

PROGRAM MANAGEMENT

Organized Priorities

PROCESS WITHOUT PAIN

Creating a culture of collaboration means breaking down silos among development, operations and quality teams.

In this section we will address:

SOLUTION DELIVERY FRAMEWORK

Prioritize and evaluate a project using a consistent framework across all teams involved.

PRODUCT OWNER DELIVERY ELEMENTS

Regular reviews and stand-ups to ensure deadlines are met and the team remains productive.

ONE TEAM

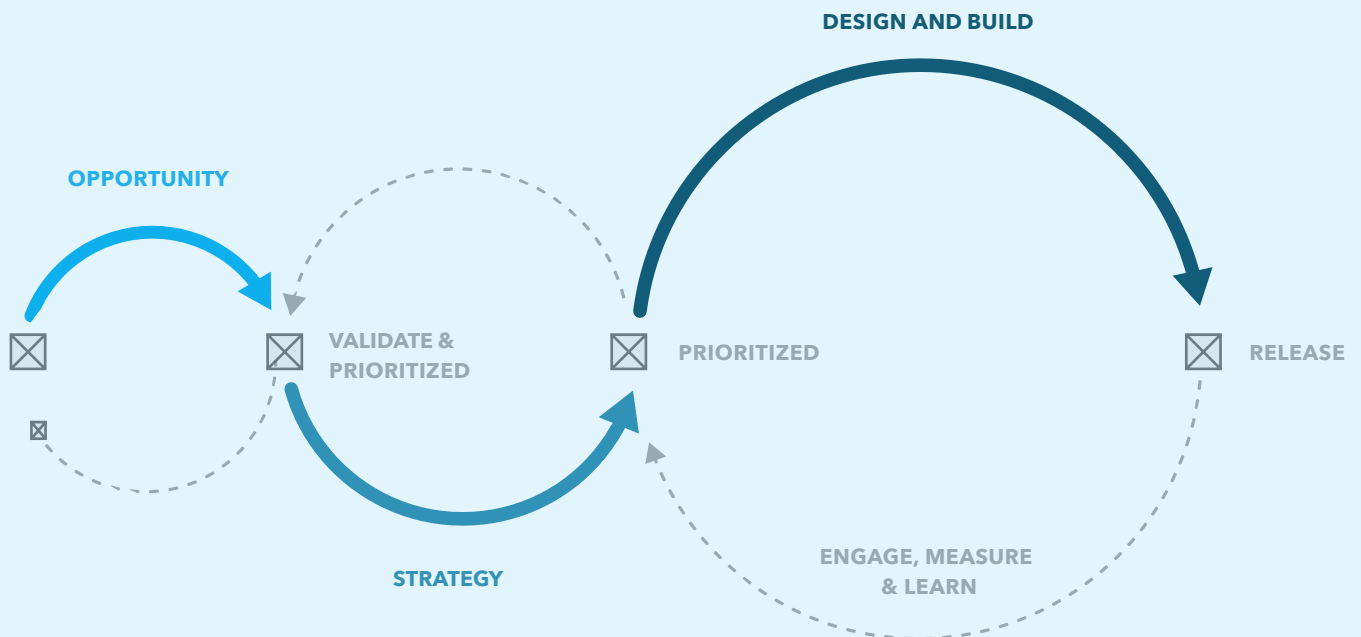
Put everyone working on the project on the same page. No waiting for your turn to take action. We are all in this together.

OUR TOOLS ACROSS THE FRAMEWORK

Our toolset aims for the greatest collaboration and efficiency standards around.

GETTING GOING

Our process as we move from ideation to live and iteration.



SOLUTION DELIVERY FRAMEWORK

VMLY&R has developed our own delivery framework based on Agile principles: The Agile VMLY&R process framework.

This framework was designed by VMLY&R for our partners to help them achieve quicker value creation with the flexibility to respond to market changes throughout the delivery process.

As you can see above, our process isn't linear, meaning we are constantly learning, iterating, and validating our designs and builds.

PRODUCT OWNER DELIVERY ELEMENTS

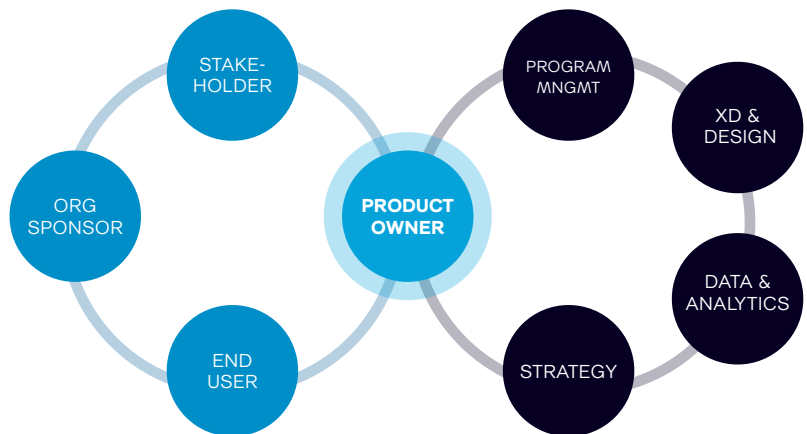
Collecting insights and contributing to the adjustment of the backlog based on user and business need:

