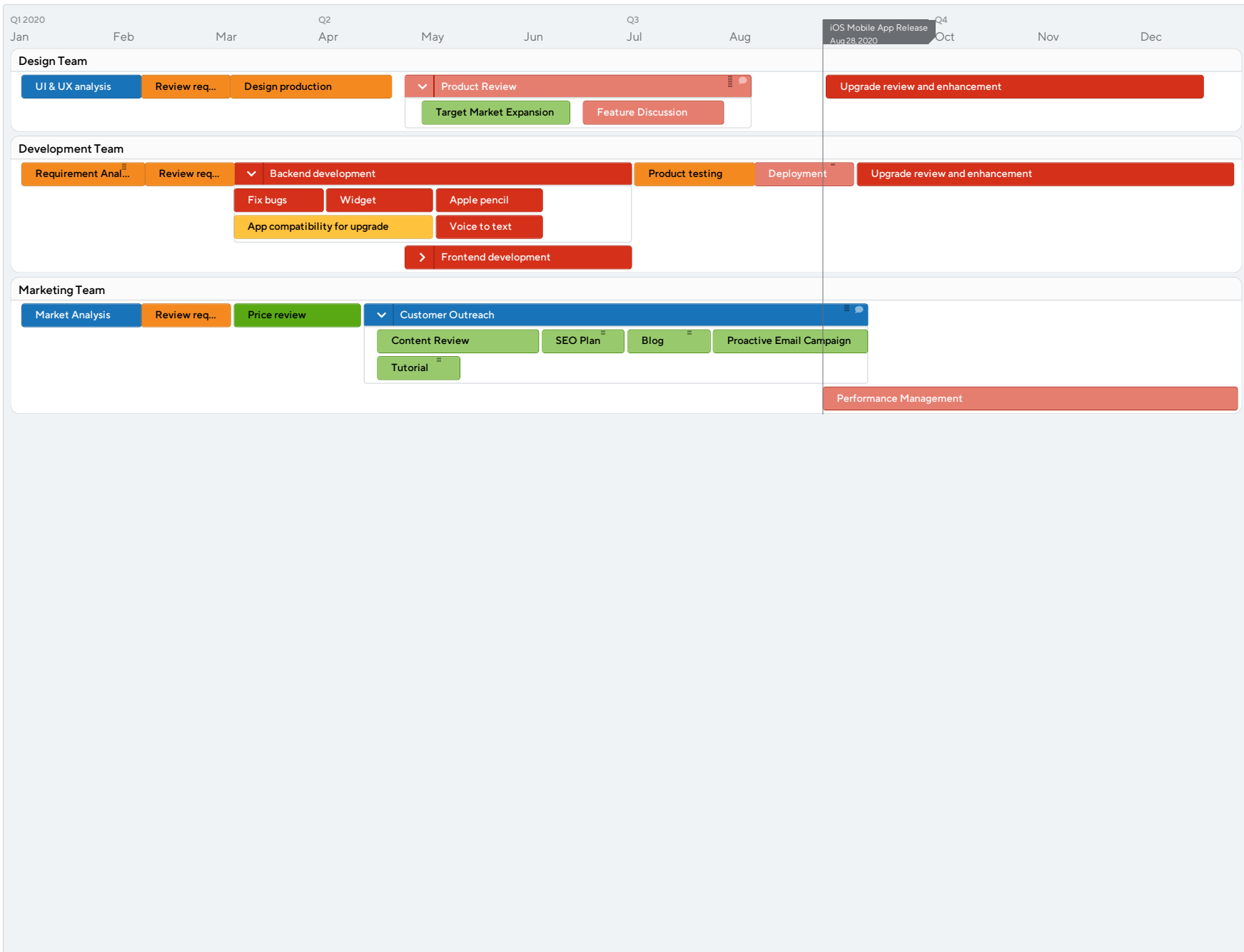


Product Roadmap



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		
Review requirement	Design Team	● Internal Optimization	Confirm all the changes with other team	
Design production	Design Team	● Internal Optimization	Produce according design required for frontend	
Upgrade review and enhancement	Design Team	● Enhance Performance		
Deployment	Development 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
Backend development	Development Team	● Enhance Performance	Develop certain features Fix bugs Keep track of version control	
Fix bugs	Development Team	● Enhance Performance		
App compatibility for upgrade	Development Team	● Security Improvements		
Widget	Development Team	● Enhance Performance	New feature - widget	
Apple pencil	Development Team	● Enhance Performance	New feature - Apple pencil compatibility	
Voice to text	Development Team	● Enhance Performance	New feature - Voice to text	
Review requirement	Development Team	● Internal Optimization	Confirm all the changes with other team	
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		
Price review	Marketing Team	● Increase Revenue	review price for new user after development	
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	New features analysis based on new IOS version Review IOS 14 document to explore new features	Modify application competitive edge
Review requirement	Marketing Team	● Internal Optimization	Confirm all the changes with other team	