



# The Value Creation System & The Purpose of Software

*We're going to talk about the  
purpose of software... but first...*

*Super serious question...*

**What's the purpose of  
this thing right here?**



# Some answers...

*To hold liquids?*

*To hold “hot” liquids?*

*To drink hot liquids?*



# Some less obvious ones...

*For advertising your business on*

*For landscaping and agriculture work*

*For getting the day started properly with  
some coffee*



# What we'll cover

- *What are actors, roles & how does it affect the purpose of software?*
- *What makes software valuable to Users*
- *Why we're working within a Value Creation System*

# Actors & roles

**What is an actor?** A person or a system.

**What is a role?** A collection of responsibilities.

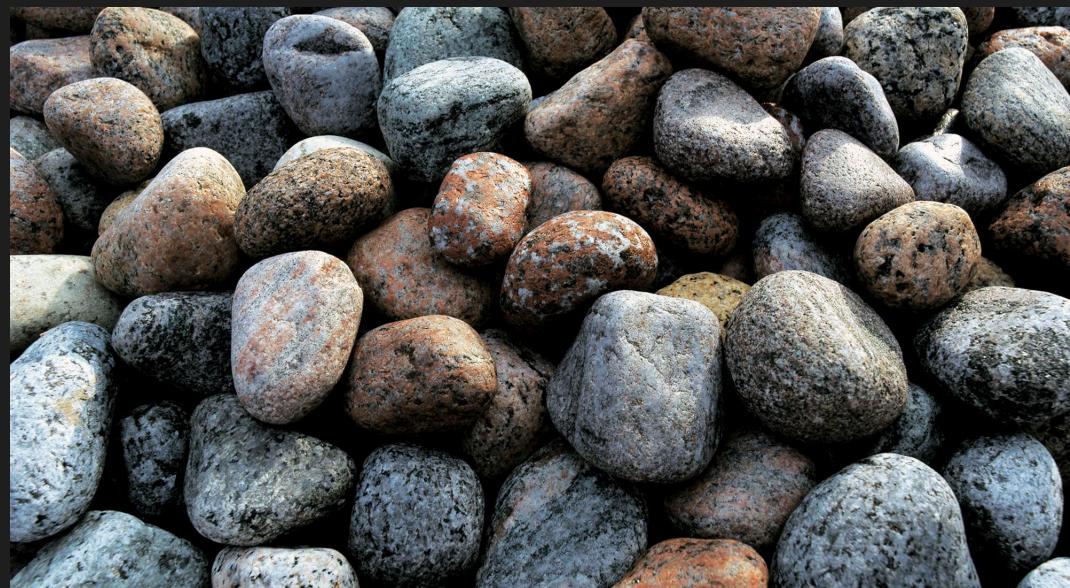
**How do they line up?** An actor plays at least one role, and they can play many.

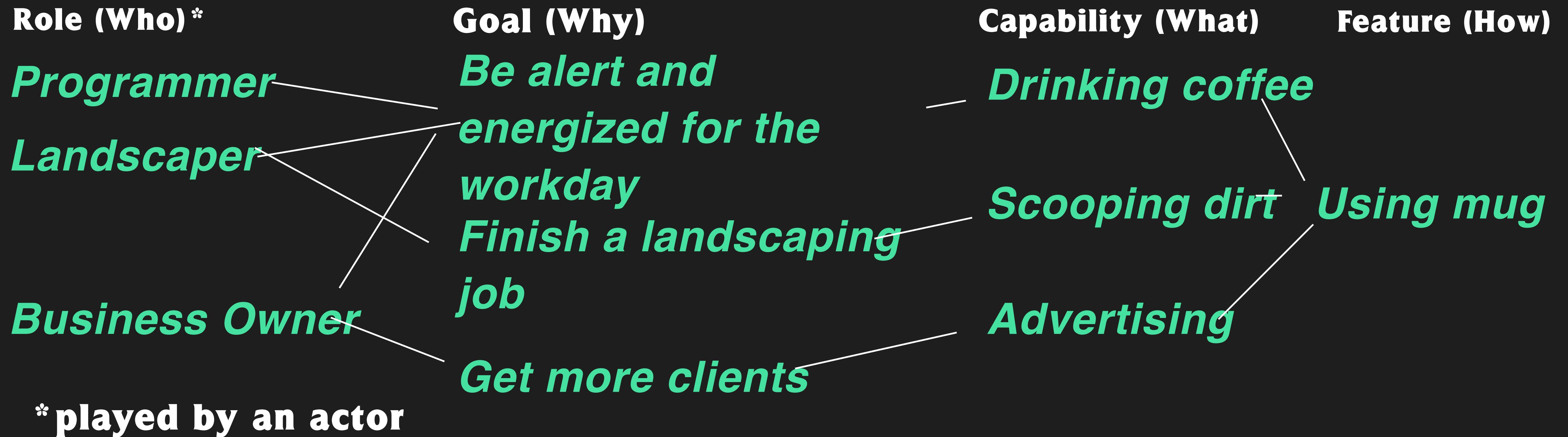
# What does that mean about the purpose of software?

