

Synergy Feature Launch

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Change history

Oct 6th, 2020: First draft PRD

Oct 14th, 2020: Updated Prototype with engineer's notes

Oct 27th, 2020: Updated GTM

Assumptions

- The permission and regulations, for state and city data,
- Cloud computing resources are regulated via original Cloud Freeze product
- Cloud computing usage dashboard is accessible within Cloud Freeze profile, rather than Synergy profile.
- The "Other" function, on the Main Dashboard, will be a False Door MVP with a message to users that additional features options will be available shortly.
- We are only releasing in English, other language are backlogged

Overview

The Synergy feature launch has two main goals, to provide a secure cloud based platform, and to provide a fast, user friendly feature with which to access government demographic data.

This vision will take advantage of the existing Cloud Freeze cloud infrastructure for SMB and Enterprise customers.

Note: This document describes a roadmap to Synergy's timeline, not the scope of a Cloud Freeze's existing products. We will want to identify key release milestones/priorities and plan development around them.

Objectives

1. Provide a quick and user friendly system to provide access to government demographic data.
2. Provide extra value to Cloud Freeze customers.
3. Support the adoption of the Cloud Freeze cloud platform through the introduction of the new feature Synergy.

Messaging

The Synergy feature provides a convenient way to quickly access government demographic data. We've streamlined the delivery for the mutual benefit of our customers and to us. Get the most value from Synergy products and solutions with new subscription-based services that empower you to predict opportunities, preempt risks, and navigate technology transitions.

Success Metrics

The creation of a new automation sign up for Synergy will increase operational efficiency, reduce human error, lower operating costs, and a higher return on investment for Synergy.

Goal: Increase the Interest of Synergy by deploying in under 24 hours, which will result in increased Adoption.

How will we measure Interest?

- Average session length
- Top exit page
- Pages per Session

How will we measure Adoption?

- Number of existing Cloud Freeze users who sign up for Synergy
- Number of new account creations
- Number of Trial Purchases

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Timeline

The detailed timeline is available on the Roadmap. This section is for high level milestones. Sprints are 2 weeks.

Sprint 1: Begin Sept 22, 2020

- Define Vision & Roles
- Define Success Metrics:
- Develop Personas
- Complete Affinity Diagram
- Begin Market Research & Value Prop Creation

Sprint 2: Begin Oct 6, 2020

- Define Customer Journey
- Define MVP: Oct 8, 2020
- Refine Value Prop and Market Research

Sprint 3: Begin Oct 20, 2020

- Create Roadmap
- Begin Wireframes
- Create prototype: Oct 13, 2020
- Solidify Go-To-Market: Oct 22, 2020

Sprint 4: Begin Nov 3, 2020

- Define Hypothesis
- A/B Testing
- Review data results from product launch: Oct 27, 2020
- Retrospective: Nov 3, 2020

User Scenarios

Decision Maker /Purchaser

Luke is a small business owner who wants to reduce his operational costs, and therefore increase his margin, but also needs better intel on his customers. The operational costs are the more pressing matter as he and the small IT team are currently spending too much time, and human resources, on maintaining the business's security. He has briefly talked with other small business owners but He likes clean, simple tech that is easy to use. He Googles "increase security" and finds an article on migrating to a cloud platform. While he doesn't quite understand the in's and out's, he is enticed by the fact that he would not have to be responsible for the cost to maintain his network, the security would be hands off and his IT team could be freed up to assist on Sales opportunities, rather than having to focus on security.

Luke then signs up for an online seminar to learn more. The seminar is hosted by Cloud Freeze. After the seminar is over, Luke is starting to think this feature may solve both his goal to reduce operational costs and also get more data on his customers. The attendees of the seminar are provided a promotional code for a 90 day free trial of Synergy. Since there is no cost to try, Luke signs up, uses for 65 days and has such a great experience that this pushes him towards subscribing for the monthly service.

Non-Decision Maker / User of Synergy

Tony, is a Web Developer who is very passionate about his tech skills (python and SQL) and always works on how to make his code work more efficiently with high performance. When he heard of his new cloud platform with a very exciting Synergy feature, he could not wait to deploy in his test environment to see what it does and how quickly he can execute and produce the synergy data (aka Government data) to his organization. He signed up for an individual free trial, and while working on the Synergy feature, Tony had lots of fun as he was able to use his latest coding and debugging skills into cloud platforms and how effectively it is producing data without any delay as it used to be in old infrastructure.

He finds Synergy as a very valuable feature which is producing data within Service Level Agreement (SLA) and he does not have to worry about human toil to fix any delays now. He is happy that this feature has made his life easier and can also focus on other projects at the same time.

Now he is also worried about all the technologies Synergy is bringing and now he needs to keep up with all the new technologies.

Features In

What was decided to include in scope? What have you decided to include it and why?

What: Google Login option

- Why: Will increase speed and ease for customers to log in. User friendly.

What: Cloud Freeze Login option

- Why: Synergy is a feature of Cloud Freeze. Should be able to use existing customer login credentials.

What: Email Sign Up option

- Why: For customers who elect not to use their Google credentials, and/or do not have a Google or Cloud Freeze account.

What: Main Dashboard

- Why: Once a customer logs in, the first page they land on should be the central location for them to navigate from. This Main Dashboard will provide them the following;
 - Search Bar
 - Quick link back to Cloud Freeze Main Landing Page
 - Ellipsis to open side bard (opens from left)
 - Profile:
 - Account
 - Manage payment info
 - Billing Details
 - Usage
 - Cancel Account
 - Favourites
 - Settings:
 - About
 - Privacy and security
 - Accessibility
 - Help & Feedback
 - Log Out
 - Quick Search Icons: Age, Gender, Location, Education, Job Title, Annual Income, Family Size, and Other.

Research shows that a huge portion of technology issues/downtime are due to human error. The story was no different for one of our clients. They asked our Cloud Freeze team to help them try to improve the situation. A little over a year ago we developed a new feature on our Synergy product called Auto Deploy

which does not need human intervention. We've been able to significantly reduce time, money, and decreasing downtime for our customer's. The Product has acceleration capabilities with a focus on delivering required capabilities through onsite and remote delivery approaches.

As part of a new Cloud transition, the customer needed to update thousands of devices with policy & OS to handle services. Manpower and time costs were excessive. Internal estimates of approximately 572 12-hour maintenance windows (MW) to complete the complete migration of a small Enterprise data center. But using Software Compliance and Remediation we were able complete changes on 14,000 devices with 99.89% accuracy and without human intervention. This ended up saving our customers over 6,500 man hours.

Features Out

What is out of scope? What you have not decided to do and why?

Quick Search Icons: Under the "Other"

- We will add the below filters in future sprints.
- Setting : Under " Themes"
 - Add complementary colors/logo options so each business can customize to their brand image.
- Push notifications:
 - This feature will provide the user the ability to send others users content that they may be interested in.
- Account: Under "Manage Payment"
 - Fingerprint authentication, for log-in & credit card authentication.
- Settings: Under "Downloads"
 - Choose an option to "Download over Wi-Fi only" and "Recommend Downloads"

These features are not part of core functionality and MVP.

Designs

[InVision Wireframes & Prototype](#)

Open Issues

None yet!

Q&A