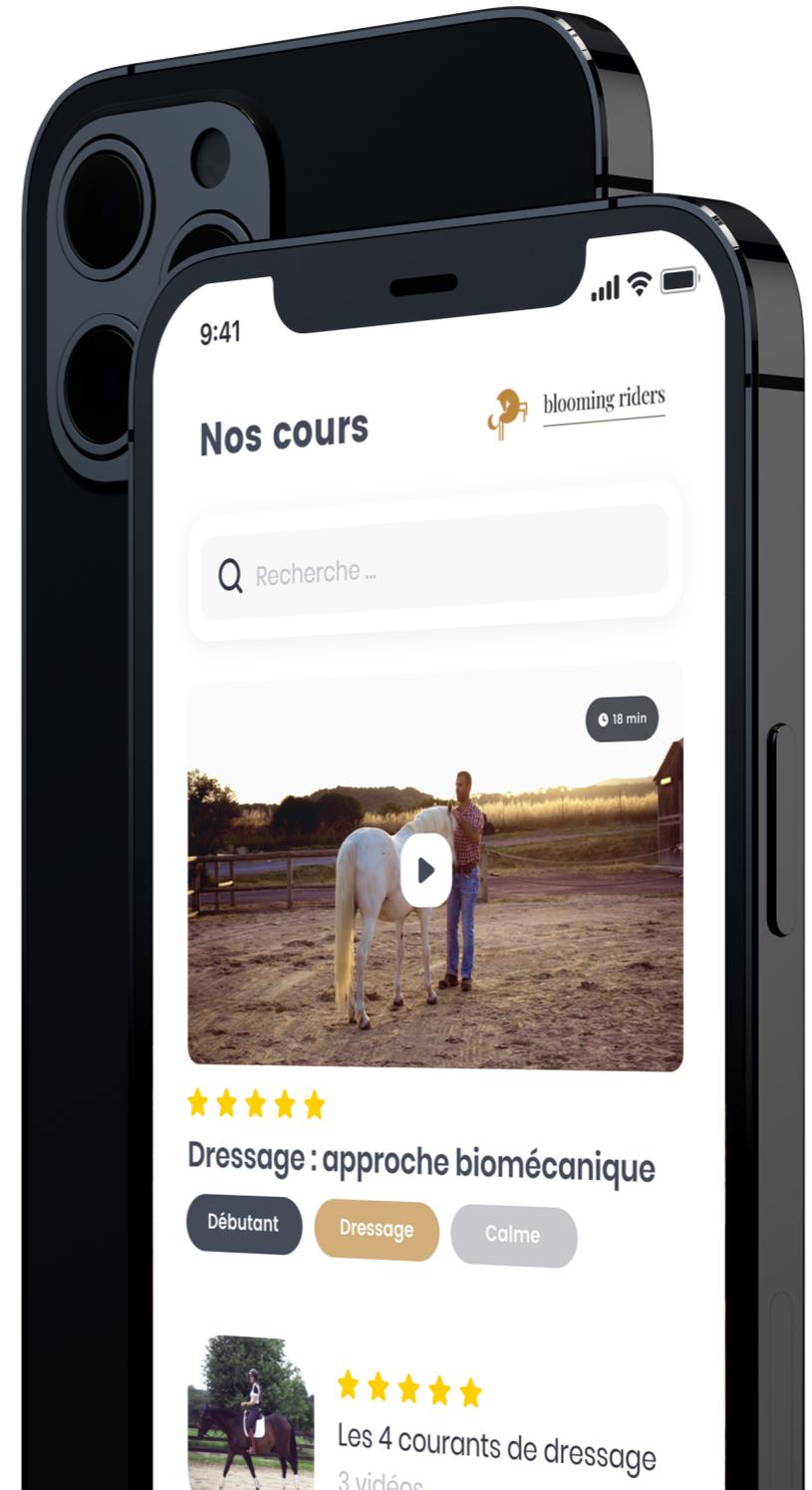




blooming riders

# Roadmap 2021



01

# Introduction

## 01. Introduction

### **2021 is just behind the door.**

We are heading straight towards 2021, and it's time for Blooming Riders to set next year's objectives straight.

This document will explain our roadmap for the upcoming year and explain how do we see the future of our product.

