# **Release 2 Theming**

# Theme 1 – Complete branding/USAJOBS changeover

* Theme 2 – Complete Managing Opportunities
* Theme 3 – MVP for Acquisitions

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# **Complete Branding/USAJOBS changeover**

# **Email Content Updates -** Moved from Release 1 to Release 2

* 1567 – Email branding
* 1542 – Replace Mandrill with Amazon web tool (must be completed by 3/30)
* 1704 – Standard email footer
* 1683 - Forgot password Email
* 1684 - New user Email
* 1685 - Opportunity - submitted- email to Task Creator Email
* 1686 - Opportunity - submitted- email to Admin Email
* 1687 - Opportunity - approved - open Email
* 1689 - Task due - in 7 days - Task creator Email
* 1690 - Task due - today - Task creator Email
* 1691 - Task Overdue - Task creator Email
* 1692 - Tash Overdue - Task taker Email
* 1693 - Task Taker - Opportunity - complete Email
* 1694 - Applicants - Interested Email
* 1695 - Applicants - Assigned Email
* 1696 - Applicants - Not assigned Email
* 1697 - Discussion - new comment Email
* 1706 - Task Creator – Opportunity Complete
* **New Email(s):**
* 1716 - Task canceled email to applicants
* **Help Center Implementation:**
* 1934 - Add Help Center link to Open Opps - Design/Enhancement
* Move Help Center to from GitHub to Federalist
* Create new articles for the Help Center that focus on the task taker and creating an account.

**Outcome**:

* + Branding reflects OPM and USAJOBS and design system is applied.
  + Fewer email questions for help
  + Help center fully implemented

**How do we measure outcome?**

* + Open Opportunities Powered by USAJOBS branding applied across the system and in system emails.
  + Track user questions this period in order to measure for next period

1. **Complete Managing Opportunities -** Moved from Release 1 to Release 2

● 1751 – Task Taker: Cancel Application

* New ticket – Report on Admin dashboard to generate metrics on completing opportunities
* Spike 1866

**Outcome:** System enhancements provide the ability for task creators to more effectively close out their tasks.

**How do we measure outcome?** Create a report for administrators to view metrics on how opportunities are being completed. How many are being completed by Lisa/Admin manually vs the Opportunity Creator.

1. **MVP for Acquisitions (FAI):**

* FAI specific requirements for:
  + Create an opportunity page
  + Acquisitions landing page
  + Acquisition entry points
  + Search
  + FAI Filters
  + Dashboard to track people creating new accounts, agencies creating new opportunities
* **Acquisition Change management** – PO Work, no development
  + Success stories
  + Getting opportunities from Chief Acquisition Officers Council
  + Drafting a toolkit with examples to share with potential task creators,
  + Developing foundational materials, great visuals, materials we can use to help sell this

**Outcomes for FAI MVP**

* Acquisition employees can find and create the acquisitions-specific opportunities through multiple entry points.
* 20 + opportunities available at MVP launch & 50 acquisition opportunities posted over the period of 1/1/2018 - 10/01/2018
* Visitor (traffic): 500 new users to Open Opportunities in the acquisition field over the period 01/01/2018 - 10/01/2018.
* Job satisfaction: Collect 2 case studies from happy supervisors who have posted an opportunity and had that opportunity fulfilled within 3 months of our first release.

**Outcome Metrics**

* # of new accounts created on the platform (500 new by 09/30/18)
* # of opportunities submitted by release of MVP (5/4)
* # of new opportunities submitted by 9/30
* Target new agencies to increase outreach:
  + 2 new agencies/departments will post a task per quarter

*Supporting metrics:*

* + - *# of new agencies (per quarter)*
    - *# of new subscribers (per month)*
    - *Customer experience as measured by Survey Monkey*
      * *> 75% would do it again*
      * *> 75% would recommend to a friend*
  + *Repeat Engagement* 
    - *# repeat participants*
    - *# participants for ongoing tasks*

**NOTE:** Design begins work on integrated profile which is critical for Department of State work