

Delivery Review 2024-05-02

i May 2, 2024
 Meeting link:
 Recording Link :

How to Join:

- Google Meet
- Video meeting: camera on

Purpose & Outcome:

- Every 2 weeks on Thursday
- 1 hour
- 10am PT start

i **Objective:** Assess completed increment, gather feedback to guide product & marketing direction, and ensure alignment between product development and marketing strategies.

View outline & format

- **Product (15-20mins)**
 - **Product Owner** recaps sprint goals and highlights any key objectives achieved or missed
 - Product development team showcases the completed product increment.
 - Product design/UX showcases any design work that informs future product increment
 - Focus on user-facing features, changes, and improvements.
 - Explain technical choices, trade-offs, and any known challenges or limitations.
 - **Stakeholders:** Offer feedback from a business and user perspective.
- **Marketing & Enterprise (15-20mins)**
 - **Marketing Coordinator** recaps past month/2 weeks' goals and highlights any key objectives achieved or missed
 - Marketing delivery team showcases current marketing campaigns, performance, and adjustments.
 - Planned messaging and promotional strategies for the upcoming launches
 - Explain decisions, trade-offs, and any known challenges or limitations
 - **Stakeholders:** Offer feedback from a business and user perspective.
- **Q&A and Open Discussion (5-10mins)**
 - Address any remaining questions or concerns.
 - Capture ideas or opportunities for future collaboration.
- **Action Items and Next Steps (2mins)**
 - Summarize key takeaways and actionable items for both teams.

Agenda

OKR #1	<ul style="list-style-type: none"> ▼ Increase enterprise contracts by increasing lifetime value of SMB contracts <ul style="list-style-type: none"> • 90% of enterprise contracts renew • Achieve \$8.5M in enterprise revenue recognition by year end
OKR #2	<ul style="list-style-type: none"> ▼ Strengthen our database by increasing data quality, quantity and richness <ul style="list-style-type: none"> • 10% of owners retake Business Health Score™ • 60% of owners retaking BHS improve their score in 180 days
OKR #3	<ul style="list-style-type: none"> ▼ Increase owner transactions by increasing value & stickiness of our offering

Governance 2024 | All ideas

Hello Alice Delivery & Marketing Hello Alice Core

- 10% of <180 day active owners make ≤ 1 transaction per month

Company Updates

- Company OKRs @Matt Brewster @Tino Capone
- Program Management @Kelsey Ruger

Product Delivery @Marianne Masculino Bethel

Sprint Goals

- Migrate transactional emails to SFMC
- FNBO support - Messaging FNBO service down
- Business Profile Revenue update
- Global Admin Banner

What's next

- Card consolidation: Base card component
- Card consolidation: Updates to character constraints for Guides & Programs

Initiative / OKR	HAC-14700: Mad Hatter Content Management Support OPEN	OKR #3
Stakeholder	@Marianne Masculino Bethel	
Feature Epic & stories	HAC-14504: Global Admin banner component DONE When a Hello Alice admin is viewing the app, need to indicate they are viewing as an Admin and if the page can be edited in Mad Hatter, user can be taken to Mad Hatter to edit resource, guide, program or grant	
Business/Use case		
Notes/Feedback		

Initiative / OKR	HAC-13960: Business Profile: Current Year Revenue IN PROGRESS G2024-35: Business Health Score Retake	OKR #2 OKR #3
Stakeholder		
Feature Epic & stories	HAC-14587: Update business profile revenue label DONE As a Hello Alice owner updating their business profile I want to be able to view a field where i can enter my previous year's revenue, so i can update my revenue data year over year	
Business/Use case		
Notes/Feedback		

Initiative / OKR	G2024-10: FNBO Account Management	OKR #1 OKR #2 OKR #3
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Stakeholder	@Sarah Lowrie
Feature Epic & stories	<input checked="" type="checkbox"/> HAC-13988: UI/Error Messaging Fallback when errors come from FNBO DONE When FNBO account services are down, we display a persistent message banner to make credit card users aware
Business/Use case	
Notes/Feedback	

Marketing & Enterprise Delivery @Amy Wise (Unlicensed)

Current Initiatives

- Progressive
- Etsy June Virtual Event
- eBay Up & Running

What's next

- Pepsi
- TigerGlobal
- Antares
- BGE

Initiative / OKR	Boost Camps and use of Programs feature	OKR #2 OKR #3
Stakeholder	Danielle	
Feature Epic & stories		
Notes/Feedback	Boost Camps from an owner perspective and how we're working to use the app to facilitate certain aspects of Boost Camp.	

Initiative / OKR	Hello Alice Promo Kit	OKR #1 OKR #2 OKR #3
Stakeholder	Shelby	
Feature Epic & stories	<input checked="" type="checkbox"/> HADM-1599: Hello Alice Promo Kits IN PROGRESS	
Notes/Feedback	The creation of a Hello Alice promo kit in order to get new small business owners and direct them to register for Hello Alice community, apply for Hello Alice Mastercard, and take the BHS.	

Release Notes

Product Release Notes

- Product Release Notes

Marketing Release Notes

- Marketing Release Notes

Type	Status	Priority	Key	Summ
	DONE	==	HAC-15244	[card cor
	IN REVIEW	==	HAC-15240	[program
	NOT DOING	==	HAC-15237	[MH] guid
	DONE	==	HAC-15235	[applicati
	IN PROGRESS	==	HAC-15234	Spike BH
	IN PROGRESS	==	HAC-15214	Extend C
	TO DO	==	HAC-15212	(Due 8/1
	TO DO	==	HAC-15211	(due 8/1
	TO DO	==	HAC-15197	Update c
	IN PROGRESS	==	HAC-15196	[WR] Col
	BLOCKED	==	HAC-15195	[WR] Cre
	TO DO	==	HAC-15176	[WR] Wo

27 items Synced just now

Type	Status	Due date	Key	S
	IN PROGR...	Jul 30, 2024	HADM-23...	HA
	TO DO	Jul 26, 2024	HADM-22...	[E]
	TO DO	Jul 26, 2024	HADM-22...	[A]
	TO DO	Jul 26, 2024	HADM-22...	[A]
	TO DO	Jul 31, 2024	HADM-22...	[A]
	DONE	Jul 22, 2024	HADM-22...	[W]
	DONE	Jul 25, 2024	HADM-22...	[E]
	DONE	Jul 26, 2024	HADM-21...	[E]
	DONE	Jul 18, 2024	HADM-21...	[E]
	DONE	Jul 15, 2024	HADM-21...	Pr
	TO DO	Jul 30, 2024	HADM-21...	DE
	TO DO	Jul 30, 2024	HADM-21...	DE
	IN PROGR	Jul 29, 2024	HADM-21	DE

151 items Synced just now