Sync

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.
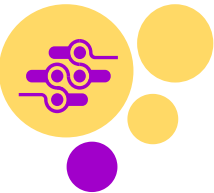- High Quality and Reliability.
- Security and Privacy.

Marius Avram, November 2023

Sync

Privacy and Security Solutions

Total time: 15 minutes

Problem - 1 min

Research Methods - 2 min
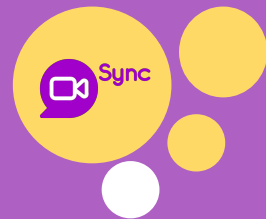
Research Findings - 2 min

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.**"
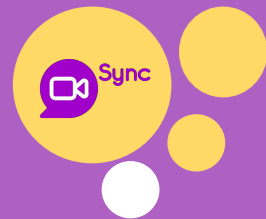
Research Methods
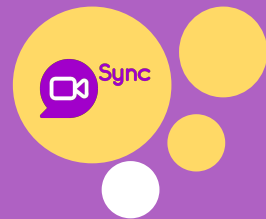
Assumption 1: "We'll lose more enterprise clients from not implementing the enhanced permissions feature than from performance problems."

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

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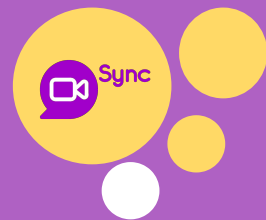- Competitor Analysis
- Impact-Effort Analysis

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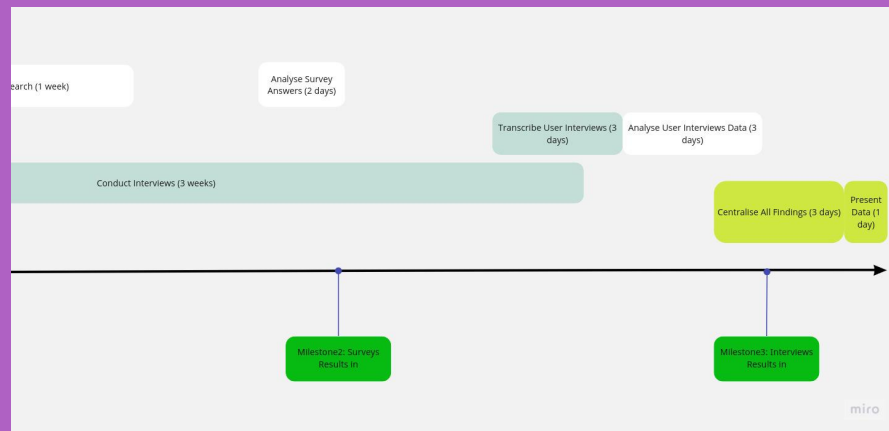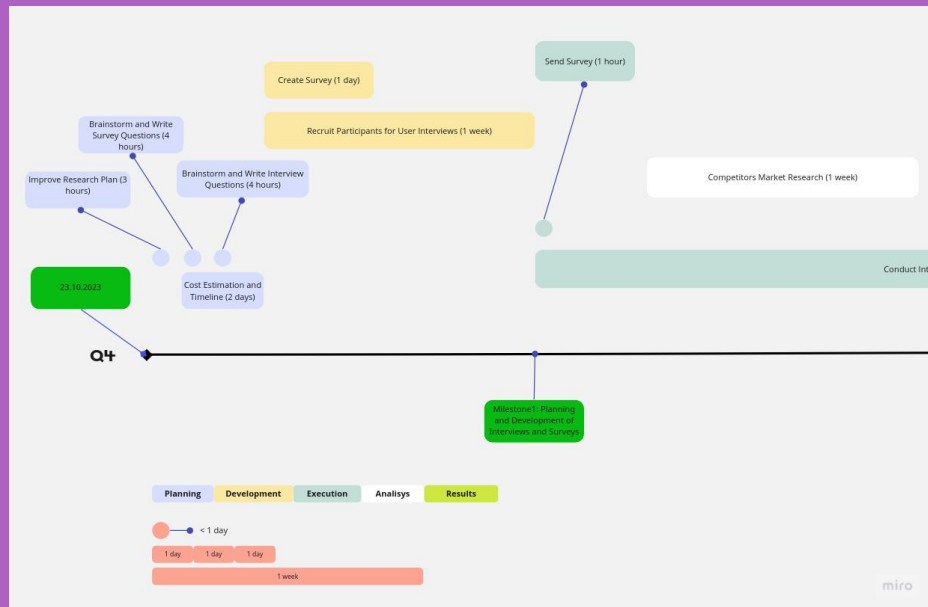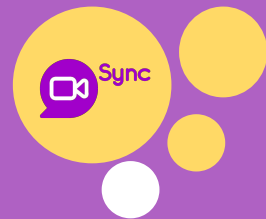
Methods:
- User interviews and surveys
- Financial impact analysis
- Assessing the impact of remote work policies or changes in educational practices.
- Case studies analysis

