**Phase 1: Minimum Viable Product (MVP) Development**

This phase will focus on building the core features of the SoleRelief app to address the immediate needs of users with plantar fasciitis.

**Sprint 1: Project Setup & Foundation (2 Weeks)**

* **Objective:** Establish the project infrastructure and design framework.
* **Tasks:**
  + **Product Manager:**
    - Finalize the project management tools (e.g., Jira, Trello).
    - Develop a detailed project roadmap and timeline.
    - Coordinate with the team to clarify roles and responsibilities.
  + **UX/UI Designer:**
    - Create wireframes for the main screens based on the user stories.
    - Develop a style guide incorporating a clean, calming UI and a supportive tone.
  + **Mobile App Developer:**
    - Set up the development environment for iOS and Android (React Native or Flutter).
    - Implement the basic app structure and navigation.
  + **Physical Therapist Advisor & Content Creator:**
    - Begin curating the initial set of stretching exercises for plantar fasciitis.
    - Plan the production of images and videos for the exercise library.

**Sprint 2: Core Feature Implementation - Stretching & Reminders (3 Weeks)**

* **Objective:** Implement the stretching reminders and exercise library.
* **Tasks:**
  + **Mobile App Developer:**
    - Develop the stretching reminder functionality with customizable push notifications.
    - Build the exercise library UI to display images, instructions, and videos.
    - Implement the "quick-start from notification" feature.
  + **UX/UI Designer:**
    - Finalize the UI for the exercise library and reminder settings.
    - Ensure the design is intuitive and accessible, with large fonts.
  + **Content Creator:**
    - Produce high-quality images and videos for the curated stretches.
    - Write clear and concise instructions for each exercise.
  + **QA Tester:**
    - Begin testing the reminder functionality and the display of exercises.

**Sprint 3: Tracking & Integration (3 Weeks)**

* **Objective:** Develop the progress tracking features and integrate with fitness APIs.
* **Tasks:**
  + **Mobile App Developer:**
    - Implement the daily walking reminder with gentle prompts.
    - Integrate with Apple HealthKit and Google Fit for step tracking.
    - Build the injury progress tracker, including pain scale logging and stretch tracking.
  + **UX/UI Designer:**
    - Design the progress reports and data visualization for pain and activity levels.
    - Refine the onboarding flow with user input.
  + **Physical Therapist Advisor:**
    - Provide input on the pain scale and how to present progress reports meaningfully.
  + **QA Tester:**
    - Test the fitness API integration and the accuracy of the progress tracker.

**Sprint 4: Finalization & Beta Testing (2 Weeks)**

* **Objective:** Prepare the app for launch through rigorous testing and refinement.
* **Tasks:**
  + **Mobile App Developer:**
    - Implement offline access for core routines and images.
    - Ensure user data is stored securely.
    - Address any outstanding bugs.
  + **Product Manager:**
    - Develop a clear disclaimer regarding medical liability.
    - Prepare the app store listings.
  + **QA Tester:**
    - Conduct comprehensive end-to-end testing of the application.
    - Manage a closed beta test with a small group of users to gather feedback.

### **Phase 2: Injury Expansion & Enhancements**

This phase will commence after the successful launch and initial user feedback from the MVP.

* **Objective:** Expand the app's content and features based on the PRD's Phase 2 and backlog items.
* **Tasks:**
  + **Product Manager:**
    - Analyze user feedback and app performance data (KPIs) to prioritize backlog features.
    - Plan the rollout of new content and features.
  + **Mobile App Developer:**
    - Begin development to add protocols for Achilles tendinitis and shin splints.
    - Investigate and implement gamification elements like streak tracking to improve user motivation.
  + **Content Creator & Physical Therapist Advisor:**
    - Develop
* **Tasks (continued):**
  + **Content Creator & Physical Therapist Advisor:**
    - Develop and validate new stretching and exercise protocols for Achilles tendinitis, shin splints, and other planned conditions.
    - Create all necessary content (images, videos, instructions) for the new protocols.
  + **UX/UI Designer:**
    - Design any new UI elements required for the expanded content, ensuring a consistent user experience.
    - Incorporate gamification concepts into the design to enhance user engagement.
  + **QA Tester:**
    - Thoroughly test all new injury protocols and features.
    - Verify that gamification elements work as intended and are motivating.

