




- UNDERSTANDING -


- COMPANY VISION -

PM: Marius Avram
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Part 1: Basecamp and Cadasta, Visions and Product Analysis

Company #1 Name: <u>Basecamp</u>			
Market category	Vision statement	Product analysis	Connection between product and vision statement
B2B (Business to Business)	"Basecamp's the project management platform that helps small teams move faster and make more progress than they ever thought possible, while promoting remote work."	<p>Product design: Basecamp is a subscription base platform for project management. It offers free trials to users and offers a two-tier pricing plan. You can sign up with an email.</p> <p>User experience: The design of the basecamp landing page is very playful. They state several user problems in their header in the form of a cartoon. They use several breaks through the page where they use screenshots of the product. They show a lot of reviews. They also show a very nice comparison of how a project might start and how it looks while in progress As for the platform itself, it's a very clean and decluttered design, easy to use. Things are quite clear from the chosen text and actions. They use cards a lot, with beautiful timelines of their messaging tools.</p> <p>Target audience: Basecamp has a very broad user base today, but it started as a project management tool for design agencies, to help streamline their projects and communication with clients. Today their target audience is made by organisations (big and small) who need to manage a project or product as well as freelancers who may additionally need to communicate with clients.</p> <p>Unique product feature: Hill Charts help you track project progress in real-time. Shows you what tasks are progressing and what aren't, you can quickly step in to address any project issues.</p>	They do as they preach themselves, as they use their own product all the time. The way the platform works makes things faster as all the information is in one place, everyone can easily access that information, which makes it very easy to avoid unnecessary meetings and allow remote work.

Company #2 Name: <u>Cadasta</u>			
Market category	Vision statement	Product analysis	Connection between product and vision statement
B2G (Business to Governments)	"Cadasta empowers vulnerable communities to affordably and easily document, map, and secure inclusive land and resource rights at scale for a more sustainable and equitable planet."	<p>Product design: It's a non-profit foundation. It accepts donations. You need to get in touch with them via email to talk about whatever project you want to work on. It doesn't seem to offer a straightforward way to register.</p> <p>User experience: It offers an open and flexible suite of tools, multiplatform. It is built on Open Access and Standards. It allows users to easily create interactive maps and customisable dashboards and surveys. The design is serious and simple. It has multi-language support..</p> <p>Target audience: Governments and tenure-insecure people in rural and urban areas left out of government land registry systems. (Many people who live in the countryside and in cities don't have a secure right to the land they live on. They are not included in the official records that the government keeps about who owns what land.)</p> <p>Unique product feature: ArGIS Online. Interactive maps that connect people, locations, and data. Customisable websites for sustainability projects, which such interactive maps can be used. Stats reports based on that can be used on such project websites.</p>	<p>The product does allow communities to fight for land and resource rights, as it seems to be very easy to create projects and make use of their tools for different projects. It is very customisable for sustainability in particular and it scales up.</p> <p>The only downside I saw is that I could not really find out an easy way to access the product myself, it seems to require getting in touch with them via email.</p>

Part 2: Getting to Know Sync

What is your organization's vision?

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

What types of products would you expect to see from this organization?

I'd expect Sync would offer:

- Video Conferencing Software: as their core product, for video calls and audio calls, chat. It should be easy to use, have a reliable performance, and should have a simple interface to fit all the demographics.
- Mobile apps, which allows users using iOS and Android to join meetings seamlessly.
- Privacy and security. End-to-end encryption, privacy settings, and access control.
- Accessibility features to make video conferencing accessible to users with disabilities, such as real time captioning and sign language.
- Fun and creative features, such as customisable backgrounds, filters.
- Integration with some translation services to provide real time translation.
- Collaboration tools such as screen sharing, notes taking, timer, recording.