

Delivery Review 2024-05-30

i May 30, 2024

17 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 <ul style="list-style-type: none"> • 10% of <180 day active owners make ≤ 1 transaction per month

[🗑 Governance 2024 | All ideas](#)

[🗑 Hello Alice Delivery & Marketing](#)

[🔗 Hello Alice Core](#)

Company Updates

- Company OKRs @Matt Brewster @Tino Capone
 - [May'24 OKR Deck](#)
- @Kelsey Ruger

Product Delivery

Sprint Goals

- Card consolidation support
 - New card band/carousel component to support card format
 - Update logic/model for solutions & resource cards
 - Support uploading featured images for Guides
 - Support to feature grants
 - Support for solutions & resources clean-up

What's next

- Continue card consolidation support
 - Model & logic for guide card
 - Model & logic for program card
 - Model & logic for grant card
- Support for new image uploader component for cropping capability

Initiative / OKR	G2024-26: HA Core - Card Consolidation & Update OKR #2 OKR #3
Stakeholder	@Marianne Masculino Bethel @Kelsey Ruger
Feature Epic & stories	<ul style="list-style-type: none"> HAC-14635: HA Core - Card Consolidation & Update DONE HAC-14426: Base Card Component DONE HAC-14727: Card carousel component DONE HAC-14640: [Logic & Model] Update Solutions (offer & event) card to new card component DONE HAC-14585: [Logic & Model] Update Resource card to new card component DONE
Business/Use case	<p>Supports card consolidation efforts by:</p> <ul style="list-style-type: none"> • building a new carousel/card band component for new card format • updating model & logic for Solutions & Resources cards to apply to new card format
Notes/Feedback	

Initiative / OKR	G2024-19: Business Solution Center Revision OKR #2 OKR #3
Stakeholder	@Marianne Masculino Bethel @Kelsey Ruger
Feature Epic & stories	<ul style="list-style-type: none"> HAC-14371: Solutions User Experience IN PROGRESS <input checked="" type="checkbox"/> HAC-14771: Check validity of external URLs for resources and Hide DONE
Business/Use case	Supports content cleanup efforts for Solutions and Resources
Notes/Feedback	

Marketing & Enterprise Delivery

Marketing Initiatives

- Ebay Up and Running - Grant (no Boost Camp)
- Etsy - Grant, Boost Camp, Virtual Event (see Virtual Forum)
- Antares - Grant and Boost Camp
- Progressive - Grant + Boost Camp
- BGE - Grant (no Boost Camp)
- Doordash - Grant (no Boost Camp)
- Chicago Listening Tour - June 3rd: Wells Fargo is the Partner
- 1st Virtual Forum - June 12th: Uplifting Creative Entrepreneurs with Etsy
- Tiger Global Group 1 - Boost Camp Only

What's next

- Tiger Global Group 2 - Boost Camp Only
- Pepsi - On Hold
- MC Strive Increase Membership & Engagement
- Mastercard & Bank of America Event - On Hold
- Dell - Kickoff today, Targeted marketing begins in June

Initiative / OKR	Marcom Event Landing Page	OKR #1 OKR #3
Stakeholder	@Amy Wise (Unlicensed)	
Feature Epic & stories	HADM-1594: Sample Events Page in Wordpress DONE	
Business/Use case	A place to house in person or virtual events in order to gain more attendance and signups to our Hello Alice offerings.	
Notes/Feedback	Link to preview of the draft page https://helloalice.com/wp-admin/post.php?post=5790&action=edit	

Release Notes

Product Release Notes


Type	Status	Priority	Key	Summary
	DONE	==	HAC-15244	[card comp
	IN REVIEW	==	HAC-15240	[programs]
	NOT DOING	==	HAC-15237	[MH] guide
	DONE	==	HAC-15235	[applicator
	IN PROGRESS	==	HAC-15234	Spike BHS
	IN PROGRESS	==	HAC-15214	Extend Co
	TO DO	==	HAC-15212	(Due 8/19)
	TO DO	==	HAC-15211	(due 8/13)
	TO DO	==	HAC-15197	Update cor

Marketing Release Notes

Type	Status	Due date	Key	Summary
	IN PROGR...	Jul 30, 2024	HADM-23...	HA >
	TO DO	Jul 26, 2024	HADM-22...	[Etsy
	TO DO	Jul 26, 2024	HADM-22...	[Anta
	TO DO	Jul 26, 2024	HADM-22...	[Anta
	TO DO	Jul 31, 2024	HADM-22...	[Anta
	DONE	Jul 22, 2024	HADM-22...	[Wel
	DONE	Jul 25, 2024	HADM-22...	[Etsy
	DONE	Jul 26, 2024	HADM-21...	[Etsy
	DONE	Jul 18, 2024	HADM-21...	[Etsy
	DONE	Jul 15, 2024	HADM-21...	Proc

Type	Status	Priority	Key	Summa
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27 items

Synced just now 

Type	Status	Due date	Key	Su
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151 items

Synced just now 