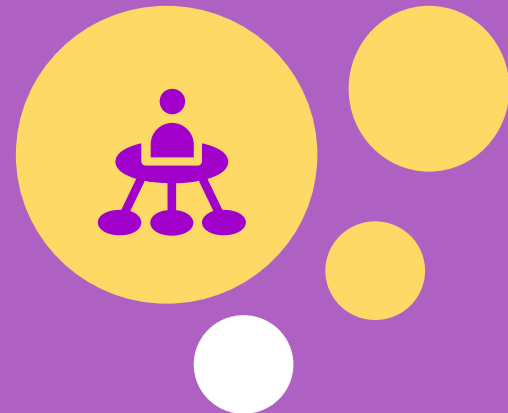




Sync

Improving User Feedback

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



Build Features For the Users

The Importance of User Feedback

Streamlining Feedback - 1 min

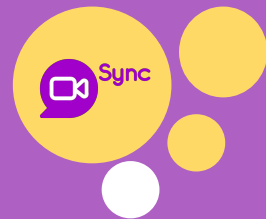
Feedback Matters - 1 min

Prototyping - 1 min

Continuous Validation - 1 min

Q&A - 3 min

Streamlining Feedback



Problem: Users switching to competitors due to lack of security in Sync meetings

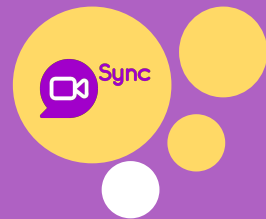
Insights:

- from users are received promptly
- are analyzed effectively
- are translated into actionable features

This enhancement is pivotal for a more agile and user-centric product development approach.



Feedback Matters!

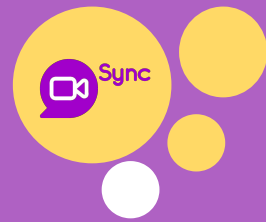


Why does prioritizing customer feedback matter?

- Agile success
- Customer satisfaction
- Reduce the risk of misalignment with user needs
- Ensure a more customer-focused development cycle
- Higher retention



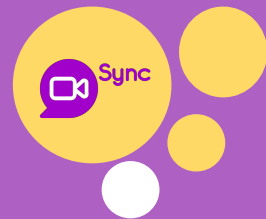
Prototyping Workflow



Iterative model

- Smaller cycles (gather user feedback at each step)
- Quicker adjustments
- More efficient, user-friendly end product
- User Experience
- Low-Mid Fidelity





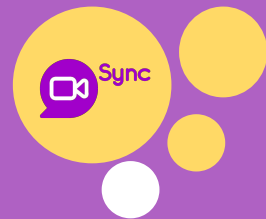
Continuous Validation Cycle

Post-development, continuous validation = **SUCCESS**

- A/B testing
- User surveys & interviews
- Analytics

Ongoing validation = **exceeding user expectations**





Thanks!



Q&A

