



HANDOVER DOCUMENT

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

Marius Avram (PM)
November 2023

*Logo icon from flaticon.com by Corner Pixel



Welcome to Sync!

Hi John, we're happy to welcome you as the new Product Owner at Sync. As a key member of our team, your role will be instrumental in driving the implementation of our product, while I, as the Product Manager, continue to focus on the discovery phase.

This document will provide essential information to help you transition smoothly into your new role. You can find more extended information in our Project Brief [here](#).

Sync Company Overview

Sync was founded in 2010 by Rafa and Fiona.

 <p>Rafa CEO, Founder he/him rafa@sync.io</p>	 <p>Fiona CTO, Founder she/her fiona@sync.io</p>
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Our **Vision**: *"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organisations to achieve their goals with ease."*

Sync works on any browser, native apps for desktop (Windows, Apple), and mobile (iOS, Android).

We currently have 500 million Monthly Active Users.

Our tiered subscription model:

- A free tier with limited features;
- A low-cost tier with limited features (limited number of users and calls per month);
- A high-cost tier with all features (unlimited users and calls);
- An enterprise tier with special business features (concierge customer service, custom branding).

Sync's main source of revenue comes from large businesses, government, and academic contracts, which are all part of the "enterprise tier."

During the pandemic, academic and government users surged.

Sync Product Overview




Sync is a video conferencing product that enables seamless and efficient communication for businesses and individuals alike. It offers a wide range of features, including high-definition video conferencing, and screen sharing. Initially served tech-savvy corporate clients with features like video effects and improved chat.

Our **Product Principles** are:

- **Users First.** We have our users' best interests in mind at all times.
- **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 earn absolute trust from our users.

Sync Team Overview

You'll be working closely with a talented and diverse team that includes engineers, designers, marketers, and customer support specialists, all dedicated to the product's success.

 Gen Head of Design they/them gen@sync.io	 Andrea UX Researcher she/her andrea@sync.io	 Yi Junior Engineer she/her yi@sync.io
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Ways of Working

- **Agile Methodology:** We follow an Agile development methodology with two-week sprints.
- **[Sync](#):** We eat our own dog food. We use Sync for all our meetings.
- **[Trello](#):** We use Trello for project management and issue tracking. You can familiarise yourself with our current sprint board and ongoing tasks.
- **[Slack](#):** We use Slack for real-time communication within the team. You should already be part of the required channels as of now.
- **[Miro](#):** We use Miro for collaborative whiteboarding, brainstorming sessions, etc.
- **[GitHub](#):** Our codebase is managed on GitHub. Make sure you have access to relevant repositories.
- **[Figma](#):** We use Figma for design and prototyping.

Your Role as a Product Owner

Development Team

You will work closely with our development team to provide them with the necessary context and ensure they understand the user stories. Lead and participate in sprint planning, daily stand-ups, and sprint reviews.

Design Team

You will collaborate with the design team to create user-friendly and visually appealing product features. Provide input on design decisions and participate in design reviews.

Division of Responsibilities Going Forward

As we redefine our roles, we will have the following division of responsibilities:

You (Product Owner)

You will lead the product's implementation, manage the technical roadmap, solve any impediments or roadblocks faced by the development team, and ensure the delivery of user stories and epics within the set timelines.

- Manage the technical Roadmap
- Solve impediments faced by the development team
- Create and clearly communicate Product Backlog items
- Order Product Backlog items
- Ensure that the Product Backlog is transparent, visible and understood
- Ensure timelines are met
- Prioritisation
- Leading Scrum Ceremonies

Me (Product Manager)

I will maintain a high-level view of the development team's progress, oversee the commercial and customer-facing roadmaps, and act as the bridge between product discovery and implementation.

- Vision and Mission of the Product
- High-level view of the progress
- Overview of commercial and customer-facing roadmaps
- Access to technical roadmap
- Overview of Epics
- Product Discovery and Strategy
- User Research and Ideation
- Set up measurements of success

Touchpoints

- **Regular Meetings:** We will schedule regular one-on-one meetings to ensure a smooth transition and discuss ongoing challenges.
- **Scrum Ceremonies:** During the handover period, I will continue to attend some of the scrum ceremonies (daily standups, backlog refinement, sprint planning, sprint reviews, and sprint retrospectives) during two sprints to provide context and ensure an easy transition. Afterwards, I will attend optional ceremonies as a stakeholder, including sprint planning and sprint reviews, to maintain alignment with the product's overall direction.
- **Dependencies:** We will maintain open communication regarding dependencies between the technical roadmap and the commercial and customer-facing roadmaps to ensure a synchronised product development process.

Wrapping Up

Welcome to the team once again! Your expertise and energy will be a valuable asset to our organisation. Feel free to contact me for any assistance or guidance during your transition period. I am here to support you in your new role and ensure a smooth transition.

I am looking forward to working with you,

Marius (PM)

marius@sync.io or @marius (Slack)