



# ASSUMPTIONS AND VALUABLE RESEARCH PLANS

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

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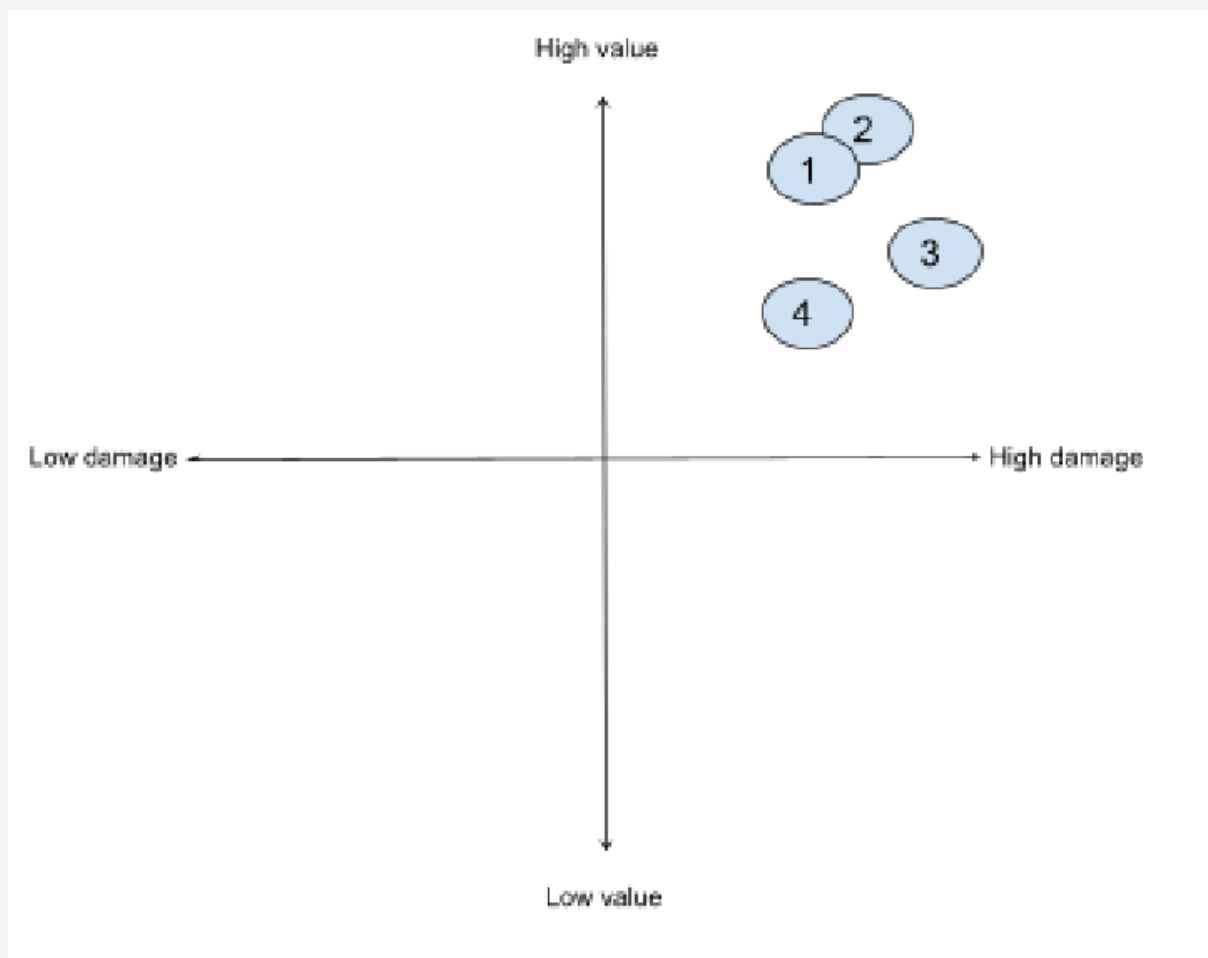
\*Logo icon from flaticon.com by Corner Pixel

## Sync Assumptions for Security vs Performance Problems

### Assumptions

1. We'll lose more enterprise clients from not implementing the enhanced permissions feature than from performance problems.
2. We'll lose more enterprise clients from not implementing the enhanced permissions feature than from not implementing the planned video effects and enhanced chat functionality.
3. Government and academic clients will continue to use our product after the COVID-19 pandemic.
4. Competitor solutions can better cater to the needs of government and academic institutions.

The following quadrant chart reflects the results of the team exercise for mapping these assumptions in a value-damage quadrant:



## Why not research the other assumptions?

**“Assumption 4: Competitor solutions can better cater to the needs of government and academic institutions.”**

- The results from Andrea’s research on the needs of academic and government users, say that these types of users have more stringent guidelines for sharing information. It is clear that Sync doesn’t work for this type of users and they are already looking for alternatives.
- According to the data ([Research Data here](#)), in Figure 5 (Median satisfaction\* score by enterprise client grouping: 2021), we can see the satisfaction is very low among these users.
- In Figure 8 (The number of lost enterprise clients by group: end of 2021), we can see that 5% of the lost clients are from academic and government background.

