### **Keystone OA**

### **Summary**

| **OA ID & Name** | **OA #9.x.x EP metadata change enhancement** | |
| --- | --- | --- |
| **Headline/Description**  **(1-2 sentences max)** | Automated process of EP validation to cover most Merch EP use cases and Cannibalization verification. Onboarding EP info to ControlCenter for incident investigation and event correlation. | |
| **CPS Name** | Keystone | |
| **Initiative Owner** | [Pavel Liu](mailto:yualiu@ebay.com)Dawei Wang | |
| **Revenue Target**  **($M Annualized)** |  | |
| **Est Scoping: S/M/L (FTEs)** | M | |
| **Planning Priority** | P2 | |
| **Target Quarter** | Q2 | |

### **Opportunity Assessment (OA) / Business Requirements Documentation (BRD)**

### **Problem**

In 2021, one of the most frequent requests in Merch is to validate and launch A/B tests for our algos and their variants. We used to have some automated algo targeting validation, however with multiple changes in Touchstone it is not always working as expected. Also with PageOptimization being added and more EPs are from PO, we will need to cover more use cases for PO flow in the validation automation. Besides the validation automation, we will need to make most EP related info on boarded on ControlCenter, so they are visible and available for all (including the system) to do issue correlation and investigation.

### **Topline Summary**

| **Opportunity Space** | **User Story**  As a x, I want to achieve x, because of x | **2022 Opp Size** | **Risk** |
| --- | --- | --- | --- |
| QE and QE Infrastructure | Keystone | M | S |

### **User Stories / Use cases**

| **US #** | **User Story**  As a x, I want to achieve x, because of x | **Target Timeline** | **Priority**  P1, P2, P3 |
| --- | --- | --- | --- |
| 1 | Complete the automated e2e validation for use cases like Algo Targeting flow and PO flow | Q1 | P1 |
| 2 | Onboarding Pre-launch EP validation info to ControlCenter (EP JIRA DoD) | Q1 | P1 |
| 3 | Finalize the data collection in ControlCenter on EP launch (ramp-up, update and ramp-down). Time Series Backend | Q1 | P1 |
| 4 | Implementing EP evaluation/prediction query | Q2 | P1 |
| 5 | Onboarding EP evaluation check points onto ControlCenter data structure | Q2 | P1 |
| 6 | Piloting EP candidate planning tool (TBD - below the cutline?) | Q3 | P3 |
| 6 |  |  |  |
| 7 |  |  |  |
| ~~8~~ |  |  |  |

**Below the** [**Cutline**](https://docs.google.com/spreadsheets/d/1Tnn1z9ZiDwS2bb0fQxbj4PlKESxQV3g4WhZIUf7D3F4/edit#gid=0)

These items were considered for this OA but will not be part of this OA as they are outside the available resourcing and priorities for 2022.

| 7 |  | Q2 | P1 |
| --- | --- | --- | --- |
| 8 |  | Q2 | P1 |
| 9 |  | Q3 | P1 |
| 10 |  | Q3 | P3 |
| 11 |  | Q4 | P1 |
| 12 |  | Q4 | P2 |

**Benefit to eBay and Ads Customers**

### *By addressing these outages and controlling the attribution pipeline, eBay Ads has more control and can*

| Date | Cause | Revenue Recovered | Revenue Impacted |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### **Assumptions**

### *What are the must- have for success?*

### **Metrics**

### *How will we know when we are successful?*

**Short term (Primary)**

**Long term (secondary)**

**Quantitative/Qualitative**

### **Dependent Domain and Orgs**

### *Who we need to collaborate with outside our team? Is this an opportunity to partner with an outside company and / or is M&A a potential route?*

| **Domain Team Names** | **What we need from them** |
| --- | --- |
| QE |  |
| QE SRE/Infrastructure |  |
|  |  |
|  |  |
|  |  |

### **Business Model & Commercialization Strategy**

### *What are the business model options for this product?* I *Which ones seem most aligned with customer goals?* I *What is the GTM outline?*

