Product Team Q3 Project Update

Presented by: Product Team | October 2026

Quarter Overview

- This quarter, the team completed three major initiatives: the membership system revamp, the mobile app v3.2 release, and the data dashboard launch, along with several minor improvements.
- Overall, all projects are on track; the membership system revamp slipped approximately one week.
- Details follow on the next slides.

Project Status

Project	Planned	Actual	Status
Membership system revamp	Sep 15	Sep 22	Delayed approximately one week
Mobile app v3.2	Aug 30	Aug 30	Completed
Data dashboard	Sep 30	Sep 28	Delivered two days early
Support ticket improvements	Sep 10	Sep 10	OK

Membership System Revamp

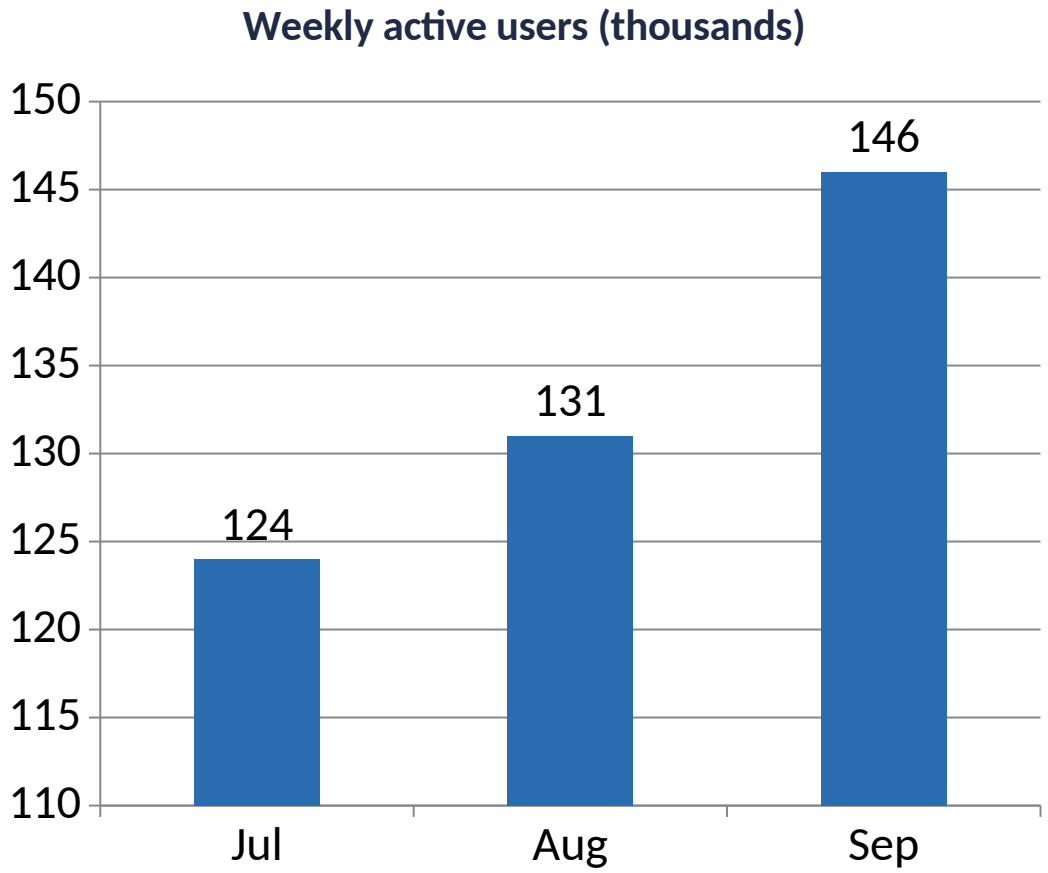
- The membership system revamp went live on Sep 22, approximately one week later than planned.
- Following the revamp, the new-member sign-up conversion rate increased from 3.1% to 4.0%, a significant improvement.
- The points rules were also adjusted, and existing members have raised no major concerns.
- Next step: review the member tier logic to identify any edge cases.

Mobile App v3.2 Release

Mobile app v3.2 shipped on time on Aug 30.

Post-release feedback has been largely positive, and the crash rate dropped to approximately 0.3%, a substantial improvement.

Weekly active users continued to grow (see chart).



Issues We Ran Into

- API integration took longer than expected, the test environment was unstable, and design revisions caused front-end rework — together these pushed the membership system about one week.
- Going forward: agree on API specifications with the backend team earlier and involve the infra team on the test environment.
- Going forward: move design reviews earlier, before development planning.

Q4 Plan

- Membership system phase 2: member tiers and a perks center, planned to launch at the end of November.
- Mobile app v3.3: performance improvements and a notification center, planned to ship in mid-December.
- Data dashboard: conversion analysis by channel, expected to go live in December.

Where We Need Help

- 1) Test environment stability — support from the infra team would be appreciated
- 2) Schedule design reviews earlier, before development planning
- 3) Additional QA headcount for next quarter, as the team is currently short-staffed
- Thank you.

Summary and Next Steps

- Q3: membership system revamp, mobile app v3.2 and the data dashboard all shipped; the membership revamp slipped about one week.
- Next steps: review member tier logic; launch member tiers and perks center (end of November); ship app v3.3 (mid-December) and dashboard conversion analysis (December).
- Where we need help: infra support for the test environment, earlier design reviews, and additional QA headcount for next quarter.