- Determine pivot from discovery to development
- Review designs/execution of development
- Validate acceptance criteria
- Take part in daily standup, backlog grooming, sprint demo and retros
- Partner with stakeholders to keep perspectives in the contribution of execution
- Review regular progress of in-sprint builds/execution

ONE TEAM

We integrate client teams and VMLY&R mobile application SMEs for a best-in-class customer experience.

Note: One Dot ≠ One Individual



OUR TOOLS ACROSS THE FRAMEWORK

We are always assessing the software we apply to our framework and continue to welcome any new solution that the team or client may deem valuable.

COLLABORATION // WORK TO BE DONE



Jira - Used for defect and issue tracking



Confluence - Wiki-type product for documentation



Teams - Channel-based real-time messaging tool

DESIGN



Sketch/XD - Designing interfaces for modern devices



Abstract - Version control and collaboration for designers

DEVELOPMENT



Xcode/Studio - First-class language IDEs



Bitrise - Continuous integration > Nightly builds



Beta - TestFlight and Google programs for internal and external testing



We are here

We're gonna get here. Fast.



1

2

3



Vision + Roadmap

Assess + Recommend

Inception

Preplanning + Readiness

Co-creation

Design + Build
MVP Release

Release Planning

Deploy, Measure,
Learn, Optimize

Life Cycle

What's Next

VISION + ROADMAP

▼ **KEEP BUILDING ON THE THINGS THAT ARE SOLID**

- Kickoff meetings with ideation sessions, team work sessions and team building
- Immersion into existing technology and partnerships
- Create, validate and test central question across stakeholder groups
- Identify owners of touch point responsibilities and understand cadence, governance, ways of working, and learnings to date
- Utilize existing partnerships and analytics to better understand the digital audience and test/learn their behavior
- Customer research, including interviews, behavior expectations and competitive perceptions
- Design sprints and customer user testing
- Create roadmap opportunities landscape and prioritize
- Outline customer responsibility holders and align to working team
- Create user stories

We are here

We're gonna get here. Fast.



INCEPTION

1 TAKE A SHARP PICTURE OF THE PRESENT

Taking the vision and starting to make it real includes expanding the team and putting into action the ways of working necessary for product success.

- Working team kickoff, including all sprint 0 activities
- Expanding user stories
- Continuing design sprints
- Sharpening strategy/roadmap
- Aligning KPIs, measure of success, stage gates and storytelling approach
- Story mapping
- Release planning
- Team structure solidification
- Continued touch point testing (messaging)
- Continuing analytics deep dive
- Sprint 1 ceremonies

CO-CREATION

2 TAKE A CUSTOMER-DRIVEN APPROACH TO DESIGN AND BUILD

Working like we always do – together – we'll use a range of activities to tackle and deliver:

- User story grooming and prioritization
- Draft and iterate creative copy and user interface design
- Groom user stories and conduct sprint planning
- Define "definition of ready" and "definition of done"
- Develop front-end interfaces
- Develop back-end service layers and corresponding database structures
- Conduct quality assurance, performance, load and security testing
- Schedule and facilitate daily standups, sprint demos, and retrospectives
- Proactive/reactive cross-channel messaging and engagement triggers/plans

We are here

We're gonna get here. Fast.



RELEASE PLANNING

3 CUSTOMER FEEDBACK: EARLY AND OFTEN

We're hand in hand at this stage, defining deliverables for release and continued optimization:

- Define iterative release plans based on customer journeys and dependencies
- Engage stakeholders on expectations and progress
- Conduct deployment activities based on platform
- Plan and execute App Store and Google Play requirements
- Plan cross-channel activation
- Test and confirm measure of success metrics and storytelling
- Confirm and finalize stage gates for rollout – technical and/or measurement
- Rolling user testing

LIFE CYCLE

▼ TACKLE THE FUTURE

We're setting guardrails, governance and a go-forward plan to **continue growth**.