*<Insert Here>*

| **Business Model Options** | **Pros** | **Cons** |
| --- | --- | --- |
| *<Option A>* | *<Insert here>* | *<Insert here>* |
|  |  |  |

### **Risks and Mitigation Plan**

### *What are some potential issues that we should look out for?*

| **Risks** | **Mitigation Plan** |
| --- | --- |
| *<Insert here>* | *<Insert here>* |
|  |  |

### **~~RACI~~**

| **~~NAME~~** | **~~DEPARTMENT~~** | **~~CORE PROJECT GROUP~~** | **~~R~~** | **~~A~~** | **~~C~~** | **~~I~~** |
| --- | --- | --- | --- | --- | --- | --- |
|  | ~~CPS Lead~~ |  | ~~R~~ | ~~A~~ | ~~C~~ | ~~I~~ |
|  | ~~Product Owner~~ |  |  |  |  |  |
|  | ~~Product Director~~ |  |  |  |  |  |
|  | ~~Ads Eng~~ |  |  |  |  |  |
|  | ~~Dependency Teams~~ |  |  |  |  |  |
|  | ~~Design~~ |  |  |  |  |  |
|  | ~~Marketing~~ |  |  |  |  |  |
|  | ~~Program Manager~~ |  |  |  |  |  |
|  | ~~AU market~~ |  |  |  |  |  |
|  | ~~US market~~ |  |  |  |  |  |
|  | ~~EU Market~~ |  |  |  |  |  |
|  | ~~Analytics~~ |  |  |  |  |  |
|  | ~~Legal~~ |  |  |  |  |  |

### **~~Effort Estimations~~**

### *~~How many resources will be required to complete and launch the solution?~~*

| **~~Project/Use Case~~** | **~~Resources / Assumptions~~** |
| --- | --- |
|  |  |
|  |  |
|
|  |  |
|
|
|  | ~~TOTAL Effort~~ |

### 

### **~~Business Use Cases~~**

*~~Structured approach on how a person who uses a certain process will achieve a goal (steps followed by a user to achieve a goal). Description of the interaction between system and actors. [Primary Path] + [Alternative Path] + [Exceptional Path]. Basic terms: actor, goal, system. Extended terms: Stakeholder, Trigger, Preconditions.~~*

| **~~Use case #~~** |  | |
| --- | --- | --- |
| **~~Description~~** |  | |
| **~~Priority~~** |  | |
| **~~Assumption~~** |  | |
| **~~Triggers~~** |  | |
| **~~Actors~~** |  | |
| **~~Primary Path~~** | ~~Step 1~~ | ~~sequence of simple steps, beginning with a user's goal and ending when that goal is fulfilled.~~ |
|  | ~~Step 2~~ |  |
|  | ~~Step 3~~ |  |
| **~~Alternative Path~~** | ~~Step 1~~ |  |
|  | ~~Step 2~~ |  |
|  | ~~Step 3~~ |  |
| **~~Exceptional Path~~** | ~~Step 1~~ |  |
|  | ~~Step 2~~ |  |
|  | ~~Step 3~~ |  |

| **~~Use case #~~** |  | |
| --- | --- | --- |
| **~~Description~~** |  | |
| **~~Priority~~** |  | |
| **~~Assumption~~** |  | |
| **~~Triggers~~** |  | |
| **~~Actors~~** |  | |
| **~~Primary Path~~** | ~~Step 1~~ | ~~sequence of simple steps, beginning with a user's goal and ending when that goal is fulfilled.~~ |
|  | ~~Step 2~~ |  |
|  | ~~Step 3~~ |  |
| **~~Alternative Path~~** | ~~Step 1~~ |  |
|  | ~~Step 2~~ |  |
|  | ~~Step 3~~ |  |
| **~~Exceptional Path~~** | ~~Step 1~~ |  |
|  | ~~Step 2~~ |  |
|  | ~~Step 3~~ |  |

### **~~Related documents~~**