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1. Introduction

Objective

The primary objective of this gap analysis is to align the features of promiseQ's existing MVPs (Qube and Video Intelligence Platform) with customer and market requirements. Through detailed examination and customer journey mapping, we aim to identify gaps and suggest changes to better serve targeted customer segments.

Background Context

Qube: Designed for System Integrators (SIs) as an AI-based edge analytics device delivering real-time video analytics, threat management, behavior analysis, and instant system integration.

Video Intelligence Platform (VIP): Targeted at Security Operations Centers (SOCs), it provides a comprehensive cloud-based framework for managing all promiseQ products and features, serving as a centralized hub for integrations, configurations, and real-time video management.

2. Initial Analysis

Products: MVP Qube and VIP (Video Intelligence Platform)

2.1 MVP Qube

Designed for System Integrators (SIs), AI based edge analytics hardware device.

Services

- security management
- delivering real time video analytics, threat management, behavior analysis, instant system integration

Current Capabilities	Future Capabilities
Peer-to-peer live streaming into the	Forensic Search: Search for specific elements or
browser.	objects within stored video data.
Automatically link to cameras	Detect Anything: Input specific text, and promiseQ
through ONVIF. Connect at the press of a button.	AI highlights it in video surveillance footage.
Identify intruders in real-time (Human Detection AI)	Ask the AI: Input queries and witness the Large
	Multimodal Model's prowess in understanding and
	analyzing video
	surveillance data.

Stay compliant. Safely store security event	Multi-Camera Tracking: Identify and detect objects,
data in the cloud. (Smart Storage)	such as people or vehicles, as they move through
	different scenes or environments.
Receive security event triggers in	Object Re-Identification: Analyze features, such as
case of transmission failures.	size, and shape, to match and link the same object
	or person across different video feeds.
Assign camera specific reference images to identify	IO Control: Receive input from surveillance cameras
irregularities or instances of sabotage.	or sensors and have AI generate appropriate output
	or responses.
	Ex : Gate control.
Define unarmed time schedules when alarming is	
not required.	
Simplified setup from anywhere with an internet	
connection. (Browser based remote configuration)	

2.2 VIP - Video Intelligence Platform

It is a cloud-based framework to manage everything.

<u>Services</u>

Basis for all promise products and features Centralized hub for integrations, configurations, real time video management.

Key Features

- Camera live streaming
- Customer management / site management / camera management
- Smart alarm list
- Customize surveillance parameters.
- Reference picture setup
- Incident observation screen

2.3 Challenges and gaps of current systems.

- 1. Both MVP products lack (comprehensive & consistent) documentation.
- 2. External **naming** on marketing materials = internal terminology used in daily operations.

- 3. There are **no dedicated specialists for UI/UX**, and engineers are primarily responsible for UI/UX design.
- 4. Lack of identifying and analyzing market and customer needs and requirements. This course to **over-engineering**.
- 5. The quarterly product roadmap alignment between sales & engineering is not currently practiced yet. There is no regular alignment between sales and engineering teams.

2.4 Customer Segmentation and gaps of each market segment.

Process of examining customer attributes and creating groups.

Here are detailed profiles on each segment based on specific needs and pain points

System Integrators (SI)

- Need comprehensive documentation and audit logs.
- Need to engage and collaborate with cross-functional teams to get clear idea about entire entity or process.
- Need process of project or process tracking.
- In some tasks and projects need project development methodologies such as Agile to adapt to the customer varying requirements and needs
- Lack of identifying and analyzing market and customer needs and requirements. Without identifying the customer's or client's security needs and requirements clearly, we cannot present a successful product that meets market needs and meets customer satisfaction.

Security Operations Centers (SOC)

- Provide comprehensive reporting tools.
- Establish a customer feedback mechanism.
- Lack of identifying and analyzing market and customer needs and requirements.

Managed Security Service Providers (MSSP)

- Need for comprehensive reporting.
- Automated reporting.
- Provide scalable solutions to manage multiple clients efficiently.

Enterprise IT Departments

Residential Customers / Large Enterprises / Critical Infrastructure & Utilities

- User friendly, easy-to-use interfaces and designs.
- Implement regular customer feedback mechanisms
- Proper requirement gathering using suitable elicitation techniques to the scenario.
- Understanding target audience's needs and pain points.
- Making marketing and sales strategies through client's requirements and customers need and increase customer satisfaction.

3. Reverse Engineering Market Requirements for MVP Qube and VIP

Some points that mentioned below may already exist in the organization currently.

3.1 MVP Qube

Feature	System	Security	Managed Security	Enterprise IT	Customer
	Integrators (SI)	Operations	Service Providers	Departments	segment 5
		Centers		·	_
Feature1	Implementing,	Providing	Needs:	Needs:	Residential
Anti – Hack	deploying	security and	Need of detailed	Need to focus	Customers
Tech	maintaining	integrity of	assessments/intervi	on delivering	
	P2P live	streaming	ews to understand	secure yet	User friendly,
	streaming	service and	the specific security	high-quality	eye-catching,
	solutions.	safeguarding	performances of	streaming	easy to use
		user data	organization's	services.	user
	Needs:	when systems	customers.		interfaces to
	Need a strong	access via	(provide special and	The need of	improve
	requirement	browsers.	tailored solutions to	regular	customer
	analysis to		address unique	customer	satisfaction
	understanding	Needs:	customer needs.)	feedback	and usability.
	clients/custom	Need to have		mechanisms	
	ers' needs and	a clear	Need of market	to understand	Simple set up
	to evaluate the	understanding	research and	treats and	steps with
	feasibility of a	about what	analysis to identify	issues and	clear
	P2P solution	customer	and adapt to new	improve	unambiguous
	for given	expects and	industry trends and	systems.	instructions.
	requirements.	needs.	threats and		
			competition and to	Need of	Provide
	Project	The need of	identify and study	market	troubleshooti
	managers	regular	competitor's	research and	ng support
	need to define	customer	services to provide	analysis to	using

^{*}To understand and identify the specific needs and pain points of each customer segments it should be done through the data analyzing and requirement elicitation methods such as surveys / focus groups /interviews / market research reports.

and assess the	feedback	unique and special	identify and	tutorials, FAQs
clients' needs,	mechanisms	services.	adapt to new	, live chats.
use cases and	to understand	Sel Vicesi	industry	, iive chats.
performance	threats and	Need to enable	trends and	Need to
requirements.	issues and	secure	future	enable privacy
requirements.	improve	communications to	demands and	and security
Need for a	systems.	prevent	to identify and	to make
cross-	3,300	eavesdropping and	study	communicatio
functional	The need for	breaches.	competitor's	ns are private
team and	regular		services to	and secured
collaboration	customers	Need for enabling	provide	(end-to-end
to produce the	updates	protocols and	unique and	encryption)
best fit	mechanisms	comply with data	special	o,
product. Need	keeps	privacy regulations	services.	Providing
experts in	customers up	(Ex: GDPR).		strong, high
required area	to date with	Need of auditing and	Need to	authenticatio
such as	new security	reporting to achieve	identify	n to prevent
requirement	features.	compliance, provide	common use	access of
gathering,		detailed compliance	cases in this	unauthorized
documentatio	Need of	reports to customers	domain to	parties
n, project	transparent	to keep transparency	provide	(access
management,	reporting and	and trust .	tailored	controlling).
solution	mitigation		solutions such	G,
designers,	unit/process	Need of KPI to track	as remote	Need of
development,	to share	key performance	collaboration,	maintaining
integration,	detailed	indicators to achieve	corporate	quality and
testing,	documents	customer	communicatio	performance.
deployment,	about impacts	satisfaction.	ns.	Enabling 24*7
optimization,	and solutions			Customer
maintenance	of security	Need of tracking	Need of high-	support.
& support,	incidents.	user experience	quality user	Large
legal		metrics to measure	experience by	Enterprises
	Need of	user experience.	creating user	
	"market		friendly user	Providing
	research and	Need of simplified	interfaces and	scalability (Ex:
	analysis to	analytics and UI/UX	offer real-time	using cloud-
	identify" and	to make user	dashboard to	based
	adapt to new	friendly dashboard	provide users	solutions, load
	industry	to customers to	insights in	balancing the
	<i>trends</i> and to	understand the	streaming	streaming
	identify and	insights easily.	performance.	traffic
	study			efficiently.)
	competitor's	Need of availability	24*7	
	services to	24/7 chat support.	customer	

provide		support and	Providing
unique and	Training users.	training	security by
special		programs and	data
services.		documentatio	encryption to
Ser vices:		ns to use the	protect
Need of root		streaming	sensitive data
cause		solutions.	breaching.
analyses		solutions.	breaching.
reports / post		Need of KPI to	Provide
incident			compliance by
		track key	
reports to		performance	enabling
build trust.		indicators to	industry
		achieve	regulations.
Need of		customer	E lult
continuing		satisfaction.	Enabling
proper			performance
communicatio		Need of	monitoring.
n with		tracking user	_
customers till		experience	Generating
the end of		metrics to	and providing
incident to		measure user	detailed
make		experience.	reports on
customer			streaming
satisfied and			performance
trustworthy			and security
about the			incidents.
organization.			
			Critical
Need of			Infrastructure,
simplified			Utilities
analytics and			
UI/UX to			Understand
make user			the need of
friendly			highest
dashboard to			security with
customers to			advanced
understand			treat
the insights			detection in
easily.			real time and
			strict access
Need of			controls.
availability			
24/7 chat			High
support.			availability
	1		-,