- Assess performance and update stage gates of in-market features across touch points
- Conduct joint planning with marketing, tech, ops and digital teams
- Provide POVs, POCs and understanding of emerging technologies to help guide future features and touch points
- Create prototype testing plans for validation of customer/business value
- Continue to monitor, measure, and define customer and competitive success
- Ingest, respond and act on customer feedback as part of contribution to the roadmap
- Define themes and epics for roadmap

THE NEXT 30,60 & 90 DAYS

Day 1

Get smart

By Day 30

Establish vision & roadmap

Kick-off MVP Build

Use vision and roadmap to kick-off the MVP development

What clients can expect as they begin their relationship with the Mobility team.

This is a sample of a mobile kick-off and is subject to change from client to client.

KICK-OFF

Week1

Business and Customer Experience Deep Dive

- Request/review research/materials
- Request business, legal and medical requirements
- Review current user experience & communication touch-points
- Identify KPIs

Technical Deep Dive

- Begin tech audit: systems, data, environments and integration points
- Understand communication systems

- Understand current vendors
- Financial system and process review

Financials

- MSA development
- Resource allocations
- SOW Creation
- Budget Alignment

Team Building

- Broader Partnership engagement
- Identify ways of working

OUR FIRST 30 DAYS

Week 2

Customer Experience Deep Dive

- Begin synthesis of materials
- Conduct competitor research
- Conduct stakeholder interviews
 - Collaborate with MLR team on requirements
- Conduct story mapping exercise
- Conduct primary research (if needed)

Technical Discovery

- Complete audits
- Begin to synthesize audit findings
- Create system and architecture diagrams for app/middle tier
- Create vendor shortlist

- Prioritize user stories for MVP

Technical Discovery

- Complete system and architecture diagrams
- Create technology vision
- Contact vendors RFI

Week 4

Customer Experience Roadmap

- Complete roadmap and mobile app vision. Includes MVP recommendation and prioritized user stories with LOE

Technical Discovery

- Complete technology vision including tech stack, environments and architecture
- Prepare to kick-off sprint activities

Week 3

Customer Experience Vision

- Begin building vision and roadmap
- Create high-level user flow/wireframes and user stories

OUTCOMES FROM DISCOVERY

Customer Experience Discovery Summary

- Summary of research, findings and recommendations
- Vision + Roadmap of mobile experience and middle tier.
- MVP phase 1 user stories and backlog

Technical Discovery Summary

- Summary of audits, environments, systems and our recommendations.
- Technology Vision for experience for MVP and beyond.

By Day 60

Fully agile team is onboarded and actively designing and developing

By Day 90

The experience is coming to life using our customer-drive approach to design + build

Continued Improvements

Ensure that user feedback, stakeholder feedback and analytics drive further improvements

DESIGN + BUILD

Sprint 1 Design

- UI and UX Development

Sprint 0 Dev

- Stand Up Dev Environments
- Vendor Selection
- Begin Coding Middle tier
- Begin Coding App Framework

Sprint 2 Design

- UI and UX Development

Sprint 1 Dev

- User Story Development
- Testing
- Client Demo
- Retrospective

DESIGN + BUILD CONT.

