



## Digital Marketing Web Enhancement Request Process

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This document outlines the current AdventHealth Digital Marketing Web Enhancement Request Process. Questions about the process can be email to [AdventHealth.Web@adventhealth.com](mailto:AdventHealth.Web@adventhealth.com).

1. **Submit Request** - CMS user submits a request through the [Digital Marketing Enhancement Request form](#).
  - a. Form gathers information about requested functionality:
    - i. Frontend vs. Backend.
    - ii. Detailed Description of Request.
    - iii. Examples or Mocks.
  - b. Form also gathers information about prioritization:
    - i. Recommended Due Date and Why (not a promised date).
    - ii. Overall Benefit to the Business.
    - iii. Any risks involved in not implementing the request.
2. **Request Reviewed** - New requests reviewed during bi-monthly (every other Thursday) Enhancement Request Review meeting.
  - a. Requests may be **Approved** to move into the development cycle if:
    - i. Possible to implement or does it fall within our department.
    - ii. Align with overall business and department goals.
    - iii. No HIPAA or PHI data is being captured.
    - iv. Has more than one use case.
    - v. Overall lift to the development team to implement.
  - b. Requests may be **Rejected** if:
    - i. Functionality cannot be implemented
    - ii. Does not fall under our department.
    - iii. Does not align with the goals of the business or department.
    - iv. Captures sensitive consumer data.
    - v. Has only a single use case.
    - vi. Development level of effort supersede benefits.
3. **Approve/Reject Email Sent** - After reviewing request, an Approve/Reject email is sent to the submitter.
  - a. If **Approved**:
    - i. JIRA ticket number will be provided if a ticket has been created prior to discovery period
    - ii. Request is added to the [Open Requests](#) section of the Digital Marketing Enhancement Request page to be tracked by the original requestor.
  - b. If **Rejected**:
    - i. The reason the request was rejected.

4. **Request Enters Discovery** - Approved requests are subject to a discovery period where we gather and document the following:
  - a. Use Cases
  - b. Mocks
    - i. Design Project is created.
    - ii. Additional Design Discovery as needed.
    - iii. Mocks are created for approval.
    - iv. Documentation is completed in Documentation meeting.
  - c. Developer Feedback
  - d. Requestor Feedback
5. **Request is Prioritized** - Once assets are gathered, a JIRA ticket is created/updated in the Backlog and set to be prioritized through the **Weighted Shortest Job First (WSJF)** process before the next Backlog Refinement meeting (bi-weekly).
  - a. WSJF is a prioritization model used to sequence jobs to produce maximum economic benefit.
  - b. Points are added based on the following criteria:
    - i. The level of effort to develop and implement the request.
    - ii. The overall value the request will have for the business.
    - iii. When and if the request needs to be live by a specific date or deadline.
    - iv. Whether there are financial or legal risks involved with not implementing the request.
  - c. If the ticket has a lower WSJF score, the request may sit in the backlog until prioritizes align or we have the bandwidth to accommodate the request.
6. **Request is Added to Sprint** – If the request has a high WSJF value, the sooner the request will be prioritized into a future Milestone.
  - a. We deploy 2 milestones a month
  - b. Enhancement Requests with higher WSJF scores in the backlog are prioritized into upcoming Milestone.
  - c. Requests are typically added to Milestones two ahead of the current Milestone being worked on (1 month ahead).
7. **Functionality is Developed** – Development team is actively working on adding the request to the site.
  - a. Developers code new functionality.
  - b. Functionality is QAed in Developer Environment.
  - c. Functionality is UAT tested in Staging Environment.
8. **Deployed to Production** - Request is Deployed to Production and Live on the website.
9. **Go Live Email Sent** – An email is sent to original enhancement requestor letting them know their requested functionality is live.
10. **Enhancement Request Page Updated** - The Enhancement Request page is updated and the request is moved from [Open Requests](#) to [Completed Requests](#).

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# Enhancement Request Process Flow

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