Summary

FEATURE

- InApp Mobile Preview (MRAID Creative on IOS)

VISION STATEMENT

- For mobile developers, designers, QA Testers, Sales and Clients who need to preview InApp mobile creative on IOS devices. It provides a way to preview MRAID Creative within a placement.

WHEN

- End of Q1, 2014 (March 31st, tax quarter?)

GOALS

- Significantly decrease mobile ad development turnaround times
  - Identify some measurement of current turnaround time (Tech BA?)
- Enable MRAID InApp mobile ad preview without relying on third-party vendor
  - More on MRAID http://www.iab.net/mraid and current web-based testing tools http://webtester.mraid.org
- Provide clients an easy way to preview mobile creative with no training
  - Confirm with lo-fi usability test
- Develop solution with no work-arounds or hacks
- Develop an architecturally scalable and easily extensible solution
  - Do we need a tech solution cop?

SUCCESS METRICS

- Reducing Mobile ad preview generation time from hours or days down to minutes
- Reduce the number of QA revisions with client
- Enable ability to preview MRAID mobile ads on any IOS device
- Solution must be self evident for intended audience and require no training

WEAKNESSES

- We may not have all the skill sets needed on staff including App store administration, IOS development, IOS QA Testing and MRAID expertise
- We don't have a full suite of devices to test on

- We don't have Mobile ad development and testing training for new hires
- New roadmap priorities could constrain resources and delay development

STRENGTHS

- The feature can make us more competitive in the marketplace
- Will increase mobile ad productivity
- Could be used as a sales aid for new mobile accounts
- Nick and Joe are experts ;)

COMMUNITY

- Product Manager   Walt
- Product Owner   (TBD)
- Scrum Master   (TBD)
- UX Designer   Craig
- Tech BA   (TBD)
- SME 1   Nick Fox
- SME 2   Joe Brust

OnPoint Development Team

- Database   (TBD)
- Mid Tier   (TBD)
- Ad Delivery   (TBD)
- Front End   (TBD)
- QA   (TBD)

IOS App Team?

- Database   (?)
- Mid Tier   (?)
- Ad Delivery   (?)
- Front End   (?)
- QA   (?)

CADENCE

NOTE: For sequence only, no dates

Starting this week…

- Determine UX/BA tasks and timeline and capture in Rally
- Determine soonest possible timeline for development based on current

priorities and release status (PMO/Product Management)
- Determine teams (PMO)
- A ton of other things I'm not thinking about here...to be filled in of course...

Sprint 0...

UX Designer

- Add UX stories and tasks in Rally
- User requirements discovery
- Team ideation for OnPoint/App (we'll need to determine the dev team for this)
  - http://ux.pointroll.com/agile-ux-sketching-scrum/
- Lo-fi IOS App paper prototype
- OnPoint prototype updates

Tech BA

- Tech Requirements Discovery OnPoint and MRAID

Much more potential work TBD...

Sprint 1...

UX Designer

- Lo-fi user testing/team reviews
- Design pattern updates
- Write stories

Tech BA

- Tech Requirements Discovery IOS/App Store etc.
- Publish research/findings

Much more potential work TBD...

Sprint 2...

UX Designer/Tech BA

- Grooming

Much more potential work TBD...

Sprint 3...

Development begins?....