Learning Products
Program Review
May 2015

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Agenda

Q2 & Q3:
1. Goals
2. Key Initiatives
3. Key Challenges / Discussion Questions

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2015 Goal: Learning Products

Goal	KPI	Current status
Grow a base of engaged desktop and mobile users for Webmaker	250,000 MAUs	33,673*

existing Webmaker.org product line

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Q1 goals (recap)

Q1 goal	Result	Comments
Increase monthly average unique visitor (UV) to active user (AU) conversion from 2.2% to greater than 5%.	8.14%	Refined messaging, value proposition, and conversion funnel
Share our vision for enabling local content creation on mobile devices at Mobile World Congress.	Complete	Demo of Webmaker on Firefox OS and Android at MWC
Produce five "Firefox for Making" concepts.	Complete	Produced seven concepts and two prototypes

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Q2 goals

Q2 goal	Current status	Comments (please update)
Bring Webmaker for Android to market via Google Play.	On-track	On-track to release Webmaker for Android in June
Increase 7-day retention of Active Users (AU) from 3.09% to 10%.	3.67%	Hitting KPI will be tight based on release schedule and marketing support happening so close to the end of the quarter.

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Q2 Key Initiatives

Initiative	Comments
Android	**Design:** UX complete. UI continuously refining based on user testing / feedback. **Engineering:** Feature complete by end of the June 5th heartbeat. Single heartbeat for final QA and release afterwards (June 19th). Continuous testing and deployment throughout engineering process (stable builds every two weeks with nightly builds every weekday). **Testing:** Performing both remote (usertesting.com) as well as direct product testing in Chicago, London, and Bangladesh. Continuous product feedback integrated into the design and engineering process (agile). **Instrumentation:** GA integrated into the product prior to release. Exploring options for A/B testing mobile applications. More opportunities for dashboarding / experimentation post-launch.
Desktop	Finalizing user experience design for desktop (parity) product offering. Exploring code editor / creation features within the product with Drexel University (NSF) and CDOT (Bramble).
Research	Mainly focused on supporting Webmaker for Android efforts via user testing. Collaborating with marketing to support go-to-market efforts.
Marketing	Developing go-to-market and market-specific launch plans. Testing and optimization of value proposition messaging. Recruiting and securing marketing support in launch markets. Finalizing all creative assets for launch.

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Q3 goals

Q3 goal	On track? Blockers?	Comments
Launch desktop product	On track	In design phase. Moving to production once Webmaker for Android is released. Large amount of technical assets and design for Android product can & will be re-used.
Increase 7-day engagement to 20% of AU.	???	Depends on initial launch performance of Webmaker for Android which remains to be seen.
50K downloads in first 60 days	On track pending access to owned media channels	Owned-media has been modeled but unknowns exists around contribution from community and partners channels.

Q3 Key Initiatives

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Initiative	Comments
Android	Several bugfix and refinement releases scheduled for after the 1.0.0 release. Most of design and engineering team will shift focus to desktop product.
Desktop	Build and launch desktop version of the new Webmaker platform including code editor.
Research	Wrap up GSMA grant work with final report and continue to support product via user testing and content development. Continued qualitative and ethnographic research dependent on grant funding.
Marketing	Deploy launch marketing campaigns via owned media, community and partnerships in BN, ID, BR and KE; optimize and expand to additional markets based on feedback from initial launch.
Moderation / Support	Need to define roles and process for user content moderation and support. No budget defined for this role.

Key Challenges / Discussion Questions

- **Annual KPI:** 2015 KPI was based on Webmaker bundle with Firefox OS as well as considerable MNO support. Based on changes to strategy, this KPI needs to be revised.
  - **Current status:** Exploring options for updated KPI
  - **Next steps:** Product team to propose revised KPI to operations

- **Marketing:** Scale goals are dependent on unlocking access to MoCo marketing channels throughout the year.
  - **Current status:** Securing channels in Q3 in target market
  - **Next steps:** Q4 channels availability likely to become more competitive, need to confirm.

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Key Challenges / Discussion Questions

- **Go-to-Market Strategy:** Assumption is that local launch market model being developed now is proven and replicable across markets.
  - **Current Status**: Launch team using Bangladesh as model for successful launch and working to expand to Brazil, Indonesia and Kenya.
  - **Next Steps**: Assess how much overhead is associated with replicating BN launch model and incremental resources necessary for aggressive expansion. Need to define strategy for partner and channel marketing quickly after launch.

- **Localization:** Our existing localization tooling and process leads to relatively poor quality and slow localization of product.
  - **Current Status:** Progressing with minor modifications to our existing tooling to accommodate Android and tight schedule.
  - **Next Steps:** Need to define a larger scale strategy for how to evolve tools, process, and community support to make localization a core competency.

Key Challenges / Discussion Questions

- **Content Creation:** Current content efforts have been constrained by the architectural changes to the Android application which has resulted in content seeding being slow / behind schedule.
  - **Current Status:** Hustling to catch-up prior to release.
  - **Next Steps:** Need to define long-term strategy and resourcing for content creation and moderation.

- **Coordination Across Teams:** In Q1 we purposely focused inward on product and relied on the TPS process to help us keep visibility across the org. As TPS has evolved it has become clear that this isn't enough and we are now in a position where collaboration / coordination is more critical.
  - **Current Status**: We have started to include the learning networks team in our go-to-market planning and have set-up a regular check-in process for the product and fundraising teams.
  - **Next Steps**: Reinstate regular check-ins with the learning networks team and improve our communication (feature releases, user testing, etc.) across the organization.