The roadmap contains 2 main notions that we will focus on:

- 1) Activation – 1st Half of 2021
- 2) Retention – 2nd Half of 2021

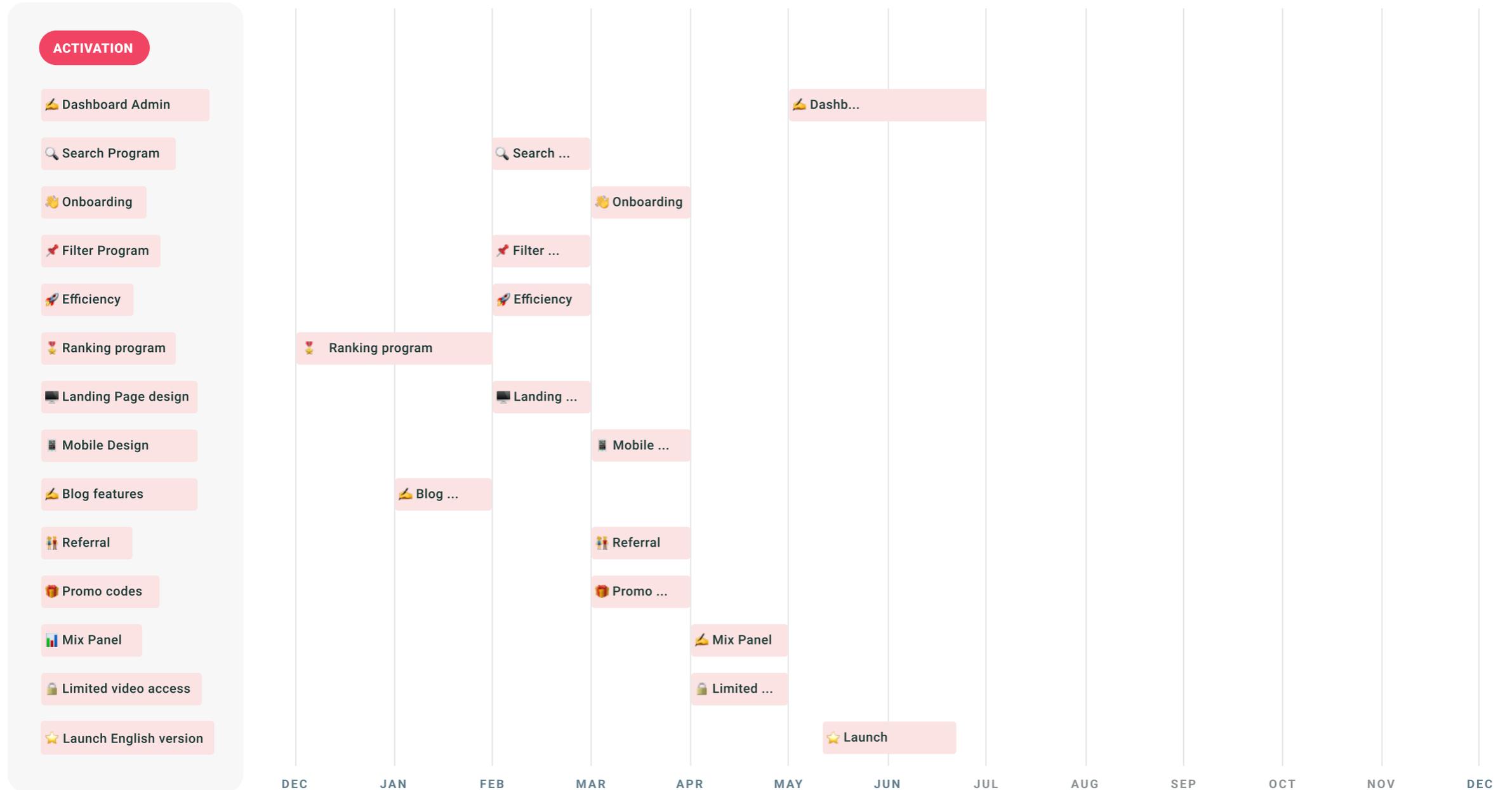
Developing and achieving our objectives will help us improve our product, gain more users and therefore increase our revenue.



# 02

## **Activation**

## 02. Roadmap – Activation



## 02. Activation

### **Filter**

Users will be able to filter the courses by predefined criterias in order to facilitate the browsing of specific content.

