



# Solution Definition

## Privacy and Security

**"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease."**



**Users First.**



**Simple and Accessible.**



**High Quality and Reliability.**

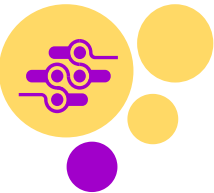


**Security and Privacy.**



# Privacy and Security Solutions

Total time: 15 minutes



Problem - 1 min

Research Methods - 2 min

Research Findings - 2 min

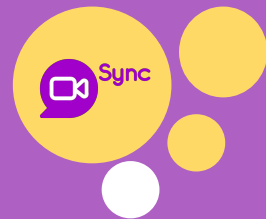
Insights - 2 min

Ideas - 1 min

Solution - 2 min

Q&A - 5 min

# Problem Statement

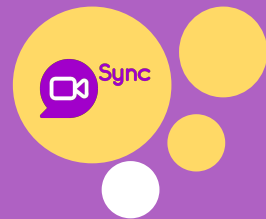


“Users of Sync who are part of our **enterprise tier** are **facing data and security breaches**, using unsustainable workarounds and resources, because they lack control over their own meetings.

As a result; organisations, agencies, and institutions are looking for safer and more trustworthy alternatives to Sync, leading to an **annual loss of 6% of our paying customers.**”



# Research Methods



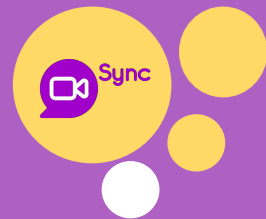
**Assumption 1:** “We’ll lose more enterprise clients from not implementing the enhanced permissions feature than from performance problems.”

**Aim:** Confirm enterprise users will not stop using Sync if we implement the enhanced permissions feature.

## Methods:

- User interviews and surveys
- Competitor Analysis
- Impact-Effort Analysis





# Research Methods

**Assumption 2:** “Government and academic clients will continue to use our product after the COVID-19 pandemic.”

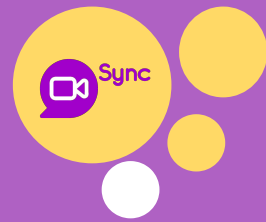
**Aim:** Determine if users (from academic and government backgrounds) will continue using Sync after the pandemic is over.

Methods:

- User interviews and surveys
- Financial impact analysis
- Assessing the impact of remote work policies or changes in educational practices.
- Case studies analysis

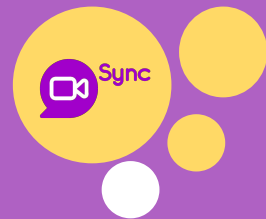


# Research Timeline



- **Start Date:** 23.10.2023
- **Milestone 1:** Planning/development of Interviews and Survey Done
- **Milestone 2:** Survey Results In
- **Milestone 3:** Interviews Results In
- **Milestone 4:** Finding Analysis Done
- **Duration:** 5 weeks



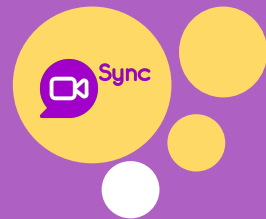


# Research Findings

- Regular complaints around **privacy and security** (Government and Academic users), which confirms our **Assumption 1**.
- More bugs and incidents are reported by Enterprise users.
- Government clients grew by **13%** since 2019.
- Academic clients grew by **11%** since 2019.
- But Company clients shrank by **24%** since 2019.
- It shows a steady growth, possibly even after Covid. (**Assumption 2**)
- Lower tiers than Enterprise users are more satisfied with the product.
- Satisfaction Enterprise:  $\frac{3}{5}$  (Academic and Government) vs  $\frac{4}{5}$  (Company), which validates our **Assumption 1**.



