SECURITY & PRIVACY INITIATIVE PRD

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November 2023

Vision and Product Principles

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

- **Users First.** We have our users' best interests in mind at all times.
- **Simple and Accessible.** We want it to be easy to use and inclusive for all.
- **High Quality and Reliability.** We don't sacrifice quality for shortcuts.
- **Security and Privacy.** We aim to earn absolute trust from our users.

Problem Statement

Users of Sync who are part of our **enterprise tier** (our most significant source of revenue) are facing data and security breaches, using unsustainable workarounds and resources because they **lack control over their 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.

Product Audience

This problem affects all of our user base, but according to the received feedback in research, **users from our top tier subscription** (organisations, government, academic institutions) are the ones most concerned with privacy and security. Many deal with highly sensitive data, and it's in their best interest to use tools they absolutely trust. This affects **73% of our paying users**. 46% of the enterprise users are from Academic Institutions and Government Agencies (they care more about privacy and security).

Solution Justification

Prioritising this issue is crucial to prevent the potential loss of our major paying customers, who constitute 73% of our revenue, primarily from the Enterprise tier. The majority, **46%**, are users from **Academic Institutions and Government Agencies**, prioritising security and privacy. It's essential to regain their trust, meet their expectations, and demonstrate responsiveness to avoid losing them to competitors, ensuring their satisfaction and loyalty.

Product Requirements

Hosts can create different types of meetings with different levels of access permissions: **Open Access, 2FA or code, Invited users only**.

Functional Requirements
- The type of meeting solution shall be available to enterprise customers.
- Prompt for the type of meeting when scheduling a new meeting.
- "Open access": anyone with the meeting link can join.
- "2FA or code", ensuring the secure entry of only those with access.
- "Invited users only", host provides a list of participants (optional for the other two options).

Objectives and Measures of Progress

Objective 1: **Enhance Meeting Security and Control**
- ☐ Key Result 1: Achieve a customer satisfaction rating of ⅘ or higher for government and academic users, as measured through regular surveys.
- ☐ Key Result 2: Maintain a customer satisfaction rating of ⅘ or higher for company users, as measured through regular surveys.

Objective 2: **Minimize Unsustainable Workarounds**
- ☐ Key Result 1: Reduce the percentage of enterprise users resorting to unsustainable workarounds by 50% over the next six months.

KPI 1: Customer Satisfaction Score. We can track our satisfaction scores through surveys and interviews.

Market Research

The focus is on validating Assumption 1, emphasising **enhanced permissions** to prevent user loss and enhance satisfaction. Success criteria include 65% of enterprise clients finding permissions critical and less than 80% finding performance issues more impactful. The research plan involves user interviews, surveys, competitor analysis, and Impact-Effort Analysis. Privacy and security concerns persist among Government and Academic users, causing dissatisfaction, while Enterprise users report more issues.

Government and Academic clients have grown by 13% and 11%, whereas Company clients decreased by 24% since 2019. Lower-tier users are more satisfied than Enterprise users. **Addressing privacy concerns and improving the Enterprise experience is essential**, with a post-COVID increase in adoption by Government and Academic clients. [Research Data here] [Prototype A: here] [Prototype B: here]

MVP

The team plans to test a new "Types of Meeting" feature using a **Fake Door MVP** approach. They will create a prototype, clearly communicate it's not the final product, and simulate meeting types and functionalities. Success criteria involve testing with Government and Academic users, **aiming for a satisfaction score of ⅘ or higher**. Assumptions include increased satisfaction with privacy levels and improved retention with secure meetings. Risks involve potential confusion among less tech-savvy users and slow adoption. Mitigation strategies include clear documentation, explanatory indicators, webinars, and promotion through various channels. Monitoring user satisfaction, emphasising private meetings, and aligning with the company's vision are part of the plan.

Stakeholders

The **Product Manager** will lead the coordination and strategy for delivering and testing the MVP. UI/UX Designers, led by **Andrea** and overseen by **Gen**, will create high-fidelity prototypes, ensuring alignment with the current product. The Development team, especially **Yi**, will ensure the MVP aligns with the Proof of Concept, avoiding unfeasible additions. Usability Testing involves the whole team, with Andrea and the Product Manager coordinating. The QA process will involve the **entire team** to ensure high-quality standards. Finance, led by **Rafa, Fiona**, and/or the Finance department, is needed for budget approval. Sales and Customer Support will collaborate closely, potentially providing users for usability tests.

Budget

120 person-hours allotted for coordination, MVP creation, testing, etc.
Tools:
- *Sync:* All features for free
- *Google Workspace:* Business Standard Plan $12 USD per user/month
- *figma.com*: Organisation Plan €45 per editor/month (2 editors)
- *lyssna.com*: Pro Plan $175 USD/month (extra user testing)
- *typeform.com*: Business Plan 75 EUR/month

Total: €336/month

Launch Planning

2 weeks	1 week	1 week	1 day	2 weeks +
Validate the Problem Statement	**Solutions Ideation**	**Scoping and KPIs**	**Set Objectives and Milestones**	**User Stories and Delivery**
Conducting user research,through surveys and interviews with users from our Enterprise tier. *(Product team)*	If the problem statement is validated, ideate on possible solutions. *(Product and Engineering, Customer Support)*	Decide what's important and what can wait. Setting up measurements for success. *(Product, Engineering)*	Setting up clear and measurable goals with milestones to have everyone aligned. *(Product, Engineering, Marketing, Customer Support, Sales)*	Break up the solutions into user stories and start the design and development processes. Possibly several sprints needed. *(Product, Engineering)*