

IDEAS TO INNOVATION: THE PRODUCT DEVELOPMENT PROCESS

Brittany Bybee • Marta Cooke
Dana Santos

OBJECTIVES

- Learn what value the Avionté Product Management Team is and why having the department at Avionté benefits you and your business.
- Learn how and why you should use the Ideas Portal.
- Learn about how the Avionté Product team uses YOUR ideas to develop new features.
- Be your own Business Analyst and Product Owner (for an hour).

See page 16 in your booklet.

INTRODUCTIONS

PRESENTERS

Brittany Bybee (Strategic Account Executive)

- Started with Avionté 1.5 years ago
- 3.5 years staffing and recruiting prior to Avionté

Marta Cooke (Business Analyst)

- Started with Avionté 6.5 years ago as a Project Manager
- 7 years staffing and recruiting prior to Avionté

Dana Santos (Director of Product Management)

- Started with Avionté 4.5 years ago as a Project Manager
- 10 years recruiting prior to Avionté

AGENDA

- The Avionté Product Department
 - What is Product Management?
- Ideas Portal
 - Learn more about the tool and best practices for use
 - Idea Life-Cycle
- Group exercise
 - Generate requirements for a “Top Ten” Idea
- Wrap-up

AVIONTÉ PRODUCT MANAGEMENT

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Overview

The Avionté Product Management Team was created in 2016 to achieve three goals:

- better facilitate communication between all users and the development department; researching requirements so answers are available before development begins.
- prioritize features according to value provided to company-wide strategic initiatives, instead of developing client-specific features that don't provide value to the entire client base.
- plan releases so every shareholder knows what features will be available before they're complete.

Product Development Teams

To ensure fast delivery of innovation

- ✓ Front Office – Recruiter Module
- ✓ Front Office – External Modules
 - Job Board Module
 - Talent Module
- ✓ Back Office
- ✓ API/Partner Platform

Product Process

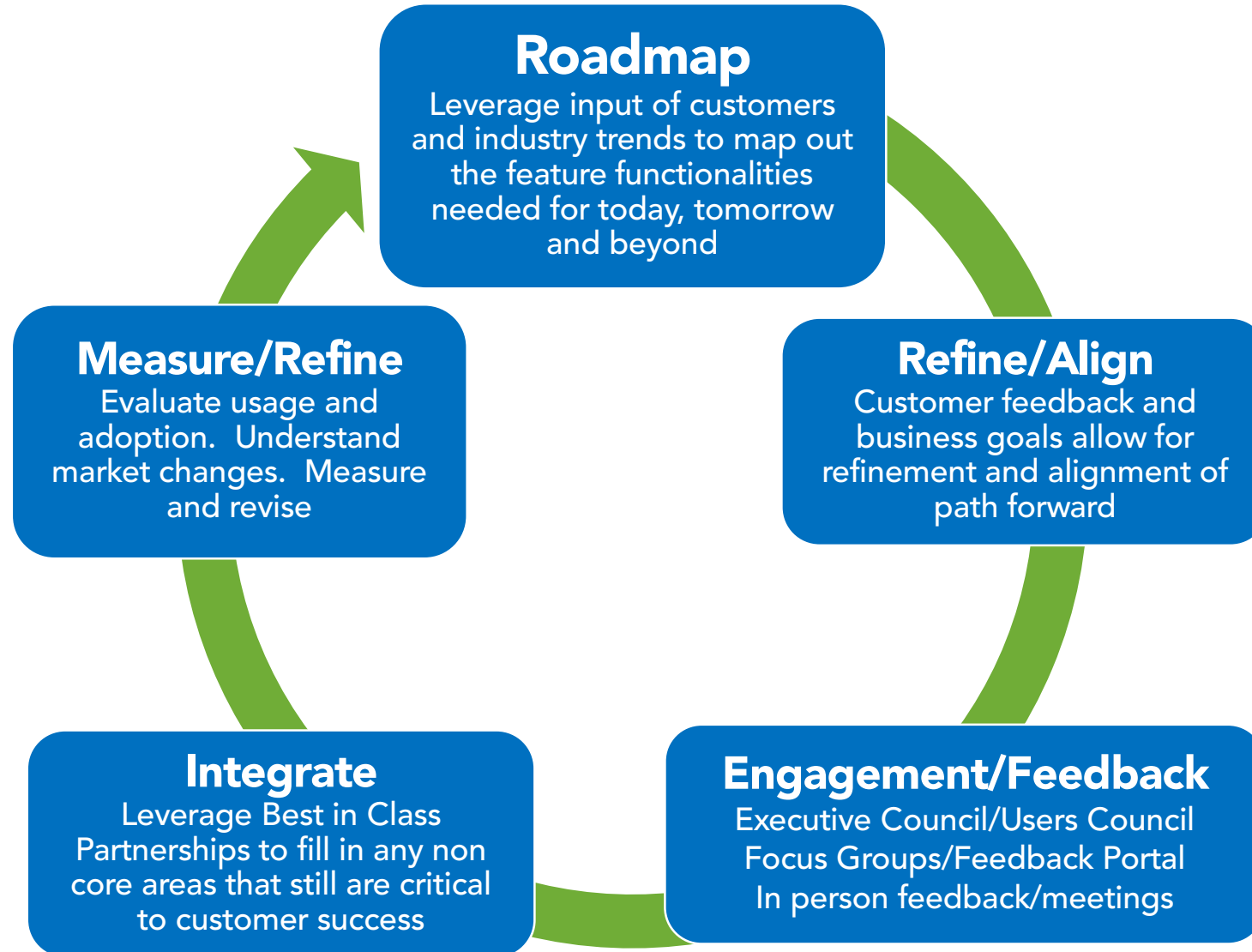
Agile:

- 2 week sprints
- Monthly releases

Product Management Decision Criteria:

- Customer Feedback
- Ideas Portal
- Innovation Circle:
 - Executive Council
 - Operational Council
- G.R.I.T.
 - Growth
 - Retention
 - Integrity
 - Technology

Product Decision Process



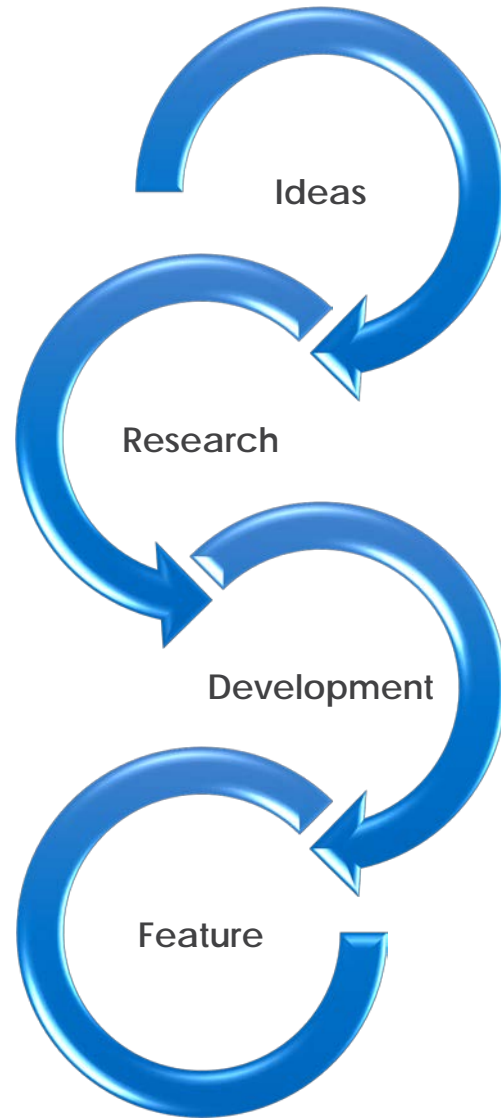
IDEAS PORTAL

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Overview

- The Ideas Portal is used by Product to collate ideas from EVERYONE, including clients, partners, and internal staff.
- Ideas are OPPORTUNITIES for development, where existing functionality could be augmented or it simply doesn't exist yet.
- Ideas are reviewed DAILY. They are reviewed to ensure:
 - They are in the correct Product Line
 - Have a relevant (searchable) heading
 - Have a description that actually describes the expected output
 - That the functionality isn't already hiding somewhere the submitter hasn't looked yet

Idea Life-Cycle



- Idea is submitted and qualified.
- Business Analyst reviews, researches and writes business requirements.
- Requirements are discussed and technically evaluated by Development team.
- Feature is added to the Road Map by the Product Manager, developed, tested, and released.