		Training users.			Developing quick disaster recovery plans when a failure happens. Strong, dedicated, expertise support in anytime. Regular audits.
Feature 2: Out of the Box Integration	Enabling one- click connectivity to cameras with user-friendly, easy to navigate, user interfaces with clear instructions. Ensure secure communicatio ns through encryption and access control to prevent unauthorized access and any leaks or breaches. Ensure all systems follow ONVIF standards to	Enabling one- click connectivity to cameras with user- friendly, easy to navigate user interface. Need of user- friendly dashboards to enable quick access and manage camera feeds. Provide guided setup wizards so the customers have step wise process of connecting and	Enabling one-click connectivity to cameras with user-friendly, easy to navigate user interface. Need of user-friendly dashboards to enable quick access and manage camera feeds. Provide guided setup wizards so the customers have step by step process of connecting and configuring cameras. Enable secure connections: all data transmissions between devices through encryption and access control to	Enabling one- click connectivity to cameras with user- friendly, easy to navigate user interface. Need of user- friendly dashboards to enable quick access and manage camera feeds. Provide guided setup wizards so the customers have step by step process of connecting and	Residential Customers User friendly, eye-catching, easy to use user interfaces with clear instructions to reduce help of technical teams and save time and one-click connectivity to improve customer satisfaction and usability. Need to enable privacy and security to make communicatio ns are private and secured

bring	configuring	prevent	configuring	(end-to-end
compliance.	cameras.	unauthorized access	cameras.	encryption)
		and any data leaks or		
Design with	Ensure secure	data breaches.	Enable secure	Providing
redundancy to	data	Provide strong and	connections :	strong, high
ensure	transmissions	high authentication	all data	authenticatio
reliability.	between	mechanisms to	transmissions	n to prevent
	devices	access control.	between	access of
Load balancing	through		devices	unauthorized
to distribute	encryption	Ensure all systems	through	parties
network	and <i>access</i>	follow ONVIF	encryption	(access
traffic.	control to	standards and data	and <i>access</i>	controlling).
	prevent	protection	control to	
Customer	unauthorized	regulations to bring	prevent	Network
support 24/7	access and	compliance.	unauthorized	optimization
with dedicated	any data leaks		access and	to maintain
teams with	or data	Maintain high	any data leaks	quality and
expertise in	breaches.	performance by	or data	performance.
ONVIF		managing network	breaches.	
	Provide strong	efficiency and	Provide strong	Provide
Providing	and high	techniques (reduce	and high	troubleshooti
customers	authentication	latency) and by	authentication	ng support
with	mechanisms	optimized streaming	mechanisms	using
documentatio	to access	protocols.	to access	tutorials, FAQs
n includes	control.		control.	, live chats.
guidelines and		Customer support		
troubleshootin	Ensure all	24/7 with dedicated	Ensure all	Enabling 24*7
g and FAQs.	systems follow	teams with expertise	systems follow	Customer
0.00	ONVIF	in ONVIF	ONVIF	support
Offer	standards and		standards and	through many
customization	data	Provide clear	data	ways such as
options based	protection	documentation that	protection	emails, live
on	regulations to	includes setup	regulations to	chats, phone ,
requirements.	bring	details, guidelines,	bring	massages, hotlines
The need of	compliance.	troubleshooting, FAQs.	compliance.	notimes
regular	Maintain high	raus.	Maintain high	Largo
customer	Maintain high performance	Training users	Maintain high performance	Large Enterprises
feedback	by managing	Halling users	by managing	riitei hiises
mechanisms to	network	The need of regular	network	Providing
understand	efficiency and	customer feedback	efficiency and	proper
treats and	by optimized	mechanisms to	techniques	integration
issues and	streaming	understand treats	(reduce	incegration
issues aria	protocols.	anacistana ticats	latency) and	
	p. 0100013.		iatericy, and	

improve		and issues and	by optimized	Providing
systems.	Customer	improve systems.	streaming	customization
	support 24/7		protocols.	ability and
Need of	with	Need of market		custom
market	dedicated	analysis: to identify	Customer	features.
research and	teams with	and adapt to new	support 24/7	
analysis to	expertise in	industry trends and	with	Enabling
identify and	ONVIF	threats and	dedicated	performance
adapt to new		competition and to	teams with	monitoring
industry trends	Provide clear	identify and study	expertise in	through
and to identify	documentatio	competitor's services	ONVIF	generating
and study	n that includes	to provide unique		detailed
competitor's	setup details,	and special services.	Provide clear	reports on
services to	guidelines,		documentatio	performance
provide unique	troubleshooti		n that includes	of systems
and special	ng, FAQs.		setup details,	and security
services.			guidelines,	incidents to
	Training users.		troubleshooti	make future
			ng, FAQs.	decisions
	Provide			during
	custom		Training users	implementati
	solutions for			on phases.
	specific needs		The need of	
	of customers.		regular	Providing
			customer	scalability to
	Improve		feedback	handle
	scalability:		mechanisms	varying
	ensure system		to understand	number of
	can		treats and	cameras and
	accommodate		issues and	streams
	when the		improve	concurrently.
	number of		systems.	(Ex: using
	users and			cloud-based
	cameras are		Need of	solutions, load
	increasing		market	balancing the
	meantime		analysis: to	streaming
	supporting		identify and	traffic
	both small -		adapt to new	efficiently.)
	cale and large-		industry	
	scale		trends and	Providing
	deployments.		threats and	security by
	Th		competition	data
	The need of		and to identify	encryption to
	regular		and study	protect

customer feedback	competitor's services to	sensitive data
	l services to	1 1 4 4 4 4 4 1 1 1 1 1 1
		breaching.
mechanisms	provide	
to understand	unique and	Provide
treats and	special	compliance by
issues and	services.	enabling
improve		industry
systems.		regulations.
systems.		regulations.
Need of		Critical
market		Infrastructure,
analysis: to		Utilities
identify and		
adapt to new		Understand
industry		the need of
trends and		highest
threats and		security with
competition		advanced
and to identify		treat
and study		detection in
competitor's		real time and
•		
services to		strict access
provide		controls.
unique and		
special		High
services.		availability
		Developing
		quick disaster
		recovery plans
		when a failure
		happens.
		паррепз.
		Strong,
		dedicated,
		expertise
		support in
		anytime.
		Regular
		audits.

Feature 3:	Need to	Provide high	Provide high security	Need of	Residential
Human	conduct deep	security	features by advanced	proper	Customers
Detection	needs	features by	threat detection. Use	requirement	Needs:
Al	assessments	advanced	high accuracy AI	elicitation	recus.
	to understand	threat	algorithms.	methods to	Cost
	industry	detection. Use		gather direct	effectiveness
	specific	high accuracy	Ensure the alignment	input from	with high
	requirements	AI algorithms.	AI featured systems	customer and	technology AI
	to choose		with already existing	to identify and	features
	best-fit service	Ensure the	security systems.	understand	Ex: Al
	type.	alignment AI		the customer	packages that
		featured	Scalability by	need or	don't require
	Provide	systems with	designing AI systems	specific need	additional
	customers	already	that can handle a	according to	hardware
	expert	existing	larger number of	the type of	devices.
	consultation to	security	cameras and	stakeholder.	
	choose best fit	systems.	detections.		Provide
	AI solution			Need of	subscription
	according to	Scalability by	User friendly	creating and	model that
	customer	designing AI	dashboards with	maintaining	allows
	need.	systems that	easy-to-use	personas for	customers to
		can handle a	interfaces to manage	users to	choose based
	Training	larger number	and monitor the	understand	on their
	users/custome	of cameras	systems.	the diversity	personal
	r using training	and		after	preferences
	sessions to	detections.	High performance	requirement	and security
	ensure the use		with low latency and	gathering.	requirements.
	get the	Data	provide continuous		
	complete	protection	service.	Need of	Provide easy
	advantage of	using		proper market	to use user
	the product.	encryption	Training	analysis to	friendly user
		methods.	users/customer.	identify the	interfaces that
	24/7 customer	_	24/7	market trends	allow easy
	support to	Ensure	24/7 customer	in order to do	configurations
	address	systems align	support to address	enhancements	and simple
	technical	with industry	technical issues.	in Al featured	easy to follow
	issues.	specific	The mond of a surface	products.	installation
	Drovide	regulations	The need of regular	Nood of	guidelines.
	Provide	and standards.	customer feedback	Need of	
1	detailed	Hear friandly	mechanisms to	market	Need of
	documentatio n included	User friendly dashboards	understand treats and issues and	research and	proper
1	FAQs,	with easy-to-		marketing competitor	security.
	guidelines and	use interfaces	improve systems.	analysis to	
	guiueillies allu	use interraces		anarysis to	

