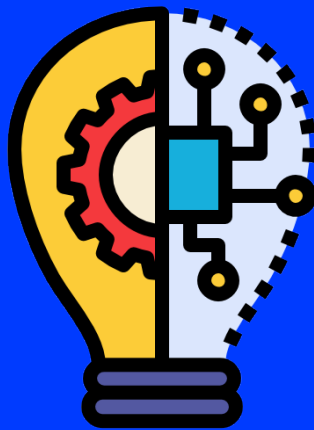


INNOVATION TRACK

< WORKSHOP - CLIENT NEEDS & FUNCTIONAL
SCOPE />

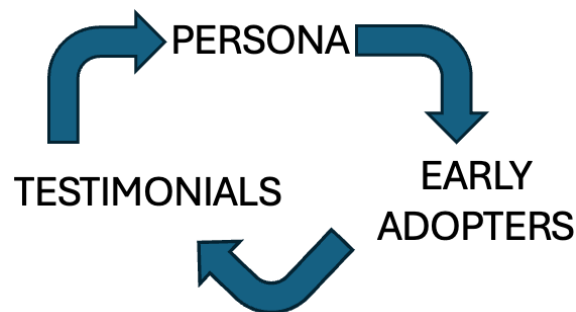


INNOVATION TRACK

The objective of this workshop is to get to know the future users of your project and translate their needs into concrete features.

Ideally, once you have identified them, you can contact them and turn them into sponsors for your project, the early adopters.

We propose a methodology that allows for continuous improvement with three entry points that will enable you to meet the objectives of this workshop.



Below is the list of entry points; choose the one that seems the most approachable to you and start working. You should:

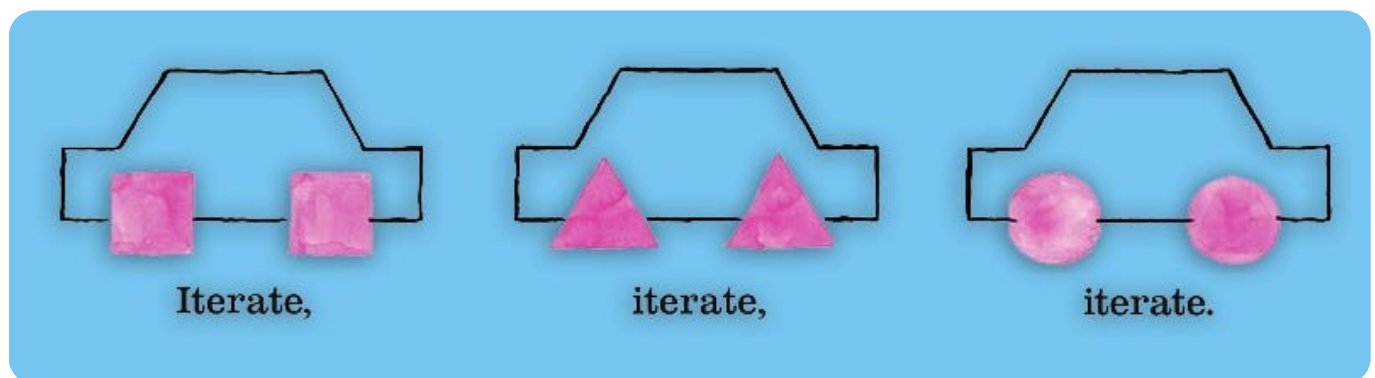
1. Create user archetypes for your project: personas ;
2. Identify people on your preferred social networks who match your future users, and contact them to get feedback on your project ;
3. Transform your best future users into early adopters, the future ambassadors of your project, and obtain their testimonials about your project.



Here are some examples of iterations to help you:

- ✓ You personally know some early adopters, giving you a clear advantage in succeeding in your mission to turn them into ambassadors (entry point number 3). Your next step will be to create a user archetype (entry point number 1) based on your in-depth knowledge of your ambassadors, which will then allow you to identify new future users for your project (entry point number 2).
- ✓ You are part of a community that corresponds to your future users, and you can easily discuss with these people (entry point number 2). Your next step will be to identify your early adopters and turn them into ambassadors (entry point number 3), which will then allow you, based on your in-depth knowledge of your ambassadors, to create user archetypes for your future users (entry point number 1).
- ✓ You have clearly identified the characteristics of your target audience, allowing you to easily create a user archetype for your future users (entry point number 1). Your next step will be to identify people who match these criteria and contact them to get feedback on your project (entry point number 2). Based on this feedback, you will turn the most enthusiastic ones into ambassadors (entry point number 3).

Once the loop is completed for the first time, you can iterate as many times as necessary to obtain new testimonials, define new user archetypes, and find new users.



Unlike other workshops, you do not control the timing because you depend on other people. For this reason, it is preferable to conduct this workshop in parallel with the other workshops: Cost & Revenue, Mock-up, and Competitors.

From Personas to Functional Scope

Now that you know **WHO** you are building for, you must define **WHAT** you are building. The goal is to translate your Persona's pain points and needs into technical features.

To achieve this, you will use **User Stories** and the **MoSCoW method**.

1. User Stories

A User Story is a short, simple description of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system.

They typically follow a simple template:

As a <persona>, **I want** <feature/goal> **so that** <reason/benefit>.

Example:

- ✓ *As a* "Busy Student" (Persona),
- ✓ *I want* to see the train schedule in real-time,
- ✓ *So that* I don't miss my connection when leaving class late.

Your task:

Write down the key interactions your Personas need to have with your system. Don't think about "database schemas" or "API endpoints" yet. Think about **User Value**.