**The purpose of an object is entirely dependent on the Role's Goal**

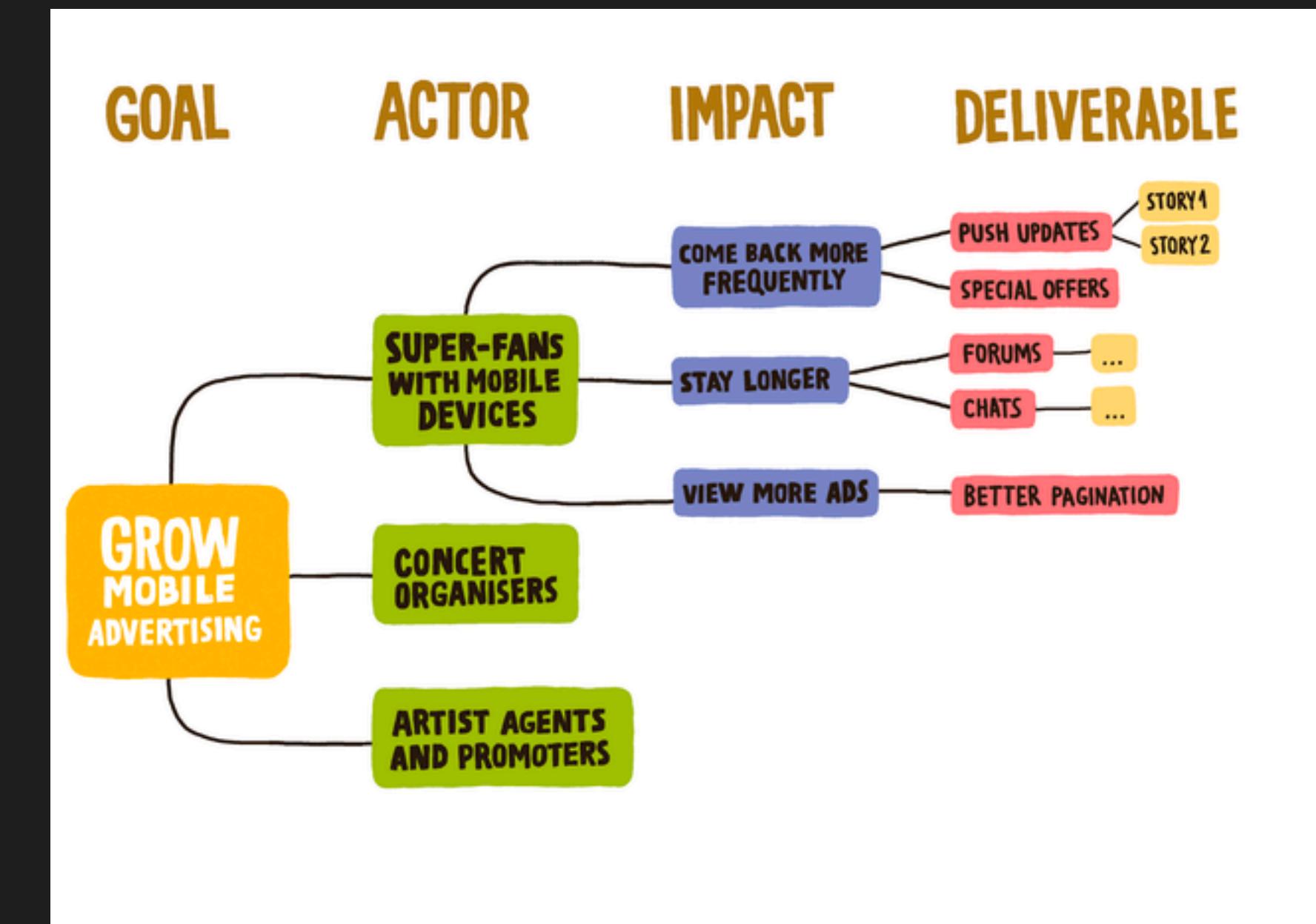
*“To a child, a stone is for casting into water to make ripples.*

