**Sprint Goal:**

Enhance user experience and functionality on the platform.

**Groomed Product Backlog:**

* **Landing Page Conversion Analysis:** Review and analyze the landing page to identify elements contributing to higher conversion rates.
* **Platform Development:** Continue building user registration, search filters, and private chat functionality on the platform.
* **User Experience (UX) Improvements:** Optimize user experience by refining layout and usability on the landing page and within the platform.
* **Testing and Experimentation:** Plan and conduct A/B testing on the landing page to refine elements contributing to user engagement.
* **Analytics Integration:** Implement analytics tools to track user behavior and measure platform performance.
* **User Feedback Integration:** Plan for collecting user feedback on the landing page and the platform to further enhance features.
* **Iterative Refinement:** Continuous improvement based on analytics data, user feedback, and testing results.

**Sprint Backlog (Current Sprint):**

* Conduct A/B test variations for landing page elements.
* Implement user registration functionalities on the platform.
* Develop initial search filters for user profiles.
* Analyze landing page performance metrics.
* Plan the integration of analytics, and user feedback tools on the landing page.
* Integrate analytics services for platform performance tracking.
* Optimize the platform layout for better usability.

Milestone: [**http://foundersconnect.tilda.ws**](http://foundersconnect.tilda.ws/)