

Week 5: Working iteratively

Agenda

Recap of last week's session:

Product Lifecycle, Value Proposition Canvas

Working iteratively: Creating prototypes to iterate upon

Example of iterative development:

FedRAMP

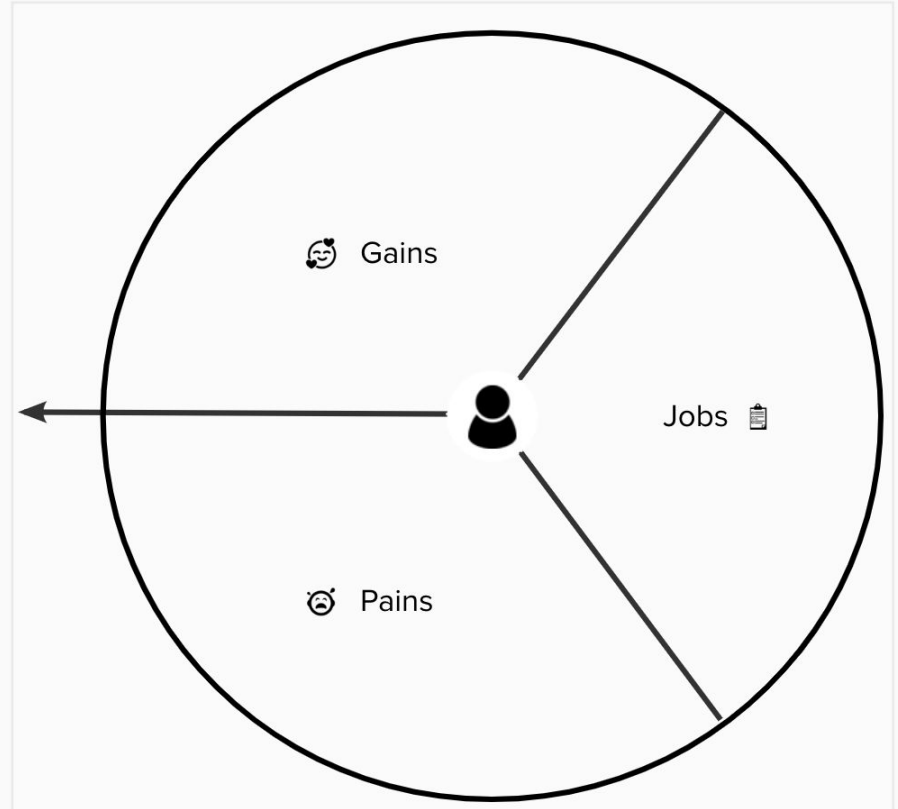
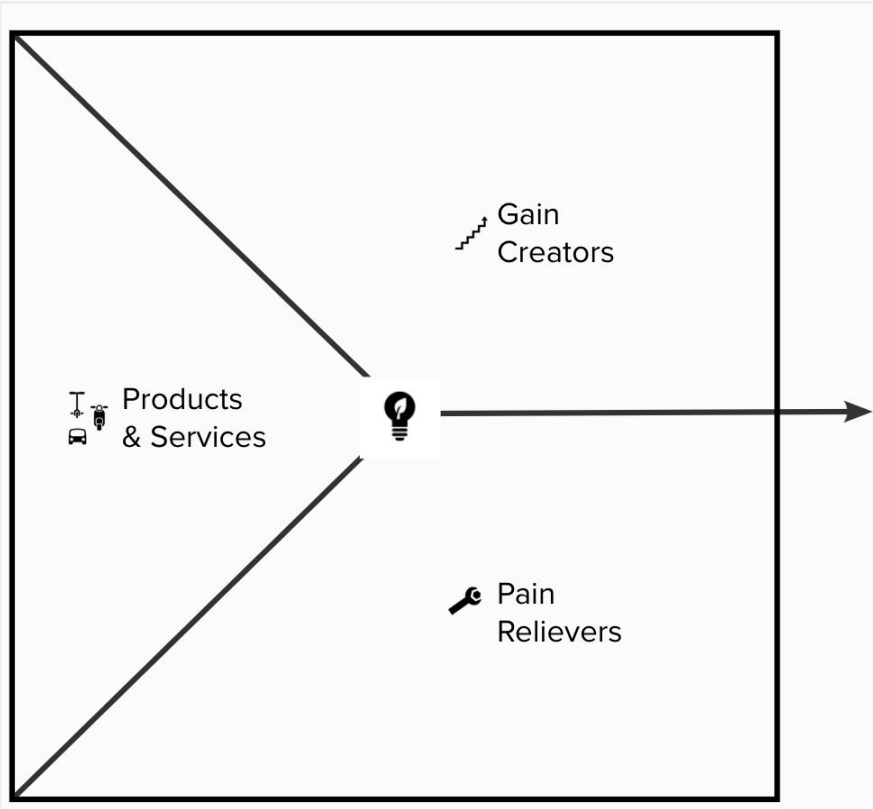
Where do we go from here?