Sync

Research Timeline

Create Survey (1 day)

Send Survey (1 hour)

Brainstorm and Write Survey Questions (4 hours)

Recruit Participants for User Interviews (1 week)

Improve Research Plan (3 hours)

Brainstorm and Write Interview Questions (4 hours)

Competitors Market Research (1 week)

23.10.2023

Cost Estimation and Timeline (2 days)

Q4

Milestone1: Planning and Development of Interviews and Surveys

| Planning | Development | Execution | Analisys | Results |

< 1 day

1 day | 1 day | 1 day

1 week

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...earch (1 week)

Analyse Survey Answers (2 days)

Transcribe User Interviews (3 days)

Analyse User Interviews Data (3 days)

Conduct Interviews (3 weeks)

Centralise All Findings (3 days)

Present Data (1 day)

Milestone2: Surveys Results in

Milestone3: Interviews Results in

Conduct Inte...

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Research Findings

- Regular complaints around **privacy and security** (Government and Academic users).
- 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.

- Lower tiers than Enterprise users are more satisfied with the product.
- Satisfaction Enterprise: ⅖ (Academic and Government) vs ⅘ (Company).
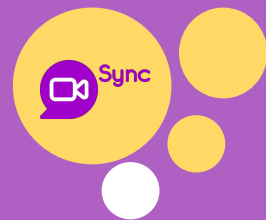
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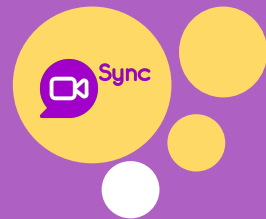
Insights

- **Security and Privacy Concerns**

- Higher Bugs and Incidents reports in Enterprise Tier

- Post-COVID Client Surge

- Shift in the Client Base

Insights - Prioritisation

Reach x Impact x Confidence
———————————————————— = RICE SCORE
Effort

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	

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Ideas
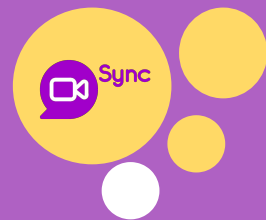
Lack of Security and Privacy in Meetings

Idea 2

Types of meetings: Open Access, 2FA or code, invited users only)

Allow host to approve who enters the meeting, users waiting room

Incident Tracking Dashboard for users

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

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

Control for the host over what participants can or cannot do

Idea 2

Control for screen and file sharing

Privacy Checklist when creating a meeting

Send newsletters with security tips for meetings

Scorecard

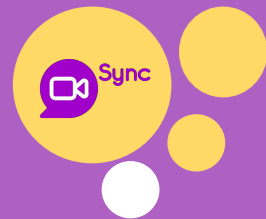| Metrics	Idea 1	Idea 2	Idea 3
User Experience	0	2	2
Financial Cost	0	1	1
Implementation Effort	2	1	0
Achievable Within Timeframe	1	2	1
Total	**3**	**6**	**4**

Solution

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

Thanks!

Q&A