



GO/NOGO JURY KPI REPORT

Mandatory Objectives to Achieve

1. Developing and Retaining a User Community

Brand Image and Online Presence:

KPI: Define a consistent visual identity (logo, colors, typography, etc.) and a communication tone tailored to the target audience.

Progress: We have established a visual identity with a designed logo (available upon request) and adopted a serious communication tone, avoiding casual elements like memes to align with our target audience's expectations.

KPI: Create and manage profiles on relevant social media platforms (e.g., Twitter, LinkedIn, Discord, Instagram).

Progress: We have set up and actively manage profiles on Reddit and Telegram, where we share essential project details including FAQs, project presentations, and a development roadmap.

Content Strategy:

KPI: Plan an editorial calendar with regular posts (articles, videos, updates) to engage the community.

Progress: An editorial calendar has been created, integrated with our project roadmap, to ensure consistent updates and community engagement.

KPI: Create exclusive content for active members (newsletters, previews, etc.).

Progress: We are producing and sharing previews of upcoming features to keep our active community members engaged and informed.

Beta Tester Acquisition:

KPI: Develop a strategy to recruit beta testers (via social media campaigns, specialized forums, or partnerships).

Progress: Our recruitment strategy leverages our Reddit and Telegram presence and includes outreach to specialized forums to attract beta testers.

KPI: Implement incentives to encourage participation (exclusive access, rewards).

Progress: We offer incentives such as community recognition. Our first beta tester has already evaluated the app's usability and intuitiveness without prior instructions, providing initial feedback to refine the user experience.

2. Working on User Experience (UX/UI)

User-Centered Design:

KPI: Conduct user tests to validate assumptions about ergonomics and needs.

Progress: Regular feedback sessions with beta testers have been conducted to assess ergonomics and user needs.

KPI: Iterate on the interface and user experience based on feedback gathered.

Progress: We are iteratively refining the app's interface and user experience based on tester input.

High-Quality Prototyping:

KPI: Deliver a product with an intuitive and visually appealing interface.

Progress: The app features a simple, intuitive interface designed to resemble a default phone dialer, easing user transition.

KPI: Implement modern UI/UX principles (responsive design, simplicity, accessibility).

Progress: The design incorporates responsive layouts for all phone sizes, simple navigation, and accessibility through sufficient color contrast.

Seamless Experience:

KPI: Minimize friction during use (loading times, navigation).

Progress: The app is optimized for minimal to no loading times, ensuring a smooth experience.

KPI: Provide clear user documentation (guides, FAQs).

Progress: FAQs are available on Reddit and Telegram, with comprehensive guides planned for release once the encryption protocol is integrated. A feedback form is also accessible via CryptPad for anonymous user input.

Complementary Objective B: Establishing Strategic Partnerships

Useful Partnerships:

KPI: Identify key partners who can enhance visibility (influencers, local businesses, incubators).

Progress: The identified key partners are in the FOSS and privacy scene: actors from both fields such as GrapheneOS, LineageOS and Murena (/e/) are interesting ROM developpers, and some communities such as PrivacyGuardians.

KPI: Collaborate with complementary organizations or projects.

Progress: Contact emails has been sent to the ROM developpers cited above, and we have contacted some Telegram communities as well about the project.

Technical Partnerships:

KPI: Partner with others to enhance the product (integrations, APIs).

Progress: Both FOSS and privacy scenes are small, so the above listed partners are both good in term of influence, and of development or integration for Icing. People in these fields look at what is done.

Relationship Management:

KPI: Formalize partnerships through simple agreements to define expectations and contributions.

Progress: Our current contacts are pretty simple : we ask for advices, and to be integrated with the partners' ROMs. Integrating our app in an AOSP fork is not that hard, but it requires proper sync between both teams.

Complementary Objective C: Optimizing Relationships with the Target Audience

Community Engagement:

KPI: Organize events (webinars, AMA – Ask Me Anything) to strengthen community connection.

Progress: An AMA session is scheduled on Reddit following our initial update posts to enhance community interaction.

KPI: Maintain regular and transparent communication (updates, reports).

Progress: A roadmap of major updates has been shared, and monthly update posts are planned to keep the community informed.

Feedback System:

KPI: Set up a structured channel to gather user feedback (e.g., surveys, forms).

Progress: A CryptPad-based anonymous feedback channel has been established, alongside FAQ channels on Telegram and Reddit.

KPI: Respond promptly to feedback to show the community is being heard.

Progress: We commit to addressing feedback through updated FAQs or dedicated posts.

Satisfaction Metrics:

KPI: Monitor satisfaction levels using key indicators (NPS – Net Promoter Score, CSAT – Customer Satisfaction Score).

Progress: NPS and CSAT questions will be included in the planned AMA sessions and are included in our CryptPad feedback form. NPS will measure recommendation likelihood, while CSAT will assess satisfaction with updates and features.