Week 3: Ideation and Discovery

Methods to identify the right product

18F

Agenda

Recap of last week's session:
Being Agile, Scrum and Kanban, Mock project & product team

Product Discovery/Opportunity Assessment:
Mission Model Canvas, Value Proposition Canvas

Customer Discovery:
User Research, Journey Mapping

Where do we go from here:
Project RevAMPD

Recap of last week's session

- Being Agile - Agile principles and values
- Scrum and Kanban
- Mock project and product team

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AGILE MANIFESTO - KEY TAKEAWAYS

- **Individuals and interactions** over processes and tools
- **Working software** over comprehensive documentation
- **Customer collaboration** over contract negotiations
- **Responding to change** over following a plan

AGILE VALUES - OVERVIEW

- Customer satisfaction
- Frequent delivery
- Welcoming change
- Working software
- Technical and design excellence
- Sustainable development
- Simplicity
- Cross-functional teams
- Self-organizing teams
- Reflecting frequently
- Face-to-face conversations
- Motivated Individuals

Project details

- **What we're planning to do**: Redesign AMPD

- **Why a 'mock' project:**
    - To practice the lessons and principles we're learning and experience them first-hand
    - To gain confidence to lead with a product mindset when the vendor is on board
    - Simulate scenarios for the teams to react to

- **What we're *not* trying to do:**
    - Have a design or an MVP ready for the vendor to execute
    - Aim for a finished product
    - Repeat exercises we've conducted in the past (visioning, personas, etc.)

Cross-functional product team

- **Product Owners**
  - Jason, Joe K
- **Subject Matter Experts**
  - Craig, Chris, Mike H
- **Strategy/Design/UX**
  - Andrew, Garrett, Michelle
- **Engineering**
  - Mike, Joe T, Thuy
- **Acq and Project Management**
  - Kim, Laurie

Product Discovery

WHY DO WE NEED PRODUCT DISCOVERY?

To understand the beneficiaries and collect ‘evidence’ to support the need to develop a product

WHY DO WE NEED PRODUCT DISCOVERY?

To help the product team align and measure their work in terms of the value delivered by shared learning about the beneficiary

To address:

- **Value risk:** Will the beneficiary choose to use this product?
- **Usability risk:** Will the user know how to use this product?
- **Feasibility risk:** Can we build this product?
- **Business viability:** Will this solution work for our business?

Understanding your beneficiaries

WHAT IS USER RESEARCH?

User research is gathering insights on your users, focusing on key elements such as user behaviors, motivations, needs, and pain points.

User research brings the focus and guidance of product development back to where it's due: the users.

WHY DO YOU NEED USER RESEARCH?

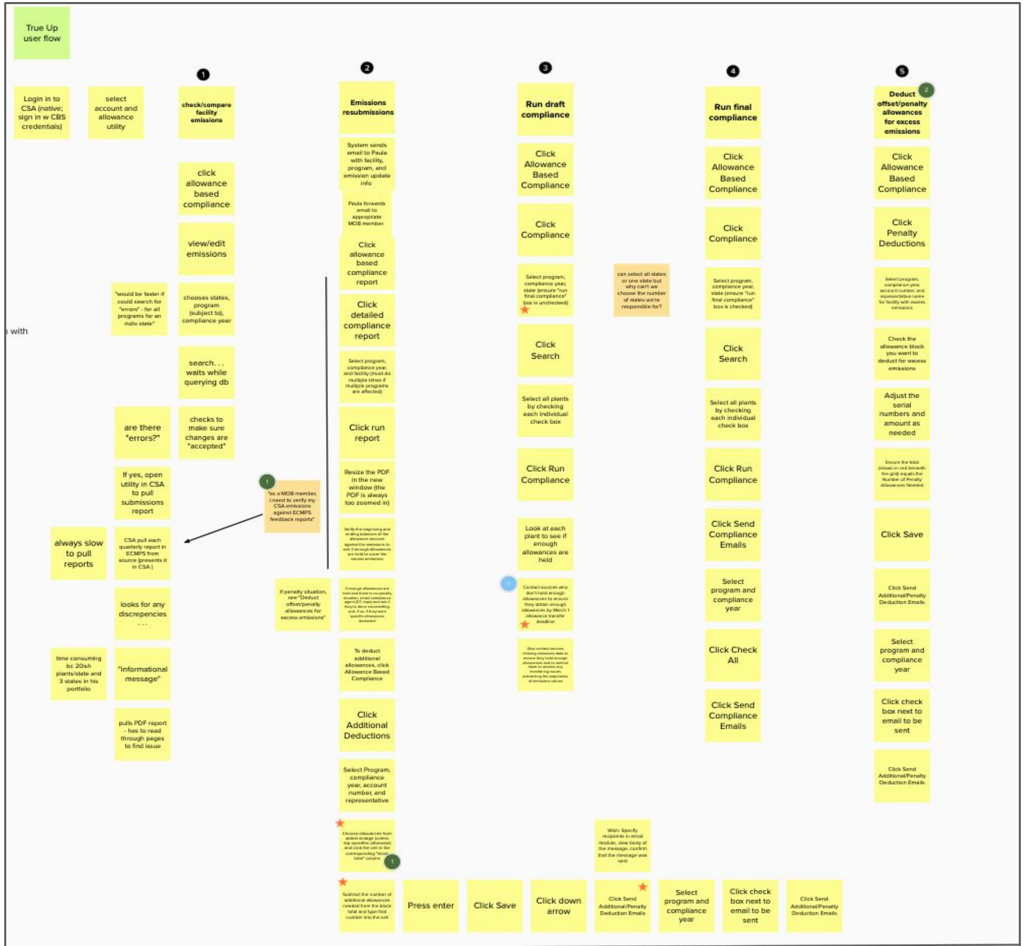
- Design better products
- Mitigate usability and value risks
- Validate your product ideas
- Save costs, time and effort

