

		Expression of Interest	Minimum Viable Product (MVP)								TEST	Feature 1	TEST	Feature 2	TEST	Feature 3	TEST	LAUNCH					
ROLE	TASK	Nov 10	Jan 4	Jan 11	Jan 18	Jan 25	Feb 1	Feb 8	Feb 15	Feb 22	Feb 29	Mar 7	Mar 14	Mar 21	Mar 28	Apr 4	Apr 11	Apr 18	Apr 25	Apr 30	Hours / task		Adjusted 20%
Account Manager	Work-start meeting		1																		1		
	Research competition			3																	3		
	Design comp meeting				2																2		
	MVP meeting								4												4		
	Feature 1 meeting											2									2		
	Feature 2 meeting														2						2		
	Feature 3 meeting																	2			2		
	Launch meeting																	2		4	4		(+15%)
																				20	AM TOTAL	23	
Project Manager	Scope Testing		1.5																		1.5		
	Risk Management Plan		0.5																		0.5		
	Task List	0.5																			0.5		
	Resources plan			0.25																	0.25		
	Gantt chart	2																			2		
	Timeline	0.5																			0.5		
	Budget	0.5																			0.5		
	Estimate	1.5																			1.5		
	Accessibility plan						1.5														1.5		
	Quality Assurance plan						1.5														1.5		
	Maintenance plan							1													1		
	Post mortem prep							0.5													0.5		
	Port mortem execute												2				2				2		
	Domain name research												2								2		
	Hosting + domain													1							1		
	Quality assurance plan															4					4		(+15%)
																					20.75	PM TOTAL	23.86
Content Writer	Content					4.5				3											7.5		
	Marketing plan									14											14		
	SEO keyword research					4															4		
	SEO distribution chart						2														2		
	Google analytics set-up												2								2		
	Marketing implementation													2						10	10		(+15%)
																					21.5	CW TOTAL	24.725
UX Designer	Interview users	4																			4		
	Develop user personas	2																			2		
	Need statement	0.5																			0.5		
	Big idea	3																			3		
	Features																				0		
	Customer Journey Map		3																		3		
	Site map		1.5																		1.5		
	Low Fidelity Wireframes			1																	1		
	Prototype test							5															
	MVP test plan								2.5												2.5		
	MVP test									5.5											5.5		
	Feature test plans										2			2							6		
	Feature tests												5			5		2		5	15		
	Documentation / reports																			4	4		(+15%)
																					48	UX TOTAL	55.2
Designer	Moodboard		2																		2		
	Logo - primary + secondary			6																	6		
	High fidelity wireframes			3																	3		
	Style guide				3.5																3.5		
	Design system					10															10		
	Prototype					10															10		
	Assets							10													10		
	Social Media Posts										15										15		
	Ads												6								6		
Promo video													15							15		(+20%)	
																					80.5	DES TOTAL	96.6
Developer	Research tech specs		6.5																		6.5		
	Set up dev environment		2.5																		2.5		
	Code infrastructure			5																	5		
	Coding						30					10			10			30			80		

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	SEO implementation				2																	2		
	Quality Assurance								5											8		13		(+20%)
																						109	DEV TOTAL	130.8
TOTAL			14.5	18.5	18.25	7.5	18.5	50	14	5	26.5	17	10	15	20	10	11	4	30	15	18	299.75		354.19