### **Search**

Users will access a search module that will allow them to search a specific content by keywords or course name across the entire platform

### **Ranking**

After watching a course, users will be asked to rate the content. This will help the general conversion rate as visitors will be able to see that the course contains high-quality content and can easily trust Blooming Riders.

### **Blog**

The introduction of a blog section will be made for two major reasons. The first one is to increase the user engagement by providing them recurrent content. The second one is to improve the SEO of the website.

### **Efficiency**

We have to improve the performance and efficiency of our platform. A focus will be done on the loading speed of the content which has to be fast in order to provide a good user experience. That's why we advised Next.JS for SSR and Static Generated Web Content.

### **Landing page**

Development of multiple landing pages based on segmented campaigns. A big focus will be done on optimization and A/B Testing

## 02. Activation

### Onboarding

As a user, using a digital product for the first time is like a first date. Blooming Riders has to make a good first impression otherwise we risk losing a potential user.

A good onboarding process will help welcome users in a more dynamic way.

### Referral

To give an incentive to our recurring users and increase the usage of the product, we'll setup a referral program. This program will grant one or more promotions to both users.

### Promo

We want to offer promo codes to our users in order for them to access the platform at a lower cost.

### Mix panel Integration

Integration of Mix Panel. It gives you detailed, real-time insight into how people interact with product. With data at your fingertips, you can iterate continuously, focus on the most impactful features, and innovate faster.

### Limited video access

Before subscribing to the platform, users can access the content for free. The objective is to select part of the content and make only this selected content available before signing up.