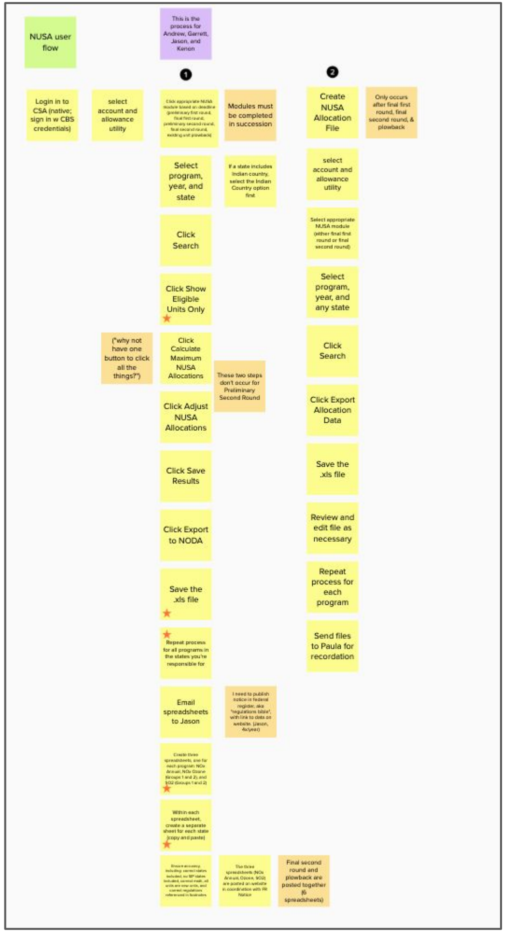
Discovery Methods

A FEW USER RESEARCH METHODS

- User Interviews
- Personas
- Journey Maps

CAMD SUITE - USER FLOWS





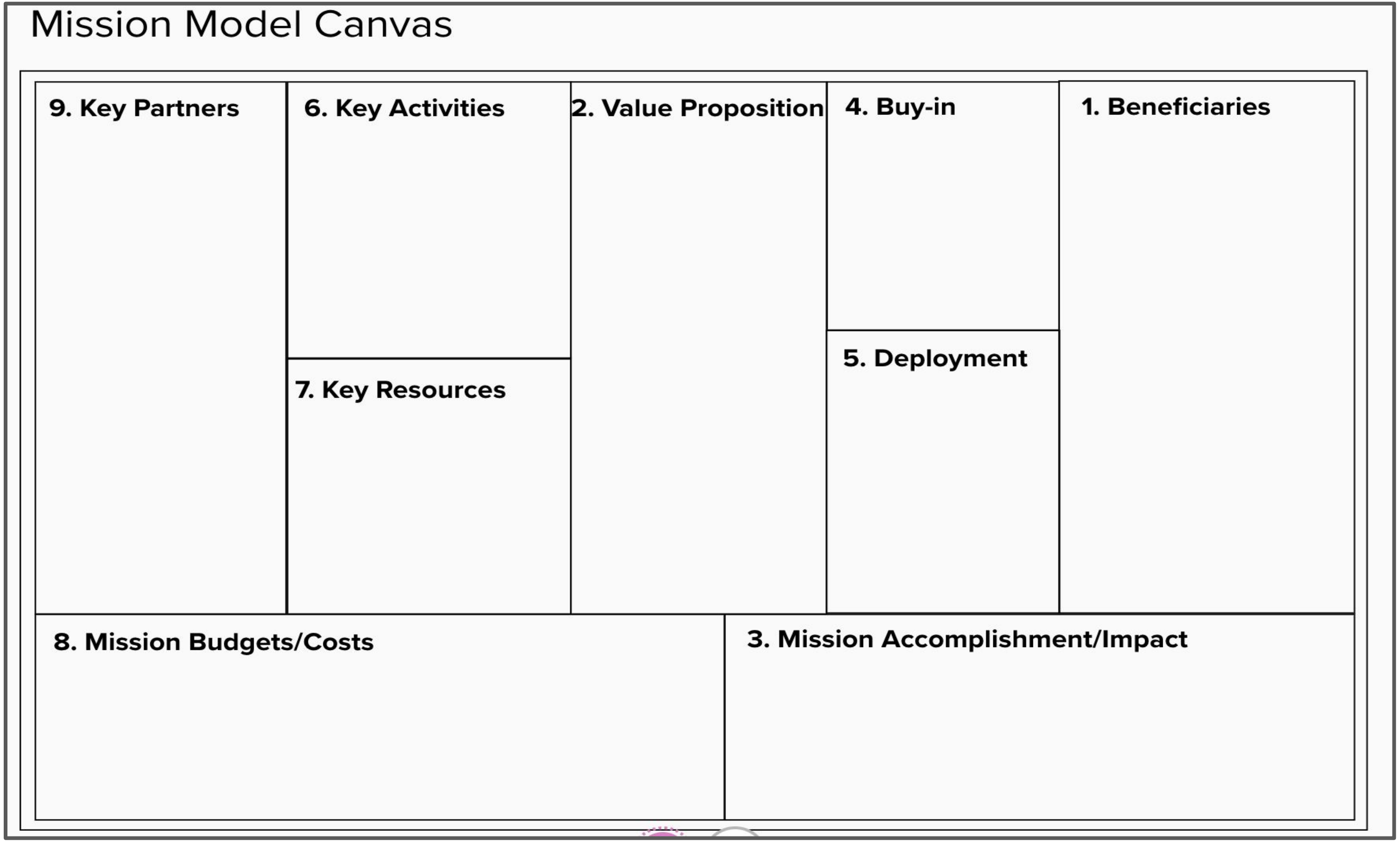
WHY DO WE NEED JOURNEY MAPS?

To provide teams with a bird’s-eye view of a service in order to see the sequence of interactions that make up a user’s experience including the complexity, successes, pain points, and emotions that users experience along the way.

Opportunity Assessment

Mission Model Canvas

WHAT IS A MISSION MODEL CANVAS?



Mission Model Canvas Template is from here and here.

WHAT IS A MISSION MODEL CANVAS?

A Mission Model Canvas is a framework to collect insights about your product/mission in a structured way

It consists of 9 sections:

- Beneficiaries
- Value proposition
- Mission accomplishment/impact
- Buy-in
- Deployment
- Key activities
- Key resources
- Key partners
- Mission costs

A Mission Model Canvas collates information about the customers and beneficiaries, the value proposition, impact, and costs of the product.

It illustrates the search for the unknowns.

The right side of the canvas represents value and the left side of the canvas represents costs and activities needed to deliver value.

WHY USE A MISSION MODEL CANVAS?

It visualizes all the components needed to turn customer needs/problems into mission success.

WHY USE A MISSION MODEL CANVAS?

It describes the rationale on how the product is creating value to its beneficiaries

WHY USE A MISSION MODEL CANVAS?

It brings out the strengths, weaknesses, opportunities and threats to the forefront prior to execution.

WHY USE A MISSION MODEL CANVAS?

It’s flexible, easy to understand, and centered around the customer and value.

WHY USE A MISSION MODEL CANVAS?

It helps assess the current state of affairs in preparation for execution.

- How scalable is the current model?
- How dependent are we on work done by others?
- What external factors affect the mission model?

