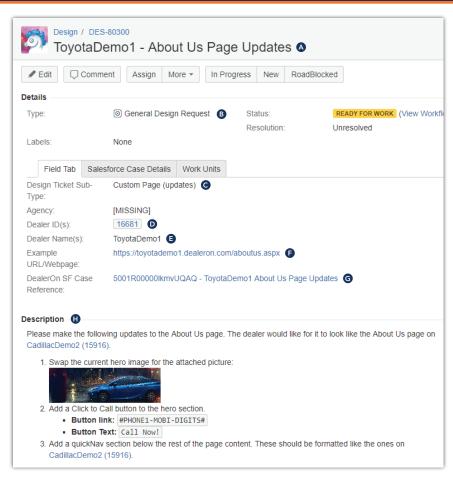


# Creating Design Tickets



## Anatomy of a Design Ticket

#### SUMMARY

A specific title that summarizes the request. This is populated by the JIRA Issue Summary field in Salesforce.

Determines whether the ticket is a Design Support or General Design Request. If unsure, check DKB-568.

#### O DESIGN TICKET SUB-TYPE

If submitting a banner creation request, set this to Banner to push this directly to the banner team's queue.

#### DEALER ID(S)

These indicate which sites to update. Remove any commas, **spaces**, or **IDs** not related to the request.

#### DEALER NAME(S)

This pulls from the Account Name field in Salesforce and confirms accuracy of the Dealer IDs and Example URLs.

#### EXAMPLE URL/WEBPAGE

Refers to specific pages where edits are requested. There should be one link for every page that is to be updated.

#### G SALESFORCE LINK

There should be a 1:1 ratio of Salesforce cases to JIRA issues.

#### DESCRIPTION

A clear, concise summarization of the problem or request, pulled from the JIRA Issue Description field in Salesforce.

### What Information Should Be in the Description?

Similarly to Salesforce cases, Design requests fall into one of the following categories: Problems, Creations, and Requests/Updates. The description should be tailored to fit the category of the request.

### **PROBLEM**

Examples: Bugs, compliance violations, display issues, slow site speed, incorrect content, re-installation or removal of third party scripts.

#### WHAT TO INCLUDE:

- 1. Issue Statement A brief explanation of the current behavior, as well as expected behavior.
- 2. Replication Steps Outline how the problem can be reproduced, including browsers or devices affected.
- 3. Troubleshooting Notes Record any methods already attempted to fix the issue.
  - Checking for platform solutions.
  - Searching for open tickets.
  - Using URL Query Parameters (DKB-703).
- 4. Screenshots & Videos These help with troubleshooting and replication.
- 5. Additional Notes or Updated Content -Provide instructions, details, updated text, or code within {code}code tags{code}.

#### **CREATION**

Examples: Custom pages, homepage designs & redesigns, banners (including bonus block, homepage, Mobile Lead Driver, SRP, VDP), content migrations.

#### WHAT TO INCLUDE:

- 1. All Text, Content, & Links All copy (headings, body copy, disclaimers, custom forms, etc.) must be provided.
- 2. Examples and References Provide mockups and links to reference pages the dealer wants to emulate.
- 3. Goals What should the final product do or communicate? Is the intent to urge customers to perform an action, inform, or advertise?
- 4. Themes & Imagery Are there certain concepts the dealer wants to utilize? Include colors, logos, or Chrome Photo Builder replacement codes for vehicles.
- 5. Package Information For banners and custom pages, indicate if the dealer has an applicable package.

#### **REQUEST/UPDATE**

Examples: Updating page content; adjusting colors, placement, or appearances of site features; editing replacement codes; adding or removing scripts.

#### INFORMATION TO INCLUDE:

- 1. Update Location Clear indication of what needs to be updated and where.
  - Specific paragraphs/disclaimers.
  - Screenshots and/or mockups.
  - Links to examples.
  - References to past tickets.
  - Replacement codes & page links.
  - Homepage blocks to be edited.
- 2. Relevant Attachments or Content -Includes all text, scripts, instructions, video files, links, custom forms, and other assets to be updated.
- 3. Purpose For scripts, state what the script does and how to confirm it has been correctly installed.
- 4. Example Links For accuracy and ease of access, links should be provided for all pages where changes are requested.