# Title: Mobile - Mid Q4 2018 Aspirations



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| **Aspirations - Q4 2018** Freshsales, Mobile, 19 Nov 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 - August 2018 Aspirations](https://confluence.freshworks.com/pages/viewpage.action?pageId=196872217)

## **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 |
| Voice Notes (Android & iOS)  Feature Onboarding  [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) | Done | Unable to render Jira issues macro, execution error. |
| Deal currency - Multi currency support  Changes required to target Android app to Api level 26 (Oreo)  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish)  Deal currency - Multi currency support(iOS) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) | Last QA Cycle      Done | Unable to render Jira issues macro, execution error.      Unable to render Jira issues macro, execution error. |
| Forms service integration - API & business logic - Go Implementation [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy@freshdesk.com)  Forms - UI (Android & iOS) [Ramanathan Vaidyanathan](https://confluence.freshworks.com/display/~ramanathan.vaidyanathan) [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) | Last QA Cycle | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Email compose  Compose email, reply, save draft, insert templates, attachments.(iOS) [Shanmugam Sekar](https://confluence.freshworks.com/display/~shanmugam.sekar) | In Progress | Unable to render Jira issues macro, execution error. |

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

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| --- | --- | --- |
|  | Metric | Trend |
| 1 | App installs | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | | iOS | 796 | 741 | 747 | 683 | 915 | 833 | 1060 | | Android | 755 | 692 | 635 | 787 | 889 | 959 | 913 | |
| 2 | Active users | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | | iOS | 2275 | 2490 | 2468 | 2445 | 2759 | 2955 | 3303 | | Android | 2495 | 2482 | 2382 | 2445 | 2626 | 2761 | 2932 | |
| 3 | User sessions | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | | iOS | 28369 | 29137 | 31513 | 31541 | 39892 | 36793 | 42877 | | Android | 56354 | 58795 | 61502 | 68353 | 74377 | 77120 | 91008 | |
| 4 | Crash free sessions | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | | iOS | 99.78 | 99.84 | 99.81 | 97.01 | 99.77 | 99.76 | 99.75 | | Android | 99.39 | 99.60 | 99.76 | 99.87 | 99.81 | 99.78 | 99.60 | |

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

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

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

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

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

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| Goal | Deliverables |
| Email notifications |  |
| Check-in |  |
| Nearby leads |  |
| Multi-language support |  |

## **Identified risks**

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| --- | --- | --- |
| Risk | Mitigation strategy | Recurring |
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## **Do you have any specific asks? (any help needed to address constraints, unblocking, ...)**

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

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| --- | --- | --- |
| Ask | Impact | Recurring |
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## **Peer appreciation**

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| Name | Appreciated by | Impact | Customer review in store |
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## **Plan/Roadmap/Vision - that extends beyond one month**

* Home page
* Conversation bot
* Call prompt (truecaller) for android

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