**Sync**

## IDEATION

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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."

PM: Marius Avram
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# Insights

- **1. 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.

- **3. 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.

Justification: I chose to not focus on the insight number 2 (prioritised) simply to run these ideation sessions better, due to the limited knowledge of the participants. In a real world situation, I would, of course, focus on the top priorities.


# Ideation

## Topics

- Lack of Security and Privacy in Meetings
- Too Many Bugs and Incidents from Enterprise Clients

## HMWs

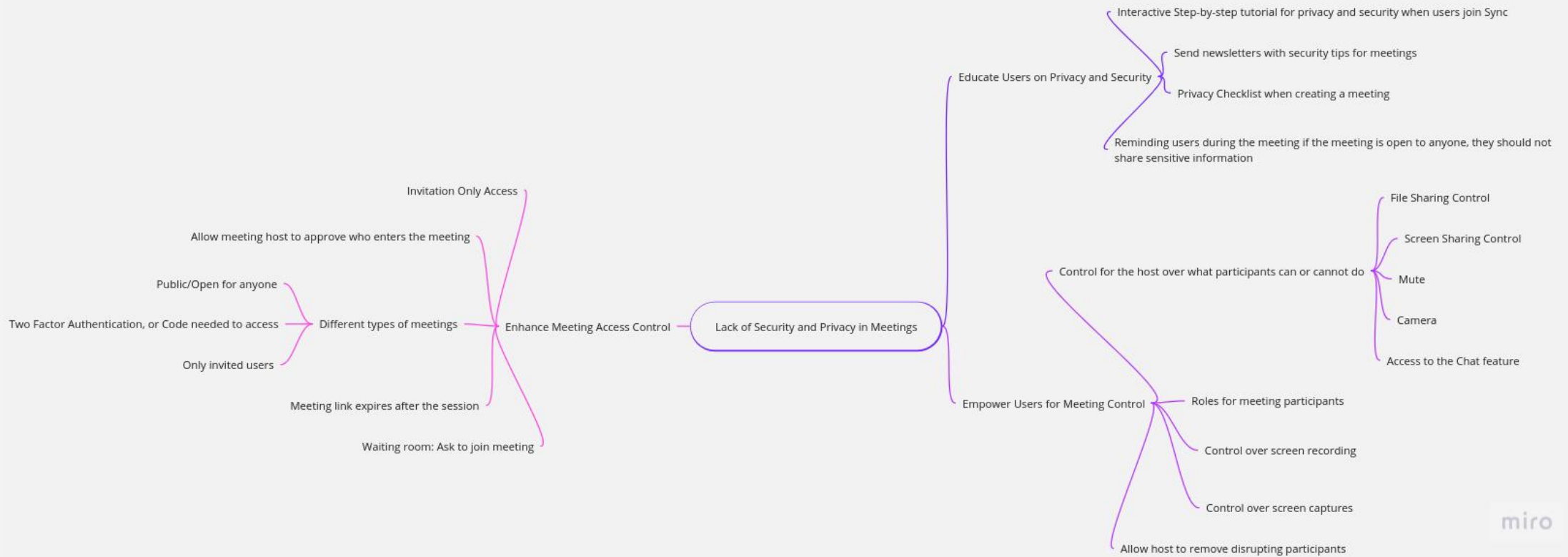### Lack of Security and Privacy in Meetings

1. How might we enhance meeting access control to prevent uninvited users from disrupting meetings?
2. How might we empower clients to have greater control over their meeting security and private content?
3. How might we educate users on how to maintain the privacy and security of their meetings?

### Too Many Bugs and Incidents from Enterprise Clients

1. How might we enhance our testing and quality assurance processes to catch bugs before they reach users?
2. How might we provide good support and issue resolution to ensure that Enterprise clients encounter minimal disruptions?
3. How might we prioritize the resolution of bugs and incidents based on their impact and urgency for Enterprise clients?

# Mindmapping

Lack of Security and Privacy in Meetings

Interactive Step-by-step tutorial for privacy and security when users join Sync

Send newsletters with security tips for meetings

Educate Users on Privacy and Security

Privacy Checklist when creating a meeting

Reminding users during the meeting if the meeting is open to anyone, they should not share sensitive information

Invitation Only Access

Allow meeting host to approve who enters the meeting

Public/Open for anyone

File Sharing Control

Screen Sharing Control

Two Factor Authentication, or Code needed to access

Different types of meetings

Enhance Meeting Access Control

Lack of Security and Privacy in Meetings

Control for the host over what participants can or cannot do

Mute

Camera

Only invited users

Access to the Chat feature

Meeting link expires after the session

Empower Users for Meeting Control

Roles for meeting participants

Waiting room: Ask to join meeting

Control over screen recording

Control over screen captures

Allow host to remove disrupting participants

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# Brainwriting

## Too Many Bugs and Incidents from Enterprise Clients

**Too Many Bugs and Incidents from Enterprise Clients**

1. How might we enhance our testing and quality assurance processes to catch bugs before they reach users?
2. How might we provide good support and issue resolution to ensure that Enterprise clients encounter minimal disruptions?
3. How might we prioritize the resolution of bugs and incidents based on their impact and urgency for Enterprise clients?

**Marius**  **Sarah**  **Iulia**

| 24/7 live chat support | Continuous Testing and QA | Categorise bugs by urgency, priority, impact |
| Automate testing and QA | 24/7 support for Enterprise users | User friendly support portal |
| Automatic categories for incidents | Hotline for enterprise tier | |

| incident tracking system for clients | Frequent asked questions and troubleshooting guide | online support during meeting |
| Real time monitoring for incidents and bugs | Incident postmortem explanation | Use AI for chat support |
| Users might want to talk to someone on a phone about issues | Notify users of issues ahead of happening | in app tooltip to report specific area |

| Bug smashing week | Automated bug resolution notifications | Code reviews and peer testing |
| Reward developers and testers for resolution | incentive for clients to report incidents | Pair programming |
| Bug Smashing competition with prize at the end | Transparent bug tracking dashboard for users | |

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## Why these methods?

