Key Conservation Development Timeline

- Product Cycle 1
  - Release Cycle 1
    - Foundation of the App
      - Setup Backend/Heroku
        - Production
        - Staging
      - Setup Frontend
        - Production
        - Staging
  - Release Cycle 2
    - Basic Functionality
      - Live Feed
      - Conservation Organization Profile
      - Supporter Profile
- Product Cycle 2
  - Release Cycle 1
    - Add Comments to Campaign Posts
      - Add or Delete Comment
    - Fix Bugs
  - Release Cycle 2
    - Add Ability to Upload Videos to Live Feed
    - Research In-App Payments
- Product Cycle 3
  - Release Cycle 1
    - Conservation Organization Onboarding
      - Setup Airtable API
      - Create Onboarding Screens
      - Style UI
  - Release Cycle 2
    - Add In-Person Tab
      - Setup React Native Maps
      - Create Conservation Organizations Global Map and Functionality
      - Search Map by Location and/or Conservation Organization Name
- Product Cycle 4
  - Release Cycle 1
    - Admin Control
      - Report posts, Comments, or Users
      - Admin Screen for Report Review
      - Ability to Remove Post, Comment, or User
    - Android Functionality
      - Bottom Navigation Connect
      - Maps Connect
  - Release Cycle 2
    - Create Connect/Follow Feature
      - Supporters to Supporter Connect
      - Supporters to Organization Follow
    - Live Feed Updates
      - Take Action Button Created
    - Organization Profile Updates
      - Rotating Pattern Header UI Added
    - Skilled Impact
      - Backend Setup
- Product Cycle 5 (March 9th-May1st)
  - Release Cycle 1
    - In-App Payments
      - Research
    - Live Feed Updates
      - Comment UI Updates
      - Update Post UI Added
    - Onboarding
      - Bugs Fixed
      - UI Updates
  - Release Cycle 2
    - Ability to Save Campaigns Added (Supporters)
    - Skilled Impact
      - Frontend Setup
    - Emoji Reactions Added to Campaign Posts on Live Feed
- Product Cycle 6 (May 4th-June 26th)
  - Release Cycle 1
    - Key Team
      - Onboarding and Admin Dashboard Redesign
      - Live Feed Refactor, Functionality, and Animations added
      - Auto Update Pull Live Feed
    - Lambda
      - Notifications Tab
        - Build Bottom Navigation Tab
        - Create In-App Notifications
    - TSE
      - Skilled Impact Tab Created
        - Merge Frontend to Master
      - Social Share Research
  - Release Cycle 2
    - Lambda
      - Create Push Notifications
      - Notifications: Supporter connection request
      - Notifications: Organization New Follow
    - TSE
      - Add Skilled Impact Request Function to Campaigns
    - Key Team
      - Onboarding Backend and Profile Hookup
      - In-App Donations Setup (PayPal)
      - Add Projects and Partners to Organization Onboarding and Profiles
- Product Cycle 7 (June 29th-August 21st)
  - Release Cycle 1
    - Key Team
      - Setup Group Foundations
        - Add Discussion Feed
        - Add Join Group Functionality
      - Supporter Onboarding
        - Add Location, Avatar, Full Name, and Skills Functions to Profile
    - TSE
      - Add Skilled Impact Skills to Supporter Profiles
      - Setup Skilled Impact Application Dashboard
      - Add Deep Linking to Campaign Posts and Organization Profiles for Social Share
    - Lambda
      - Create User Location Based Global Map
      - In-Person Campaign Request Set Up
  - Release Cycle 2
    - Key Team
      - Add Events to Groups
      - Add Document Upload to Groups
      - Create Admin Functionality to Groups
    - TSE
      - Add Skilled Impact Groups
      - Test Deep Linking with Conservation Optimism Platform
    - Lambda
      - Create Organization Events Feature
      - Update In-Person Tab to Pull All Events and Groups Based on User Location
- Product Cycle 8 (August 24th-October 16th)
  - Release Cycle 1
    - Key Team
      - Setup Organization Campaign Hub
      - Add Emoji Reactions and Replies to Campaign Comments
    - Lambda
      - Setup In-App Messaging
  - Release Cycle 2
    - Lambda
      - Add Portfolio Options to Supporter Profiles
      - Update Account Settings
    - Key Team
      - Add Campaign History to New Update Posts
      - Add Additional In-App Donation Platforms
- Product Cycle 9 (October 19th-December 11th)
  - Release Cycle 1
    - Key Team
      - Create Testing for All Past Features
      - Update and Add Additional Functionality to In-App Search
    - Lambda
      - Create Citizen Science Portal
        - Build Reporting System
        - Add GPS Point
  - Release Cycle 2
    - Key Team
      - Internationalization of Entire App
      - Add IUCN Red List Feature to posts
      - Add Job Posting to Organization Profiles
      - Add Journal Links to Organization Profiles
    - Lambda
      - Add Citizen Science Report Organization View
- Product Cycle 10 FUTURE
  - Gamification of Key
    - Setup the Gamification for the Entire Key Conservation App
  - Researcher Arm
    - Build Out Researcher Arm of App for All Academics, Field Stations and Individual Researchers
  - Business Arm
    - Create a Social Corporate Responsibility Program Within the Key App
  - Wildscreen
    - Add the Species (Photo/Name) that Organizations Work With to Organization Profiles with Links to Wildscreen/IUCN Learn More
  - Conservation X Labs
    - Crowdsource Global Ideas for Large and Small Conservation Issues and Funnel to CXL Digital Makerspace for Ideation Support
  - Profile Switch
    - Allow Individuals the Ability to Switch Between Supporter and Organization Accounts