Sync

Brainstorming session

Product Principles

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

Marius Avram, October 2023

Product Principles

What are they?

Product Principles are a special list of rules or values that help you build features that match what your company believes in and helps you make, sometimes, hard decisions.

These principles help you figure out what's most important to your team and how to make your decisions based on those values.

They also make sure the product aligns with the company vision or values.

VALUES

GUIDELINES

PILLARS

Sync

Sync as a company

Who are we? What do we do?

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

Sync is a <u>Video Conferencing cross-platform application</u> (Windows, Apple, iOS and Android)**.**
Founded in 2010 by Rafa and Fiona.

Currently <u>**500 million Monthly Active Users**</u> (1 month ago, it was 100 million)

<u>**Revenue Source**</u>: **Tiered subscription model** with limited or special features (free, low-cost, high-cost, enterprise). Our main source of revenue comes from the "enterprise tier".

<u>**Target Audience:**</u> enterprise users **between 25 and 60 years old.** Concerned with data security and privacy. Expectations are high, in line with the "enterprise tier" price.

Rafa and Fiona founded Sync with **the vision of creating a faster and more reliable video conferencing tool, with better video and audio quality**, as many other tools at the time dropped off often due to connectivity issues.

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Why Brainstorming and Dot Voting?

Why is this session important?

Brainstorming sessions bring together people from various backgrounds and roles, encouraging a **wide range of perspectives and ideas**, in a creative and collaborative way.

One can group similar ideas together into themes that can be used for coming up with formal Product Principles, which then teams can vote on.

Dot voting helps teams prioritize and align around the most important product principles in a transparent and democratic way. By allowing participants to vote on the ideas they find most valuable, we can identify the key principles that resonate with the team.

All this helps having a shared understanding of the product's purpose, values, and goals.

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Brainstorming Agenda

Total time: 25 minutes
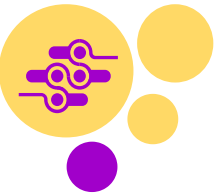
1. **Board Presentation**
   How does the session work.
   5 min

2. **Ideation**
   Come up with ideas on post its.
   10 min

3. **Grouping**
   Group similar items.
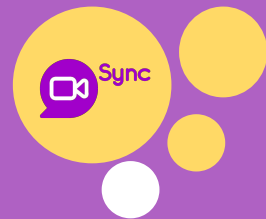   7 min

4. **Voting**
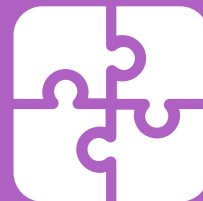   Vote items (3 votes in total).
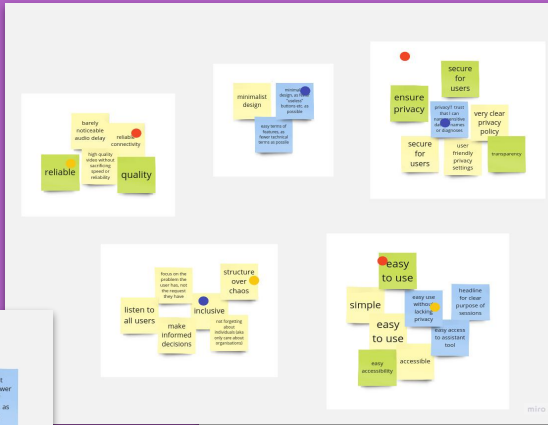   3 min

Thanks!

Q&A

Go to the Miro board!

Results

Miro board

Product Principles

Users First. We have our users' best interest in mind at all time.

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 earning absolute trust from our users.

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