Project RevAMPD

Recap of last week's session

- Product Lifecycle
- Value Proposition Canvas

WHAT IS A VALUE PROPOSITION CANVAS



1. Create individual canvases for each of your beneficiary segments. Conduct customer research to gather insights into these segments and their pain points.

2. Look at the Value Proposition Canvas as two independent sections.

Customer profiles and their wants and needs are **out of your control**, whereas the **products and services** are **in your control** to define and manage.

3. Include emotional and social elements/jobs of the customer profile.

4. DON'T create a customer profile based on the products on hand.

5. DON'T make it mandatory to map all pains and gains to your products and services.

Draft your hypotheses

HOW DO YOU DRAFT A HYPOTHESIS

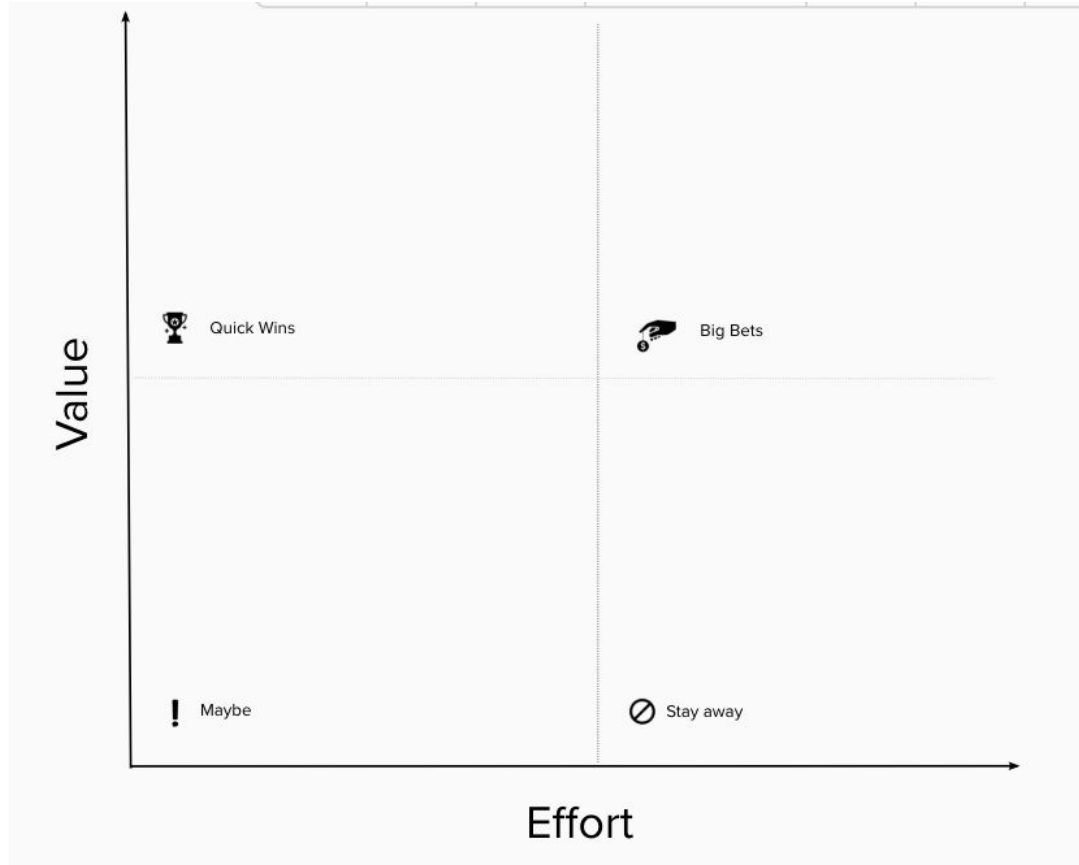
We believe ... [*feature and to the user group*]