2. The Backlog

The **Product Backlog** is an ordered list of everything that is known to be needed in the product. It is the single source of requirements for any changes to be made to the product.

Group your User Stories into a list. This list is your initial **Functional Scope**.

3. Prioritization: The MoSCoW Method

You cannot build everything at once. You must define what is essential for your **MVP (Minimum Viable Product)** and what can wait for later updates.

Use the **MoSCoW** method to tag each of your User Stories:

- ✓ **M - Must Have:** Non-negotiable product needs that are mandatory for the team. If one of these is missing, the product is useless. *These features define your MVP.*
- ✓ **S - Should Have:** Important initiatives that are not vital, but add significant value. They can be painful to leave out, but the product still functions.
- ✓ **C - Could Have:** Nice to have initiatives that will only be included if there is extra time and budget.
- ✓ **W - Won't Have:** Initiatives that are explicitly excluded from the current scope (but might be done in the future).



Deliverable Checklist for this Workshop:

At the end of this workshop, your slide deck should include:

1. **Personas:** 2 to 3 detailed sheets describing your typical users.
2. **User Stories:** A list of key features answering the specific needs of these personas.
3. **Prioritized Backlog:** A clear distinction between your MVP (Must Have) and long-term features.

Definitions

Persona: a personalized fictional character created to represent a user type that might use a site, brand, or product in a similar way.

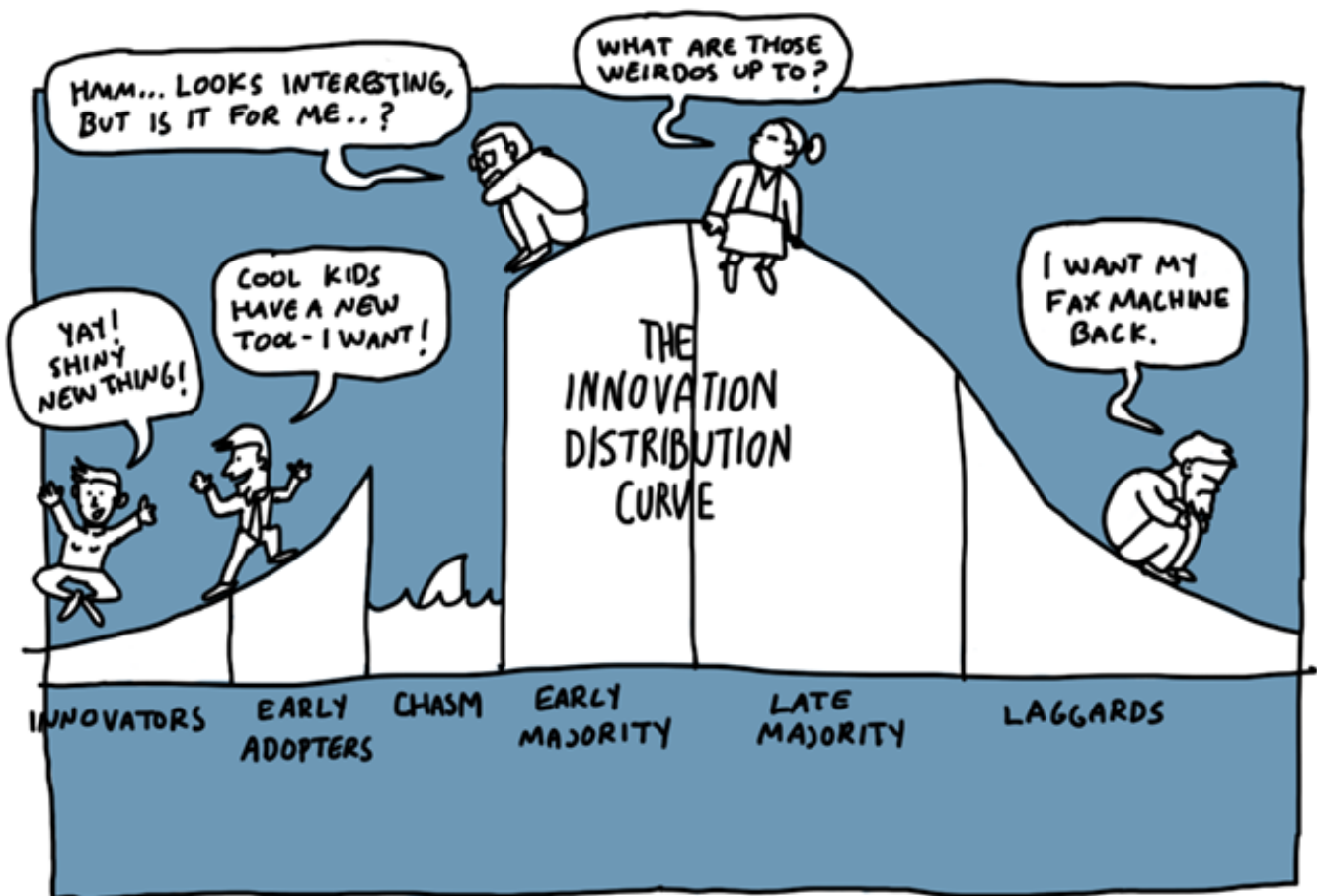
Early adopters: a person who starts using a product or technology as soon as it is available.

Ambassador: a representative or promoter of a specified project or product.

User Story: A small, self-contained unit of development work designed to accomplish a specific goal for the user.

MVP (Minimum Viable Product): A version of a product with just enough features to be usable by early customers who can then provide feedback for future product development.

Have a look at the innovation-distribution curve, which is a graphical representation of [Diffusion of Innovations](#), a theory popularized by Everett ROGERS that seeks to explain how, why, and at what rate new ideas and technology spread.



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