### **Phase 3: Launch & Initial Growth**

This phase covers the official launch of the MVP and the immediate post-launch activities to ensure a stable and growing user base.

**Sprint 1: App Store Submission & Launch Preparation (1 Week)**

* **Objective:** Finalize all materials for a successful public launch.
* **Tasks:**
  + **Product Manager:**
    - Prepare and submit the app to the Apple App Store and Google Play Store.
    - Develop a launch marketing plan, including app store optimization (ASO) with relevant keywords.
    - Finalize the clear disclaimer regarding medical liability to be displayed prominently in the app and app store descriptions.
  + **Mobile App Developer:**
    - Ensure all app store requirements are met.
    - Prepare for post-launch monitoring and quick bug fixes.
  + **QA Tester:**
    - Perform a final, full regression test on the build submitted to the app stores.

**Sprint 2: Public Launch & Monitoring (4 Weeks)**

* **Objective:** Monitor the app's performance, gather user feedback, and drive initial user acquisition.
* **Tasks:**
  + **Product Manager:**
    - Track Key Performance Indicators (KPIs) such as Daily Active Users, retention rates, and app store ratings.
    - Monitor user feedback channels (reviews, social media, support emails) to identify bugs and feature requests.
    - Execute the initial marketing plan.
  + **Mobile App Developer:**
    - Monitor crash reports and performance analytics.
    - Deploy "hotfix" updates to address any critical bugs that arise post-launch.
  + **Entire Team:**
    - Participate in a launch retrospective to discuss what went well and what could be improved for future releases.

### **Phase 4: Ongoing Iteration & Backlog Development (Ongoing)**

This is a continuous phase focused on using data and user feedback to improve the app and work through the future features outlined in the PRD backlog.

* **Objective:** Enhance the user experience, increase retention, and begin exploring monetization and expansion opportunities.
* **Methodology:** The team will work in agile sprints (e.g., 2 weeks each), prioritizing tasks from the backlog based on user impact and business goals.
* **Key Initiatives from the Backlog:**
  + **Community & Support:**
    - **Task:** Implement a community forum for users to share experiences and support each other.
    - **Task:** Explore and develop chat support (initially AI, with a potential for human support later) to answer user questions.
  + **Premium Features & Monetization:**
    - **Task:** Develop premium guided sessions and custom rehab plans as a potential revenue stream.
    - **Task:** Scope and implement wearable device support (e.g., Apple Watch, Fitbit) for enhanced tracking and reminders.
  + **Continuous Improvement:**
    - **Task (Product Manager):** Regularly analyze KPIs (especially self-reported pain improvement and stretch completion rates) to validate the app's effectiveness.
    - **Task (UX/UI Designer):** Conduct user interviews and usability tests to identify pain points and areas for improvement in the user experience.
    - **Task (Developer):** Refactor code, improve app performance, and keep third-party libraries and APIs up to date.
    - **Task (QA Tester):** Develop automated tests for core features to streamline regression testing for each new release.

### **High-Level Timeline & Milestones**

* **Phase 1 (MVP Development):** Weeks 1-10
  + **Milestone:** Wireframes and UI Style Guide complete.
  + **Milestone:** Core features (reminders, library, tracking) implemented.
  + **Milestone:** Closed beta test complete.
* **Phase 2 (Launch):** Weeks 11-15
  + **Milestone:** App submitted and approved by app stores.
  + **Milestone:** Public launch of SoleRelief 1.0.
  + **Milestone:** First post-launch update deployed.
* **Phase 3 (Injury Expansion):** Weeks 16-24
  + **Milestone:** New protocols for Achilles tendinitis and shin splints are released.
* **Phase 4 (Ongoing Iteration):** Week 25+
  + **Milestone:** Launch of the first backlog feature (e.g., Community Forum).
  + **Milestone:** Introduction of the first premium feature set.