1.2 Gather focus group feedback	4.1.2 Train internal users	5.1.2 Implement Improvements	
1.1.3 Develop Product Charter	2.1.3 Integrate real-time data feeds	3.1.3 Resolve bugs and refine features	4.1.3 Conduct stakeholder review	5.1.3 Plan next Iteration	
1.1.4 Design IT Infrastructure	2.1.4 Implemet app security features				
1.1.5 Plan app functionalities (External and					
1.1.6 Finalization meeting					