# BlueLabel {labs} Process Overview

## Scoping & Contracting
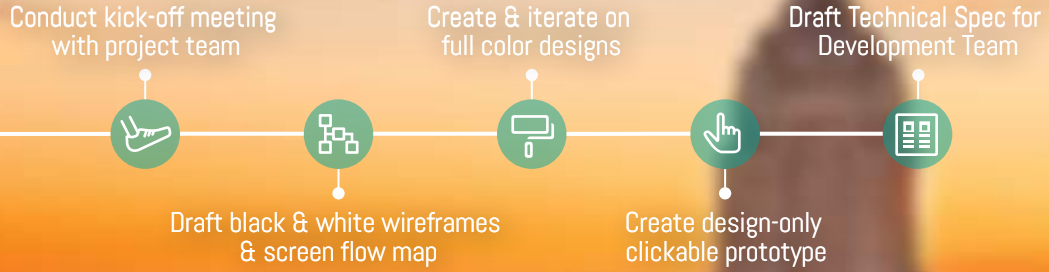**2-3 weeks**
Business Development Team

- Create estimate
- Draft & finalize legal agreements
- Sign legal agreements & pay deposit invoice

## Phase One
### Discovery, Planning & Design
**3-4 weeks**
Program Manager & Designer

- Conduct kick-off meeting with project team
- Draft black & white wireframes & screen flow map
- Create & iterate on full color designs
- Create design-only clickable prototype
- Draft Technical Spec for Development Team

## Phase Two
### Development & Testing
**6-8 weeks**
Program Manager, Developers & Quality Assurance Team

- Write & test code
- Track project progress via Trello
- Discuss progress weekly with Program Manager
- Deploy to client device(s) for review after each milestone

## Phase Three
### Marketing & PR
**2-3 weeks**
Business Development Team & Marketing Program Manager

- Plan App Store Optimization testing
- Coordinate App Explainer &/or App Preview Video creation
- Develop app homepage
- Plan for launch & on-going PR
- Create assets & implementation plan for Paid User Acquisition
- Coordinate Engagement platform campaigns
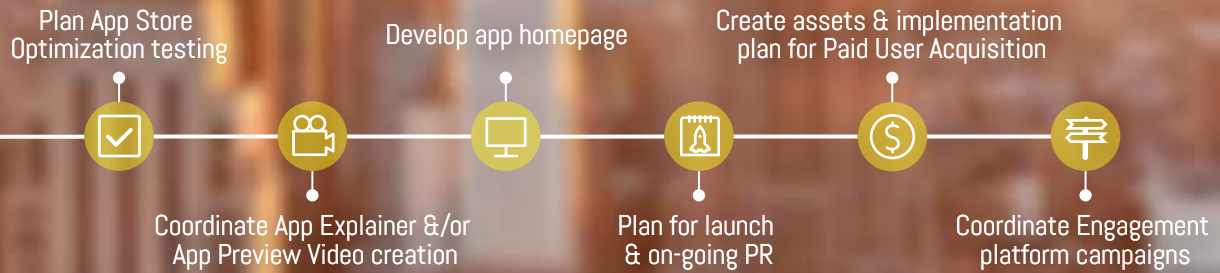
## Phase Four
### Deployment & Launch
**2 weeks**
Program Manager, Marketing Program Manager & Developers

- Upload App Store titles, descriptions, images & preview videos
- Submit to Apple iTunes &/or Google Play & manage review process
- Execute on launch Marketing & PR plan
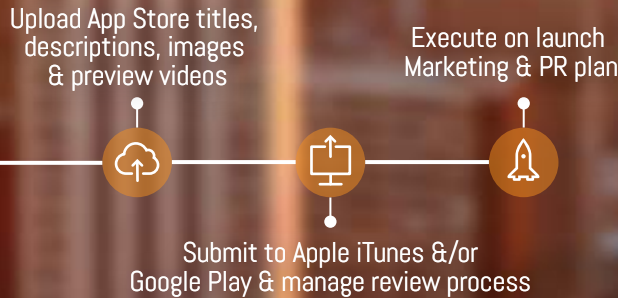
## Phase Five
### Maintenance & Marketing
**On-Going**
Program Manager, Marketing Program, Manager, Designer, & Developers

- 30-days free maintenance & bug fixes
- On-going maintenance and tweaks of pre-existing feature sets
- On-going execution of Marketing & PR plan