



Open Social® | Webinar
The Open Social Product Roadmap
for Q2 2021



#madetoshare

12 January, 2021

60-minutes

The Agenda

1. Summary Q1
 - a. What we did
 - b. Roadmap

2. Q2 Roadmap 2021:
 - a. Core
 - b. Extensions
 - c. Decoupled

3. Initiatives

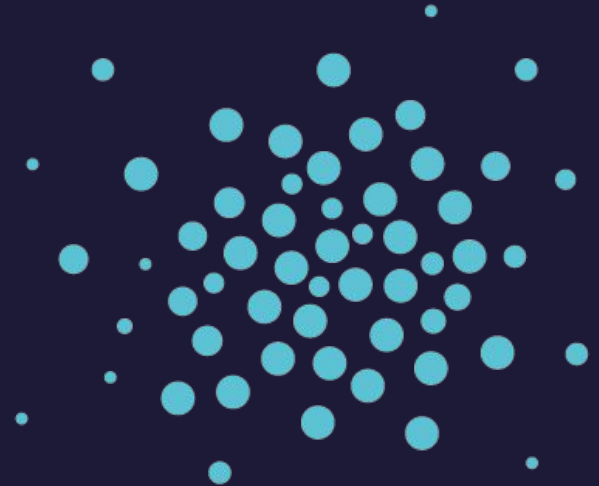
4. Q&A





1. Summary Q1

- a) What we did
- b) Roadmap



Q1 summary highlights

What we have been working on

Notifications rehaul part 1

We have been working hard on the notification improvements. We worked on:

- Stability and speed of sending out email notifications
- Quality of Notifications

Gamification

For our brand new Gamification extension we implemented a Engagement automation that allows SMS to set up their own rule system. The Gamification system comes with Milestones and Badges that users can achieve and Leaderboards that help to gain insight

Real-time Chat

We have finished the first iteration of the Real-time chat. This will allow users to communicate with other members in real time and from everywhere on the platform



Extension vision

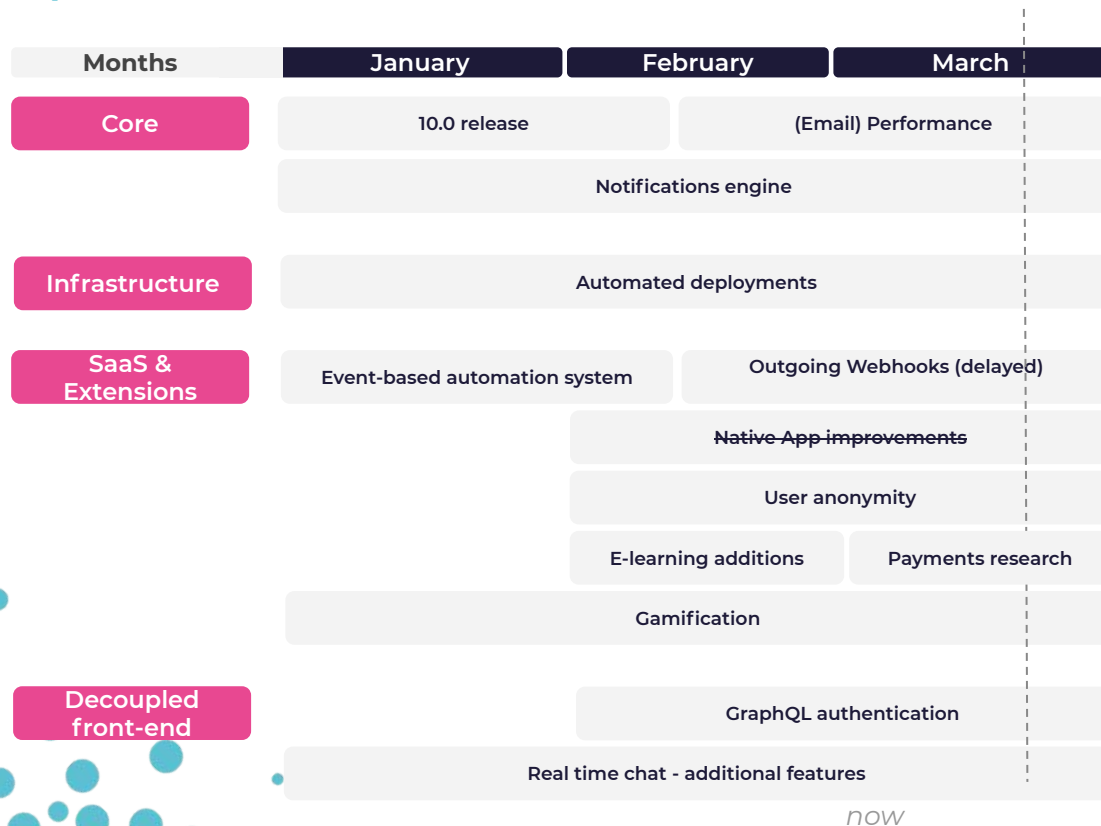
Synchronous communication

- Real time chat
- Real time collaboration
- Zoom and BBB integration for Webinars
- CRM integration for synchronization of data



