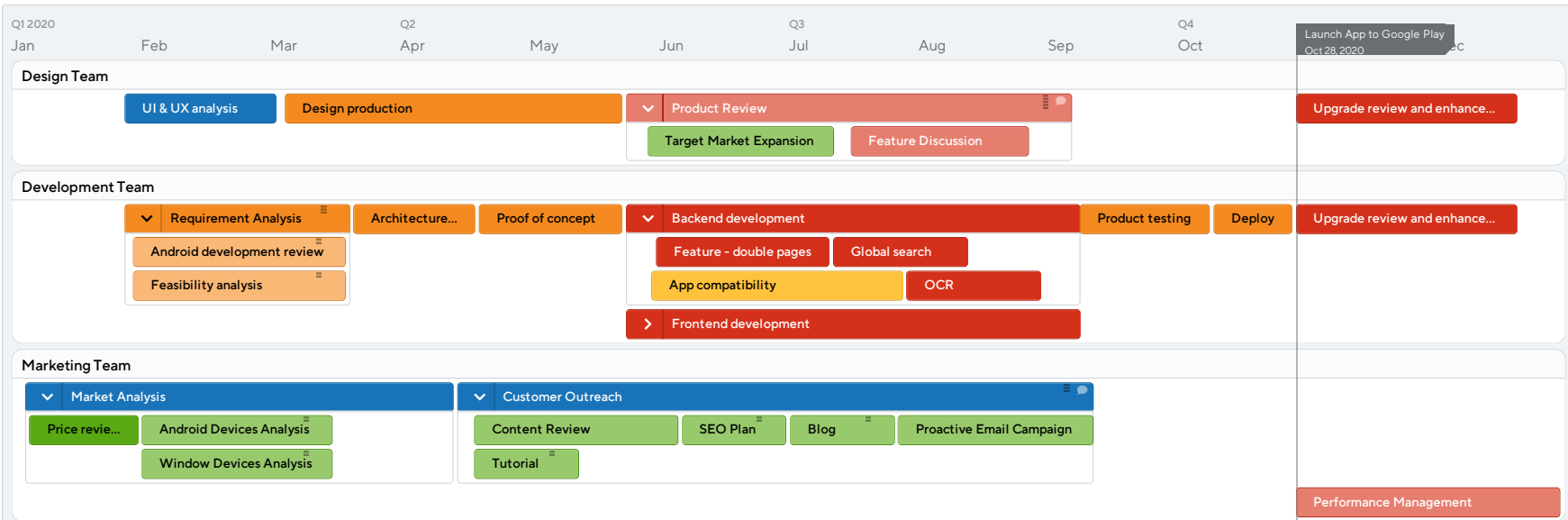


Product Roadmap



Strategic Goals

- Enhance Performance
- Increase Customer Satisfaction
- Increase Revenue
- Internal Optimization
- Security Improvements

Title	Lane	Legend	Description	Strategic Importance
UI & UX analysis	Design Team	● Increase Customer Satisfaction	Explore any UI or UX enhancement possible Review user feedback and suggest enhancement List out significant bugs to be fixed	Enhance User experience in new ios version
Product Review	Design Team	● Enhance Performance		
Feature Discussion	Design Team	● Enhance Performance		
Target Market Expansion	Design Team	● Increase Revenue		
Design production	Design Team	● Internal Optimization	Produce according design required for frontend	
Upgrade review and enhancement	Design Team	● Enhance Performance		
Requirement Analysis	Development Team	● Internal Optimization	Any version control changes from IOS 13 to IOS 14 Explore new features from new IOS 14 document	Review application performance
Android development review	Development Team	● Internal Optimization	Employ new developers? Time and risk to develop android application	
Feasibility analysis	Development Team	● Internal Optimization		
Backend development	Development Team	● Enhance Performance	Develop certain features Fix bugs Keep track of version control	
Feature - double pages	Development Team	● Enhance Performance		
App compatibility	Development Team	● Security Improvements		
Global search	Development Team	● Enhance Performance	New feature - widget	
OCR	Development Team	● Enhance Performance		
Proof of concept	Development Team	● Internal Optimization	Build small part of application as POC	
Frontend development	Development Team	● Enhance Performance	Develop changed according to UI team	
Product testing	Development Team	● Internal Optimization		
Upgrade review and enhancement	Development Team	● Enhance Performance		
Architecture & structure	Development Team	● Internal Optimization	Research and decide on architecture or framework	
Deploy	Development Team	● Internal Optimization		
Performance Management	Marketing Team	● Enhance Performance	Collect feedback from users to review on product Based on review suggest enhancement	
Customer Outreach	Marketing Team	● Increase Customer Satisfaction	Prepare email to let user know the new features	Retention
SEO Plan	Marketing Team	● Increase Revenue	Utilize statistical data	
Content Review	Marketing Team	● Increase Revenue	Reform current web content	Provide resources for
Proactive Email Campaign	Marketing Team	● Increase Revenue	Project to retain high-risk customers	Reduce Churn
Blog	Marketing Team	● Increase Revenue	write blog for promotion	
Tutorial	Marketing Team	● Increase Revenue		
Market Analysis	Marketing Team	● Increase Customer Satisfaction	Market research on similar Android application, devices possible for use, market price	
Price review	Marketing Team	● Increase Revenue	review price for new user after development	
Android Devices Analysis	Marketing Team	● Increase Revenue	Samsung Tablet, cell phone	
Window Devices Analysis	Marketing Team	● Increase Revenue	Surface laptop	