Solution Definition

Privacy and Security

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

- Users First.
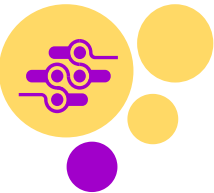- Simple and Accessible.
- High Quality and Reliability.
- Security and Privacy.

Marius Avram, November 2023

Sync

Sync

Privacy and Security Solutions

Total time: 15 minutes

Problem - 1 min

Research Methods - 2 min
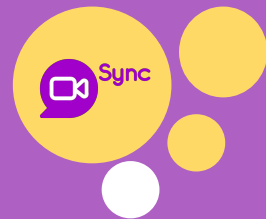
Research Findings - 2 min

Insights -   2 min

Ideas - 1 min

Solution - 2 min

Q&A -   5 min

Problem Statement

"Users of Sync who are part of our **enterprise tier** are **facing data and security breaches,** using unsustainable workarounds and resources, because they lack control over their own 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.**"
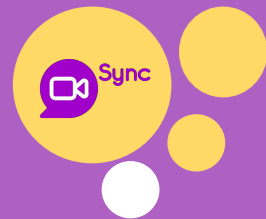
Research Methods
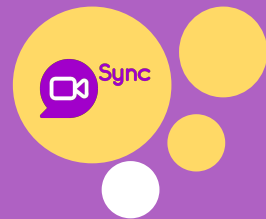
Assumption 1: "We'll lose more enterprise clients from not implementing the enhanced permissions feature than from performance problems."

Aim: Confirm enterprise users will not stop using Sync if we implement the enhanced permissions feature.

Methods:
- User interviews and surveys
- Competitor Analysis
- Impact-Effort Analysis

Sync

Research Methods

Assumption 2: "Government and academic clients will continue to use our product after the COVID-19 pandemic."
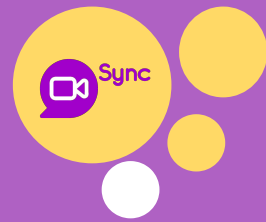
Aim: Determine if users (from academic and government backgrounds) will continue using Sync after the pandemic is over.

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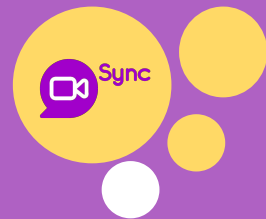- Case studies analysis

Research Timeline

- **Start Date:** 23.10.2023
- **Milestone 1:** Planning/development of Interviews and Survey Done
- **Milestone 2:** Survey Results In
- **Milestone 3:** Interviews Results In
- **Milestone 4:** Finding Analysis Done
- **Duration:** 5 weeks

Research Findings

- Regular complaints around **privacy and security** (Government and Academic users), which confirms our **Assumption 1**.
- More bugs and incidents are reported by Enterprise users.

- Government clients grew by **13%** since 2019.
- Academic clients grew by **11%** since 2019.
- But Company clients shrank by **24%** since 2019.
- It shows a steady growth, possibly even after Covid. **(Assumption 2)**

- Lower tiers than Enterprise users are more satisfied with the product.
- Satisfaction Enterprise: ⅖ (Academic and Government) vs ⅘ (Company), which validates our **Assumption 1.**

Sync

Insights
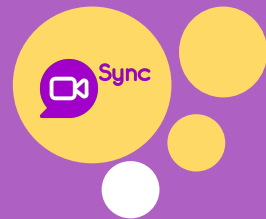
- **Security and Privacy Concerns**

  (We will focus on this as it validates our Assumption 1 and is priority)

- Higher Bugs and Incidents reports in Enterprise Tier
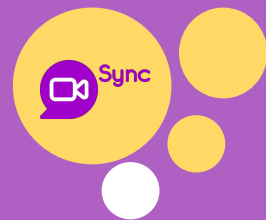
- Post-COVID Client Surge

  (Validates Assumption 2, but is not the priority)

- Shift in the Client Base

Insights - Prioritisation

$$\frac{\text{R}\text{each} \times \text{I}\text{mpact} \times \text{C}\text{onfidence}}{\text{E}\text{ffort}} = \text{RICE SCORE}$$

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

Top-voted Ideas

- **Idea 2:** Choosing what type of meeting to create: with code or private

- **Idea 3:** Control for the host over what participants can do or not do

Scorecard

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**

Solution Proposal

Hosts can create different **types of meetings** with different levels of access permissions.

Types of meetings examples:
- Open Access
- 2FA or code
- Invited users only.

Solution (Wireframes)

Thanks!

Q&A