# Title: Mobile - July 2018 Aspirations

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| **Aspirations - July 2018** Freshsales, Mobile, 06 Jul 2018 |
| Mission:  Enable Freshsales customers to access features of the product on mobile platforms (iOS & Android). |

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## **Success metrics - KPIs (Key Performance Indicators)**

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| 1. Features shipped 2. App installations 3. Active users 4. User sessions 5. Crash free sessions |

## **Previous Aspirations Link:**

[Mobile - June 2018 Aspirations](https://confluence.freshworks.com/pages/viewpage.action?pageId=191628201)

## **Results: How did we do since last Aspirations? (Planned vs Delivered - Summarise the results and provide applicable links)**

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| --- | --- | --- |
| Goal (from previous Aspirations) | Results | Deliverables |
| iPad Support [shyam sundar R](https://confluence.freshworks.com/display/~shyams@freshdesk.com) | In QA | Unable to render Jira issues macro, execution error. |
| Deal Lost reason dialogue when Deal stage changed to Lost  Lead Unqualified reason dialog when Lead stage changed to Unqualified  [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) (iOS) | In QA | Unable to render Jira issues macro, execution error. |
| Email Conversations  [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy)(iOS) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) (iOS)[Ramanathan Vaidyanathan](https://confluence.freshworks.com/display/~ramanathan.vaidyanathan) (Android) | In QA (iOS)  In progress (Android) | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Custom Forms - API & business logic - Go Implementation [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy@freshdesk.com)  Custom Forms - UI (Android & iOS) | Dev complete  In progress | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Notification settings page - API & business logic- Go Lang  iOS UI[Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) | Dev complete  In progress |  |

## **Success metric trend (over the past 3 months)**

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| --- | --- | --- | --- | --- | --- | --- |
|  | Metric | Trend |  |  |  |  |
| 1 | App installs | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Platform | March | April | May | June | | iOS | 753 | 796 | 741 | 747 | | Android | 807 | 755 | 692 | 635 | |  |  | 252 | 430 |
| 2 | Active users | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Platform | March | April | May | June | | iOS | 2352 | 2275 | 2490 | 2468 | | Android | 2472 | 2495 | 2482 | 2382 | |  |  | 519 | 509 |
| 3 | User sessions | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Platform | March | April | May |  | | iOS | 29097 | 28369 | 29137 | 31513 | | Android | 58272 | 56354 | 58795 | 61502 | |  |  | 596 | 568 |
| 4 | Crash free sessions | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Platform | March | April | May | June | | iOS | 99.80 | 99.78 | 99.84 | 99.81 | | Android | 99.09 | 99.39 | 99.60 | 99.76 | |  |  | 625 | 657 |

## **Top contributors (since** **last Aspirations - please leave this section blank if data not available)**

|  |  |
| --- | --- |
| Name | Contribution |
|  |  |

## **Top Issues (faced since last Aspirations)**

|  |  |  |
| --- | --- | --- |
| Issue | Root cause | Recurring |
|  |  |  |

## **Plan for next month (or) Aspirations**

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| --- | --- |
| Goal | Deliverables |
| File upload |  |
| Multi language support |  |

## **Identified risks**

|  |  |  |
| --- | --- | --- |
| Risk | Mitigation strategy | Recurring |
| Risk-1 |  | Yes/No |
| Risk-2 |  | Yes/No |

## **Do you have any specific asks? (any help needed to address constraints, unblocking, ...)**

**(Please keep this list engineering related - this section is optional)**

|  |  |  |
| --- | --- | --- |
| Ask | Impact | Recurring |
| Ask-1 | Write a sentence or two about this | Yes/No |
| Ask-2 |  | Yes/No |

## **Peer appreciation**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Appreciated by | Impact |  |
|  |  |  |  |

## **Plan/Roadmap/Vision - that extends beyond one month**

* Dashboard with conversational bot
* Checkin
* Near by leads

## **Demo/Deep dives/Miscellaneous items/...**

* Please add additional items as you see fit