# Title: Mobile - Q3 2019 Aspirations

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| **Aspirations - Q3 2019** Freshsales, Mobile, 09 Jul 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 - Q2 2019 Aspirations](https://confluence.freshworks.com/pages/viewpage.action?pageId=210019064)

## **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 |
| Email conversations tracking V2  [Ramanathan Vaidyanathan](https://confluence.freshworks.com/display/~ramanathan.vaidyanathan) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) | Done | <https://freshworks.freshrelease.com/FSALES/issues/FSALES-10632>  <https://freshworks.freshrelease.com/FSALES/issues/FSALES-10664> |
| Pagination for email templates  [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy.chacko) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) | Done | <https://freshworks.freshrelease.com/FSALES/issues/FSALES-10485>  <https://freshworks.freshrelease.com/FSALES/issues/FSALES-10486> |
| Bulk Email (L/C/D)  [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) | Done | <https://freshworks.freshrelease.com/FSALES/issues/FSALES-11183>  <https://freshworks.freshrelease.com/FSALES/issues/FSALES-11182> |
| Filters (L/C/A/D)  [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy.chacko) [Ramanathan Vaidyanathan](https://confluence.freshworks.com/display/~ramanathan.vaidyanathan) | In testing | <https://freshworks.freshrelease.com/FSALES/issues/FSALES-11178>  <https://freshworks.freshrelease.com/FSALES/issues/FSALES-11177> |
| FreshID org v2 login  [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) | In testing | <https://freshworks.freshrelease.com/FSALES/issues/FSALES-11180> |
| Home screen  Notifications with action suggestions  [Saravanan Periyasamy](https://confluence.freshworks.com/display/~saravanan.periyasamy) [Satya Ambarish](https://confluence.freshworks.com/display/~satya.ambarish) | In progress | <https://freshworks.freshrelease.com/issues/FSALES-9630> |
| CustomModule add/edit record  [Rinoy Chacko](https://confluence.freshworks.com/display/~rinoy.chacko) [Saranya Selvaraj](https://confluence.freshworks.com/display/~saranya.selvaraj) | In progress |  |

## **Success metric trend (2019)**

|  |  |
| --- | --- |
| Metric | Trend |
| App installs | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Platform | Jan | Feb | Mar | Apr | May | Jun | | iOS | 1366 | 1050 | 1461 | 1377 | 1132 | 988 | | Android | 1080 | 977 | 1233 | 1005 | 1037 | 979 | |
| Active users | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Platform | Jan | Feb | Mar | Apr | May | Jun | | iOS | 3916 | 4184 | 4870 | 4572 | 4755 | 4604 | | Android | 3364 | 3769 | 4162 | 4123 | 4060 | 4157 | |
| User sessions | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Platform | Jan | Feb | Mar | Apr | May | Jun | | iOS | 52221 | 58905 | 77406 | 83990 | 90682 | 85538 | | Android | 101875 | 111212 | 116679 | 124657 | 139353 | 121981 | |
| Crash free sessions | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Platform | Jan | Feb | Mar | Apr | May | Jun | | iOS | 99.39 | 99.56 | 98.73 | 98.85 | 99.88 | 99.94 | | Android | 99.59 | 99.58 | 99.31 | 99.25 | 99.29 | 99.35 | |

Automation coverage:

|  |  |  |
| --- | --- | --- |
|  | Q2 2019 | |
| iOS | Android |  |
| Total test cases (P0, P1) | 390 | 324 |
| Total automated test cases (P0, P1) | 96 | 25 |

\* Currently running mobile automation test cases (iOS) in **Firebase TestLabs**

## **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 |
| Push notifications for custom sales activity |  |
| Maps feature in app (Near by leads) |  |
| Support renamed modules in Chinese |  |

## **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**

* Route planning for field sales
* Offline support
* Upload profile picture (L/C)
* Business card scanner
* Deals pipeline view

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