troubleshootin	to manage	identify	Large
g manuals.	and monitor	competitors	Enterprises
	the systems.	currently	Needs:
Continues		available and	Scalability by
monitoring.	High	to identify the	designing Al
	performance	gaps.	systems that
Data	with low		can handle a
protection	latency and	Need of	larger number
using	provide	critical use	of cameras
encryption	continuous	cases to	and
methods.	service and	prioritize features.	detections.
Provide strong user	operation.	leatures.	
authentication	Training	Need of using	Provide high
methods.	users/custome	a iterative	quality
metrious.	r.	development	security to
Provide		cycle to do	prevent false
customers	24/7 customer	changes based	positives and
regular	support to	on ongoing	negatives.
updates such	address	customer	Enabling data
as software	technical	feedbacks.	Enabling data privacy to
updates.	issues.	Best is "Agile".	protect
			sensitive data
Make systems		Need of	of customers
are in high		collaboration	and
performance		with cross	organizations.
and ensure		functional	
low latency		teams to	Provide
and high		gather	customization
accuracy.		comprehensiv	according to
		e insights like	organization
Develop		sales teams,	types to meet
interfaces with		marketing	specific
high user		teams.	business
experience.		Dartnarshins	requirements.
Use customer		Partnerships with external	
feedback		experts.	Get regular
mechanisms to		caperts.	updates and
study		Provide high	generate a
customers		accuracy with	customer
experience		maintaining	updates/feed
and improve		reliability.	back mechanism.
			mechanism.

the product in		Enabling data	Critical
future.		privacy.	Infrastructure,
		pacy.	Utilities
Implement		The need of	Gunties
systems need		regular	Provide high
simple		customer	security and
installation		feedback	advanced
		mechanisms.	threat
steps.		mechanisms.	
			detection and
Ensure the		Conducting	Al systems
alignment Al		regular user	with multi-
featured		testing.	layer.
systems with			security,
already		Providing	
existing		training and	Provide
security		technical	continues
systems.		support.	operations
			and service
Develop			even during
solutions that			system
easy to follow			failures.
and easy to			
integrate.			Enable
Provide			aquatically
customization			backup
ability and			mechanisms
options.			with product.
			Ensure
			systems align
			with industry
			specific
			regulations
			and
			standards.
			24/7
			dedicated,
			expertise
			support
			teams.
			Regular
			security

Feature 4: Smart Storage Need to understand customers storage needs and equirements by direct engagement. Create use cases based on custom requirements, reguirements, reguirements, reguirements, reguirements, reguirements, reguirements, reguirements, reguirements, reguirements, requirements, re						testing and audits to check performance and identify vulnerabilities before a incident happens in
Feature 4: Smart Understand Understand Storage Customers Customers Storage needs and requirements by direct engagement. Create use Cases based on Customer						mitigate
Smart Storage understand customers storage needs and customers storage needs and requirements by direct engagement. Create use cases based on custom requirements, to identify pain points regarding analysis to identify the technology trends in order to do enhancements and to stay updated in customs and to stay updated in cloud storage eneds and not ostay updated in storage storage needs storage needs and detailed consultations to identify specific elicitation requirements and to stay updated in customers to customer storage scourity and storage requirements. Need of using data visualization tools to help customers to understand the storage solutions. Need of using data visualization tools to help customers to understand the security data. Custom customer cost-effective pain points regarding norder to do enhancements and to stay updated in cloud storage Security protocols. Need of marketing competitor Need of cloud storage Security protocols. Provide securit						·
Storage Customers Storage needs Storage needs and and identify specific security and storage elicitation friendly methods to interfaces to customer storage security and storage engagement. Create use engagement. Need of using data visualization tools to help customers to understand the security data. Custom cost-effective solutions plans to cost-effective solutions plans to cost-effective security data. Custom cost-effective solutions plans to cost-effective security the latest technology trends in cloud storage security to identify market trends norder to do security enhancements and to stay updated in cloud storage security enhancements protocols. Need of cloud storage security lightly their gaps and to stay updated in Need of cloud storage security Implement security genuine security lightly their gaps and to stay updated in Cloud storage security Implement security genuine security lightly their security security protocols. Provide security security protocols. Provide security protocols. Provide security protocols. Provide security security protocols. Provide security protocols. Pro				· ·		
storage needs and requirements by direct stakeholder engagement. Create use cases based on custom requirements, to identify pain points Need of proper market analysis to identify the technology trends in order to do enhancements and to stay updated in cloud storage marketing security and storage requirements. Storage needs and requirements by direct stakeholder requirements. by direct stakeholder engagement. Need of use case analysis requirements, to identify pain points Need of proper market analysis to identify the technology trends in order to do enhancements and to stay updated in cloud storage marketing competitor Need of cloud storage security protocols. Need of cloud storage security protocols. Need of cloud storage security protocols. Storage consultations to identify specific security and storage requirements. customer storage storage solutions. Need of understand the security data. Develop customers customer solutions according to specific security the latest customer use cases. Security the latest customer use cases. Security through encryption and access control. Need of marketing competitors' in order to do offerings and to stay updated in cloud storage security protocols. Need of security protocols. Solutions. Offer customers to customer storage solutions. Offer customers to customer solutions. Offer customers to customers to understand the security protocols. Need of proper market analysis to identify the latest technology trends in cloud storage security protocols. Need of marketing simple interfaces to customer solutions. Offer customers to customers to understand the security exit protocols. Offer custom						
and requirements by direct stakeholder engagement. Create use cases based on custom requirements, pain points requirements, analysis to identify the technology trends in order to do enhancements and to stay updated in Cloud storage security engared in Cloud storage security engared in Cloud storage security engared in Cloud storage security engagement. And requirements by direct stakeholder requirements. Need of use cases based on custom case analysis to identify pain points regarding should be analysis to identify the technology trends in order to do security enhancements and to stay updated in Cloud storage security enhancements protocols. And requirements by direct security and storage requirements. Need of use dof ouse visualization tools to help customers to understand the storage solutions. Need of proper customers coustomer cost-effective plans to cost-effective specific customer use requirements. Need of proper anarket analysis to identify the latest technology trends in cloud storage security protocols. Need of marketing competitor analysis to identify the nand stay updated in cloud storage security enhancements and to stay updated in cloud storage security enhancements and strengths. And to stay updated in cloud storage security enhancements and to stay updated in cloud storage security protocols. Need of cloud storage security enhancements and strengths. Identify specific customer storage storage security elicitors' in order to do enhancements and to stay updated in cloud storage security enhancements and strengths. Interfaces to the storage storage storage storage storage requirements. Offer customer sequirements. Offer customer sequirements. Offer customer security endicines and costrage security enhancements analysis to customer security enhancements and to stay updated in cloud storage security entry endicines. Offer customer security indentify the indentify the interfaces to the storage storage requirements. Offer customer security indentify the interfaces to the storage storage	Storage					
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competitor protocols. (encrypt data, protocols. Provide			_	Implement security	_	_
		_	•		•	· ·
analysis to		analysis to		, ,, ,,		storage

identify	Need of	provide access	Need of	options that
competitors'	marketing	control)	market	can grow and
offerings and	competitor	•	research and	align with
to identify	analysis to	Follow relevant data	marketing	business
their gaps and	identify	protections	competitor	needs and
strengths.	competitors'	regulations.	analysis to	requirements.
· ·	offerings and		identify	
Design	to identify	Maintain audit logs	competitors	Ensure the
solutions that	their gaps and	and reporting.	currently	alignment of
scale and	strengths.		available and	AI featured
adapt with		Need to implement	to identify	systems with
business	Design	customer feedback	their gaps and	already
growth.	solutions that	loops.	strengths.	existing
	scale and		-	security
Implement	adapt with	Technical support	Need of	systems.
security	volume of	and training	critical use	
(encrypt data,	event data.		cases to	Provide
provide access			prioritize	advanced
control)	Implement		storage	encryption for
	security		solutions and	high security
Follow	(encrypt data,		scale with	with industry
relevant data	provide access		customer	regulations.
protections	control)		needs.	
regulations.				Provide
	Follow		Need of	training and
Enable	relevant data		collaboration	expertise
collaboration	protections		with	dedicated
with cross-	regulations.		interdepartme	technical
functional			ntal	support
teams.	Maintain audit		coordination.	through
6	logs and		5	various
Smooth and	reporting.		Partnerships	communicatio
seamless	Nand of		with	ns channels.
integration.	Need of		vendors/cloud	Noodust
Nood to	collaboration with		service	Need pf
Need to implement			providers.	generating advanced
·	interdepartme ntal		Enabling data	
customer feedback	coordination.		Enabling data privacy and	reporting on data usage
loops.	coordination.		security	and security
100μ3.	Partner with		measures.	incidents.
Technical	leading cloud		measures.	meidents.
support and	providers.		The need of	
training.	providers.		regular	
			. cpaidi	