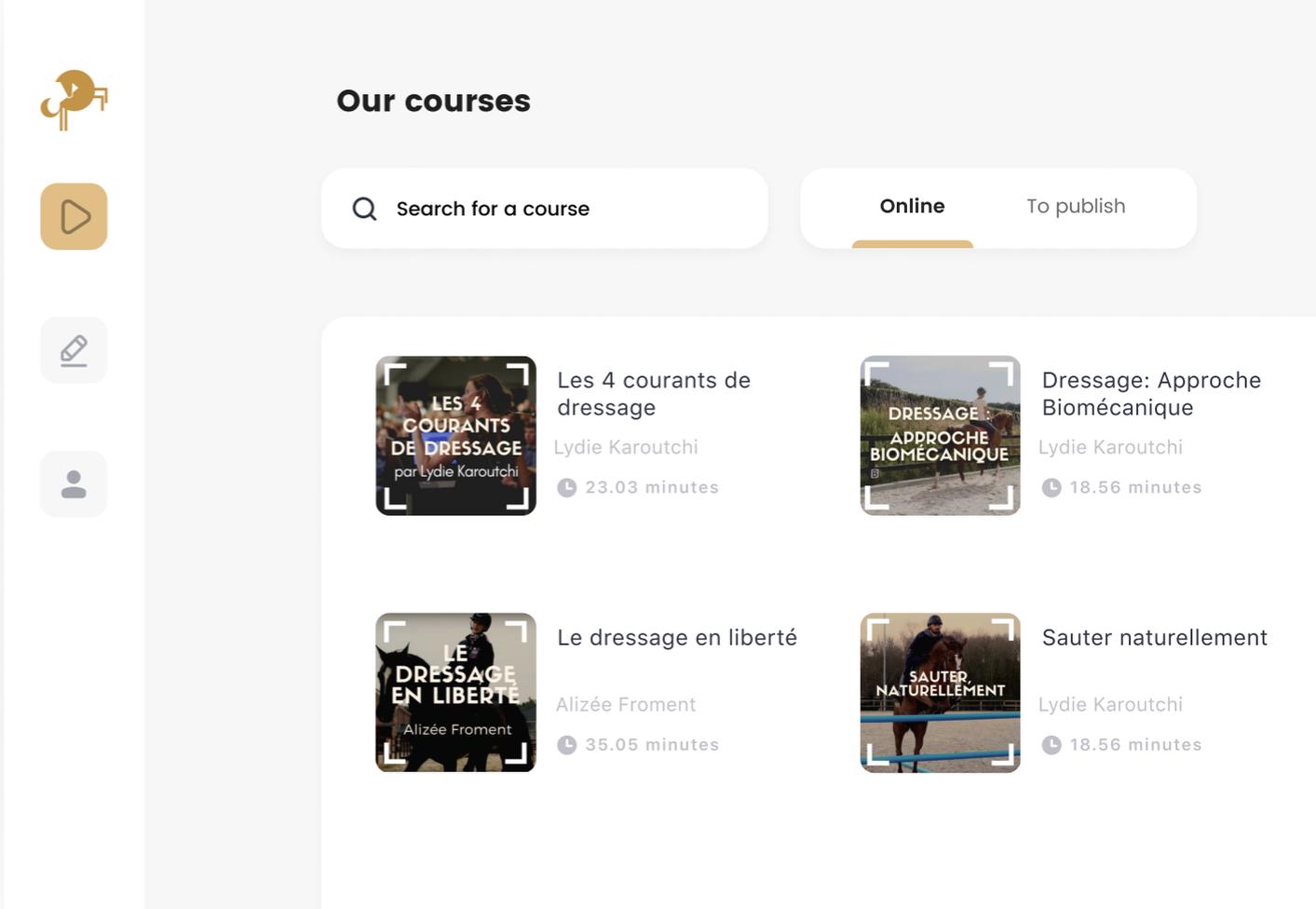
## 02. Activation

### Mobile version design

A big focus will be done on the mobile version of the platform. We know that 50% of our audience is interacting with the application on mobile devices, that's why it's crucial to improve the design and overall experience for smartphones.

### Dashboard admin

This dashboard will allow us to manage our courses and content. It will also allow us to create and publish our blog posts but also to access a listing of all of our users and manage those.



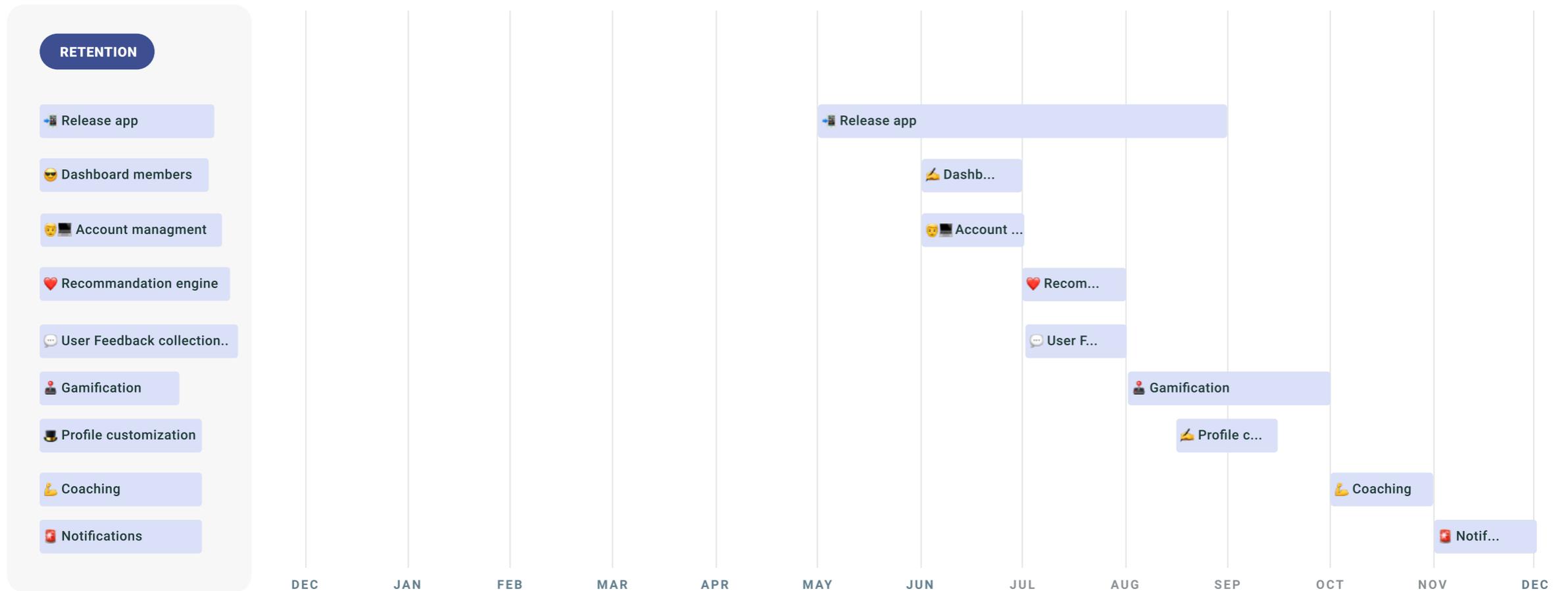
The screenshot shows a dashboard interface for course management. On the left is a vertical sidebar with four icons: a horse head, a play button, a pencil, and a person. The main area is titled "Our courses" and features a search bar with the placeholder "Search for a course". Below the search bar are two tabs: "Online" (which is selected and highlighted with a gold underline) and "To publish". The course listings are arranged in a 2x2 grid. Each listing includes a thumbnail image with text, the course title, the instructor's name, and the duration. The courses shown are:

- LES 4 COURANTS DE DRESSAGE** par Lydie Karoutchi, 23.03 minutes
- DRESSAGE : APPROCHE BIOMÉCANIQUE** par Lydie Karoutchi, 18.56 minutes
- LE DRESSAGE EN LIBERTÉ** par Alizée Froment, 35.05 minutes
- SAUTER NATURELLEMENT** par Lydie Karoutchi, 18.56 minutes

# 03

## **Retention**

### 03. Roadmap - Retention



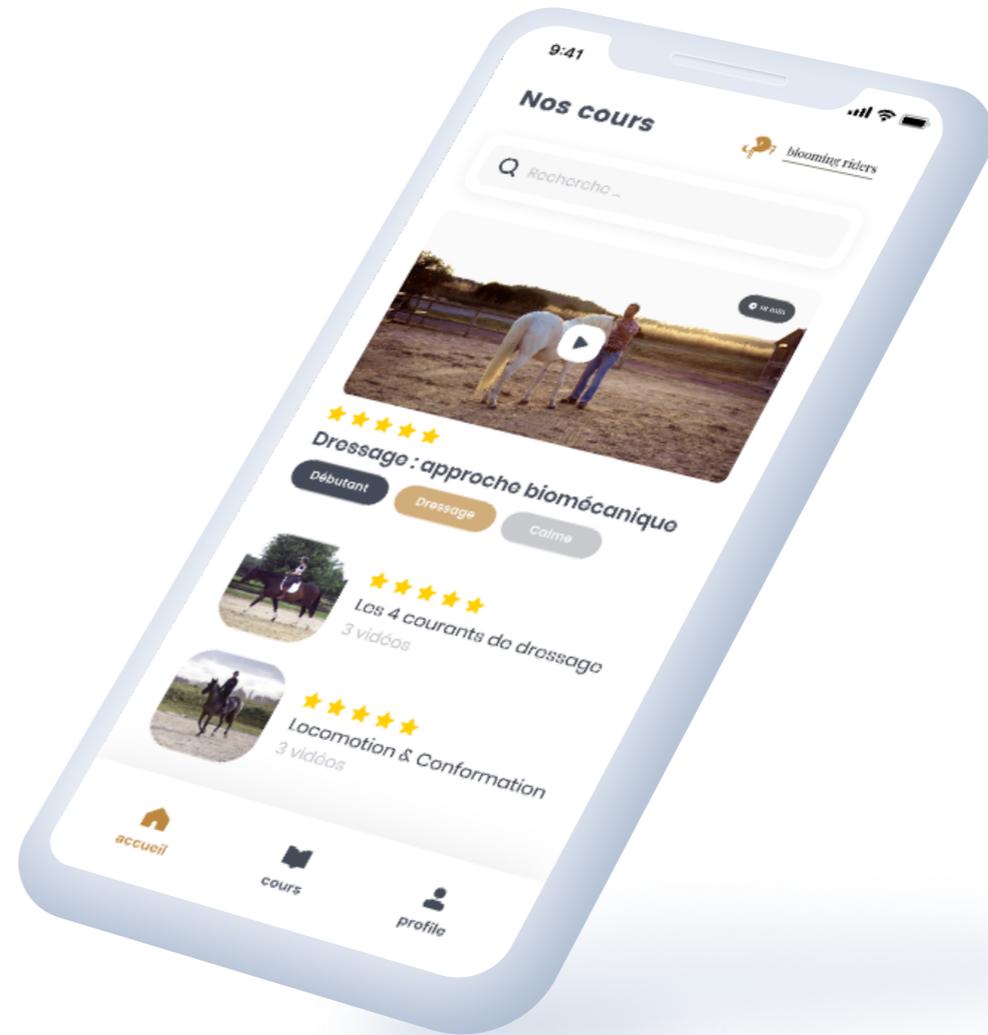
## 03. Retention

### 📱 Release app

The goal is to launch the application on the market, during the given timeframe.