<https://ideas.avionte.com>

https://ideas.avionte.com/

AVIONTÉ Product Enhancement Portal

[Add a new Enhancement Idea](#)

Recent | Trending | Popular

3 VOTE

Candidates can set their own availability

Give candidates the ability to log into Aero and from their Home page make... This would create an availability message which would be tracked in our c...

Created 6 days ago by Katie Sechrist
Talent Module / Talent Module

1 VOTE

Status Based on Workflow or Workflow Display on Talent

Currently when an applicant applies via Aero whether they did a quick app... full application they come into the database as an Online applicant. My rec... glance HOW MUCH of our application pr...

Created 5 days ago by Guest
Recruiter Module

88 VOTE

Report Writer: Add a user friendly report writer for building reports requiring a DBA/Programmer)

It would be beneficial to add a user friendly external report writer that wo... own reports that can be modified in a way that would let them format the... example would be Crystal Report...

Created almost 2 years ago by Guest
Admin Tools

69 VOTE

Notification Center

It would be amazing if we could see notification of email failure to send. If I don't get a response I have no way of knowing if the email was received or not.

Created almost 2 years ago by Guest
Admin Tools

Planned 7

FILTER BY STATUS

- Already exists 91
- Will not implement 59
- Planned x**
- Shipped 14

FILTER BY CATEGORY

- Admin Tools 55
- Back Office 107
- Compliance 14
- Front Office 267
- Job Board Module 19
- Platform Partnerships 34
- Recruiter Module 160
- Talent Module 58

[Log in / Sign up](#)

AVIONTÉ Product Enhancement Portal

[Home /](#)
[New Enhancement Idea](#)
[Log in / Sign up](#)

Add a new Enhancement Idea

Choose a product for this Enhancement Idea

Admin Tools

Your Enhancement Idea **Required**

Enhancement Idea Summary

Please add more details

Paragraph **B I U S**

Why is it useful, who would benefit from it, how should it work?

Attach files

Tell us who you are **Required**

Your email address

[Share Enhancement Idea](#)

You agree to our [Terms of service](#) by using the ideas portal. The application will send you email updates on ideas you have submitted. You can opt-out from the emails at any time. Read our [Privacy policy](#) to learn more.

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Ideas Portal - Products

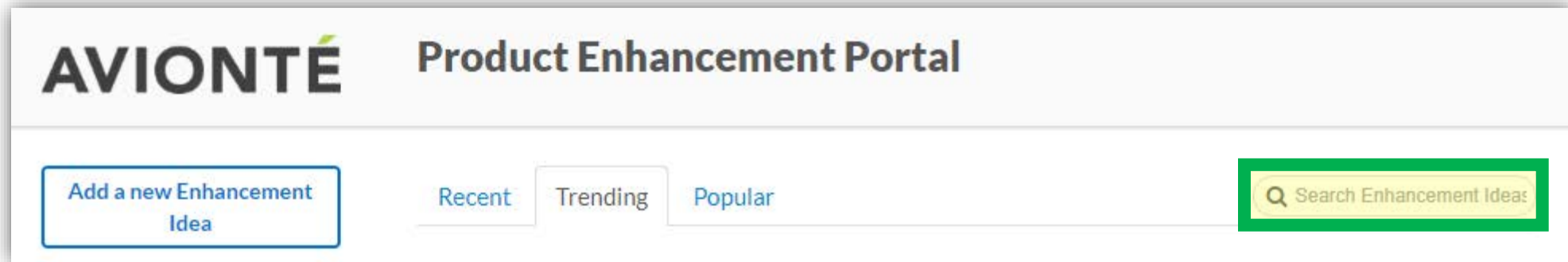
Product Enhancement Portal

Add a new Enhancement Idea

Choose a product for this Enhancement Idea

- Admin Tools
- Back Office
- Compliance
- Front Office
- Job Board Module
- Platform Partnerships
- Recruiter Module
- Talent Module

Ideas Portal - Search



The screenshot shows the top section of the AVIONTE Product Enhancement Portal. On the left is the AVIONTE logo. To its right is the text 'Product Enhancement Portal'. Below the logo is a button labeled 'Add a new Enhancement Idea'. In the center are three filter tabs: 'Recent', 'Trending', and 'Popular'. On the right is a search bar with a magnifying glass icon and the text 'Search Enhancement Ideas'.