	Need to		customer	Critical
			customer	
	implement		feedback	Infrastructure
	customer		mechanisms 	and Utilities.
	feedback		to improve	
	loops.		storage	Provide
			solutions.	advanced
	Technical			security
	support and		Providing	measures
	training		training and	through end-
			technical	to-end
			support.	encryption
				and access
				control when
				data transit
				and at rest.
				Maintain
				detailed
				audits for data
				access and
				any data
				modifications.
				modifications.
				Disaster
				recovery
				plans.
				N. A. a. iva kan iva
				Maintain
				scalability of
				cloud storage
				to deal with
				large volumes
				of data.
				Provide expert
				support in
				critical needs.
				Continuously
				monitor.
1 '	Need of	Need of scenario	Use customer	Residential
	proper	analysis -	feedback	Customers
rounds to	requirement	Develop, assess, and	mechanisms	
understand	requirement	maintain failure	to collect	

Fail – Safe	the	sessions and	scenarios based on	feedback and	Enabling user
Incident	requirements.	stakeholder	level of risk.	study	friendly alert
Resend	- 4	meetings to		customers'	system with
	In depth	identify	Need requirement	needs.	customizable
	consultation	customers'	gathering techniques		settings.
	rounds to	needs for	and detailed	Scenario	
	understand	failure alerts.	consultations to	analysis based	Enabling
	the risk		identify specific	on customer	simple
	tolerances.	Develop	requirements	requirements	notifications
		customer	regarding	and	mechanism.
	Develop	scenarios.	transmission failures.	backgrounds.	
	solutions			J	Security visa
	based on	Need to	Need of proper	Need to	encryption
	customer	conduct	market analysis to	conduct	and access
	requirements	Industry	identify the latest	market	control.
	and	Research to	technology trends in	analysis to	
	environments.	stay updated	transmission failure	stay updated	Technical
		with industry	handling.	with industry	support and
	Need of proper	standards.	Ü	trends in	training.
	market		Need of marketing	transmission	J
	analysis to	Need of	competitor analysis	failure	Large
	identify the	marketing	to identify	handling.	Enterprises.
	latest	competitor	competitors'		·
	technology	analysis to	offerings and to	Need of	Enabling
	trends in	identify	identify their gaps	marketing	enterprise-
	transmission	competitors'	and strengths.	competitor	level user
	failure	offerings and		analysis to	friendly alert
	handling.	to identify	Security measures to	identify	system that is
		their gaps and	confirm that all	competitors'	able to handle
	Need of	strengths.	transmission	offerings and	large volumes
	marketing		channels are secure.	to identify	of data and
	competitor	Enabling		their gaps and	multiple
	analysis to	security	Follow relevant data	strengths.	stakeholders.
	identify	measures:	protections		
	competitors'	using	regulations.	Implement	Ensure
	offerings and	advanced		security	solutions align
	to identify	anomaly	Maintain audit logs	(encrypt data)	with relevant
	their gaps and	detection	and reporting.		regulations.
	strengths.	systems.		Identify	
			Root cause analysis	anomalies by	Security visa
	Implement	Ensure	when transmission	monitoring	encryption
	security	solutions align	failures happen and	integrity.	and access
	(encrypt data)	with relevant	document them		control.
		regulations.	properly.		

Identify anomalies by monitoring integrity. Solutions align with relevant regulations. Maintain and manage audit logs about transmission events. Root cause analysis when transmission failures happen and document them properly. Technical support and training.	Root cause analysis when transmission failures happen and document them properly. Technical support and training.	Technical support and training.	Ensure solutions align with relevant regulations. Root cause analysis when transmission failures happen and document them properly. Technical support and training.	Dedicated, specialized expertise support and immediate incident response services. Provide educational and training. Critical Infrastructure and Utilities Providing redundant alert system. Ensure high security via encryption and stringent access
training.				access management. Follow relevant data protections regulations and standards. Create and maintain audit trails of alerts. Technical support and training and 24/7 monitoring.

 -		-		
	performances			Align with
	of systems.			regulations
				and
	Train the staff			standards.
	and			232
				Critical
	customers.			Critical
				Infrastructure
	Provide			and Utilities
	detailed			
	documentatio			Conduct deep
	n.			assessment of
				areas.
	Continuous			
				Heing high
	monitoring.			Using high
				resolution
				reference
				images.
				Keep backups
				of reference
				images and
				store them
				securely to
				identify early
				signs.
				Review and
				update.
				Follow
				relevant data
				protections
				regulations
				and
				standards.
				Stay updated
				with new
				trends and
				techniques in
				sabotage
				techniques.
 ·			-	

Feature 7:	Requirement	Requirement	Requirement	Requirement	Requirement
Easy Time	gathering	gathering	gathering sessions to	gathering	gathering
· ·	sessions to	sessions to	identify time	sessions to	sessions to
Manageme			•		
nt	engage with	identify time	management needs	engage with	identify time
	customers.	management	and requirements.	customers.	management
		needs.	l		needs.
	Conduct		Identify periods	arrange	
	elicitation	Identify	when time	surveys and	Using
	techniques to	necessary and	scheduling and	feedback to	gathered
	collect	unnecessary	management is not	gather time	requirement
	feedback on	periods.	necessary and	management	analyze
	available times		necessary.	requirements.	workflows
	and preferred	Understand	Ensure that the		and patterns,
	working	unique and	customized solutions	Ensure that	
	duration.	specific	align with fit with	the	According to
		requirements	each customer	customized	organization
	Based on	and develop	workflows and	solutions align	type
	requirements,	customize.	needs.	with fit with	categorize as
	develop plans			each customer	flexible
	and customize	Need to	Need to provide	workflows and	schedules,
	solutions to	provide user-	user-friendly	needs.	complex
	specific	friendly	interfaces to manage		schedules and
	vulnerabilities.	interfaces to	time schedules and	Need to	security
		manage time	easy to use settings.	provide user-	levels.
	Analyzing	schedules.	,	friendly	
	historical data		User friendly	interfaces to	Training
	to get a clear	Implement	dashboards to	manage time	customers to
	picture of	security	provide a better	schedules.	use and
	gathered data	measures.	overview to improv		configurations
	through		user experience.	Develop	
	requirement	Training		dashboards	
	gathering	customers to	Implement security	and alerts to	Implement
	sessions.	use and	measures.	provide better	feedback
1	2	configurations		user	mechanisms
	Need to		Training customers to	experience	and Gather
	provide user-		use and	and clear	feedback.
	friendly	Implement	configurations.	overview.	
	interfaces to	feedback	Sombarations.	OVCI VICAV.	Continuous
1	manage time	mechanisms	Implement feedback	Create and	monitoring.
	schedules.	and Gather	mechanisms and	maintain	monitoring.
	Jeneuales.	feedback.	Gather feedback.	detailed	
1	Training how	ieeuback.	Jamei leeuback.	documentatio	
	to use and	Continuous	Continuous	n that help to	
	configurations.	monitoring.	monitoring.	get a	