# Insights



- **Security and Privacy Concerns**

(We will focus on this as it validates our Assumption 1 and is priority)

- Higher Bugs and Incidents reports in Enterprise Tier

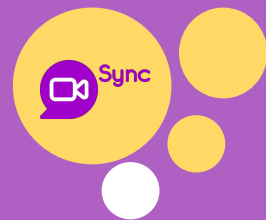
- Post-COVID Client Surge

(Validates Assumption 2, but is not the priority)

- Shift in the Client Base







# Insights - Prioritisation

$$\frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}} = \text{RICE SCORE}$$

Insight	Reach	Impact	Confidence	Effort	Total
Security and Privacy Concerns	73%	3	100%	6	3650
Higher Bugs and Incidents reports in Enterprise Tier	73%	2	50%	5	1460
Post-COVID Client Surge	46%	1	80%	2	1840
Shift in the Client Base	73%	0.5	60%	2	1095
Satisfaction Disparities	46%	0.25	90%	1	1035

Percentage of clients    3=Massive Impact    100%=High Confidence    In Persons per Week  
2=High Impact    80%=Medium Confidence  
1=Medium Impact    50%=Low Confidence  
0.5=Low Impact  
0.25=Minimal Impact

miro





# Top-voted Ideas

- **Idea 2:** Choosing what type of meeting to create: with code or private
- **Idea 3:** Control for the host over what participants can do or not do

## Scorecard

Metrics	Idea 1	Idea 2	Idea 3
<i>User Experience</i>	0	2	2
<i>Financial Cost</i>	0	1	1
<i>Implementation Effort</i>	2	1	0
<i>Achievable Within Timeframe</i>	1	2	1
<b>Total</b>	<b>3</b>	<b>6</b>	<b>4</b>

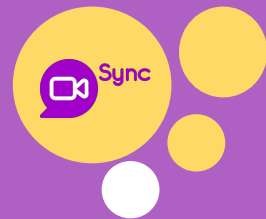


# Solution Proposal

Hosts can create different **types of meetings** with different levels of access permissions.

Types of meetings examples:

- Open Access
- 2FA or code
- Invited users only.



**sync**

**NEW MEETING**

TITLE: \_\_\_\_\_

TIME: \_\_\_\_\_ DATE: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TYPE: 

ACCESS CODE	<span style="color: red;">●</span>
PUBLIC	<span style="color: red;">●</span>
PRIVATE	<span style="color: green;">●</span>

 } CHOOSE ONE OPTION

PARTICIPANTS: 

	<span style="color: red;">X</span>
	<span style="color: red;">X</span>
	<span style="color: red;">X</span>
	<span style="color: green;">+</span>

↓

PARTICIPANTS LIST (ADD/REMOVE)

**SAVE**

A hand-drawn diagram of a meeting interface. At the top, the text "SYUC" is written in purple. Below it, the text "MEETING TITLE" is underlined. There are two circular icons: one with a video camera symbol and another with a globe symbol. Below these is a rectangular input field with four dots inside, representing a meeting code. To the left of this field is the text "ACCESS CODE". To the right, a blue arrow points from the input field to the text "MEETING CODE TO ENTER". At the bottom, there is an oval button with the word "JOIN" inside.

A hand-drawn diagram on a whiteboard illustrating a meeting structure. At the top left, the word "SYNC" is written in purple. Below it, a red dot is connected by a blue arrow to the text "TYPE OF MEETING INDICATORS". To the right of this, the words "MEETING TITLE" are written and underlined. Below the title, the words "WRITTEN LIST" are written, followed by four horizontal lines representing a list. At the bottom center, the word "Join" is written inside an oval.

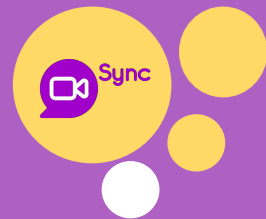
SYNC

MEETING TITLE

TYPE OF MEETING INDICATORS

WRITTEN LIST

Join



# Thanks!



## Q&A

