Sync

INFORMATION ARTICULATION

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

PM: Marius Avram

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Insights

- **Security and Privacy Concerns:** Government and Academic clients regularly report issues related to privacy and security, as highlighted in Andrea's research data. These users are dissatisfied with the current product due to concerns like uninvited users disrupting meetings and sharing private content. This highlights the need to address these specific pain points to retain and attract these user segments.
- **Higher Bugs and Incidents reports in Enterprise Tier:** The data shows that more bugs and incidents are reported by Enterprise users compared to lower-tier users. This could be attributed to the higher expectations of Enterprise clients who pay premium prices for the service.
- **Post-COVID Client Surge:** A noticeable pattern is the increase in Government and Academic clients in the years following the COVID pandemic. This indicates that the pandemic may have accelerated the adoption of this product by these specific user groups, possibly due to remote work and educational requirements.
- **Shift in the Client Base:** The data shows a notable shift in the types of enterprise clients over time. Government and Academic clients have been growing steadily since 2019, with Government clients increasing by 13% and Academic clients by 11%. In contrast, Company clients have decreased by 24% during the same period.
- **Satisfaction Disparities:** The data reveals significant disparities in user satisfaction between different client groups. Academic and Government users have a lower median satisfaction score ($\frac{2}{5}$), while Company users have a higher satisfaction score ($\frac{4}{5}$). This suggests that Academic and Government clients are less content with the product, emphasizing the need for improvements in their user experience.

Prioritisation

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

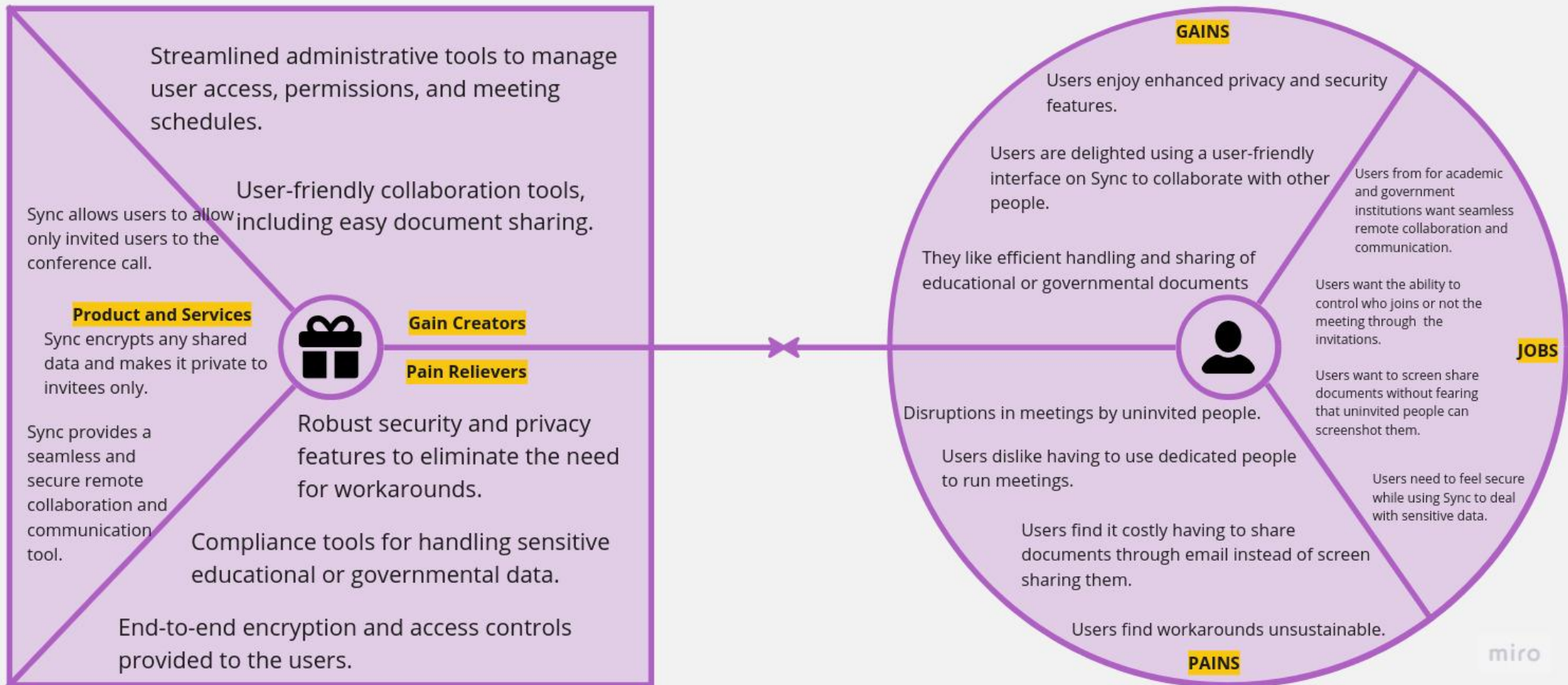| Insight	Reach	Impact	Confidence	Effort	Total
Security and Privacy Concerns	73%	3	100%	6	3650
Higher Bugs and Incidents reports in Enterprise Tier	73%	2	50%	5	1460
Post-COVID Client Surge	46%	1	80%	2	1840
Shift in the Client Base	73%	0.5	60%	2	1095
Satisfaction Disparities	46%	0.25	90%	1	1035
	Percentage of clients	3=Massive Impact 2=High Impact 1=Medium Impact 0.5=Low Impact 0.25=Minimal Impact	100%=High Confidence 80%=Medium Confidence 50%=Low Confidence	In Persons per Week	