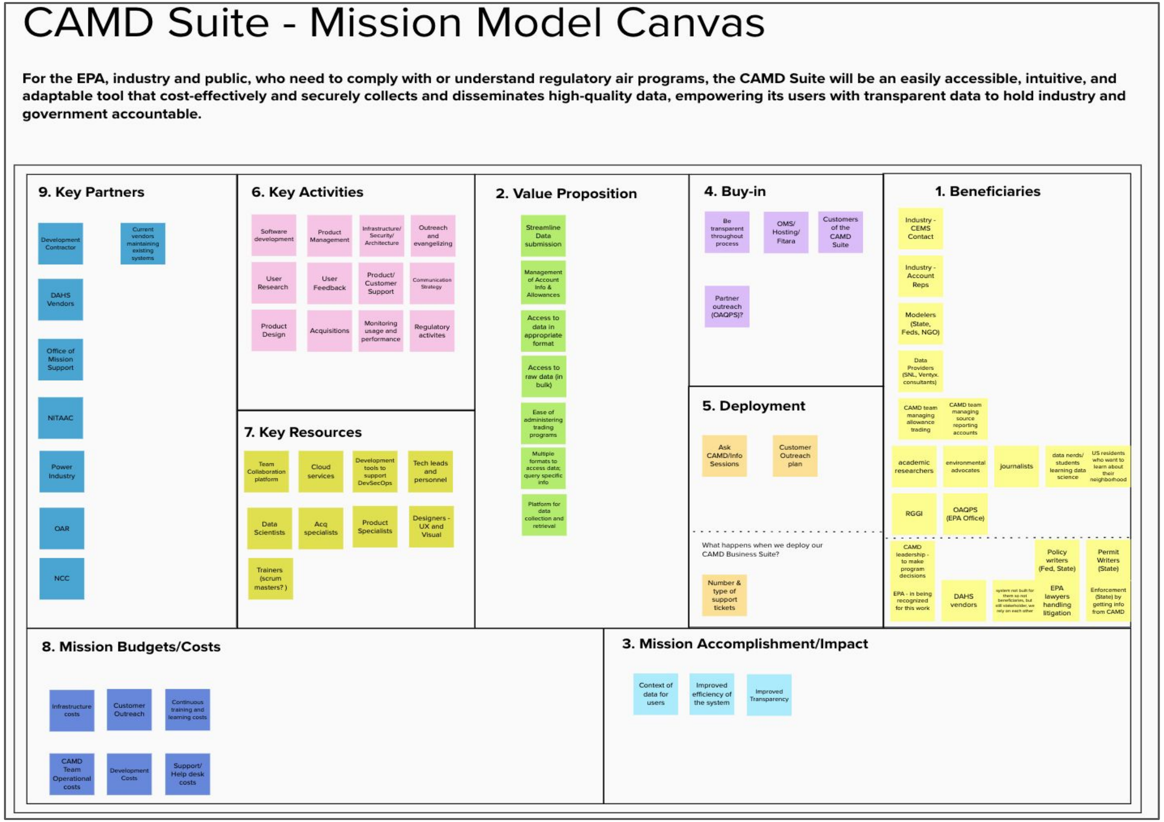
A few common pitfalls:

- Irrelevant customer jobs
- External threats
- Poor execution

A few questions that can help identify pitfalls:

- Are you helping the customer do a job they need or want? Is the customer job relevant?
- Do you have the right model? Is it scalable?
- Does your team have the right skills? Can they acquire the right skills?

CAMD SUITE - MISSION MODEL CANVAS



Thank you!

Appendix

Project RevAMPD

Previously on RevAMPD

- **Project Name: RevAMPD**
- **Our scrum master: Chris W**
- **Our sprint cadence: 2-week sprints**
  - Sprint planning: Tuesdays
  - Daily stand-up: Daily
  - Sprint review: Mondays
  - Sprint retro: Mondays
- **Kanban board: MS Teams Kanban board**
- **Team charter**

Next up on RevAMPD

- User research - UX team
  - Plan user research for RevAMPD
    - Conduct mock interviews where 18F team plays the ‘user’ role
    - Refine AMPD personas based on learnings from the interviews
    - Draft a Journey Map in collaboration with the SMEs
- Develop Mission model canvas of RevAMPD - Product team led by PO
- Develop Value Proposition Canvases for RevAMPD
  - Customer profiles - UX team
  - Value proposition - Product Owners and subject matter experts

Suggested reading/viewing

- Business Model Canvas
  - Canvas Explained
  - Example
- Product Discovery

DISCUSS

- What about Agile seemed challenging for your teams?

- What about Agile seemed exciting and welcome for your teams?