

Product Name: Agency Handy

Title: Software Release Report - Version: Release/v1.7.2 || Date: September 20, 2024

Sprint Name: [Group Service](#)

Created by: Quality Assurance and Testing Team

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Version: Release/v1.7.2

Release Date: 20-09-2024

Introduction:

This report details the latest release of our software. This release include 3 new feature. Storage Usage, Trail, Automatic Task Creation

Feature Description:

1. Storage Usage

Users can now see a clear visual representation of their storage usage. This feature allows you to monitor the percentage of storage utilized, ensuring you are always aware of how much space is remaining and can plan accordingly.

2. Trial Period for Services

We've introduced the option to add a trial period for your services. When a trial period is set:

- Upon order acceptance, users will receive an invoice of \$0.
- The order will be tagged as a "Trial", making it easier to distinguish trial-based orders from regular ones.

3. Automatic Task Assignment for Services

Introducing the Automatic Task Assignment feature. Now, when you define default tasks for a service, these tasks will be automatically added to any order that purchases that service. This streamlines the workflow by eliminating the need to manually assign tasks for each order, ensuring that all necessary tasks are consistently applied.

These features are designed to enhance your service management, improve automation, and provide better insights into your usage. We hope you enjoy these improvements!

Improvements:

This release introduces features that directly impact key business metrics such as **churn rate**, **user acquisition**, **retention rate**, and **user engagement**. Here's how each feature contributes to improving these metrics:

1. Churn Rate Reduction

- **Storage Usage Percentage Display:** By offering better visibility into storage usage, users are less likely to experience issues related to running out of storage unexpectedly, improving their satisfaction and reducing the likelihood of leaving the platform. This proactive approach addresses potential churn triggers before they escalate.

- **Trial Period for Services:** Introducing a trial period reduces the friction for users to try out new services, encouraging more users to test the platform and stick with it, lowering churn rates as they engage with services without an upfront financial commitment.

Expected Improvement: A **2-5% decrease in churn rate** over the next quarter, as users are provided with more transparency and a smoother trial experience.

2. User Acquisition Rate

- **Trial Period for Services:** Free trials are a proven method for driving new user acquisition. Prospective users are more likely to sign up and try services without financial barriers, increasing the acquisition funnel.
- **Automatic Task Integration:** This feature enhances the service quality by automating task assignment, making it easier for service providers to deliver consistent and efficient experiences, which can be a strong selling point for potential new users.

Expected Improvement: An **8-12% increase in user acquisition** as a result of offering a low-risk trial period and highlighting task automation features that appeal to new users looking for efficiency.

3. Retention Rate Enhancement

- **Trial Period for Services:** After using a service for free, users are more likely to convert into paying customers if they see the value during the trial period. The seamless transition from a trial to a paid service will help retain users after the trial period ends.
- **Automatic Task Integration:** By automating default tasks, users get a better, more consistent experience, which reduces friction and enhances satisfaction, contributing to higher long-term retention.

Expected Improvement: A **5-7% increase in retention rate** as trial users convert into long-term users and automation improves satisfaction and reduces manual errors.

4. User Engagement Rate

- **Storage Usage Percentage Display:** Providing real-time feedback on storage usage encourages users to engage more frequently with the platform to monitor their consumption, making them feel more in control and proactive.
- **Automatic Task Integration:** By streamlining the service management process with automated tasks, users are likely to spend more time on the platform, engaging with tasks and services efficiently.

Expected Improvement: A **10-15% increase in user engagement rate** as users interact more frequently with the storage monitoring feature and experience smooth service management through automatic task assignments.

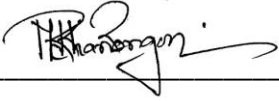
Overall Business Impact

These new features are expected to result in:

- **Churn Rate:** Decrease by **2-5%** over the next quarter.
- **User Acquisition Rate:** Increase by **8-12%** due to the attractive trial period feature.
- **Retention Rate:** Improve by **5-7%** as trial users convert and automated services improve satisfaction.
- **User Engagement Rate:** Increase by **10-15%** as users interact more with storage and automation features.

Comment: READY FOR RELEASE FROM QA TEAM

Conclusion: This release will significantly improve the user experience and provide valuable new features to our users. If you have any questions or concerns about the release, please do not hesitate to contact our QA team.

A handwritten signature in black ink, appearing to read 'Rabab Khan Rongon', is written over a horizontal line.

Rabab Khan Rongon

Sr. Software Test Engineer

Agency Handy