5. Product Roadmap

update, features & extensions

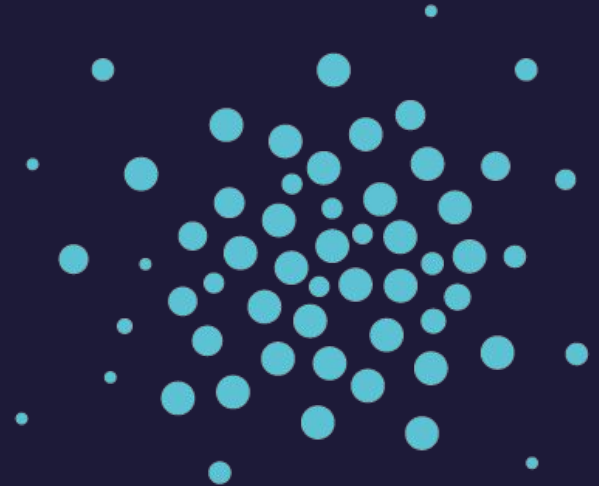


2021 Q1 product roadmap

- Major topics:
 - Performance and notifications
 - Gamifications and webhooks
- **Delayed**
 - Native App improvements too early next quarter due to technical impediment
- **Next quarter major topics**
 - Organization
 - Promotional tools
 - Monetization (membership payment)

2. Product Plan Q2 2021

- a) Core
- b) Extensions
- c) Decoupled



Months

April

May

June

Main Theme

Spam prevention

Increase the capabilities of OS to defend against spam attacks

Two-step verification process

Notifications

Work on the app continues by adding new features and more native components

Rebuild the notification center in React

Add SM flexibility to default email notifications

Mute Groups

Performance

Building a new Webhooks system that allow us to leverage the data for different applications

Implement Entity Access instead of node grants



Core Development

The new notifications

Better targeting

More flexibility

**More
granularity**



Product Extensions

Months

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May

June

Main Theme

Organization profiles

Add organizational representation on the platform

Improve the Organization tag

App

Work on the app continues by adding new features and more native components

Add push messaging to the app

One to rule them all app

One to rule them all app

Monetization

Monetization is about adding payments to the product

Connecting OS with a payments

Membership Payment



Product Extensions

Months

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Main Theme

Job board

A simple matchmaking system

Two factor authentication

Use a second device to make login more secure

Resource library update

Building a new Webhooks system that allow us to leverage the data for different applications

Multiple groups

Opportunities matchmaking

Mobile TFA

Improved filtering

Adding content as a CM+ to multiple groups



Product Extensions

Months

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June

Main Theme

Chat

Further improvements to the chat

Notification center

Improving the flexibility of the notification center

Crossposting

Allowing to post content of OS sites on other sites

improved UI

Group/ Event channels

Add push messaging to the app

Decoupling content



Decoupled Development

Chat 2.0

Improving UI

We are working on adding more UI features to the chat as well as making sure it will be a interactive, accessible user experience

Improving performance

Performance and stability is for a feature that will be used in this frequency very important. We will add automated tests and make sure that it is properly added to the OS infrastructure

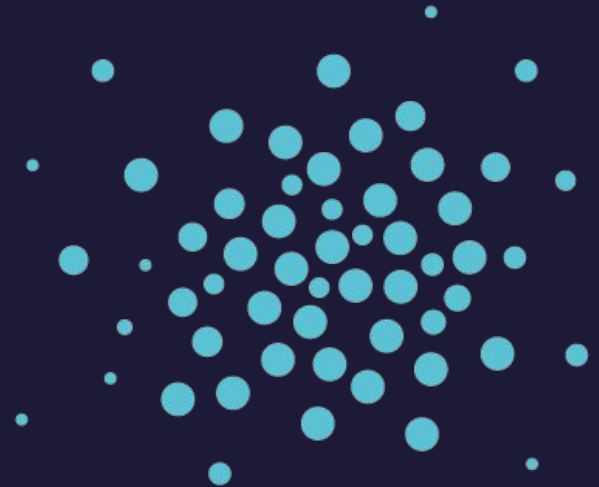
Group chats

As a complete new feature it will be possible to create channels for groups and events. This way people can easily discuss where to meet, the latest updates about the local group and more.



3. Initiatives

What else we are doing



Implementing Product analytics

Sharing user experiences



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social



Value proposition

Why implement a product analytic tool?

Improve the product

The additional data that we can get here will allow us to analyze where and with what people are busy on the platforms. We will accumulate this in platform overarching datapools to analyse how features perform, where bottlenecks are and how to improve the product

Get insight in platform usage

Data can be split on a per platform base, allowing CSM to give detailed insights into frequency of usage, time spend, health of the community and if implementations work (and if not, compare them to platforms where it does). On top of that it will help to see who and why users come back to the platform.

Help users to learn

With the tool chosen it will be possible to implement guides and onboarding message to users to make sure they know what to do and where to start. This can be set up fast with templates and then customized per platforms



Implementation

What we can offer

Analysis


Analysis is focusing on tracking click events, page views of users. This allows us then, in combination with the platform mapping, to analyse this data, compare performance of different features and visualize this in Graphs. Those Widgets can be customized per client, based on different segments and created to test hypotheses.

Sentiments

This focuses on the qualitative follow up of the quantitative data gathered in the first step. We can send NPS, polls and surveys to users to follow up. This can go out to the general audience or to specific segments and user groups.

Guides

As last step of the process we can offer customized guides and resource centers to Clients. We can create general guides and customize them per client. Those guides can be triggered by different events, can target specific user groups and can be attached to specific elements.



Initiatives

UX Research

Get insights into
core events

Understand
sticky features

Improve the
flow



4. Q&A

