

**From:** King Rocky [mailto:rking@coveroregon.com]  
**Sent:** Wednesday, September 18, 2013 4:06 AM  
**Subject:** Little Things That Count

Hi Laura,

While going through the portal last night, I was drawn to a number of problems that I believe will impact how agents and community partners react to our site. First, it should be fair to say that I'm drawing some of my thoughts from the biography of Steve Jobs and the relentless pursuit of perfection that he had. His focus was always on the customer and the customer experience (he didn't listen to them via focus groups or run throughs, but everything he did was to enhance their experience).

I grew up in the food industry and in the California wine country first jobs picking grapes and working in restaurants. The winery's always focused on packaging first a good looking bottle gets people to buy and most people don't really know if the wine is good or bad (there are more snobs today but it is still amazing how a 10 dollar bottle of wine with a great package will sell over something more expensive, great taste but with mundane packaging. In the restaurant business (my father opened Wimpy's Hamburger Restaurant in 1933!) I was always told to sell the sizzle damn the taste! The point being what people see is what creates the lasting impression (minus those who get food poisoning).

So what I'm going to suggest may be off base and not possible given time and resources I'll let you and Aaron decide whether you can pull it off.

So - Is it possible to secure (additional if necessary) one or two or ? developers just be devoted, page by page, to go through and "clean up" all of those little irritating issues that the customer (CPA's initially) will see right off the bat make their first impression that regardless of how the system works will be forever how they view the site will it be professional in it's appearance and not work quite right, which we can explain, or will it look unprofessional, with a lot of little things wrong, and not work quite right and again, which we can explain. This does include the 100's of things that will not be necessary to go live the 2's and 3's but it does include 100's of things that we (Cover Oregon and Oracle) will be judged by.

I know many of the problems identified during the last two run-throughs are corrected in other environments (dev vs production, etc.) and it is a priority on your part in get all of these in sync over the next few days. That by itself will solve some of the "experience and visual" problems. Beyond that, we just need to make sure the prom date looks good when they are picked up sell the sizzle the packaging while focusing on the functionality of the major problems with the vast majority of resources you have.

It is easy to say that "we need to focus only on those things that will let us go live Oct 1st". I agree but only to a point. We do not want to be dismissed before we even begin with a myriad of spelling, wrong labels, field sizes not right, drab pages, links that don't work, etc. We will all look dumb and it will come across as a amateur site. This has little to do with functionality but a lot to do with perception. I know the argument if we were to do this, what would you give up

my response is don't give up anything, just figure out how Oracle can put the additional resources in to do it.

Probably everyone will disagree with me my staff, yours, consultants actually I know they would disagree with me - but step back and have a discussion with Aaron. Take a customer perspective rather than an IT perspective. Again, I do not want to detract from the priority 1's that must be done to go live 10/1 but damn, if the road is going to be bumpy, let me at least be driving a good looking car.

Can Andy from Deloitte help and I care nothing about ego's at this point. He's not a developer but perhaps he could just go through the site with you and maybe help better bridge their work with yours just one (not a room full of them) program staff person sitting with who ever you think from your team could drive this. Kelly Harms (my staff) is a great one just to look and point out the small stuff from a customer view point. We have lists of issues already detailed out. I don't know just looking for some ideas that will get us to a point where 1,500 agents and 1,300 community partners say "hey, a lot of bugs their working on, but it sure looks good". Not sure we can say that yet.

No need to get back to me this is just a lone voice up late at night discuss with Aaron, Chad, Brian, whomever and just work hard to get this right and ready to go in 13 days.

Thanks,

Rocky