

Priority Order	Milestone	Objective	What is needed in order to achieve	Labels in milestones
1	Compliance	Make sure that we are not violating any licences or regulations	Document where we have gotten images, privacy policy for the website	administrative
2	Security	Secure all tokens, passwords, access necessary	1password	administrative
3	Project Overview	Make sure we have documentation to describe project scope	Create Onesheet	feature: Onesheet
3	MVP requirements	Gain clear understanding of what goes into the website V1	comparative analysis, user interviews	feature: Comparative Analysis feature: Impact interview feature: Usability Testing feature: Expert Interviews feature: Personas feature: Survey feature: Analytics
4	MVP wireframes	Create visual presentation of recommendations	design, reviews, usability testing (usabilityhub type/dogfooding, not interviews)	feature: Usability Testing feature: Survey
5	content development	Curate messaging	content writing, reviews	p-feature: Website Content
6	usability testing	Identify improvements to wireframes, content and user flow	expert/sme review, stakeholder usability tests	feature: Usability Testing feature: Expert Interview feature: Survey
7	refinement	implement improvements	design, reviews	this will have feature labels related to the pages that need refinement
8	development	Develop website	About us, View Climate Events, Publish Climate Events, Resources, Get Involved	p-feature: About Us p-feature: View Climate Events Page p-feature: Publish Climate Events Page (form to crowdsource info) p-feature: Resources Page p-feature: Get Involved Page
9	usability testing	Identify improvements to developed pages	Design usability tests(usability hub)	feature: Usability Testing
10	refinement	implement improvements	design, reviews, develop	this will have feature labels related to the pages that need refinement
11	marketing	Increase user reach	spread through word of mouth, slack channels and to identified audiences via email	feature: marketing

Audience Development
Requirements Gathering
w1 requirements
Content Writing/Information Architecture
w1 wireframes
Site Architecture (how we build the site, technologies, technical structure, etc)

Name of Page	content for page	MVP MoSCoW				
	Map with events shown as clickable geotags	Must Have				
View Climate Events Page	Know about an event and want to add it to the list : Form - fill, email contact for status	Must Have				
	Click on the geotag - takes the user to details about the event, event website etc	Must Have				
	Search, filter bar with different criteria	Should have				
						next steps - PRD/Wireframing?

Priority Order	Milestone	Objective	What is needed in order to achieve	Labels in milestones	Current understanding
1	Compliance	Make sure that we are not violating any licences or regulations	Document where we have gotten images, privacy policy for the website	administrative	
2	Security	Secure all tokens, passwords, access necessary	1password	administrative	
3	Problem Space Definition	Make sure that we understand the problem space - Who? What? Why? When? Where?	Look into both OS and for profit space. Document the following: Who are the users? Who are the different kinds of users - students?professors?activists?startups? Big organizations? Why do they want to know about climate events? Why does this problem exist? When did they realize this was a problem. Has it always been a problem? Does it ever get better in the year/decade? Where does the user face these challenges - at online/offline places? Is problem global/regional/local? Where is this issue less problematic - eg is there a university or department that solves this challenge for members who have access to their resources?	feature: Market Research	Persona X, interested in understanding about climate events wants to come to a webpage to access info and if they know about a climate event, they want to showcase it on our webpage.
4	Customer/user research	Create Opportunity hypothesis : Discover painpoints faced by potential users	Define user persona and document what challenges each persona is facing: In this case it can be fundraisers or funders of climate projects or climate event enthusiasts who want to be updated with the subject matter.	feature: Market Research	Same as above.
5	Competition research (link)	Understand the current solutions. Any Workarounds? Alternate solutions?	Document all different ways that the problem is being solved today. Are there any competitors in this space? How big are they, what are their strengths and weaknesses?	feature: Market Research	No one else is providing such an interface as of now
6	Define use cases and prioritize	As a user I want xyz so that x'y'z'	Document user scenarios. When will a user come to use my product. What will they want to do first in the workflow. What will they want to do next, and so on and so forth	feature: use case	Need to create PRD and define use cases
7	Define KPIs and measurement requirem	Have a quick way to track success of work done so far	List KPIs and what needs to be tracked in order to measure the KPI. What will success look like?	feature: KPI	# people who visit/recommend the page
8	Define MVP	Have a quick way to test that we are heading in the correct direction for the solution	Design page with events calendar/ways to filter/search Climate events/ form to enter CE via crowdsourcing	feature: MVP	Need to create prototype and do scoping of the work
9	Test MVP with potential users	GTM with MVP	Collect feedback from potential users - have them see or use our prototype.Create questionnaires to gather what else will help.	feature: GTM	Potential users need to be found in parallel while MVP design and launch occurs
10	measure success KPIs for MVP launch	Have a quick way to track success of work done so far	Collect data related to KPI defined in 9.	feature: KPI	# people who visit/recommend the page
11	Plan for refining MVP with feedback rec	TBD	TBD	feature: Roadmap	TBD