We can almost certainly say this assumption is correct.

**“Assumption 2: We’ll lose more enterprise clients from not implementing the enhanced permissions feature than from not implementing the planned video effects and enhanced chat functionality.”**

- According to the data ([Research Data here](#)), in Figure 7 (Bugs/incident report occurrences: 2021), we can see a high report of incidence for the enterprise tier, which can tell us that this type of users might be more concerned with performance issues. Coupled with the results of “Assumption 4”, we could say users are most likely to be concerned with privacy or performance, which makes us want to find out more about “Assumption 1”.

We cannot be certain if this assumption is correct or incorrect, but we find it to be low priority.

## Assumption 1: Enhanced Permissions vs Performance Issues

*"We'll lose more enterprise clients from not implementing the enhanced permissions feature than from performance problems."*

**High Value:** If this assumption is correct, and we focus on the enhanced permissions feature, it has the potential to bring a lot of value, causing users to stop looking for alternatives, helping them to avoid using workarounds, and increase the overall satisfaction.

**High Damage:** If this assumption is incorrect, and we implement the enhanced permissions feature, we will risk losing more users due to the continued performance issue.

### Why prioritise this assumption?

I chose to prioritise this assumption based on the results from assumptions 2 and 4, as well as this being my two main choices for the previous Problem Statement, as these seem to be our 2 biggest concerns at the moment. As we can see in the value-damage quadrant, this assumption has a potential value higher than assumption 4.

According to our research data ([here](#)), in Figure 7 (Bugs/incident report occurrences: 2021), we can see a high report of incidence for the enterprise tier, which can tell us that this type of users might be more concerned with performance issues. We also know, from Andrea's research, that these types of users have more stringent guidelines for sharing information.

We have many clients leaving Sync for competitors, it would be useful to find out if it's due to performance issues or the lack of enhanced permissions.

## Research Plan

### Research Statement

Our aim is to confirm enterprise users will not stop using Sync if we implement the enhanced permissions feature.

### Questions

- How critical is the enhanced permissions feature for our enterprise clients compared to performance improvements?
- What is the impact of performance problems on client satisfaction and retention?
- Do the government and academic users prioritize enhanced permissions over performance?
- How do competitor offerings in terms of enhanced permissions impact our client retention?

## Results Criteria

- The assumption is correct if over 65% of our enterprise clients find the permissions feature critical.
- The assumption is incorrect if more than 80% of the enterprise users find the performance problems more impactful.
- The assumption is correct if over 55% of our government and academic users find enhanced permissions to be the priority.
- If 70% of our users are considering leaving us for competitors that offer enhanced permission, we'd consider the assumption to be true.

## Research Method

- We'd conduct user interviews and surveys.
- We'd also want to check out our competitors using a Competitor and market research.
- We'd want to do some Impact-Effort Analysis.

## Assumption 3: Usage after the Pandemic by Government and Academic clients

*"Government and academic clients will continue to use our product after the COVID-19 pandemic."*

**High Value:** If this assumption is correct, we will keep our user retention and not suffer a high decrease in our revenue.

**High Damage:** If this assumption is incorrect, the damage will be considerable as these clients make up 46% of our enterprise users. So we have the potential of losing almost half of our highest paying users for reasons outside of our powers.

### Why prioritise this assumption?

I find it highly important to prioritise this assumption, as this group makes, approximately, 33% of our total revenue. And they are 46% of our enterprise users.

[\[Check Report\]](#) for reference, Figures 10 and 11]

The impact of losing this amount of users will be very high on Sync and would make us be more careful in catering to the specific needs of this type of users. It's very likely these types of clients will get back to offices once the pandemic is over and will not need any conferencing tools.

## Research Plan

### Research Statement

The aim of this research is to determine if users (from academic and government backgrounds) will continue using Sync after the pandemic is over.

### Questions

- How do government and academic clients see the future relevance of Sync in a post-pandemic world?
- What are the specific needs and use cases of government and academic clients in using Sync during the pandemic?
- What strategies can we implement to retain this type of clients after the pandemic?
- How does the potential loss of government and academic clients align with our revenue and user retention strategy, and how do we plan to mitigate that?
- What is the rough timeline for government and academic clients returning to in-person work or classes, and how do we fit in that timeline?

### Results Criteria

- If 70% of government organizations and academic institutions continue to support remote work and online learning even after the pandemic the assumption is correct.
- If 90% of government organizations and academic institutions fully return to in-person work and classes, then the assumption is incorrect and they would stop using Sync.

## Research Method

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