Positioning: Workspace v2.4 Launch

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Team	Product Marketing
Launch date	Oct 6, 2026
Status	Approved for launch

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Value proposition

> **Workspace v2.4 makes getting around the product effortless.**

Customers told us navigation was the single biggest friction point in daily use. This release directly addresses that, and the story should center on speed and ease, not a feature list.

Key messages

- **Positioning:** the fastest way to move through your work
- **Proof point:** navigation actions cut by roughly half
- **Audience:** existing customers first, prospects in sales conversations second

Messaging hierarchy

Get there faster

One-click project switching, collapsible nav rail

Rebuilt navigation architecture, 50 percent fewer clicks to any destination

Audience segments

Segment	What they care about
Existing customers, 10+ seats	Daily friction reduction, less time spent finding things
Prospects in active trials	Ease of adoption for new teammates, low learning curve
Sales, in live conversations	A concrete, provable speed claim to counter "too many clicks" objections

Proof points

Claim	Source
Navigation actions cut roughly in half	Internal usability study, August 2026, n=42 users
Project switch now takes one click	Product spec, HOZ nav rail redesign

Anticipated questions

Is this a paid upgrade?

No, available to all plans starting the launch date at no extra cost.

Does this replace the classic sidebar for everyone immediately?

Yes, this is a default rollout, not opt-in. Support has FAQ content ready for anyone asking how to adjust.

HD Last edited by Halona Descheeny, 1 day ago