

Objectives

- Business goals
- High-level requirements
- Project specific??
- Measuring/analyzing success?

Notes on User Research

- High-level design
- Define user behavior
- and illustrate!

Beta Launch

- App store testing
- Support + maintain
- Roll out planning

Launch Schedule

OCTOBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
BETA	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

LAUNCH!

Team - Solution Specialist Technical Lead UI Lead Business Analyst

Flow Diagram graphics Design assets User stories Data visualization

2 MONTH PHASE?

Customization of user experience ???

Date integration 3rd party webhooks? ✓

Remember our mission!!!

PUSH NOTIFICATION SERVICES

OS development submitted to app stores ✓

MULTIFACETED APP... 600-900 HOURS?

Provide moon-ups as needed by development team

INFORMATION ARCHITECTURE BLUEPRINT Page | Page | Page 1 | 2 | 3

Launch checklist - Avoid problems later!

PR + Launch party

2.6 million apps in Android 2.2 million apps in iOS

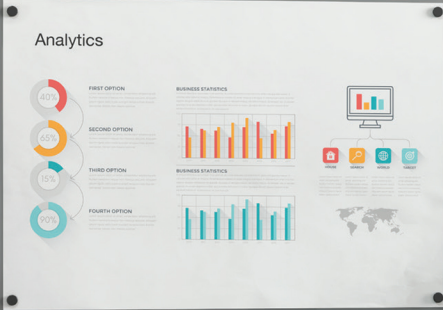
Simple 3-EE Complex 52-152C

Recent research data now available

Audience

- Restaurant food delivery 5x/month
- Online dinner reservations 3x/month
- Meal kit delivery 50%

Market results?



SCHEDULE TEAM MEETING



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