

Hawksearch Product Roadmap

Looking into the Crystal Ball

Introductions



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Agenda

- 01.** 2018 Year in Review
- 02.** 2019 Focus Areas
- 03.** Key Areas of Focus
- 04.** SDK Release
- 05.** Section Title

- 06.** 2018 Year in Review
- 07.** 2019 Goals
- 08.** Key Areas of Focus
- 09.** SDK Release
- 10.** Section Title

2018 – Year in Review

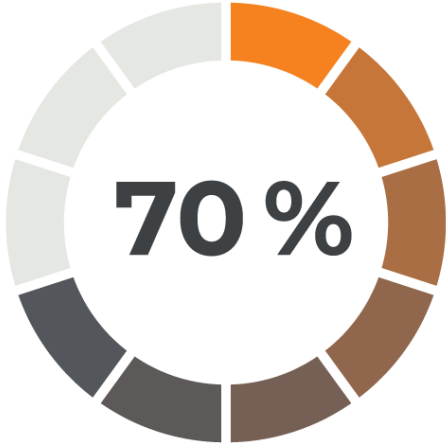
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01.



Product Goals - What we accomplished?

- Usability Improvements
 - Advanced explanation window update
 - New look to preview SmartBar
 - Dashboard new skin launched
 - Mobile UI improvements
- Elasticsearch Layer Released
 - First client launched to production
 - Fully Restful API for Indexing
 - Fully Restful API for Search



2018 Roadmap Review

- New autocomplete Standard Released
- SEO Influencer Changes to introduce more standardization
- Reports launched
 - Redirects
 - Did you mean/Spell Check
 - Landing Pages/Facets
- Usability Uploads
 - Adding Comments/Tags to synonyms and Spell Check sections
 - Bulk Upload Features

2019 – Focus Areas

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02.



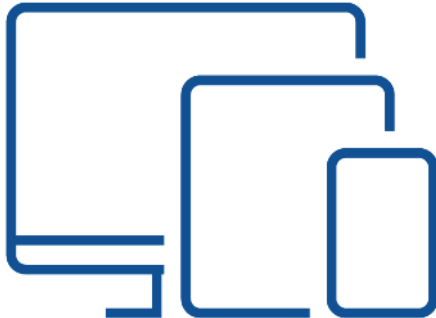
Main Areas of Focus



Search



Search Analytics



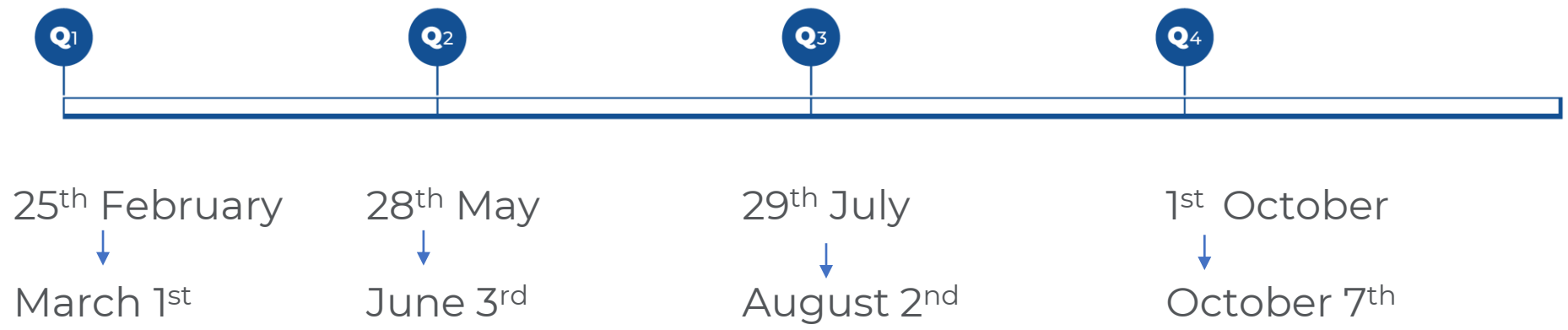
Dashboard Usability



Relevant Recommendations

Product Roadmap

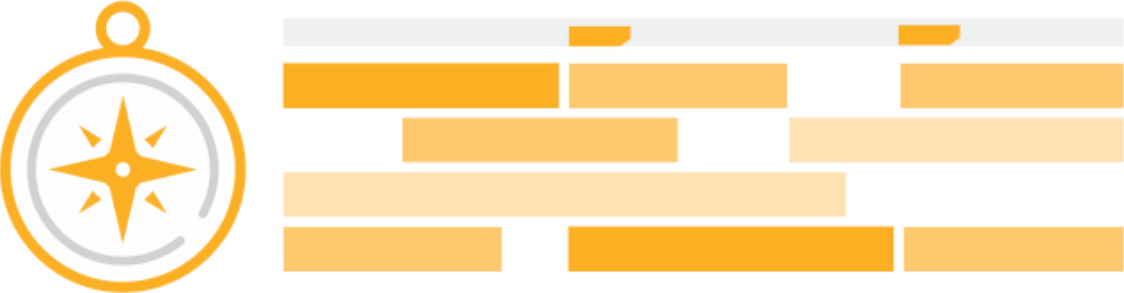
- Quarterly Release Cycle



- Smaller Bug Fix Release Cycles in between
- Agile methodology

Product Roadmap

- Client Requests
- Partner Requests
- Gartner/Forrester Recommendations
- Industry Competitive Analysis
- Building POC's and asking for Feedback from all of the above before building the full feature



New Help Portal

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03.



Help Portal Release



Updated Help Portal
to be released – Aug
2019



Whitepapers
to be released



Videos for best
practices – released
throughout the year



Admin Help Bubbles
will get a new look
and the messaging
will be updated

Search

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04.



Summary

- Image Search
- Voice Search/NLP
- Relevancy Tuning



Search Analytics/Insights

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05.

Summary

- New Tracking and Recs Architecture
- Reports for Search
- Reports for landing pages
- Reports for Recommendations

Dashboard Usability

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06.

Summary

- Improvements for Merchandiser
 - Usability improvements across dashboard areas
 - Custom Widgets
 - Exports Updates
- Improvements for Marketer
 - Pinning functionality updates
 - Usability improvements across dashboard areas
 - Preview Changes
- Improvements for Developer
 - Usability improvements across dashboard areas
 - Error Detection for Indexing
 - Performance Detection



Relevant Recommendations

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07.



Summary

- New Strategies Based on
 - Search
 - User Behavior
- A/B Testing
- Email Integration

React Based SDK

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09.



New Front End SDK

- Publishing REACT based SDK that will allow you
 - Customize front end without requiring full build
 - Upgrade features as and when needed without waiting for Hawksearch
 - Use default components as is if no Customization required
- Allow option to just consume JSON and do full API build and control UI completely without needing to use the framework will still be available

Connectors with Platforms

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10.



Platform Partners





Infrastructure Roadmap

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10.

Infrastructure

- New Data Center Build with High Performance Servers
- Upgrading the Recommendations Cluster
- New infrastructure for processing Image Search and Personalization Models



Any Questions?

Thank You!



Questions?

Contact your account manager or email marketing@hawksearch.com

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