

June 23, 2020

1x Adoption Metrics Dashboard 2021 Strategy

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Product Team: 1x Adoption Metrics Dashboard (AMD)

Product Vision:

AMD provides real-time data and guidance illustrating product team compliance to Brand/1x styles and standards throughout State Farm online channels and communication products.

Target Customer:

XD, DE, ET, Org

Opportunity Backlog:

- Channel expansion to SFMA, Email, other systems

Product Strategy:

1. Two-pronged Access:
 - High level status dashboard for product teams, mgmt, leadership
 - Deep-dive detail screens for product team practitioners including developers and designers
2. Push/Pull Data Management:
 - Push general interest data and trends on a scheduled basis
 - Allow practitioners to pull additional data as required

Product Roadmap:

Pilot Release (Q1-2 '21)

- Access for select channels
- Phase 1 Dashboard for Developers
- CSV/Excel decks without visuals
- Use Documentation and Communications
- Push Communications to Pilot groups

XD-Wide Release (Q3 '21)

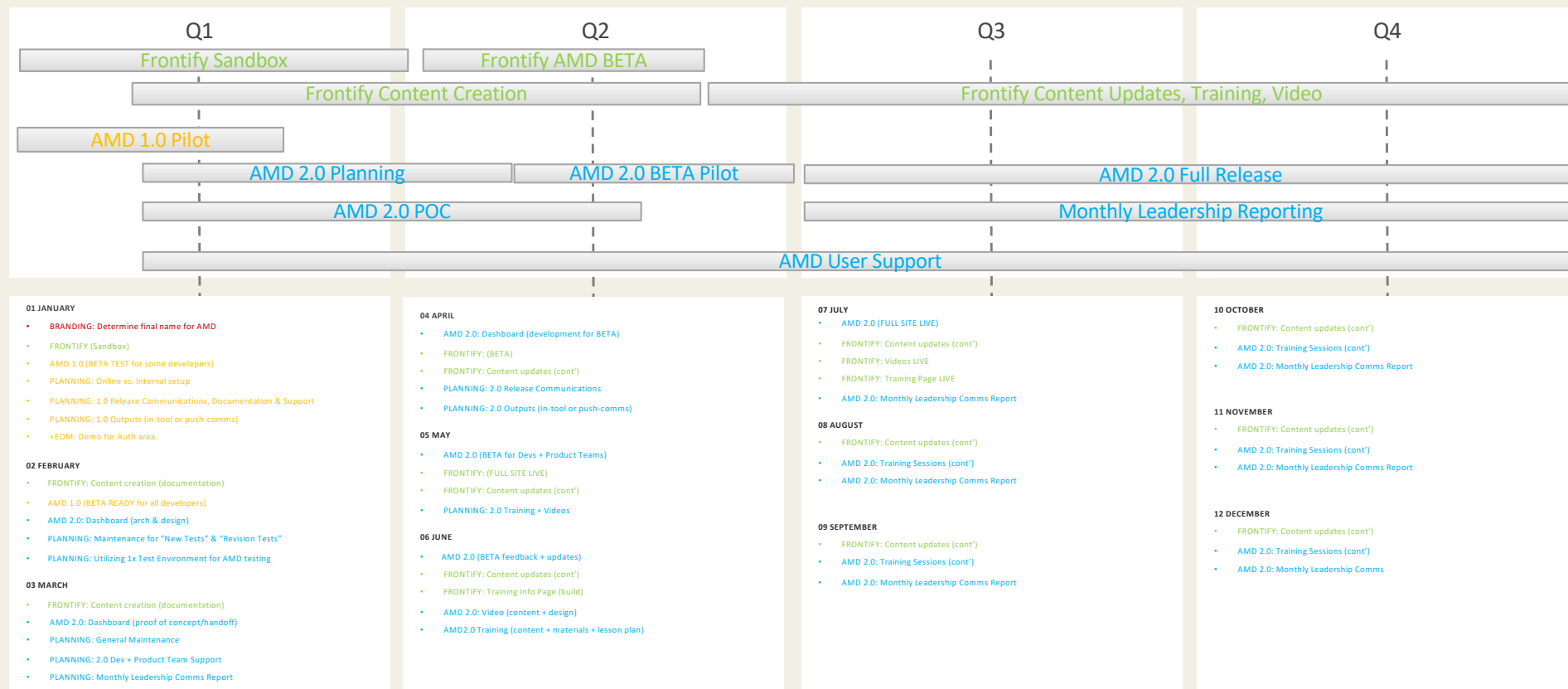
- Multi-channel accessibility
- Phase 2 Dashboard with enhanced visuals/functions
- Frontify site (training, general Data)
- Push communications strategy

