**W14-Team: Product Roadmap**

**Product Roadmap for AppBundle**

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| **Themes** | **Q1** | **Q2** | **Q3** | **Q4** |
| **Launch** | **Goal**: Application launch with no cost subscription.  **Effort**: M  **Priority**: High | **Goal**: Continue free trials with referral credits for future use.  **Effort**: L  **Priority**: High | **Goal**:Limit free trials and take customers' requests into consideration.  **Effort**: M  **Priority**: Medium | **Goal**: Launch customizable application according to user needs.  **Effort**: L  **Priority**: Medium |
| **Marketing** | **Goal**: Do a complete Market Analysis and figure out the target customers. Strategize the marketing technique to attract the targeted crowd.  **Effort**: L  **Priority**: High | **Goal**: Analyse if the business plan is going in coordination with the marketing strategy and make the necessary improvements to increase the scope.  **Effort**: M  **Priority**: High | **Goal**: Make efforts to generalise the system and attract a vivid crowd towards the product while keeping the target customers as point of focus.  **Effort**: M  **Priority**: Medium | **Goal**: Make a high level change to keep the market running in the product once the new product buzz seems to be fading out. The longevity is very important to make a stable base in the market.  **Effort**: L  **Priority**: High |
| **User**  **Research**  **&**  **Experience** | **Goal**:  Identify key personas  **Effort**:M  **Priority**:High | **Goal**:  Validate feature functions by user needs  **Effort**:L  **Priority**:High | **Goal**:Coordination between the function core and UI interface to reduce bugs  **Effort**:M  **Priority**:  Medium | **Goal**:  Product optimization through user feedback  **Effort**:L  **Priority**:  Medium |
| **Analytics** | **Goal**:  Business analysis: product positioning and feasibility.  **Effort**:M  **Priority**:High | **Goal**:  Competitive analysis:develop strategies，Identify core functions  **Effort**:L  **Priority**:High | **Goal**:  Follow up analysis:  update functions  **Effort**:M  **Priority**:  Medium | **Goal**:  Iteration analysis:  version iteration  **Effort**:M  **Priority**:  Medium |
| **Application**  **Development** | **Goal**:Have the most basic functions of a cloud service application  **Effort**:L  **Priority**:High | **Goal**:Beautiful user interface, simple and clear function can attract new users to download  **Effort**:L  **Priority**:High | **Goal**:Concise code, accurate algorithm use, short system response time, and high application efficiency  **Effort**:L  **Priority**:  Medium | **Goal**:Extra features for user-friendly and more user-friendly design  **Effort**:M  **Priority**:  Medium |
| **Application Testing** | **Goal**:Make sure basic functions are achievable without obvious usage issues  **Effort**:L  **Priority**:High | **Goal**:Make users feel intuitive about the application, and make them more attractive and competitive in the same type of application  **Effort**:L  **Priority**:High | **Goal**:Comprehensive functional testing, including a series of predictions of user behavior, so that the application can still run normally under a variety of different operations  **Effort**: L  **Priority**:  Medium | **Goal**:Impress users, compared with similar applications can give users the greatest satisfaction  **Effort**:M  **Priority**:  Medium |
| **Encryption &**  **Authentication** | **Goal**: client side encryption and authentication.  **Effort**: Large  **Priority**: High | **Goal**: server side encryption and authentication：content-aware encryption  **Effort**: Medium  **Priority**: High | **Goal**:server side encryption and authentication： Format preserving encryption  **Effort**: Medium  **Priority**: High | **Goal**:cloud password machine service  **Effort**: Large  **Priority**: High |
| **Privacy Standards** | **Goal**: Make sure basic privacy security without any obvious privacy issue  **Effort**: Large  **Priority**: High | **Goal**: Enhancing privacy data standard  **Effort**: Medium  **Priority**: High | **Goal**: Preventing illegal content access  **Effort**: Medium  **Priority**: High | **Goal**: Access legal access and provide more detail about how cloud providers can or cannot use user’s privacy data, and who also owns user’s privacy data.  **Effort**: Large  **Priority**: High |
| **Customer Support** | **Goal**: 24/7 customer support availability to assist and guide through any issues.  **Effort**: L  **Priority**: High | **Goal**: Analyse the needs of the customers in the past. Improve on the quality of the service.  **Effort**: M  **Priority**: High | **Goal**: Study the common issues and make the solution available easily through websites or docs. Avoid extra hassle for customers by giving extra assistance from the beginning  **Effort**: L  **Priority**: Medium | **Goal**: Set a well-established system with easily available solutions to common issues and well trained assistants to assist through any issues of the customers  **Effort**: L  **Priority**: High |