

60 seconds with.....



Hi Sarah, tell us a bit about your role within the development programme

I'm the Product Lead which means that I have overall responsibility for our features backlog, based on our user needs. We define and refine all of our backlog features based on research, discussion and feedback with our users, to ensure that what we deliver is actually what our users want to see. We prioritise the order that we deliver in based on the same methodology.

Can you tell us a bit about the team working on the project?

We have a really great engaged and talented team working on this project, made up from colleagues across the business, Product, Technology and Marketing. My team work closely with customers and end users of the Platform to ensure that we're building the right things, then at the other end, work closely with the Technology teams so that they fully understand what these right things to build are.

So why are we doing this?

By hosting our own proprietary platform, we have control, flexibility and speed to launch new products and features whenever we need to, to meet market needs.

What are the major benefits for our customers?

It's the above really, Emerald will be able to launch new features and products quickly, based on feedback from our customers, and those new features will meet the needs that our customers are telling us about.

What differences will the customer see?

At first, a smoother navigation experience and a smarter interface; over time, regular deployment of new features, some minor and some major changes

Why is so important that we are going through this Private Beta stage with our customers?

If we just built what we think our users want, we'd just end up delivering more of the same, it's crucial that we build our new platform in partnership with our customers so that when we talk about building the right things, we can be confident that they are because it is what our customers have told us they need. We don't need our customers to provide the solutions, but do tell us what your problems are so that we can solve the for you.