Objectives & Key Results (OKRs):

- Real-time compliance data for existing and evolving online channels and omni-channel journeys
- Improved design and code development, tracking, updating, and success evaluations for online channel communications



Product Team: 2021 Planning



1x Adoption Metric Dashboar (AMD) | 2021 Roadmap Details

| Q1 | Q2 | Q3 | Q4 |
|---|--|---|--|
| <p>01 JANUARY</p> <ul style="list-style-type: none"> • FRONTIFY (Sandbox) • BRANDING: Determine final name for AMD • AMD 1.0 (BETA TEST for some developers) • PLANNING: Online vs. Internal setup • PLANNING: 1.0 Release Communications • PLANNING: 1.0 Dev Support • PLANNING: 1.0 Outputs (in-tool or push-comms) <p>02 FEBRUARY</p> <ul style="list-style-type: none"> • FRONTIFY: Content creation (documentation) • AMD 1.0 (BETA READY for all developers) • AMD 2.0: Dashboard (arch & design) • PLANNING: Adding "New Tests" • PLANNING: Revisions "Current Tests" • PLANNING: Utilizing 1x Test Environment for AMD testing <p>03 MARCH</p> <ul style="list-style-type: none"> • FRONTIFY: Content creation (documentation) • AMD 2.0: Dashboard (proof of concept/handoff) • PLANNING: General Maintenance • PLANNING: 2.0 Dev + Product Team Support • PLANNING: Monthly Leadership Comms Report <p>LEGEND</p> <ul style="list-style-type: none"> • FRONTIFY • AMD 1.0 Environment • AMD 2.0 Environment | <p>04 APRIL</p> <ul style="list-style-type: none"> • AMD 2.0: Dashboard (development for BETA) • FRONTIFY: (BETA) • FRONTIFY: Content updates (cont') • PLANNING: 2.0 Release Communications • PLANNING: 2.0 Outputs (in-tool or push-comms) <p>05 MAY</p> <ul style="list-style-type: none"> • AMD 2.0 (BETA for Devs + Product Teams) • FRONTIFY: (FULL SITE LIVE) • FRONTIFY: Content updates (cont') • PLANNING: 2.0 Training + Videos <p>06 JUNE</p> <ul style="list-style-type: none"> • AMD 2.0 (BETA feedback + updates) • FRONTIFY: Content updates (cont') • FRONTIFY: Training Info Page (build) • AMD 2.0: Video (content + design) • AMD2.0 Training (content + materials + lesson plan) | <p>07 JULY</p> <ul style="list-style-type: none"> • AMD 2.0 (FULL SITE LIVE) • FRONTIFY: Content updates (cont') • FRONTIFY: Videos LIVE • FRONTIFY: Training Page LIVE • AMD 2.0: Monthly Leadership Comms Report <p>08 AUGUST</p> <ul style="list-style-type: none"> • FRONTIFY: Content updates (cont') • AMD 2.0: Training Sessions (cont') • AMD 2.0: Monthly Leadership Comms Report <p>09 SEPTEMBER</p> <ul style="list-style-type: none"> • FRONTIFY: Content updates (cont') • AMD 2.0: Training Sessions (cont') • AMD 2.0: Monthly Leadership Comms Report | <p>10 OCTOBER</p> <ul style="list-style-type: none"> • FRONTIFY: Content updates (cont') • AMD 2.0: Training Sessions (cont') • AMD 2.0: Monthly Leadership Comms Report <p>11 NOVEMBER</p> <ul style="list-style-type: none"> • FRONTIFY: Content updates (cont') • AMD 2.0: Training Sessions (cont') • AMD 2.0: Monthly Leadership Comms Report <p>12 DECEMBER</p> <ul style="list-style-type: none"> • FRONTIFY: Content updates (cont') • AMD 2.0: Training Sessions (cont') • AMD 2.0: Monthly Leadership Comms Report |