Project Envisioning & PO Tools

Software Engineering II
WS 2020/21

Enterprise Platform and Integration Concepts

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Agenda

1. Project Envisioning & PO Tools
   - Product Owner Goals
   - Wireframing
   - Working Backwards
   - Impact Mapping
   - Product Owner Workflow
   - MVP

2. Value-based Software Engineering
Product Owner Goals

PO: Represent product's stakeholders & voice of the customer

- Tools and concepts focused on communicating and analyzing **domain information & business value**
- Needs support to
  - Synthesize information gathered from customer
  - Create concept & understanding of what should be built
  - Negotiate priorities between stakeholder factions
  - Provide communication between teams and stakeholders
  - Find consensus within PO team
The value of communicating business value

- What happens when teams **have autonomy** on how to realize a task but aren't informed of the business context?
- What happens when the **business value isn't sensibly defined**?

FYI: Roughly 20 tennis balls would fit into the can using a blender.
Discover business value & develop a product vision

- **Interview** the stakeholders
  - Understand their challenges and domain problems
  - Pay attention to the time you and them talk
  - Distinguish *what was said & what was interpreted*
- Shadow and observe the stakeholders (if possible)
- Survey competitive products

- **Verify outcomes** with interviewees
  - Share structured transcripts and notes
  - Clarify uncertainties
  - Collect feedback
Visualize and share a product vision

- **Visualizations** can help structure thoughts & share ideas
- Sketching may be the fastest way to share ideas

- **Wireframing (page schematic / screen blueprint)**
  - Graphic of application's *skeletal framework*, i.e. "rough sketching"
  - Expand your own understanding at **minimal cost** (i.e. no code)
  - Minimum necessary to communicate
  - Visualize **flow of application screens**
Wireframing options

- **Paper-based sketches**
  - Fast to create, disposable
  - Can be automated/augmented by human actions
  - Really fast to change, even on demand in customer meeting
  - Share by taking & uploading images

- **Software sketching tools**
  - Choose whatever best allows collaboration
  - General purpose tools, e.g. Google Drawings/Slides or [https://www.draw.io/](https://www.draw.io/)
  - Specialized (online) tools, e.g. [https://wireflow.co/](https://wireflow.co/), [https://mydraft.cc/]([https://mydraft.cc/](https://mydraft.cc/)), [https://wireframe.cc/](https://wireframe.cc/)
"Work Backwards" to help define what needs building

- Start from the end goals to understand what is required at the start

1. Write the **press release first!** (Before coding anything)
   - What does the product do, what are features and benefits

2. Write **Frequently Asked Questions** (FAQ) document
   - Questions that came up when writing the press release
   - What are the product's limitations? What are potential issues?
"Work Backwards" to help define what needs building

3. Define the customer experience
   - Detail how a customer/user interacts with the product
   - Tell a story of someone solving a problem using the product.

4. Write the User Manual
   - Typically three sections:
     - concepts, how-to, and reference (definition of key terms)
   - Everything users need to know
     - Multiple kinds of users → multiple manuals
Impact Mapping

- **Hierarchical mind map** of goal & steps to deliver on it
- Find & show relationships between
  - Business goals (*why* are we doing this?)
  - Users/stakeholders (*who* is involved?)
  - Impact (*how* is behavior changed?)
  - Team deliverables (*what* is the scope?)

Source: [https://www.impactmapping.org/example.html](https://www.impactmapping.org/example.html), [https://www.rechartedterritory.com/impact-mapping-meets-scaled-agile/](https://www.rechartedterritory.com/impact-mapping-meets-scaled-agile/)
Impact Mapping

- Concentrate on **most promising category**
  - No need to fill everything

- **Limitations**
  - Inspiration mainly drawn from previous hierarchical step
  - No focus on how behavior change affects other goals

Source: [https://www.impactmapping.org/example.html](https://www.impactmapping.org/example.html), [https://www.rechartedterritory.com/impact-mapping-meets-scaled-agile](https://www.rechartedterritory.com/impact-mapping-meets-scaled-agile)

Software Engineering II
Product Owner Workflow

Communicate with stakeholders & review existing system
- Verified meeting notes
- List of desired functionality
- Product Vision
- Artifacts that detail plans

Create and refine User Stories
- GitHub tickets
- Priorities
- Acceptance criteria
- Dependencies
- Acceptance tests?