Will result in ...[*benefit*]

We will know we are right when ...[*outcome*]

Prioritize

LEAN PRIORITIZATION



Working iteratively



Nailed it!



Learn about the problem you're trying to solve.

(don't worry about the solution yet!)



**Try things by making
prototypes — then
test them and see
how it goes.**



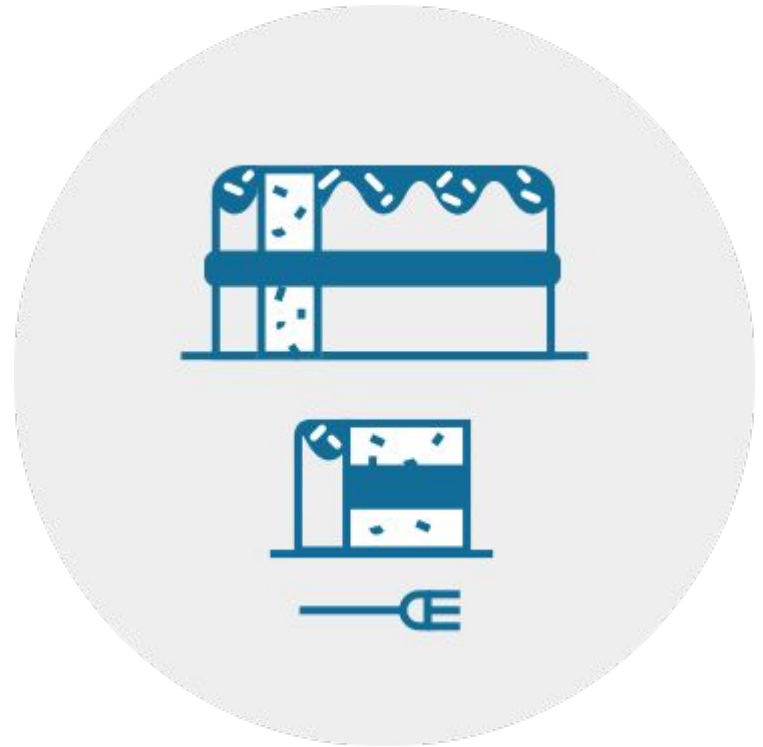
Once you know a little more about what will solve the problem, build part of it in a way you can show to users.



Get feedback from your users!



**Incorporate your
feedback and make
an improved version
for real people.**



Keep going!

Add details piece by piece, getting lots of feedback as you go.



This instead...

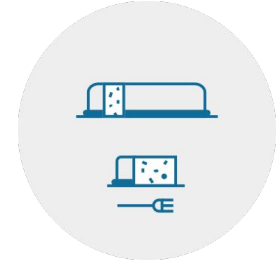
1. Learn about the problem



2. Make prototypes



3. Scale up (a little)



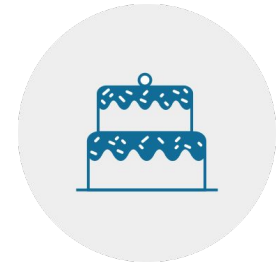
4. Get feedback from your users



5. Adjust and make a new version



6. Rinse and repeat!



Example: FedRAMP dashboard

{{FEDRAMP Dashboard goes here}}

FedRAMP Dashboard

Total Authorized: 2
Leveraged ATOs: 0
Cost Savings: 0

FedRAMP Dashboard

Total Authorized: 0 *(Sum of authorized CSPs)*
Leveraged ATOs: 0 *(Sum of leveraged ATOs)*
Cost Savings: 0 *(Total reuse * \$250,000)*