Sprint 3 Design

- UI and UX Development

Sprint 2 Dev

- User Story Development
- Testing
- Client Demo
- Retrospective

Sprint 4 Design

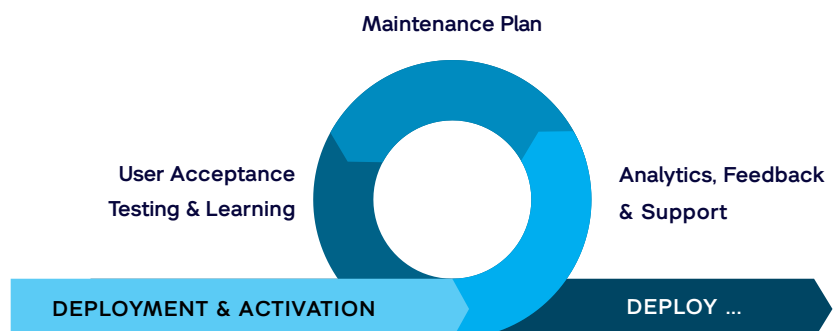
- UI and UX Development

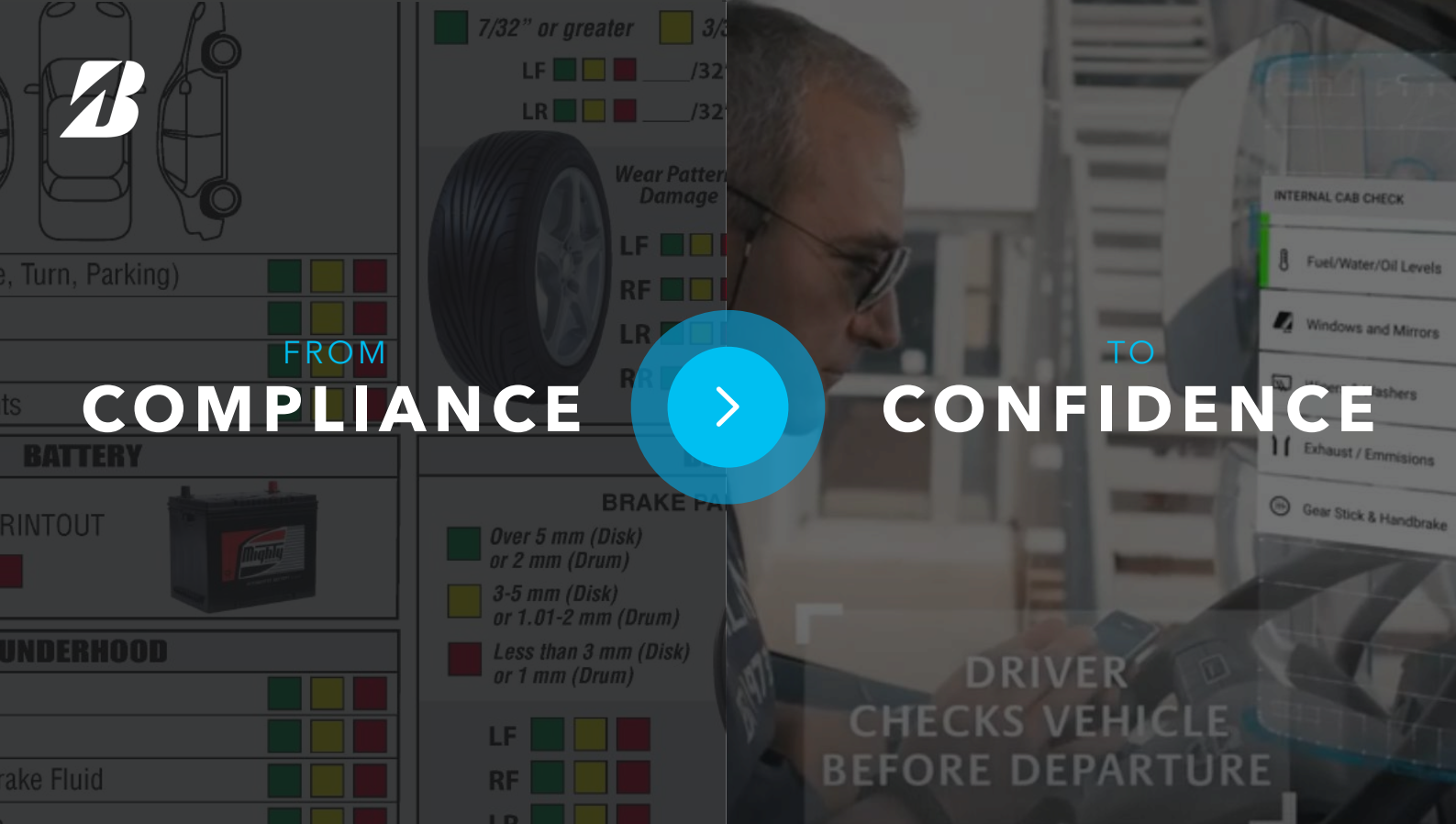
Sprint 3 Dev

- User Story Development
- Testing
- Client Demo
- Retrospective

At VMLY&R, we understand that creating a successful product goes beyond just the launch date. Without a solid plan and set of processes in place to help improve our launch product, there is a good chance of falling behind our competitors and an increased risk of diminishing our user base.

One of the key things we offer is monitoring the life cycle of a product. Creating a consistent and efficient maintenance plan and optimization team allows us to have a mutually beneficial feedback loop and long-term product vision.





FROM COMPLIANCE TO CONFIDENCE

TRANSPORTATION: BRIDGESTONE POSITIONS BRIDGESTONE AS A KEY PARTNER BETWEEN FLEET MANAGERS AND THEIR DRIVERS

CHALLENGE

Bridgestone's market share in small and medium fleets was at stake in Europe, where cheaper players are entering the markets and sales teams cannot cover enough ground. The goal was to help Bridgestone transform its business from a tire manufacturer to a solutions business, focused on building a relationship with its fleet managers, which is beyond a basic transactional relationship.

SOLUTION

VMLY&R worked with Bridgestone to define the concept and develop a solution (app and website) to help fleets manage all their maintenance activities, ensure the roadworthiness of their vehicles, and comply with existing and upcoming regulation changes in the European market.

This was a truly a VMLY&R global effort with project management partnership in London and Kansas City, mobile and web development occurring in Kraków and Kansas City and a client product owner in Sweden.

