W14-Team: Product Roadmap

Team number and name: Team 8 "AppBundle"

Names of students who actively worked on this assignment:

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Product Roadmap for AppBundle

Themes	Q1	Q2	Q3	Q4
Launch	**Goal**: Application launch with no cost subscription. **Effort**: M **Priority**: High	**Goal**: Continue free trials with referral credits for future use. **Effort**: L **Priority**: High	**Goal**: Limit free trials and take customers' requests into consideration. **Effort**: M **Priority**: Medium	**Goal**: Launch customizable application according to user needs. **Effort**: L **Priority**: Medium
Marketing	**Goal**: Do a complete Market Analysis and figure out the target customers. Strategize the marketing technique to attract the targeted crowd. **Effort**: L **Priority**: High	**Goal**: Analyze if the business plan is going in coordination with the marketing strategy and make the necessary improvements to increase the scope. **Effort**: M **Priority**: High	**Goal**: Make efforts to generalize the system and attract a vivid crowd towards the product while keeping the target customers as point of focus. **Effort**: M **Priority**: Medium	**Goal**: Make a high-level change to keep the product running in the market once the new product buzz seems to be fading out. The longevity is very important to make a stable base in the market. **Effort**: L **Priority**: High
User Research & Experience	**Goal:** Identify key personas **Effort:** M **Priority:** High	**Goal:** Validate feature functions by user needs **Effort:** L **Priority:** High	**Goal:** Coordination between the function core and UI interface to reduce bugs **Effort**: M **Priority**: Medium	**Goal:** Product optimization through user feedback **Effort:** L **Priority:** Medium

Analytics	**Goal:** Business analysis: product positioning and feasibility. **Effort:** M **Priority:** High	**Goal:** Competitive analysis: develop strategies**,** Identify core functions **Effort:** L **Priority:** High	**Goal:** Follow up analysis: update functions **Effort:** M **Priority:** Medium	**Goal:** Iteration analysis: version iteration **Effort:** M **Priority:** Medium
Application Development	**Goal:** Have the most basic functions of a cloud service application **Effort:** L **Priority:** High	**Goal:** Beautiful user interface, simple and clear function can attract new users to download the application **Effort:** L **Priority**: High	**Goal:** Concise code, accurate algorithm use, short system response time and high application efficiency **Effort**: L **Priority**: Medium	**Goal:** Well optimized code with most user-friendly design **Effort:** M **Priority:** Medium
Application Testing	**Goal**: Complete the unit testing and integration testing of the application before launching it into the market **Effort**: L **Priority**: High	**Goal**: Make the users feel more secure about the application and gain confidence of the audience. **Effort**: L **Priority**: High	**Goal**: Comprehensive functional testing, including a series of predictions of user behavior, so that the application can run normally under a variety of different operations **Effort**: L **Priority**: Medium	**Goal**: Impress users, compared with similar applications can give users the greatest satisfaction **Effort**: M **Priority**: Medium
Encryption & Authentication	**Goal**: Client-side encryption and	**Goal**: Server-side encryption and	**Goal**: Server-side encryption and	**Goal**: Cloud password machine service

	authentication. **Effort**: L **Priority**: High	authentication: content-aware encryption **Effort**: M **Priority**: High	authentication : Format preserving encryption **Effort**: M **Priority**: High	**Effort**: L **Priority**: High
Privacy Standards	**Goal**: Make sure basic privacy security without any obvious privacy issue **Effort**: L **Priority**: High	**Goal**: Enhancing privacy data standard **Effort**: M **Priority**: High	**Goal**: Preventing illegal content access **Effort**: M **Priority**: High	**Goal**: Legal access and provide more detail about how cloud providers can or cannot use user's privacy data and who owns user's privacy data. **Effort**: L **Priority**: High
Customer Support	**Goal**: 24/7 customer support availability to assist and guide through any issues. **Effort**: L **Priority**: High	**Goal**: Analyze the needs of the customers in the past. Improve on the quality of the service. **Effort**: M **Priority**: High	**Goal**: Study the common issues and make the solution available easily through websites or docs. Avoid extra hassle for customers by giving extra assistance from the beginning **Effort**: L **Priority**: Medium	**Goal**: Set a well-established system with easily available solutions to common issues and well-trained assistants to assist through any issues of the customers **Effort**: L **Priority**: High