FedRAMP

Total Authorized: 0 *(Sum of authorized CSPs)*

Leveraged ATOs: $\{\{\text{homeController.leveragedAtos()}\}\}$ *(Sum of leveraged ATOs)*

Cost Savings: $\$\{\{\text{homeController.totalCostSavings()}\}\}$ *(Total reuse * \$250,000)*

FedRAMP

\$0

Cost Savings:

0

Total Authorized:

0

Leveraged ATOs:

Search by

CONTACT US

Search



HOME

ABOUT US

PARTICIPATE

MARKETPLACE

RESOURCES

TRAINING

NEWSROOM

0

Total reuses

67%

TBD

\$0

Cost Savings

Filter results by

0

Total Authorized

3,297

TBD

CONTACT US

Search



[HOME](#)

[ABOUT US](#)

[PARTICIPATE](#)

[MARKETPLACE](#)

[RESOURCES](#)

[TRAINING](#)

[NEWSROOM](#)

0

Total reuses

0

Total Authorized

67%
TBD

\$0
Cost Savings

3,297
TBD

Filter results by

CONTACT US

Search



[HOME](#)

[ABOUT US](#)

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[TRAINING](#)

[NEWSROOM](#)



0

Total reuses



0

Total Authorized

67%
TBD

\$0
Cost
Savings

3,297
TBD

Filter results by

0
Total

0%
Compliant

Name ▼

Service Models ▼

Deployment Model ▼

Impact Level ▼

Status ▼

Export to CSV



CONTACT US

Search



HOME ABOUT US PARTICIPATE MARKETPLACE RESOURCES TRAINING NEWSROOM


0
Total reuses


0
Total Authorized

 **67%**
TBD

 **\$0**
Cost
Savings

 **3,297**
TBD

Filter results by

Cloud Service Offerings

Cloud Service Providers

Agencies

3PAO

 **0**
Total

 **0%**
Compliant



X Clear All

Search by Provider or Product

Status

Reuse Range

Service Models

Deployment Models

Impact Level

Providers

Name

Service Models

Impact Level

Status



Export to CSV





FedRAMP at a glance



17

Ready



61

In Process



152

Authorized

Show me

Products

Agencies

Assessors

✕ Clear All

Search by Provider or Product

230 results

Status

Ready
In Process
Authorized

Authorization Type

Agency
JAB

Products Authorized

Service Models

Deployment Models

Agencies

Impact Level

Name

Service Models

Impact Level

Status

CLOUD.GOV
18F Cloud.gov

PaaS

Moderate



FedRAMP Authorized

8
Authorizations

1901
in3sight

IaaS, SaaS

Moderate



FedRAMP Authorized

2
Authorizations

Accellion
Kiteworks Federal Cloud

SaaS

Moderate



FedRAMP Authorized

4
Authorizations

accenture
High performance. Delivered.
Accenture Federal Cloud ERP

SaaS

Moderate



FedRAMP Authorized

2
Authorizations

accenture
High performance. Delivered.
Accenture Insights Platform (AIP) For Government

PaaS

Moderate



FedRAMP Authorized

1
Authorizations

Thank you!

DISCUSS

- **What, if any, seemed challenging or new with the Value Proposition Canvas?**

Project RevAMPD

Next up on RevAMPD

- **Develop goals and measures of success for RevAMPD**
- **Draft your hypotheses from the value proposition canvases**
- **Prioritize your hypotheses to identify areas you want to experiment**

Suggested reading/viewing

- [Lean, Agile and Product thinking](#)
- [18F Product Guide](#)