### 😎 Dashboard members

Users will be able to access a personalized section on the platform on which they'll access relevant content such as courses they already started, recommendations and saved content.



## 03. Retention

### **Account management**

We will improve the account section in order to facilitate the plan subscriptions and management as well as pushing offers.

### **Recommendation engine**

We will implement an engine that will allow us to recommend personalized content to each user based on their viewing behaviour.

### **User feedback**

We will implement a new user feedback strategy in order to easily collect their feedback about the platform which will help us understand how to improve it.

### **Gamification**

To improve user's engagement, we will introduce a gamification system. This can be done under several forms such as badges, missions, rankings and rewards.

## 03. Retention

### Profile customization

Users will be able to personalize their profile with their information and make it public by other members of the Blooming Riders community.

### Coaching

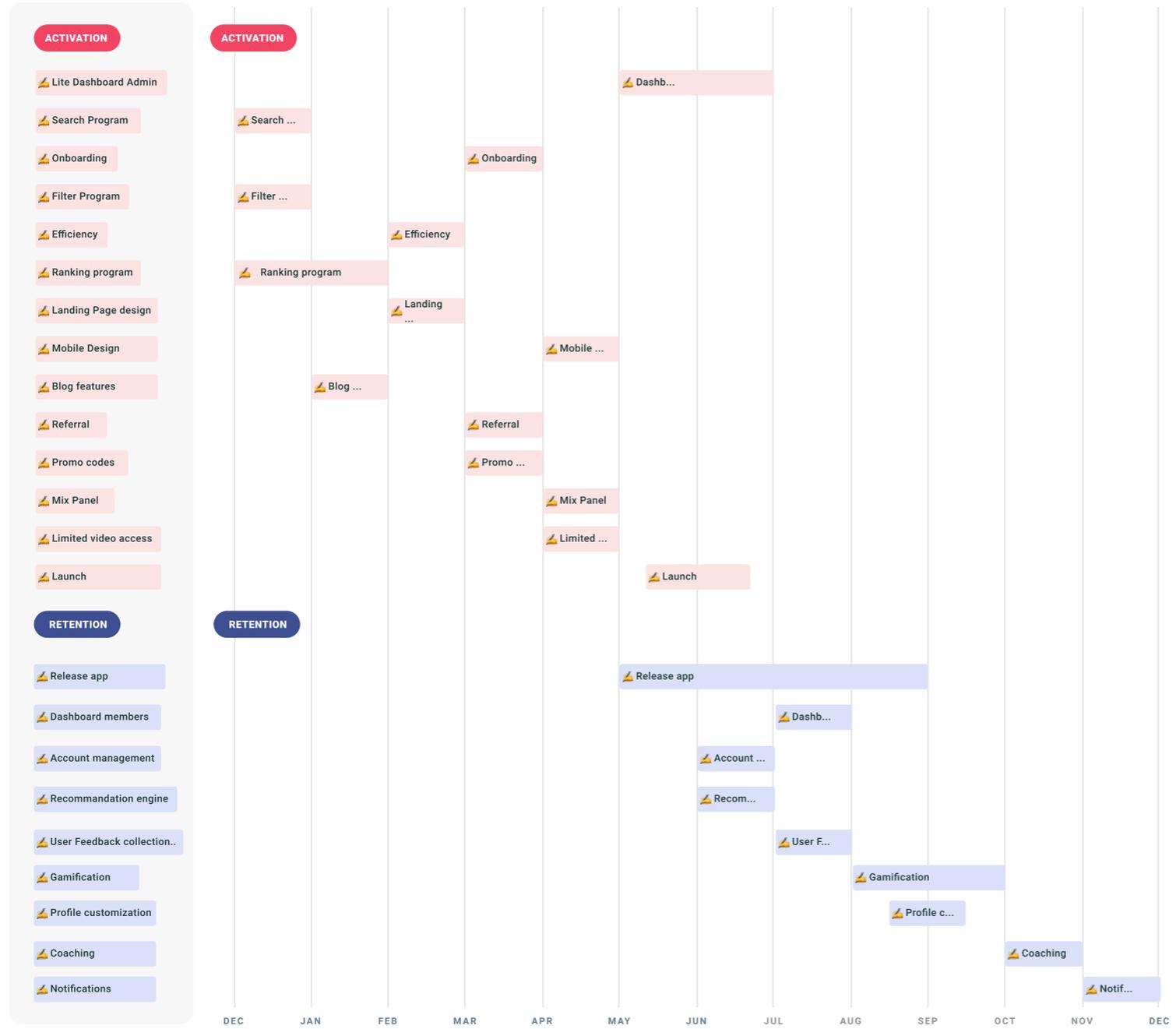
For users who want to learn even more, we'll give them the possibility to communicate and live chat with the coaches to push their knowledge even further. Users will be able to book a spot in the coach's agenda for a private session.

