ix device registration ign in / Sign up flow diagram ign in / Sign up design	O		Tanger #1							Departments Team
ign in / Sign up flow diagram	R&D	Lemon Yalovich		Tangor #2	langer #3	Date of approval May 4, 2018	Approved By Yalovich	May 4, 2018		Departments Team RRAD Ramar
on in / Sign up design	R&D	Yalovich	Tal			May 4, 2018	Yalovich	May 6, 2018	Done	Product Karolis
	R&D	Yalovich				May 4, 2018	Yalovich	May 6, 2018	Done	Marketing Tal
ign in / Sign up development	R&D	Yalovich				May 4, 2018	Yalovich	May 6, 2018	Done	Community Growth Katarina
reate Subdomain with password	R&D R&D	Yalovich	Yam	Nichole	Tal	May 5, 2018 May 5, 2018	Yalovich Yalovich	May 5, 2018 May 7, 2018	Done	Operations Nichole
hare dialogs / Share Zest ix Slack signin flow	R&D R&D	Yalovich Yalovich				May 5, 2018 May 5, 2018	Yalovich Yalovich	May 7, 2018 May 7, 2018	Done	Operations Nichole All Yam
x Stack signin flow Vebsite] Design flow and idea	Product	Tal	Yam	Yalovich		May 6, 2018 May 6, 2018	- BORDI	May 7, 2018 May 9, 2018	_une	All Yam Yalovich
vecase; Design flow and sea lake Content Boost Compitable with New Linkedin Connect Method	R&D	Yalovich	Yam	Katarina	Nichole	May 6, 2018 May 6, 2018		May 9, 2018 May 7, 2018	Done	Yalouch
mart image loading (only exposed image should be load)	R&D					May 6, 2018		May 8, 2018		
pit JS files to small files and create cascaded loading (Not MVP)	R&D	Yalovich				May 7, 2018		May 9, 2018		
emove uninstall button from Website	R&D	Yalovich				May 8, 2018	Yalovich	May 10, 2018	Done	
ix right sidebar spaces (insert download Chrome extension button for C	ch R&D	Yalovich				May 8, 2018		May 10, 2018		
etup GA property for WebApp	R&D	Yalovich				May 8, 2018	Yalovich	May 10, 2018		
hirt campaign - Finalize list of tshirters	Community Growth	Katarina	Yam	Yalovich		May 10, 2018	Yam	May 14, 2018		
ist all potential beta testers	Community Growth	Nichole	Yam	Katarina	Yalovich	May 10, 2018	Yam	May 11, 2018		
lake Zest explore mode compatible	R&D	Yalovich				May 10, 2018	Yalovich	May 9, 2018		
lake Zest news mode compatible	R&D	Yalovich				May 10, 2018	Yalovich	May 9, 2018		
lan Product-tech article	R&D	Yalovich	Yam	Katarina	Nichole	May 10, 2018	Yam			
est plans (describe what should we test and who should do it + define h		Tal	Yalovich	Itamar		May 13, 2018	Yalovich	May 16, 2018		
Abbile] Design sidebar solution for mobile	R&D R&D	Yalovich Yalovich				May 14, 2018		May 16, 2018 May 16, 2018		
Abbile] Develop sidebar menu (mobile menu) Abbile] Design top header	R&D	Yalovich				May 14, 2018 May 14, 2018		May 16, 2018 May 16, 2018		
Abbile] Develop top header	R&D					May 14, 2018		May 16, 2018		
Abbile] Make popup compatibile (Login / Slack / Trello / Remove Saved		Yalovich				May 14, 2018		May 16, 2018	III riogress	
Abbile] Solution for Share dialogs in mobile (there's no hover)	R&D	Yalovich				May 14, 2018		May 16, 2018		
Abbile] Prevent profile hover on user	R&D	Yalovich				May 14, 2018		May 16, 2018		
Abbile] Make user profile popup compatible	R&D	Yalovich				May 14, 2018		May 16, 2018		
reate social media posts for beta invite	Markerting	Karolis	Yalovich	Nichole	Yam	May 15, 2018	Yam	May 17, 2018	Done	