	un	I		understand	
	Gather			about time	
	feedback.			management	
				features.	
	Continuous				
	monitoring.			Use of robust	
				security	
				features.	
				Training how	
				to use and	
				configurations	
				•	
				Gather	
				feedback.	
				Continuous	
				monitoring.	
Feature 8:	Conduct	Conduct	Conduct detailed	Regular	Residential
Browser	detailed	detailed	requirement	meetings with	Customers
based	requirement	requirement	gatherings to collect	internal	
remote	gatherings to	gatherings to	clear requirements	stakeholders	Understand
configurati	collect clear	collect clear	about security needs	and identify	the need.
on	requirements.	requirements	and configuration	remote	
	'	about security	needs.	configuration	User friendly,
	Through	needs and	(surveys, interviews)	needs.	simple easy to
	requirements	configuration			use interfaces
	identify the	needs.	Need to perform	Need of	to do
	purpose of	(surveys,	market research to	proper market	configurations
	customers'	interviews)	identify industry	analysis to	
	configuration		trends.	identify the	
	needs.	Need to		latest market	Provide basic
		perform	Create	trends.	security to
	Need of a	market	straightforward easy		protect
	"need	research to	to navigate	Create	personal
	assessment "	identify	interfaces.	straightforwar	information
	to understand	industry		d easy to	and provide
	customer and	trends.	Flexible solution that	navigate	secure access.
	market needs.		can fit with growth.	interfaces.	2204.2 400033.
	a. Rec Heeds.	Create web	5577 110 1111111 810 11111		Provide quick
	Focus on user	based	Enable security	Enable user	setup
	centric designs	straightforwar	measures visa	centric design	guidelines.
		d easy to	encryption, strong	with easy to]

that provide	navigate web	robust	use, simple	Provide
accessibility.	interface with	authentication and	and clear and	customer
•	customizable	access control.	customizable	support.
Need to	dashboards.		dashboard.	
perform		Enable user centric		Large
market	Enable	design with easy to	Enable	Enterprises
research to	security	use , simple and	security	
identify	measures visa	clear and	measures visa	Provide
industry	encryption,	customizable	encryption,	complex
trends.	strong robust	dashboard.	strong robust	configuration.
	authentication		authentication	_
Create web	and access	Unable setup	and access	A central
based	control.	processes such as	control.	comprehensiv
straightforwar		guided setup		e dashboard
d easy to	Unable setup	wizards,	Enable regular	to make it
navigate web	processes	configuration tools	user feedback	easy to
interface with	such as guided	and templates.	mechanism.	manage and
customizable	setup wizards,			monitor and
dashboards.	configuration	Comprehensive	Enable regular	user-friendly
	tools and	training sessions.	updates.	web interface
Enable security	templates.			with a clean
measures visa		Create	Unable setup	design.
encryption,	Comprehensiv	documentation	processes	
strong	e training	included	such as guided	Provide high
authentication	sessions.	troubleshooting,	setup wizards,	security (Ex:
and access	_	FAQs.	configuration	role-based
control.	Create	/-	tools and	access
	documentatio	24/7 customer	templates.	control).
Comprehensiv	n included	support.	Comments and	5
e training	troubleshooti	e de la constanción	Comprehensiv	Prepare
sessions.	ng , FAQs.	Enable customer feedback mechanism	e training	detailed audit
24/7 austamar	24/7 sustamor	reedback mechanism	sessions.	trails to trach
24/7 customer	24/7 customer		Craata	changes.
support.	support.		Create documentatio	Provide
Enable	Enable		n included	training and
customer	customer		troubleshooti	robust
feedback	feedback		ng , FAQs.	customer
mechanism	mechanism		118, 1 AQ3.	support.
and loop to	and loop to		24/7 customer	заррогс.
enhance the	enhance the		support.	Implement
features and	features and		Support.	feedback
improvements	improvements			mechanisms
according to	according to			
according to	according to			

changing needs.	changing needs.		and Gather feedback.
Provide regular updates.			

Customer segment 5: Residential Customers / Large Enterprises / Critical Infrastructure & Utilities

3.2 VIP

Feature	System	Security	Managed	Enterprise IT	Customer
	Integrators (SI)	Operations	Security Service	Departments	segment 5
		Centers	Providers		
Feature 1:	Conduct client	Engage with	Understand	Engage with	Residential
Camera live	and customer	clients to	security	stakeholders	Customers:
streaming	consultation to	identify	concerns and	to understand	
	understand	requirements	risk tolerance	business	Security and
	needs and	and use	of customers	objectives.	enhance the
	market needs.	cases.	through		home security
			requirement	Evaluate	while protecting
	Actively engage	Enable real	and identify	technical	the user from
	with clients to	time	use cases for	requirements.	breaches using
	provide	analytics	camera live		privacy settings.
	tailored	capabilities	streaming.	Identify how	
	services.	to maximum		live streaming	Provide user-
		protection.	Provide	and video	friendly and
			customized	intelligence	easy to access
			security		interfaces.

	Identify	Enable	solutions	can address	
1	specific use	integration	based on	the needs.	Enable mobile
	cases.	with other	specific and		app integration.
		entities in	unique security	Collaboration	- 1-1O
	Stay updated	ecosystem.	needs.	with popular	Provide pricing
	about latest	ecosystem.	necus.	vendors.	plans to
	trends and	Enable	Enable data	vendors.	individuals that
	technologies,	scalability.	protection	Conduct pilot	allow them to
	protocols and	Scalability.	'	-	
	l '	Commont	measures	projects.	choose one
	industry	Support	within VIP	Facilia	match for their
	standards	industry	platform.	Enable 	security
	about live	regulations		integration	concern.
	streaming.	and	Enable	with existing	
		standards.	integration	entities in	Large
	Enable		with other	ecosystem.	Enterprises:
	integration	Provide	entities in		
	with other	training and	ecosystem.	Provide data	Enable
	entities in	ongoing		security and	scalability.
	ecosystem.	technical	Enable	establish data	
		support.	scalability.	policies.	Provide
	Provide				integration
	training and		Provide	Provide	abilities.
	ongoing		training and	training and	
	technical		technical	detailed	Offer advanced
	support.		support.	documentatio	analytics-based
				n to	solution for real
	Identify			customers.	time insights.
	opportunities.				
				Collect	Provide
				feedback from	customization,
				stakeholders	
				and end users.	Enable high
					availability to
					reduce
					downtime.
Feature 2:	Understand	Understand	Understand	Understanding	Understanding
Customer	customer and	customers'	client	customers'	customers'
management	market needs.	security	requirements	security needs	security
/ site		requirements	and security	and security	requirements.
management	Understand		objectives and	challenges	
/ camera	client		operational	and	Enable high
management	requirements.	Provide	workflows.	operational	performance.
		customizable		workflows.	
				•	

	Provide	solutions to	Provide		Focus on easy-
	integration	manage	customizable	Provide	to-use
	abilities.	customers	solutions and	integration.	interfaces.
		and rest	seamless		
	Enable	operations.	Integration:	Provide	
	scalability and			customization	
	provide	Enable	Provide	capabilities to	
	reliable	seamless	scalable	customers	
	solution that	integration.	solution that	unique needs.	
	can address		can address		
	growth and	Enable	changing client		
	adaptivity.	scalability.	needs.		
		Provide	Enable		
		comprehensi	Reliability.		
		ve			
		monitoring	Provide		
		across all	continuous		
		managed	monitoring.		
		operations			
		and entities.	Provide		
			detailed		
			reporting to		
			meet clients'		
Fact 2.	I loo al a contra cond	lala matte	security needs.		Danislandial
Feature 3:	Understand	Identify	understand	understand	Residential
Smart alarm list	customer and	customer-	client-specific	specific	Customers
list	market needs.	specific requirements	requirements.	requirements regarding to	Provide simple
	Identify	requirements	Provide	security	and user-
	industry	•	flexibility and	challenges	friendly
	standards for	Market	customization.	and security	interfaces to
	each client's	analysis to	243(3)(11)24(10)11.	priorities.	address market
	business.	stay updated	Provide	F.1011051	needs of
		with the	seamless	Provide	customers.
	Market analysis	latest	integration	scalability and	2.2
	to stay	emerging	with existing	high	Enable
	updated with	threats and	systems and	availability.	integration
	the latest	market	solutions.	,	abilities with
	emerging	trends.		Provide	home
	threats and		Provide	scalable	automation
	market trends.	Competitor	scalability.	solutions to	devices which is
		analysis to		changing	a main market
		understand		needs.	need.

Competitor	the	Provide		
analysis to	competitors	dedicated	Conduct	Enable
understand the	and their	support.	comprehensiv	accessibility and
competitors	best	0.pp0.0.	e audit logs.	customization.
and their best	practices and		o a a a a a a a a a a a a a a a a a a a	0.000
practices in	offers.			Provide security
alarm				measures to
management.	Enable real			secure personal
	time			information.
	monitoring.			
Enable	J			Large
prioritization	Enable			Enterprises.
and real – time	prioritization.			Address market
monitoring.	Using			need:
	advanced			Enable
Provide	analytics and			centralized
scalability and	seamless			management
high	integration.			and control to
performance.				manage alarms.
	Provide			
Provide	scalability			Providing
detailed	and high			scalability is
reporting	performance.			very important.
abilities.				
	Provide			Seamless
	detailed			integration with
	reporting			existing
	abilities.			systems.
				Enable detailed
				reporting.
				1,110
				Enable
				behavioral
				analysis and
				advanced
				analysis to
				provide quality
				services.
				Critical
				Infrastructure.
				astracture.

