



Q1 Review

Q2 Review

Q3 Review

Q4 Review

Q1

Q2

Q3

Q4

Planning



Vision

100%

Objectives

100%

100%

Goals



Strategic Intent

Objectives

Beta + Release Plans

Strategy

Competitor Review

Market Analysis



SWOT

Price List (Hypothesis)

Final Price List

Business Model



Price Research



Objectives

Sales Trends Analysis

Service Development

75%

6.3 Wks

Product Roadmap

22 Wks

Development

Alpha
May 20



Private Beta
Jun 30



Public Beta
Aug 10



RC

Staging
Nov 15



Go Live!
Dec 20



Release to Web

Business intelligence

Service Metrics



Quality Metrics



Service Dashboard



Real-time Analytics



Conversion Metrics



Sales Dashboard



Real-time Reporting