miro

1. **Security and Privacy Concerns**: Focusing on these issues will greatly improve the satisfaction of one of the largest part of our paying customers, which is directly backed up by Andrea's reports and the data, great effort will be needed to address these concerns.
2. **Post-COVID Client Surge**: It affects a significant portion of our paying users, it can have a medium to high impact during and after the pandemic, there is an evident trend but it might need some investigation and some effort might be directed towards research and establishing strategies.
3. **Higher Bugs and Incidents reports in Enterprise Tier**: This affects our largest user segmentation, improving the user satisfaction will have a great impact on our retention, we have hard data to back it up but it needs some investigation to find out correlations between users leaving and these reports. It will need some effort into addressing these reports.
4. **Shift in the Client Base**: It affects a significant portion of our clients, the shift itself doesn't necessarily have a big impact on our revenue but it does on the needs of these users, the cause of this shift might require some more research and some effort is needed to cater to these new users' needs.
5. **Satisfaction Disparities**: It impacts all client segments, but mostly the Academic and Government users, it has less impact than the other insights, we can quantify and measure directly these satisfaction scores, and achieving a more balanced satisfaction can be done through the other insights.

Articulation

1. Value Proposition Canvas

Streamlined administrative tools to manage user access, permissions, and meeting schedules.

User-friendly collaboration tools, including easy document sharing.

Sync allows users to allow only invited users to the conference call.

Product and Services
Sync encrypts any shared data and makes it private to invitees only.

Sync provides a seamless and secure remote collaboration and communication tool.

Gain Creators

Pain Relievers

Robust security and privacy features to eliminate the need for workarounds.

Compliance tools for handling sensitive educational or governmental data.

End-to-end encryption and access controls provided to the users.

GAINS

Users enjoy enhanced privacy and security features.

Users are delighted using a user-friendly interface on Sync to collaborate with other people.

They like efficient handling and sharing of educational or governmental documents

Users from for academic and government institutions want seamless remote collaboration and communication.

Users want the ability to control who joins or not the meeting through the invitations.

JOBS

Users want to screen share documents without fearing that uninvited people can screenshot them.

Users need to feel secure while using Sync to deal with sensitive data.

Disruptions in meetings by uninvited people.

Users dislike having to use dedicated people to run meetings.

Users find it costly having to share documents through email instead of screen sharing them.

Users find workarounds unsustainable.

PAINS

2. User Stories

As an academic or government user, I want robust security features, so that I can conduct private meetings and share sensitive information without concerns about data breaches.

As an academic or government user, I want to have control over who joins the conference call, so that I can avoid disruptions and data breaches, as well as use costly workarounds.

As a product manager, I want to conduct research to understand the factors driving the increase in government and academic clients post-COVID, so that we can adapt our product and marketing strategies accordingly to sustain and capitalize on this growth.

As an enterprise user, I want better support and issue resolution, so that I can rely on the platform for flawless functionality and a premium user experience.

As an academic or government user, I want dedicated features for educational and governmental purposes, so that I can collaborate effectively and securely without relying on generic tools.