				Provide high availability configuration.
				Provide redundancy options and
				reliability. Align with industry regulations.
				Conduct and maintain comprehensive audit logs and
				reports.
Feature 4:	Customer	Detailed	Detailed	Make solutions
Customize	profiling.	requirement	requirement	according to the
surveillance	e t.t.	analysis to	analysis to	needs of each
parameters.	Enable	understand	understand	customer
	behavioral	customer	customer base	segment to
	analysis-based	base and	and needs.	meet each
	customization.	needs.	ldontifi, main	customer's
	Market analysis	Idontify KDIs	Identify pain	need.
	Market analysis	Identify KPIs for	points and needs of each	For residential
	to stay updated with	surveillance	customer	customers ease
	the latest	systems.	segment.	of use with
	emerging	Systems.	segment.	simple settings
	threats and	Market	Market analysis	and
	market trends.	analysis to	to stay	configuration,
		stay updated	updated with	personal
	Competitor	with the	the latest	security, cost
	analysis to	latest	emerging	effectiveness
	understand the	emerging	threats and	affects
	competitors	threats and	market trends.	purchasing
	and their	market		product.
	offerings.	trends.	Competitor	
			analysis to	Mobile app
	Provide	Competitor	understand the	integration
	customization	analysis to	competitors	enables users to
	strategies.	understand		

		the	and their		adjust
	Provide	competitors.	offerings.		parameters.
	security	Competitions	01161111831		parameters
	measures.	Enable	Enable		For large
	incusures.	advanced	customizing		enterprises
		analytics and	surveillance		scalability,
		threat	parameters.		advanced
		detection.	parameters.		
		detection.	Enable		security
		Provide			features,
			proactive		seamless
		scalability	threat		integration,
		and high	detection.		customizable
		availability.			settings and a
			Provide		centralized
		Provide	scalability.		management
		performance			console.
		optimization.	Provide		
			performance		For critical
		Provide	optimization.		infrastructures
		detailed			features like
		reporting	Enable		comprehensive
		features.	regulatory		coverage, high
			compliance.		reliability,
					industry specific
					regulations and
					extensive
					monitoring
					capabilities are
					important.
Feature 5:	Implement	perform	Provide	Understand	Provide high
Reference	best fit	deep	monitoring and	customer	quality
picture setup	solutions to	assessments	detection	requirements	protection
<u>'</u>	customer	to	capabilities.	well to	feature to
	needs to	understand	'	produce a	attract market
	attract	the key	Prevent	solution and a	name.
	customers'	points in	security	product that	
	attraction.	requirements	breaches.	best fit to	Provide
		based on	2.000.100.	market and	customized
	Conduct	scenarios	Cost effective	customer.	reference
	observation or	and	yet Expertise	- Castorner	images.
	site surveys to	customer	technology to	Utilize camera	mages.
	get very clear	types.	manage	specific	Use high
	understanding	types.	_	reference	resolution
			security		
	about		solutions.	images to	images.

	F			
customer	Easy to use		improve the	
needs.	user-friendly	•	detection	Provide detailed
	interfaces		abilities.	reference
Provide	that can			images.
seamless	easily		Stay updated	
integration.	understand		with market	Implement
	and maintain		trends and	environment
Ensure	even for non		industry	monitoring to
interoperability	or law		trends.	detect changes.
interoperability	technical		tienus.	detect changes.
•			Dua dala	Cast
51 1 11	customers.		Provide	Cost-
Blend with new			seamless	effectiveness
technologies	Enable		integration	yet highest
and advanced	security		with existing	performance.
analytics.	levels based		systems and	
	on customer		infrastructure.	Protect
Enable real	requirement			personnel and
time	and		Ensure the	sensitive and
monitoring	customer		solutions are	private
features.	environment.		align with	information and
			org's security	data.
Provide	Use high		policies and	a.a.a.
comprehensive	resolution		protocols.	Continuous
training to gain	images.		protocois.	customer
trustworthines	iiilages.			
	Condata			support.
s among	Enable 			
customers in	continues		Establish	Easy to use
market.	surveillance		security	interfaces that
	and real-time		mechanisms	can easily
Create and	monitoring		to protect	understand
develop	systems.		sensitive data	even for non or
response			and avoid	law technical
strategies and	Provide		cyber threats	customers.
protocols.	seamless		or breaches.	
	integration			Minimal
Update	feature with			maintenance.
software and	existing			
reference	systems.			Provide a alert
images to stay	= 10000.			system to
updated and to	Stay update			inform
adapt	with industry			customer when
	trends to			detected.
changing.				uetected.
	face			

		competition in market. Continues improvement through feedback loops and adaption.			Provide integration with smart home devices and other devices to give customer a best user experience and attract customers for the product. Provide high reliability and resilience.
Feature 6: Incident observation screen	Understand customer requirements and regular feedback well to produce a solution and a product that best fit to market and customer. Provide user friendly personalized and customized dashboards. Produce easy to understand user manuals.	implement user centric interface design including role-based dashboards, data visualization to earn customer loyalty. Perform trend analysis using various methods to release a unique and best fit product to the market.	implement user centric interface design including role- based dashboards, data visualization to earn customer loyalty. Provide automated capabilities. Stay updated with the latest technology trends and adapt to them. Manage incident	Understand customer requirements and feedback well to produce a solution and a product that best fit to market and customer. All user interfaces should be user friendly. Provide accessibility, scalability, and flexibility. Provide users capabilities to	Make solutions according to the needs of each customer segment such as ease of use, personal security, cost effectiveness which affects purchasing product. For large enterprises scalability, advanced security features and seamless integration. For critical infrastructures
	based security. Solutions align with protocols and standards.	Provide security measures.	lifecycle to deliver product that fits with all deliverables.	incident categorization and prioritization.	features like high reliability, industry specific regulations and extensive

	Provide	Use	Use data	monitoring
Provide	dedicated	collaboration	visualization	capabilities are
dedicated	support and	tools and task	to visualize	important
support and	training.	management.	data.	
training.				
		Enable incident	Keep logs and	
Provide		reporting.	maintain	
scalability.			reports to	
		Provide	refer to in	
Conduct		elasticity,	future	
market analysis		scalability and	projects and	
and market		flexibility.	improvements	
research.			•	
		Provide	Establish a	
		dedicated	comprehensiv	
		support and	e training and	
		training.	continues	
			monitoring.	

Customer segment 5: Residential Customers / Large Enterprises / Critical Infrastructure & Utilities

5. Customer Journey Mapping

In order to gain a deeper understanding of our customers' experiences and identify key touchpoints where we can improve satisfaction and drive value, I led a thorough customer journey mapping exercise for promiseQ's products, MVP Qube and VIP. This process involved analyzing the end-to-end journey that customers undertake when interacting with our products, from initial awareness and consideration through to purchase, implementation, and ongoing usage. Let's delve into the details of our customer journey mapping findings:

1. Awareness and Discovery: The customer journey typically begins when potential customers become aware of promiseQ's products, either through online searches, referrals, or marketing campaigns. This initial stage is crucial for capturing the attention of our target audience and generating interest in our offerings. By analyzing customer touchpoints and channels used for discovery, such as social media, search engines, and industry events, we can optimize our marketing efforts to enhance brand visibility and attract qualified leads.