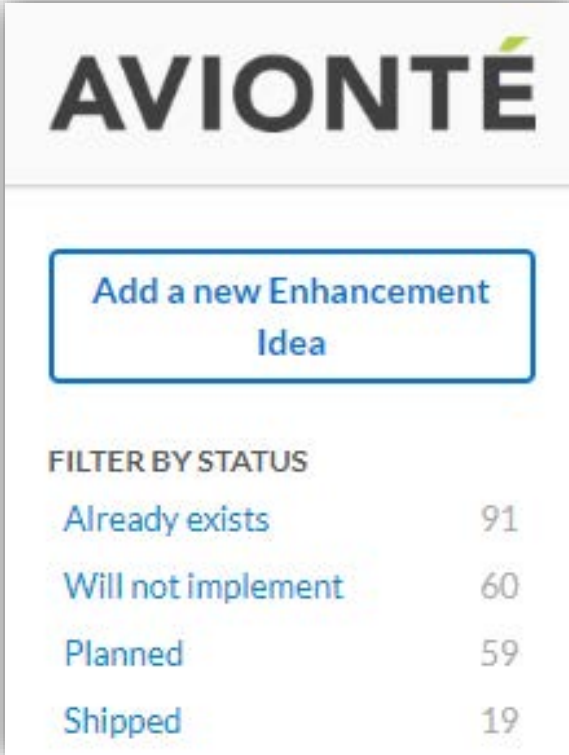
AVIONTE Product Enhancement Portal

Add a new Enhancement Idea

Recent Trending Popular

Q Search Enhancement Ideas

Ideas Portal - Statuses



AVIONTE

Add a new Enhancement Idea

FILTER BY STATUS

Already exists	91
Will not implement	60
Planned	59
Shipped	19

- Future Consideration
- Planned
- Shipped
- Will Not Implement
- Already Exists

Ideas Portal - Votes

Top Ten

Idea votes	Idea name	Idea status
89	Report Writer: Add a user friendly report writer for building custom reports (not requiring a DBA/Programmer)	Planned
69	Notification Center	Planned
62	API for integrations	Planned
60	Move Departments with orders to other positions in the hierarchy	Future consideration
57	Spell Check in email and texting	Future consideration
	Create and manage e-Docs	Shipped
55	Notifications: Applicant alert	Future consideration
53	Minimum wage - set at local level	Planned
46	Mass Email "Opt Out" Functionality - for our Customer base	Future consideration
40	Ability to move an Order to a different department	Future consideration

Ideas Portal – Fun Facts!

The most "future consideration" ideas happen on the same day: the most ideas we ever received were submitted on the 28th of 11 months. We've also received a total of 24 ideas to date (437).

GROUP EXERCISE

Who?

VOTE

It would be beneficial to add a user friendly external report writer that would allow users to create their own reports that can be modified in a way that would let them format the report to their specifications. An example would be Crystal Report...

Created by Guest Admin Tools Planned 9

1

VOTE

Status Based on Workflow or Workflow Display on Talent Record

Currently when an applicant applies via Aero whether they did a quick apply, shortened application or a full application they come into the database as an Online applicant. My recruiters need to know at first glance HOW MUCH of our application pr...

Created 9 days ago by Guest Recruiter Module Planned 1

69

VOTE

Notification Center

Created by Guest Admin Tools Planned 7

62

VOTE

API for integrations

There is a long outstanding need we see that Avionte lacks a well documented open Restful API that would allow Avionte customers to integrate closely with Cloud Vendors or custom on premise applications. For us, this would vastly open the door to...

Created by Guest Admin Tools Planned 11

22

VOTE

Additional fields for Job Board XML

Split RSS feeds by job board; fix character issues in Indeed XML.

Where?

Why?

How?

What?

Research

- Write down 4-5 things that you feel a Notification Center should do.
- Attach them to the whiteboard.
- We'll group, categorize and prioritize together.



AVIONTÉ

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