TASK TITLE	DEPARTMENT	Q1		Q2		
		FEB	MAR	APR	MAY	JUN
Arcade 2.0 Iterations						
Leaderboard iterations [1]	Analytics / Prod					
Optimization of fee schema [2]	Analytics / Prod					
Projections of fee schema [3]	Analytics / Ops					
Research into usefulness of rebrand [4]	UXR / Prod					
User testing of Arcade 2.0 [5]	UXR / Prod					
Arcade 2.0 Design & UXR Retro [6]	UXR / Prod					
Goal setting & data integrity audit [7]	Analytics / Prod					
Gamification features UXR [8]	UXR / Prod					
Gamification findings & workshop [9]	UXR / Prod					
Gamification feature design [10]	UXR / Prod					
User testing of Gameification features [11]	UXR / Prod					
Goal setting & data integrity audit [12]	Analytics / Prod					
Dev						
Release of Arcade 2.0 [13]	Development / Prod					
Testing of improved code base [14]	Development					
Release improved code base [15]	Development					
Administration Panel redesign and automations [16]	Development / Prod / CS					
Administration Panel Analytics and Statistics [17]	Development / Prod / CS					

[1] Leaderboard Iterations: admin side — creating a competition schema where we can run more than one competition a day and iterating of success metrics

[2] Optimization of fee schema: mining and analyzing the data from leaderboard iterations and business needs to identify profitable competition scheduling

[3] Projections of fee schema: analytics forecasting on different fee schema levers

[4] Research into usefulness of rebrand: UXR initiative to better understand how we serve users within our current branding experience and the value of pivoting our service offer branding

[5] User testing of Arcade 2.0: UXR initiative deep diving into customer needs and iterative designs on the core happy path of Arcade and any supporting feature designs

[6] Arcade 2.0 Design & UXR Retro: Feedback week, where we run workshops and foster internal alignment on findings. High level product business decisions are made on this week.

[7] Goal setting & data integrity audit: taking stock on our analytics based off of UXR findings and design iterations. Setting metrics for new design iterations.

[8] Gamification features: UXR initiative to conduct user interviews and uncover what gamification elements could be added into the Arcade experience.

[9] Gamification findings & workshop: Feedback week, where we run workshops and foster internal alignment on findings. High level product business decisions are made on this week.

[10] Gamification feature design: product design initiative to create feature solutions based off findings of user-driven gamification features.

[11] User testing Gamification features: UXR initiative deep diving into customer comprehension and needs and any supporting feature designs for gamification elements within Arcade.

[12] Goal setting & data integrity audit: taking stock on our analytics based off of UXR findings and design iterations. Setting metrics for new design iterations.

[13] Release of Arcade 2.0: Release of past design work (end users will see a visual update to the arcade experience).

[14] Testing & release of improved codebase: sprint dedicated to prod optimizations; new cade base increases stability and reduces development labor when iterating on code.

[15] Testing & release of improved codebase: sprint dedicated to prod optimizations; new cade base increases stability and reduces development labor when iterating on code.

[16] Admin panel: sprint to prove our ability to automate comps closures, fraud mitigation, support timelines, etc. enhancement to our support, integrity, dev,

and prod team back end.

[17] Admin panel: sprint to prove our ability to automate comps closures, fraud mitigation, support timelines, etc. enhancement to our support, integrity, dev, and prod team back end.