Feature Set Development Timeline 1.2

LEGEND

R = Result
E = Event
T = Time Intensive
A = Action
? = Question
i = information
r = resource
a = assoiciation
C = Choice
ip = Incoming Promise
e = Existence (where something is in existence)
n = Note

Not yet updated to include priorities

R Presentation meet is scheduled with investor
By 3/1

R Draft 2 Feature Set Presented to Investors
By 3/15

R Final Feature Set Presentation Created and Presented to Development Team
By 4/1

R Draft 2 Feature Set Presentation Created
By 3/7

R User Experience Team Comments
By 3/4

R Target Martket has been identified and informs Feature Set
By 2/25

R Draft Presentation of Feature Set Created
By 2/29

R User Experience Team Comments are Gotten & Incorporated
By 2/26

r Marketing Lifecycle doc to be provided by Lori
By 1/30
Repromise?

? Is there an ideal number of wow factors for a target market?

? Who Can we ask this question of?

r Possibly Lori Antonacci

A Ask this question of Lorie when we speak next week

A Send Tony my availability next week for a conversation with Lorie

r Possibly Tony's contact: Jo

A Review Lorie's resume before the call next week

r Possibly Cliff, Signe's contact

A Request Signe also ask this question of her contact when she speaks to him on Tuesday

? What are the biggest "wow" factors for our target market?

e Featureset Master document: Google Doc "Feature Set Master"

R Preliminary Feature Set is aligned on by Feature Set Team
By 2/22

R Results of Review of 3-5 products/ paradigms are incorporated into our Feature Set and Market Strategy
By 3/25

A Invite and inspire other Feature Set and User Experience Team members to experiment
By 2/8

A Have Experimenters share what they got
By 2/8

A Have Experimenters share what worked and what didn't about network based scheduling
By 2/8

A Have Experimenters expand the distinction "Network Based Scheduling based on what they've discovered
By 2/8

E Experiment participants compare notes at completion and consider impact on feature set
By 2/15

T 3 people experiment with network scheduling for 1 week.
Between 2/8 & 2/15

E Experiment participants compare notes at completion, informing next experiment
By 2/8

i Mark has conducted 5 experments and tracked the results and experience

ip Tony will post blog entry ofresults from Networl Schedule Experiment
By 1/29
Repromise?

ip Jimbob's conducting a network based scheduling experiment and will generate mock interface.
By 2/8

e Network Schedule Training Document: On the Anyone Anywhere Blog: Traninng in building and using a Network Based Schedule, Posted 1/15

E Product/Paradigm Experments are reported & discussed with AA Team
By 2/22 & 3/28

i "Final" prototype is discussed with the AA Team
By 2/22

T Mark and German and possibly other Feature Set Team members test drive amd "rapid prototype" up to 3 weeks.
Between 1/31 & 2/21

ip German sends prototype built in Outlook
By 1/31
Orig - By 1/14

e Notes on the 1/25 AA Call on the blog include German's share about the prototyping process

i Currently there are 3 people on the external Demo Team
As of 1/30

T FS, Market Analysis and external Demo Teams test drive 3-5 products/ paradigms for up to 1 month and reports
Between 2/15 & 3/25 with mid report at 2/22

A Communicate to the investor that the market analysis results, will not be complete by 3/1. Do we want to show just the matrix and survey around 3/1, schedule later or schedule 2 meets?
By 2/1

R Market Analysis and User Experience Teams finalize the survey to use in testing Products and Paradigms
By 2/15

R Mark Reviews the draft survey
By 2/6

R Marketing consultant (Lori) reviews.
By 2/8

R Market Analysis and User Experience Teams complete design of the survey to use in testing Products and Paradigms
By 2/4

R Market Analysis identifies products on the market that most approximate ours
By 2/15

? Let Jimbob know these additional criteria to consider for identifying how closely a product approximates ours

i Its operating paradigm

i doing v. being

i linear v. nonliear time

i use of artificial intelligence

i command & control v. emergent, self-organizing, autonomous agents

i marketing approach

i target market

i Single Model v. User Defined Models