reate social media posts for launch invite	Markerting	Karolis	Yalovich	Nichole	Yam	June 12, 2018	Yam	June 12, 2018	In Progress	
rite tshits reachout email	Community Growth	Katarina	Yam	Nichole	Karolis	May 15, 2018	Yam	May 16, 2018		
retae an email ivite for Beta testers	Community Growth	Nichole	Yam	Katarina	Yalovich	May 15, 2018	Yam	May 17, 2018		
retae a pre-beta-launch email invite for Beta testers	Community Growth	Nichole	Yam	Katarina	Yalovich	May 15, 2018	Yam	May 17, 2018		
retae a beta-launch email invite for Beta testers	Community Growth		Yam	Katarina	Yalovich	May 15, 2018	Yam	May 17, 2018		
reate a list of Social media groups that will be relevant for beta invite	Markerting	Nichole	Yam			May 17, 2018	Nichole	May 18, 2018		
reate a list of Social media groups that will be relevant for launch reate an email invite for filling up tyoform for beta testers	Markerting	Nichole Tal	Yam	Michaele		May 17, 2018	Nichole Yalovich	May 18, 2018		
	Product Community Counts	Tal Nichole	Yam	Nichole Katarina	Yalovich Yalovich	May 17, 2018	Yalovich	May 18, 2018 May 21, 2018		
reate a community-wide invite email for beta ritle a "we are going to launch Zest as a website as well" mini-artiice (in	Community Growth	Nichole	Vam			May 18, 2018 May 18, 2018	Yam	May 21, 2018 May 21, 2018		
me a "we are going to launch zest as a website as well" mini-article (if isert retargeting code and track attribution (Not MVP)	nv Markerting R&D	Yalovich				May 18, 2018 May 18, 2018		May 21, 2018 May 20, 2018		
acebook Open Graph assets + Twitter Cards assets	Markerting	Yam				May 18, 2018 May 18, 2018	Yalovich	May 20, 2018 May 20, 2018		
ignin & Signup titles and meta tags	Markerting	Yam	Yalovich			May 18, 2018		May 20, 2018		
retae a thank you email for Beta testers	Community Growth	Nichole	Yam	Katarina	Yalovich	May 21, 2018	Yam	May 22, 2018		
retae a launch email for Beta testers	Community Growth	Nichole	Yam	Katarina	Yalovich	May 21, 2018	Yam	May 22, 2018		
am's the death of communities article	Markerting	Yam	Nichole	Yalovich	Karolis	May 21, 2018	Yam	May 22, 2018		
ost Yam's the death of communities article	Markerting	Yam				May 21, 2018	Yam	May 22, 2018		
he Age of Information article	Markerting	Katarina	Yam	Nichole	Yalovich	May 23, 2018	Yam	May 23, 2018		
ost on Social media about beta invite	Markerting	Yam				May 23, 2018	Yam	May 23, 2018		
ublish and Boost we are going to launch Zest as a website as well* mir		Yam	Yalovich			May 23, 2018	Yam	May 23, 2018		
end community-wide invite email for beta	Markerting	Yam	Yalovich			May 23, 2018	Yam	May 23, 2018		
ast in Firefox, Safari, Edge, Opera (Windows & OSX)	Product	Tal				May 24, 2018	Yalovich	May 26, 2018		
ast in Android Browser, Mobile Chrome, Mobile Safari, Firefox OS ast in Tablets (iPad 2 / iPad Pro / Samsung Galaxy Note)	Product	Tal				May 24, 2018 May 24, 2018	Yalovich Yalovich	May 26, 2018 May 26, 2018		
ist in Tablets (iPad 2 / iPad P10 / Samsung Galaxy Note) repair a list specific users for writing about us on their meduim / blogs	Product Community Growth	Nichole		Katarina		May 24, 2018 May 25, 2018	Yarovich	May 26, 2018 May 28, 2018		
repair at each people users for writing about us on their medium / ologs repair an email forspecific users for writing about us on their medium /			Yam	Katarina		May 25, 2018	Yam	May 28, 2018		
