



# timelines.me: from idea to App Store

The development timeline of timelines.me – a privacy-first personal timeline app built in Rust and SwiftUI. From the first experimental commit to App Store submission.

by timelines.me · 19 events · Created 22 Apr 2026

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- 2025-02-18

**First commit: the idea takes shape**

[\[beginning, code, Rust\]](#)

The first line of code for timelines.me. A project that sat dormant for a year before its serious relaunch.
  - 2026-03-13

**Baseline: relaunch with agents and clear principles**

[\[agents, principles, architecture\]](#)

The project officially restarts with agent definitions (architect, designer, copywriter, SEO), design references, and core principles – zero hardcoded strings, mobile-first, privacy-first.
  - 2026-03-14

**v0.1.0: first alpha release**

[\[release, alpha, MVP\]](#)

First working version: CRUD on timelines and events, authentication, GCS storage. Still local.
  - 2026-03-24

**v0.2.0: first public deploy on Cloud Run**

[\[deploy, Cloud Run, CI/CD, production\]](#)

timelines.me goes live on the internet. CI/CD through GitHub Actions, Cloud Run, custom domain. Ten releases in one day to fix Debian runtime and Cargo cache.
  - 2026-03-25

**v0.5.0: GDPR compliance – cookie consent**

[\[GDPR, legal, privacy\]](#)

Properly implemented consent banner: granular opt-in, separate categories, Google Analytics blocked until acceptance. Competitive analysis and OG image fixes ship alongside.
  - 2026-03-25

**v0.6.0: first monetization – Stripe Checkout**

[\[Stripe, monetization, premium\]](#)

Stripe integration for premium slugs (short, memorable names – one-time purchase). The first step toward financial sustainability.

2026-03-26

### **v0.7.0: Stripe architecture rewrite – webhook as single writer**

[\[Stripe, architecture, critical bug\]](#)

After a race condition between redirect and webhook, the architecture is rebuilt: the webhook is the only writer, signature verified, state machine explicit. Lesson learned.

2026-03-30

### **v0.10.0: Stripe Customer Portal + full subscription lifecycle**

[\[Stripe, Pro, billing\]](#)

Users can manage their Pro subscription directly – cancel, resume, update payment. Webhooks for subscription lifecycle. Admin console for manual plan assignment.

2026-04-01

### **v0.11.0: event photos – the differentiating feature**

[\[feature, Pro, photos\]](#)

Up to 3 photos per event, WebP, upload/serve/delete, Pro only. The first premium feature that makes Pro worth it beyond the slug.

2026-04-02

### **v0.11.8: photo security hardening**

[\[security, audit\]](#)

Reject unsigned webhooks, magic-byte validation, pixel limit, UUID path verification. First serious pass on security hardening.

2026-04-16

### **v0.13.1: Apple Sign In live on the web**

[\[authentication, Apple, OAuth\]](#)

The third authentication method alongside Google and Facebook. Implicit preparation for the iOS ecosystem.

2026-04-16

### **Decision: go native for mobile (iOS + Android)**

[\[decision, mobile, strategy\]](#)

Instead of PWA or React Native, the choice is native SwiftUI for iOS and Kotlin for Android. Full parity with web, same backend.

2026-04-17

### **v0.14.0: Mobile API Phase 1 – preparing for iOS**

[API, mobile, security]

AuthUser extractor, rate limiting per user and per IP, security hardening. The backend is ready to serve native clients.

2026-04-17

### **iOS project: first commit**

[iOS, SwiftUI, mobile]

Separate repo for the iOS app. SwiftUI, iOS 17+, @Observable state.

2026-04-18

### **iOS v0.1.0: full app import**

[iOS, release, alpha]

First functional iOS version – login, timelines, events, settings. StoreKit 2 and Apple IAP ready.

2026-04-18

### **v0.16.0: Apple IAP backend – JWS verify + ASSN V2 webhook**

[Apple IAP, backend, monetization]

Server-side JWS verification for IAP transactions, webhook for renewal/refund/cancellation. Complete App Store backend architecture.

2026-04-21

### **v1.0.0 web: pre-launch security hardening**

[v1.0, security, launch]

Final audit pass before the iOS launch. Security headers, CSP, HSTS, COOP, Permissions-Policy. The web is ready for App Store traffic.

2026-04-21

### **iOS v1.0.0: launch readiness**

[iOS, v1.0, launch]

Final iOS app: Apple IAP wired, onboarding routing fix (RootView + @MainActor + synthesized Equatable), premium slug info card, full app icon. Ready for App Store submission.

2026-04-22

### **Submitted to Apple for review**

[App Store, submission, review]

Build 1.0 (2) uploaded to App Store Connect, compliance resolved, demo account configured, submission sent. Awaiting Apple's verdict.

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