**Sprint 52 Planning**

The main theme for this release is the continued drive toward better customer adoption.

We have not implemented any major features for a while now, in this sprint, we'll be requesting a small number of new features, in addition to the customer adoption improvements.

**User Conversion Improvements**

This is the first segment of the adoption cycle, we need to ensure the visitors coming to our web site, or our mobile app page to be attracted to our service, and successfully sign up. To that end, we suggest the following improvements.

1. Web site and landing page improvements: (stevel: [#7482](https://trac.sumilux.com/trac/ticket/7482))
2. [WordPress?](https://trac.sumilux.com/trac/wiki/WordPress) site description improvements, with screen shots (stevel: [~~#7483~~](https://trac.sumilux.com/trac/ticket/7483))
3. Org Home Page feature: (yanhuiz: [#7424](https://trac.sumilux.com/trac/ticket/7424), [#7425](https://trac.sumilux.com/trac/ticket/7425)). This is the feature where we give each organization a "home page" for all of their members, who can then easily sign up, and be part of the organization.
   1. This may require some adjustments in us figuring our org home page URL scheme ([#7433](https://trac.sumilux.com/trac/ticket/7433))
4. Embeddable widget: (yanhuiz: [#7428](https://trac.sumilux.com/trac/ticket/7428)). This is how we can embed our capabilities as a widget onto customer's own web site. A similar technical implementation (in a somewhat different business field) can be found in a solution called Zopim. Such a feature would significantly improve the exposure of our application and drive more user conversions (i.e. sign-ups).
   1. With such a widget, we should be able to integrate with many more applications. (say, [BuddyPress?](https://trac.sumilux.com/trac/wiki/BuddyPress): [#7486](https://trac.sumilux.com/trac/ticket/7486))
   2. With the widget, we may need to support a "guest" mode, where an anonymous user can easily start a conversation with a company staff. (also in [#7428](https://trac.sumilux.com/trac/ticket/7428)). Some time ago, the team in China suggested that we may actually be able to provide "阿里旺旺" type of capabilities.

**User Adoption Improvements**

To ensure that users will find our solution useful on an ongoing basis, we need to provide significant ongoing value.

1. A major area of improvement, like before, is our UI/UX, especially:
   1. The on-boarding experience (tickets: [#7487](https://trac.sumilux.com/trac/ticket/7487))
   2. The group communication experience (tickets: [#7488](https://trac.sumilux.com/trac/ticket/7488))
2. Engagements with non-active users. This is where we communicate clearly our value propositions and ensure that we still are on the minds of the users. (tickets: [#7489](https://trac.sumilux.com/trac/ticket/7489))
   1. Email marketing integration (#xxxx). We already have some features in the Super Admin area (under IM Domains -> Dump for Marketing System), we just need to make a number of improvements.
3. Always-on Notifier in Chrome ([#7430](https://trac.sumilux.com/trac/ticket/7430)). This is an important issue, because today we lack the "always on" capability on the desktop, and users will lose their Jabze app when they reboot their machine (or take their machine out of sleep). Realizing that going to a full desktop app is probably not what we want to do, I'd like to see if we can package ourselves up as a Chrome plugin, to achieve a simple goal: make the user "available" if he/she is using the Chrome browser.

**User**[**Retention/Growth?**](https://trac.sumilux.com/trac/wiki/Retention/Growth)**Improvements**

We need to encourage existing users to propagate our messages, and get more people onto our platform. The following improvements can perhaps help in this regard.

1. Review and adjust the "invite" and "add contact" features. ([#7492](https://trac.sumilux.com/trac/ticket/7492))
2. Revisit the "company update" feature and provide a more engaging environment. ([#7490](https://trac.sumilux.com/trac/ticket/7490))

**Additional**[**Tasks/Issues?**](https://trac.sumilux.com/trac/wiki/Tasks/Issues)**from Kevin**

1. help tips for webtrc(configurations etc, [#7504](https://trac.sumilux.com/trac/ticket/7504))
2. display chat star in recent chat. ([#7505](https://trac.sumilux.com/trac/ticket/7505))
3. build the axure pages for new layout. ([#7509](https://trac.sumilux.com/trac/ticket/7509))
4. improve read confirmation?(confirmation for each message. [#7510](https://trac.sumilux.com/trac/ticket/7510) BIG CHANGE...)

**Additional**[**Tasks/Issues?**](https://trac.sumilux.com/trac/wiki/Tasks/Issues)**from Matthew**

1. Designing the @mention feature, again! ([#7490](https://trac.sumilux.com/trac/ticket/7490))
2. Designing the "company update" feature, again! ([#7491](https://trac.sumilux.com/trac/ticket/7491))