pdate Zest's term & service + Privacy policy [GDPR]	Operations	Tal	Yalovich			May 25, 2018	Yam	May 28, 2018		
sternal Beta	Product	Tal				May 26, 2018		May 26, 2018		
retae a typform survey for beta testers	Product	Tal	Yam	Nichole	Yalovich	May 26, 2018	Yam	May 28, 2018		
hirt campaign - reachout to all for addresses, sizes, quantities and gen	di Community Growth	Katarina	Yam	Nichole	Karolis	May 28, 2018	Yam	May 28, 2018		
end tshits reachout email	Markerting	Yam	Yalovich			May 28, 2018	Yam	May 28, 2018		
reate a launch email to all memebers (with the artifice)	Community Growth		Yam	Katarina	Yalovich	May 29, 2018	Yam	May 31, 2018		
reate assets for social media posts for launch invite	Markerting	Yam	Yalovich	Nichole	Katarina	May 29, 2018	Yam	May 31, 2018		
eta	Product	Tal				May 30, 2018		May 30, 2018		
hirt campaign - make the order	Operations	Yalovich				May 30, 2018	Yalovich	May 30, 2018		
Vite "why we launched Zest as a website" artice	Markerting	Nichole	Yam	Katarina	Yalovich	May 31, 2018	Yam	June 4, 2018		
mail specific users for writing about us on their meduim / blogs	Markerting	Yam	Yalovich			June 4, 2018	Yam	June 4, 2018		
ress kit in Website should be updated	Markerting	Yam	Nichole	Katarina	Yalovich	June 4, 2018	Yam Yam	June 6, 2018		
pdate investor dashboard	Product Community Growth	Nichole	Yam	Katarina		June 5, 2018 June 6, 2018	Nichole	June 5, 2018 June 7, 2018		
reate a list of memebers who might write about us in top publications re-Launch Campaign		Yam	1,011	Katarina		June 6, 2018 June 6, 2018	NICION	June 6, 2018		
reate assets for social media posts for beta invite	Markerting	Karolis	Valouich	Nichola	Yam	May 15, 2018	Yam	May 17, 2018		
aunch	Markerting	Yam	10000	110,100		June 12, 2018		June 12, 2018	Done	
ricks / PR	Markerting	Yam	Nichole	Katarina	Yalovich	June 12, 2018	Yam	June 12, 2018		
end launch email to all memebers (with the artilice)	Markerting	Yam	Yalovich			June 12, 2018	Yam	June 12, 2018		
Publish & Boost "why we launched Zest as a website" artice	Markerting	Yam	Yalovich			June 12, 2018	Yam	June 12, 2018		
est Launch	Community Growth	Nichole				June 13, 2018		June 13, 2018		

Beta Laur	ence								
What	Who	When	Done?	Asset1	Done?	Asset1	Done?	Asset1	Done?
Boost Neta Invite Medium Artilce	Yam	8am EST	No	Prepare Boost in Admin	Yes				
Email to all Beta helpers	Nichole	9am EST	No	Сору		Image	No	List	No
FB Post	Yam	9am EST	No						
TW Post	Yam	9am EST	No						
LI Post	Yam	9am EST	No						
Beta Invi	te Seque	nce							
What	Who	When	Done?						
Medium Artilce	Nichole	8am EST	Done						
Boost Medium Artilce	Yam	8am EST	Done						
Email to Segment 1a: "Zest to go" sign ups	Nichole	8.5am EST	Done						
Email to Segment 2a: "Katarina"	Yam	8.5am EST	Done						
Email to Segment 3a: "Nichole"	Nichole	8.5am EST	Done						
Email to Segment 4a: "Yam"	Yam	8.5am EST	Done						
Email to Segment 5a: "Community-wide"	Idan	8.5am EST	Done						
FB Post (Zest)	Yam	9am EST	Done						
FB Post (Yam)	Yam	9.5am EST	Done						
TW Post (Zest)	Yam	9am EST	Done						
TW Post (Yam)	Yam	9.5am EST	Done						
I Post (Zest)	Yam	9am EST	Done						
I Post (Yam)	Yam	9.5am EST	No						