Discuss User Stories and their business value with team
- Prioritized Product Backlog
- Estimated Sprint Backlog

Reiterate every Sprint
Minimum Viable Product (MVP)

Product with **just enough features** to satisfy early customers, and to **provide feedback** for further development.
MVP (Dis-)Advantages

Advantages

■ Early user feedback
  □ Test initial understanding of user needs, test product hypothesis
  □ Limited resources spent on MVP

■ Move into production early
  □ Software is developed for a reason, solve a problem!
  □ Generate revenue
  □ Entering a market first can be a competitive advantage

Challenges

■ Definition of minimally viable (why?)
  □ Smallest possible way to meet the market need with a useful output
  □ Requires smart requirements management

■ Requires early focus on usability, deployment, support, marketing
“Minimum Viable Product” is used in many contexts. Some possible variants:

- **Marketing MVP**
  - Product to test the market that is being targeted
  - **Check demand assumptions**

- **Technical Demonstration MVP**
  - Prototype or **proof-of-concept**
  - Explore software designs
  - Prove that it will work using the technology

- **"Must-Haves" MVP**
  - Product with **only "the most important features"**
  - Might not be truly minimal in terms of effort
  - **Smaller version of full software? Is the main goal feedback collection?**
Agenda

1. Project Envisioning & PO Tools
2. Value-based Software Engineering
   - Definition
   - Requirements Prioritization
   - Basic Prioritization Schemes
   - MoSCoW
   - Prioritization Matrices
Value-based Software Engineering

"Requirements are often analyzed in a value-neutral environment"
— Barry Boehm [1]

- Tracking of project cost and schedule, not stakeholder value
- Developers write code that fulfills requirements (exactly?)

(Business) value-based Requirements
- 80% of the productivity/value can be achieved by doing 20% of the tasks (Pareto principle) [2]
- Focus on delivered stakeholder value

Requirements Prioritization

Focus on stakeholder/business value
- Identify the system's success-critical stakeholders
- Obtain their value propositions & understand the (technical) details
- **Estimate/investigate value** of specific requirements
- **Prioritization**: determine order, separate what must be done now and what later

Factors influencing prioritization
- Value
- Risk or uncertainty
- Dependencies
Basic Prioritization Schemes

**Relative Ranking**
- Numbered list of features

**Monopoly Money / 100-Point Method**
- Provide project budget as banknotes/points
- Stakeholders distribute the budget among features
- Use feature level: Tasks w/o immediate value (e.g. documentation) might be omitted otherwise
- One and only priority -> everything on one feature

**Dot voting / Multi-voting**
- Everyone given a limited number of dots (e.g. 20% of the number of all options)
- Place votes on features (optional: max. 1 dot/feature/participant)
MoSCoW Prioritization

Reach **common understanding** with stakeholders on the importance of each requirement

**MoSCoW: Must have, Should have, Could have, and Won't have**
- Categories with **semantics** instead of *high, med and low*
- Get customers to better understand the impact of setting a priority
- Try to deliver all the **Must haves, Should haves and Could haves**
- **Should haves and Could haves** will be removed first
  if plan for delivery is threatened
MoSCoW Prioritization

Must have
- Critical for success of delivery
- If only a single Must have is missing, project delivery is considered a failure

Could have
- Desirable, but not necessary, included if time and resources permit
- Could improve customer satisfaction for little development cost

Should have
- Important, but not necessary in the next iteration
- Can be as critical as Must haves, maybe not as time-sensitive or workaround exist

Won't have (this time)
- Lowest-payback items, outside of current scope
- Either dropped or reconsidered for inclusion in a later timebox

MoSCoW Prioritization

Challenges and pitfalls

■ Lack of specified reason/structured process
  □ Why is a specific requirement *Must have* and not *Should have*?
  □ How was it decided that this is *Won't have*?

■ Lack of time information
  □ Are *Won't have* requirements not in the next delivery or never?

■ No information on technical aspects
  □ What priority does refactoring have?
  □ What about bug fixes?

Prioritization Matrices

Value vs. Cost Matrix ("Bang for the Buck")
- Score requirements on value & implementation cost
- Common cost functions: engineering effort or complexity
- Implement: Above 2x
- Skip: Below 1/2x
- In-between: Review

Challenges
- Whole truth?
- Beware of dependencies!
- Keep in sync
Prioritization Matrices

Lean Startup 2x2 Matrix
- **Do first**: Quick Wins
- **Do second**: Big Bets
- Think about Maybes
- Try to **avoid** Time Sinks

(Eisenhower Matrix)
- These are not new ideas!
- Eisenhower: 1954
- Criteria **(un)important** & urgent/not urgent

https://hygger.io/blog/lean-prioritization-approach-ongoing-pm-issues/
Prioritization Matrices

Prioritization challenges

- Steeper slope -> higher priority
- Low-value and low-cost items should be balanced

“If you use time-to-build to prioritize [...] , you’ll end up with a product full of easy solutions.”

— Teresa Torres

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- Product Owner Goals
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- Product Owner Workflow
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Value-based Software Engineering
- Definition & meaning
- Basic Prioritization Schemes
  - Monopoly Money
- Requirements Prioritization
- MoSCoW
- Prioritization Matrices

We presented some (fairly basic) tools, explore the space!