- 2. **Consideration and Research:** Once customers are aware of our products, they enter the consideration phase, where they conduct research to evaluate their options and determine which solution best meets their needs. During this stage, customers may visit our website, read product reviews, or engage with sales representatives to gather information and assess the value proposition of promiseQ's offerings. By providing informative content, case studies, and product demos, we can educate potential customers and guide them through the decision-making process, positioning promiseQ as the preferred choice.
- 3. Purchase and Onboarding: After completing their research, customers proceed to the purchase stage, where they make a decision to buy our products. This phase involves navigating the sales process, negotiating pricing, and finalizing the transaction. Once the purchase is made, customers enter the onboarding phase, where they begin the process of implementing and configuring our products. This stage is critical for ensuring a smooth transition from prospect to customer and setting the stage for a positive user experience. By offering comprehensive onboarding resources, training programs, and dedicated support, we can minimize friction and help customers get up and running quickly.
- 4. Product Usage and Engagement: With our products deployed, customers enter the usage phase, where they actively engage with our products to accomplish their objectives and derive value from their investment. This stage encompasses various interactions and touchpoints, including product usage, feature exploration, troubleshooting, and support requests. By monitoring customer interactions, gathering feedback, and analyzing usage patterns, we can gain insights into how customers are utilizing our products and identify opportunities to enhance usability, optimize workflows, and drive adoption.
- 5. **Renewal and Advocacy:** As customers continue to use our products over time, they enter the renewal and advocacy phase, where their satisfaction and loyalty are put to the test. This stage involves ongoing support, maintenance, and renewal discussions to ensure that customers remain satisfied and derive long-term value from their relationship with promiseQ. By providing exceptional customer service, proactive account management, and personalized engagement, we can strengthen customer relationships, drive retention, and foster advocacy, turning satisfied customers into brand ambassadors who promote promiseQ's products to others.

By mapping out the customer journey in detail and identifying key touchpoints and pain points along the way, we gain valuable insights into the customer experience and uncover opportunities to enhance satisfaction, drive engagement, and foster long-term loyalty. Armed with these insights, I am confident

that we can develop targeted strategies and initiatives to optimize each stage of the customer journey, ultimately delivering a seamless and rewarding experience for our customers.

6. Market Gap Recommendations

As a Senior Product Manager, I've conducted a thorough analysis of promiseQ's products, MVP Qube, and VIP, alongside market requirements and customer expectations. Through this analysis, several gaps and opportunities have emerged, highlighting areas where promiseQ can improve its offerings to better meet market demands. Below are the market gap recommendations based on findings:

- Enhanced Documentation: One of the key gaps identified is the lack of comprehensive and
 consistent documentation for both MVP Qube and VIP. To address this, we recommend
 investing resources in developing detailed documentation that outlines product features,
 functionalities, and usage guidelines. This will not only improve customer understanding but
 also facilitate easier adoption and troubleshooting.
- Alignment of External Naming: Another gap observed is the discrepancy between external naming used in marketing materials and internal terminology used in daily operations. To enhance clarity and consistency, we propose aligning external naming with internal terminology, ensuring a seamless transition between marketing messaging and product usage.
- 3. **Dedicated UI/UX Specialists:** The absence of dedicated specialists for UI/UX design poses a challenge to product usability and customer experience. To bridge this gap, we recommend hiring or training UI/UX specialists who can focus solely on enhancing the user interface and experience of promiseQ products. This will result in more intuitive and user-friendly interfaces, ultimately improving customer satisfaction.

- 4. Market and Customer Focus: My analysis revealed a lack of market and customer focus, leading to over-engineering and potentially missing out on key market opportunities. To address this gap, we propose shifting towards a more customer-centric approach, where product development efforts are guided by market research, customer feedback, and identified use cases. This will ensure that promiseQ products are tailored to meet the specific needs and preferences of target customers, increasing their relevance and competitiveness in the market.
- 5. Alignment Between Sales and Engineering: The absence of quarterly product roadmap alignment between sales and engineering teams represents a significant gap in communication and coordination. To improve alignment and collaboration, I recommend implementing regular meetings or workshops where sales and engineering teams can discuss priorities, share insights, and align on product development goals. This will foster greater synergy between departments, leading to more effective product planning and execution.

By addressing these market gap recommendations, promiseQ can enhance the competitiveness, relevance, and value proposition of its products, MVP Qube and VIP. These recommendations serve as actionable insights to guide future product development efforts, ensuring that promiseQ remains responsive to evolving market demands and customer expectations.

7. Feature Roadmap Proposal

As a Senior Product Manager, I'm excited to present the feature roadmap proposal, detailing our strategic plan for enhancing promiseQ's products, MVP Qube, and VIP. Our aim is to better align with market requirements and exceed customer expectations, ultimately driving product innovation and maintaining competitiveness.

This proposal is backed by a comprehensive analysis of market trends, customer feedback, and internal capabilities. Through stakeholder consultations, market research, and competitive analysis, we've identified opportunities for product enhancement and differentiation. Our approach ensures

that our product development efforts are aligned with promiseQ's vision and objectives, striking a balance between short-term priorities and long-term strategic goals.

Feature Prioritization:

- 1. Customer-Centric Approach: Prioritizing features that directly address customer needs and pain points, informed by customer feedback and usability testing.
- 2. Market Demand: Analyzing market trends and competitive landscape to identify emerging opportunities and areas of differentiation that resonate with target customer segments.
- 3. Technical Feasibility: Assessing the technical complexity and resource requirements of each feature to ensure feasibility within given timeframes and budget constraints.

Proposed Features:

Based on our analysis and prioritization criteria, the following features are proposed for inclusion in the product roadmap:

- 1. Enhanced Video Analytics: Expanding Qube MVP with advanced video analytics functionalities to extract actionable insights and improve situational awareness.
- 2. Intuitive UI Redesign: Revamping UI of both Qube and VIP products to enhance usability and streamline workflows, driven by user-centered design principles.
- 3. Integration with Third-Party Systems: Enabling seamless integration with third-party systems to enhance interoperability and provide customers with greater flexibility.
- 4. Mobile App Development: Developing native mobile applications for iOS and Android platforms to extend product accessibility and empower users on the go.
- 5. Enhanced Cloud Storage and Analytics: Investing in cloud infrastructure and analytics capabilities to support scalable storage and processing of video surveillance data.

Roadmap Timeline:

Our feature roadmap will be executed over a phased timeline, balancing short-term wins with long-term strategic objectives:

- 1. Phase 1 (Immediate Priorities): Focusing on quick wins and addressing immediate customer needs through UI enhancements and bug fixes.
- 2. Phase 2 (Medium-Term Initiatives): Launching major feature enhancements and integrations to differentiate promiseQ products in the market.
- 3. Phase 3 (Long-Term Vision): Aligning product development efforts with promiseQ's long-term vision through investments in foundational technologies and research initiatives.

This feature roadmap proposal outlines our strategic plan for enhancing promiseQ's products to meet evolving customer needs and market demands. By prioritizing key features, leveraging market insights, and adopting a phased approach to implementation, we're confident in our ability to deliver value and drive sustainable growth. Through ongoing iteration and feedback loops, we'll continuously refine our roadmap to ensure promiseQ remains at the forefront of innovation in the video surveillance industry.

8. Implementation Strategies

Implementing the proposed roadmap necessitates a meticulous approach that encompasses various aspects of project management, resource allocation, and stakeholder engagement. Below is an indepth exploration of the strategies I will employ to ensure a seamless and successful implementation process:

1. Cross-Functional Collaboration:

Team Formation: Assemble cross-functional teams comprising members from engineering, product management, design, sales, marketing, and customer support. This ensures diverse perspectives and stream-lined communication channels.

Regular Alignment Meetings: Host regular alignment meetings to ensure all teams are on the same page regarding project objectives, timelines, and dependencies. These meetings serve as a platform for resolving issues and fostering collaboration.

2. Agile Development Methodology:

Agile Adoption: Embrace Agile methodologies such as Scrum or Kanban to promote iterative development cycles and flexibility in responding to changing requirements.

Iterative Planning: Conduct iterative planning sessions to refine product features, prioritize tasks, and adapt to evolving customer needs throughout the implementation process.

3. Phased Rollout Approach:

Feature Prioritization: Prioritize features based on customer feedback, market demand, and technical feasibility. This enables us to focus resources on high-impact initiatives while maintaining a structured rollout schedule.

Incremental Releases: Adopt an incremental release strategy, starting with a minimum viable product (MVP) and progressively adding features in subsequent iterations. This approach allows for early user feedback and minimizes the risk of overwhelming users with too many changes at once.

4. Continuous Integration and Deployment:

Automation Implementation: Implement Continuous Integration and Continuous Deployment (CI/CD) pipelines to automate the build, test, and deployment processes. This streamlines the delivery pipeline and ensures consistent, reliable releases.

Automated Testing: Invest in automated testing frameworks to validate product functionality, performance, and security across different environments. Automated testing reduces manual effort, accelerates release cycles, and enhances product quality.

5. Change Management:

Stakeholder Communication: Develop a comprehensive communication plan to keep stakeholders informed about project milestones, risks, and mitigation strategies. Clear and transparent communication is essential for managing expectations and building trust.

Training and Onboarding: Provide training sessions and onboarding resources to internal teams and customers to facilitate a smooth transition to new features and workflows. Effective training minimizes resistance to change and accelerates adoption rates.

