# Title: Mobile - Q1 2019 Aspirations



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| **Aspirations - Q1 2019** Freshsales, Mobile, 22 Jan 2019 |
| Mission:  Enable Freshsales customers to access features of the product on mobile platforms (iOS & Android). |

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| --- | --- | --- | --- |
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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 - Mid Q4 2018 Aspirations](https://confluence.freshworks.com/pages/viewpage.action?pageId=202547287)

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

|  |  |  |
| --- | --- | --- |
| Goal (from previous Aspirations) | Results | Deliverables |
| 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) | Done | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Deal currency - Multi currency support  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj)  Changes required to target Android app to Api level 26 (Oreo)  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) | Done | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Convert Lead using Form Service (Go, Android & iOS) [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy.chacko) [Ramanathan Vaidyanathan](https://confluence.freshworks.com/display/~ramanathan.vaidyanathan)  [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) | Done | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Timeline feeds updated with SMS events (Android & iOS)  [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. Unable to render Jira issues macro, execution error. |
| Forms fixes [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy.chacko) | Done | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Note edit restriction and Delete option for Note and Voice Note (Android & iOS)  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) | Done | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Check-in for Sales Activity and Appointments (Android & iOS)  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish)[Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) | QA Done | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Email compose (Go)  [Shanmugam Sekar](https://confluence.freshworks.com/display/~shanmugam.sekar)  Compose email, reply, save draft, insert templates, attachments.(Android & iOS)  [Shanmugam Sekar](https://confluence.freshworks.com/display/~shanmugam.sekar) [Ramanathan Vaidyanathan](https://confluence.freshworks.com/display/~ramanathan.vaidyanathan)  Email compose attachment, canned response (Android)  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) | In QA | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Group field support in forms(Email & Sales account fields)  [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy.chacko) [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) | In Progress | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. |
| Notification Settings & Email Notifications (Android & iOS)  [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) | In Progress | Unable to render Jira issues macro, execution error. 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 | November | December | | iOS | 796 | 741 | 747 | 683 | 915 | 833 | 1060 | 954 | 796 | | Android | 755 | 692 | 635 | 787 | 889 | 959 | 913 | 839 | 849 | |
| 2 | Active users | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | November | December | | iOS | 2275 | 2490 | 2468 | 2445 | 2759 | 2955 | 3303 | 3385 | 3043 | | Android | 2495 | 2482 | 2382 | 2445 | 2626 | 2761 | 2932 | 2946 | 2976 | |
| 3 | User sessions | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | November | December | | iOS | 28369 | 29137 | 31513 | 31541 | 39892 | 36793 | 42877 | 34126 | 40958 | | Android | 56354 | 58795 | 61502 | 68353 | 74377 | 77120 | 91008 | 86000 | 83762 | |
| 4 | Crash free sessions | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Platform | April | May | June | July | August | September | October | November | December | | iOS | 99.78 | 99.84 | 99.81 | 97.01 | 99.77 | 99.76 | 99.75 | 99.35 | 99.7 | | Android | 99.39 | 99.60 | 99.76 | 99.87 | 99.81 | 99.78 | 99.60 | 99.43 | 99.61 | |

## **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 |
| Multi-language support |  |
| Nearby leads |  |
| Call prompt (truecaller) for android |  |
| Freshcaller integration |  |

## **Identified risks**

|  |  |  |
| --- | --- | --- |
| Risk | Mitigation strategy | Recurring |
|  |  |  |

## **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 |
|  |  |  |

## **Peer appreciation**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Appreciated by | Impact | Customer review in store |
|  |  |  |  |

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

* Conversation bot
* Homepage
* Smart notifications
* Deal pipeline view
* SMS

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