First of all, I chose two different methods for each of the topics to make the session more engaging and dynamic. Three people participated in the session (including me, while I also ran it). The mindmapping method allowed us to focus on the central issue at hand and expand from there to specific solutions, while the brainwriting method allowed us to improve upon eachother's ideas and gave us some individual time for thinking.

## Reflection on the sessions

I would have liked to have more participants, so I can deal better with running the session, as it was a bit overwhelming dealing with questions while trying to ideate myself. The main issue was that the participants needed some guidance to express their ideas, as they are not extremely tech savvy. All in all, the session went pretty well and I enjoyed it.

## **Prioritisation**

## Dot Voting
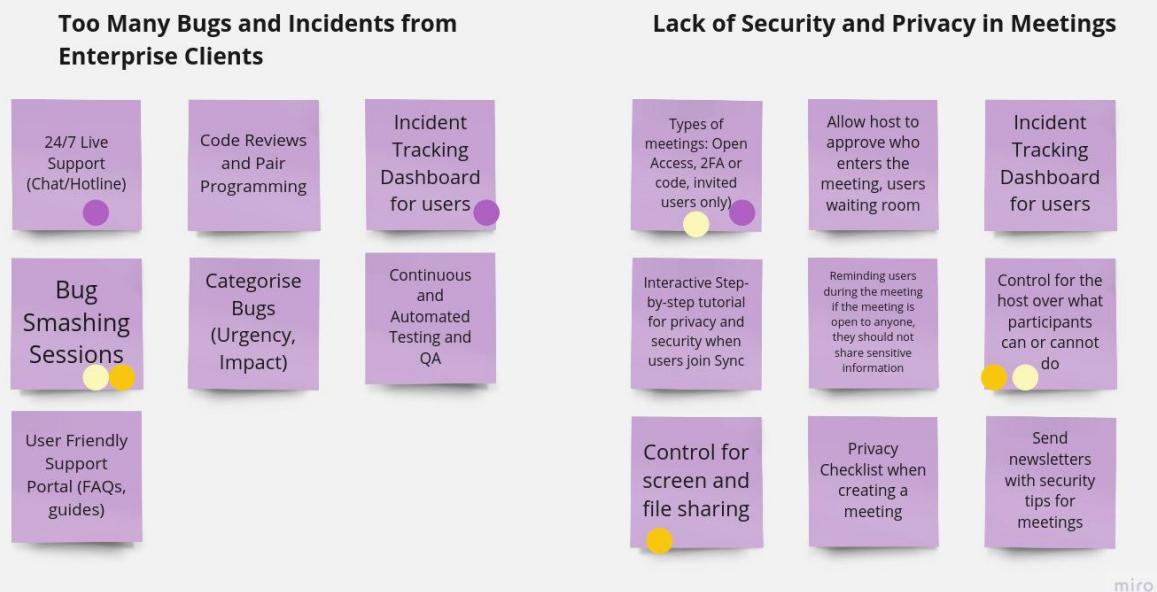


**Voted ideas (sorted by amount of votes):**
1. Bug Smashing Sessions (2 votes)
2. Types of Meetings (2 votes)
3. Control over what participants can or cannot do (2 votes)
4. 24/7 Support (1 vote)
5. Incident tracking dashboard (1 vote)
6. Control for screen and file sharing (1 vote)

## Scorecards

1. Bug Smashing Sessions where developers and QA testers dedicate a week to smashing bugs that have been prioritised.
2. Types of meetings: Open Access, 2FA or code, invited users only). Hosts can create different types of meetings with different levels of access permissions.
3. The host has control over what participants can or cannot do during a meeting.

**Scale:** 0 = Bad, 1 = OK, 2 = Good

| Metrics | Idea 1 | Idea 2 | Idea 3 |
|---|---|---|---|
| *User Experience* | 0 | 2 | 2 |
| *Financial Cost* | 0 | 1 | 1 |
| *Implementation Effort* | 2 | 1 | 0 |
| *Achievable Within Timeframe* | 1 | 2 | 1 |
| **Total** | **3** | **6** | **4** |

**0** was given to **idea 1 for the user experience** because the bug smashing sessions results are not immediately visible for the end users. The visual impact is not that high, things either work or not, although one could argue that it does improve the user experience overall.

**0** was given to **idea 1 for the financial impact** because these sessions would require a lot of time from developers/designers/testers to dedicate their focus to them.

**2** was given to the **implementation effort for idea 1** because it does not require any implementation, if everyone agrees on a time to do it, we just do it.

**0** was given to **idea 3 for the implementation effort** due to the implications of a wider permissions system.

As per the score, we will focus on: Types of meetings: Open Access, 2FA or code, invited users only). Hosts can create different types of meetings with different levels of access permissions.

## Reflection

We already kind of did a first (or third in total) prioritisation by grouping the ideas for the dot voting session. Participants still found it hard to vote only for 3 things during the dot voting session and they felt like they did not choose the right ones. Personally, I would have liked to maybe focus on each topic individually, as the Security and Privacy one had already the highest priority.

After I prioritised the ideas based on the dot voting session, I used a Scorecard to further prioritise the top ideas from the session. The scorecard allowed me to analyse how each idea impacts the different metrics.