6. Monitoring and Feedback Mechanisms:

Monitoring Tools Implementation: Deploy monitoring tools and analytics platforms to track key performance indicators (KPIs), user engagement metrics, and system health. Real-time monitoring enables proactive problem detection and resolution.

Feedback Channels Establishment: Establish feedback channels such as user surveys, feedback forms, and support tickets to capture user feedback and address issues promptly. Actively soliciting feedback fosters a customer-centric culture and drives continuous improvement.

7. Risk Management:

Risk Identification: Conduct a thorough risk assessment to identify potential obstacles, dependencies, and vulnerabilities that may impact project delivery. Documenting risks allows for proactive mitigation strategies and contingency planning.

Risk Mitigation Strategies: Develop risk mitigation strategies and contingency plans to address identified risks effectively. Assign responsibilities, set escalation procedures, and allocate resources to mitigate risks and minimize their impact on project objectives.

8. Iterative Improvement:

Feedback Integration: Integrate user feedback and performance metrics into the development process to inform iterative improvements and feature enhancements. Continuous feedback loops enable us to validate assumptions, prioritize backlog items, and refine product features based on real-world usage.

Agile Retrospectives: Conduct regular retrospectives at the end of each development iteration to reflect on successes, challenges, and areas for improvement. Retrospectives facilitate team learning, process optimization, and continuous adaptation to changing circumstances.

9. Performance Measurement:

KPI Definition: Define key performance indicators (KPIs) aligned with project objectives, such as user adoption rates, customer satisfaction scores, and revenue growth metrics. These KPIs serve as benchmarks for evaluating project success and guiding future decision-making.

Performance Tracking: Implement robust tracking mechanisms to monitor KPIs and project metrics throughout the implementation process. Regular performance reviews and progress updates enable us to course correct as needed and ensure alignment with strategic goals.

10. Celebrate Achievements:

Recognition and Appreciation: Celebrate project milestones, team achievements, and individual contributions to acknowledge the hard work and dedication of team members. Recognition fosters a positive work culture, boosts morale, and reinforces commitment to project success.

9. Evaluation and Next Steps

Evaluation Criteria:

- 1. Clarity: As I reflect on our analysis, it's evident that we've meticulously identified key gaps and opportunities within both the Qube and VIP MVPs. Through clear communication of our findings, we've ensured alignment among all stakeholders, fostering a shared understanding of the challenges and opportunities that lie ahead. Utilizing various tools and methodologies, we've dissected the existing state of our products, ensuring transparency and comprehension at every stage of evaluation.
- 2. Feasibility: Our recommendations are grounded in practicality, considering promiseQ's resources and goals. Through a thorough assessment of our internal capabilities, we've taken into account factors such as technical expertise, budget constraints, and timeframes. By leveraging existing resources and expertise, we aim to implement changes that are not only achievable but also sustainable in the long term.

- 3. **Creativity:** The proposed solutions bring fresh insights and innovative ideas to the table, aimed at addressing the identified gaps while maintaining promiseQ's competitiveness in the market. By fostering a culture of innovation and creativity, we've encouraged our teams to think outside the box and explore unconventional approaches to problem-solving. Through brainstorming sessions and collaborative workshops, we've generated a diverse range of ideas that push the boundaries of conventional thinking.
- 4. **Alignment:** Crucially, the changes we propose align closely with promiseQ's overarching product and market vision. By focusing on specific customer segments and their unique journeys, we ensure that our efforts remain targeted and effective, ultimately driving customer satisfaction and market success. Our recommendations are rooted in a deep understanding of customer needs and market trends, ensuring alignment with our broader strategic objectives.

Next Steps:

- Prioritize Recommendations: It's imperative to prioritize our recommendations based on urgency, impact, and feasibility. By identifying the most critical gaps and needs, we can allocate resources effectively to address them in a timely manner. Through a structured prioritization process, we will ensure that our efforts are focused on initiatives that deliver the greatest value to our customers and stakeholders.
- 2. **Resource Allocation:** We need to strategically allocate resources to support the implementation of our recommended changes. This involves careful consideration of personnel, budget, and time allocation to ensure smooth execution. By aligning resources with strategic priorities, we can maximize our impact and drive meaningful results.
- 3. Stakeholder Alignment: Communication is key. We must articulate our findings and proposed roadmap clearly to all relevant stakeholders, including engineering, sales, and marketing teams. Obtaining buy-in and alignment ensures a unified approach moving forward. Through regular updates and transparent communication channels, we will keep stakeholders informed and engaged throughout the implementation process.
- 4. **Implementation Planning:** A detailed implementation plan is essential. This plan should outline timelines, milestones, and responsible parties for each recommendation. By considering dependencies and potential risks upfront, we can mitigate obstacles along the way. Through collaborative planning sessions and cross-functional coordination, we will develop a robust implementation strategy that ensures successful execution of our initiatives.

- 5. Continuous Monitoring and Feedback: Post-implementation, we must establish mechanisms for continuous monitoring of progress. Soliciting feedback from customers, sales teams, and other stakeholders allows us to assess the effectiveness of our changes and make adjustments as needed. By tracking key performance indicators and conducting regular reviews, we can ensure that our initiatives are delivering the intended outcomes and course correct if necessary.
- 6. **Iterative Improvement:** Embrace an iterative approach to product development. Feedback and insights gathered during the implementation phase should inform future iterations and refinements to our product roadmap, ensuring that we remain agile and responsive to evolving market needs. By fostering a culture of continuous improvement, we empower our teams to innovate and iterate, driving ongoing product excellence.
- 7. **Market Feedback Loop:** Establishing a feedback loop with customers is paramount. By gathering insights into evolving market needs and preferences, we can stay ahead of the curve and continue to innovate our product offerings to meet customer demands. Through customer surveys, focus groups, and user testing, we will gather valuable feedback that informs our product strategy and roadmap.
- 8. **Training and Support:** Comprehensive training and support are essential for successful adoption of new features. We must equip internal teams and customers alike with the tools and knowledge they need to leverage our products effectively. By investing in training programs and resources, we ensure that users are empowered to make the most of our products and derive maximum value from their investment.
- 9. Celebrate Success: Recognize and celebrate milestones achieved during the implementation process. This not only boosts morale but also motivates teams to continue their efforts toward product improvement and customer satisfaction. By acknowledging and rewarding achievements, we foster a culture of excellence and inspire our teams to strive for greatness.
- 10. Continuous Improvement Culture: Foster a culture of continuous improvement within promiseQ. Encourage feedback, innovation, and cross-functional collaboration to drive ongoing product excellence and ensure that we are always delivering value to our customers. By promoting a culture of learning and growth, we empower our teams to embrace change and drive positive outcomes for our business and our customers.

10. Conclusion

In conclusion, my analysis and roadmap proposal for promiseQ's MVPs, Qube and VIP, have yielded valuable insights into aligning our products with market and customer requirements. Through a holistic approach encompassing reverse engineering, customer journey mapping, and gap analysis, I have identified critical areas for improvement and outlined a strategic roadmap for enhancement.

Key Findings:

- 1. **Market Understanding:** By dissecting market requirements and comprehensively mapping customer journeys, we've gained profound insights into pain points and preferences across diverse segments.
- 2. **Opportunity Identification:** Our analysis uncovered numerous opportunities for enhancement, spanning documentation refinement, UI/UX optimization, and feature augmentation.
- 3. **Strategic Roadmap:** The proposed roadmap delineates short-term, mid-term, and long-term objectives to address identified gaps and adapt to evolving customer needs.
- 4. **Implementation Strategies:** We've devised meticulous implementation strategies, emphasizing iterative feedback loops, continuous training, and strategic alliances.
- 5. **Evaluation and Future Steps:** Continuous evaluation and monitoring will be pivotal for tracking progress and effecting necessary adjustments. Immediate focus will be on enhancing documentation and UI/UX, followed by phased feature rollouts and AI integration.

Next Phases:

- 1. **Implementation Execution:** Commence the roadmap execution, prioritizing immediate improvements in documentation and UI/UX.
- 2. **Feedback Mechanism:** Establish a robust feedback mechanism to glean insights from customers and stakeholders throughout the implementation journey.
- 3. **Continuous Enhancement:** Stress the imperative of continual improvement, flexibility, and responsiveness to evolving market dynamics and customer demands.
- 4. **Cross-Functional Collaboration:** Foster collaboration across sales, engineering, and customer support teams to ensure alignment and seamless execution of the roadmap.

As I embark on this transformative journey toward product refinement, I remain steadfast in my commitment to delivering innovative solutions that not only meet but exceed customer expectations, driving value for promiseQ and its esteemed stakeholders. I express gratitude for the unwavering dedication and support exhibited by all involved in this endeavor.