### Notifications

We will develop a notification system to alert users of new and relevant content.

# 04 **Global roadmap**

# 04. Global roadmap



# 05

## **The stack**

## 05. Our technologies

### Technology is key

Here is a non-exhaustive list of technologies and softwares that we will use.

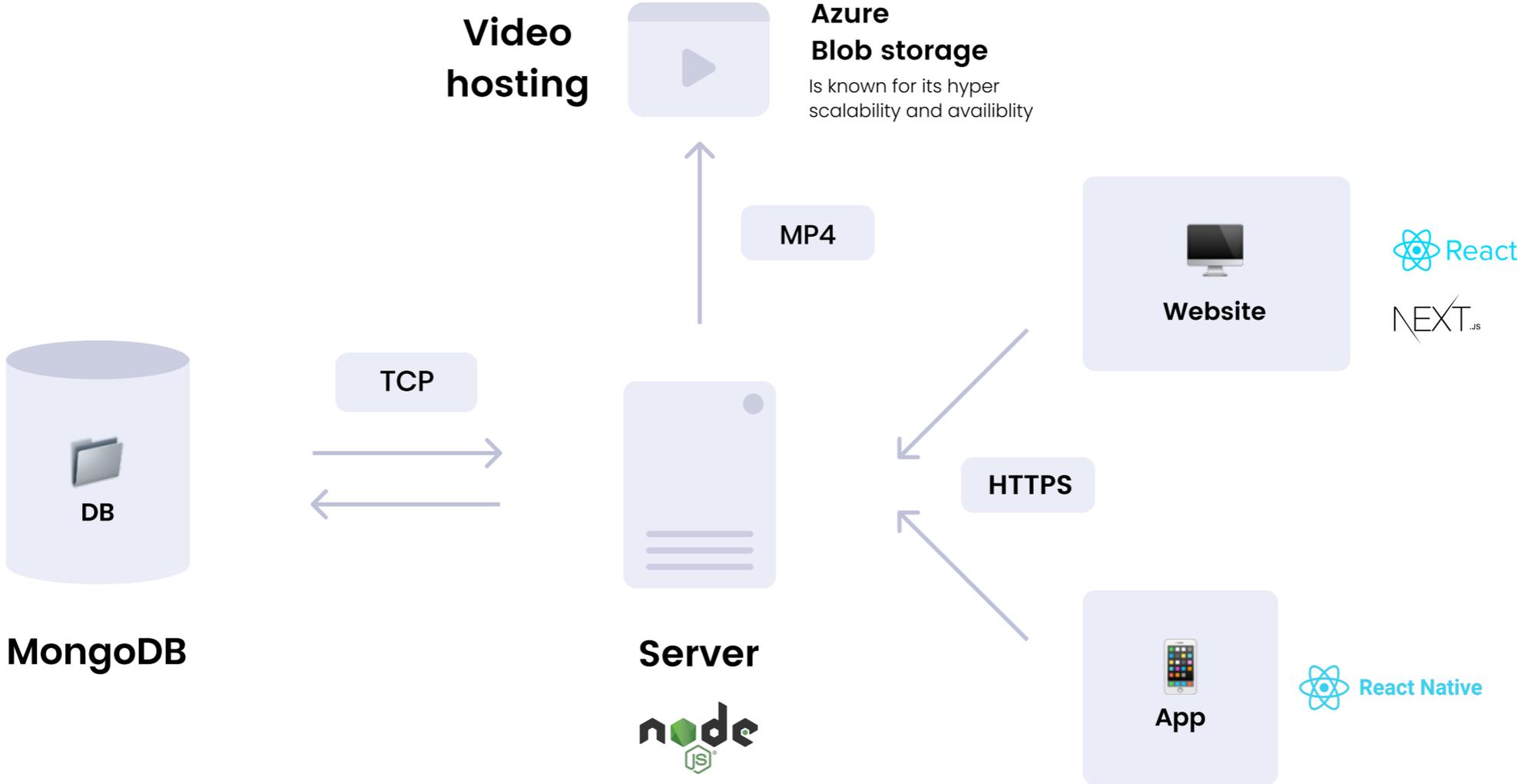
#### Design



#### Development



# 05. Infrastructure

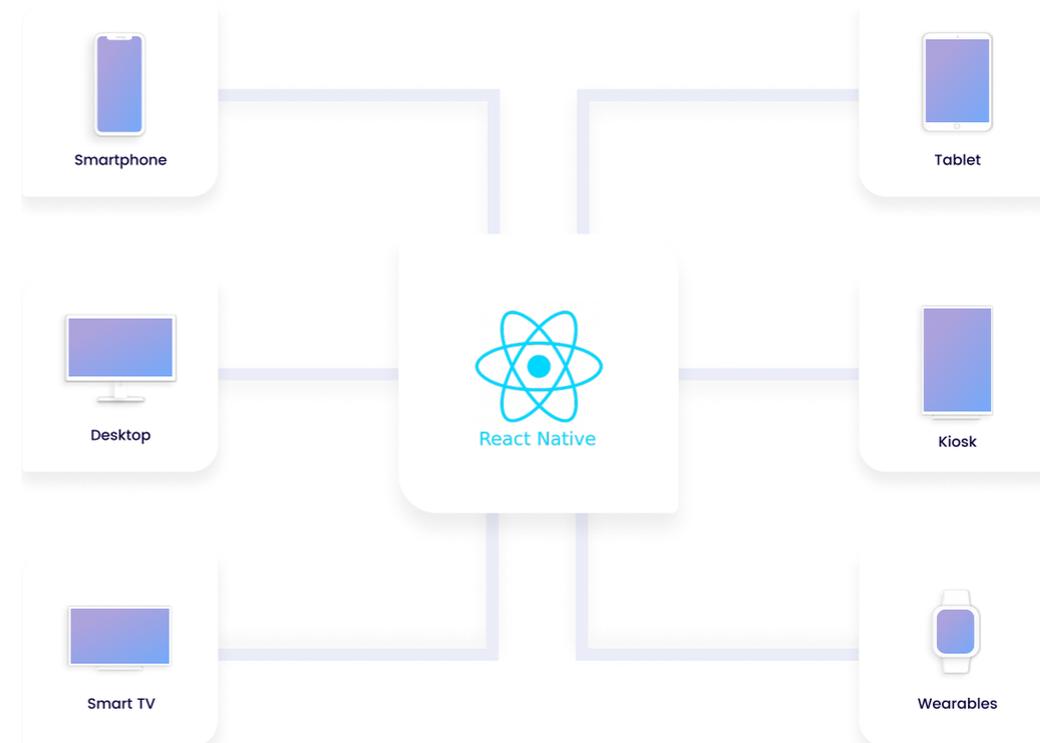


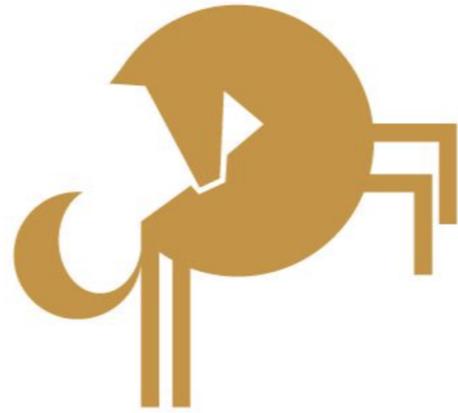
## 05. React

### Cross Platform development

It's crucial to have a unified front for your mobile app strategy. Forget about choosing between iOS or Android, your app must be built equally on all platforms.

React is a framework that allows us to create cross-platform native applications from a single code base. It ensures a faster development and costs reduction without sacrificing quality and performance





**Thank you!**