*To a warrior, a stone is for forging weapons.”*





**It isn't advisable to write code without clarity on the Who-What-Why-How**



*This comes from the BDD “Impact Mapping” technique*

# What does that mean about the purpose of software?

*It means that the purpose of software is going to depend on who uses it.*

*... let's start with the most obvious role. The User.*

# Users

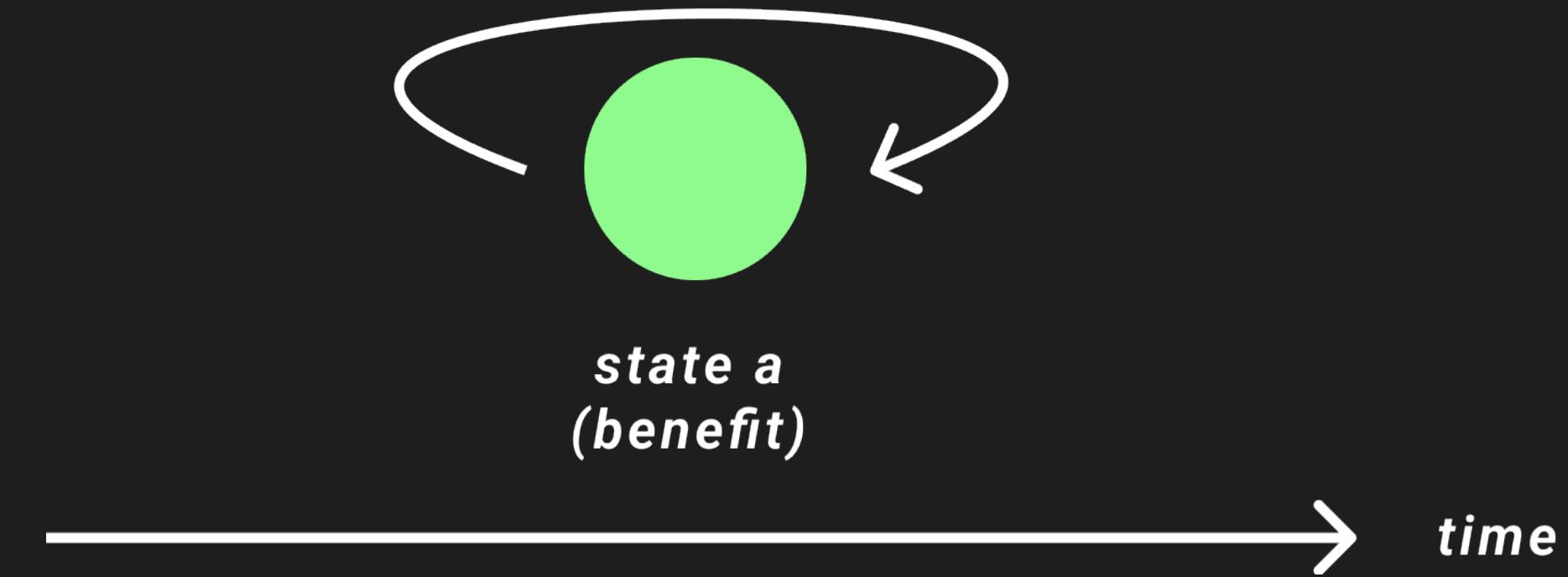
*What do they want? One way to say it.*



state a  
(pain)

state b  
(benefit)

*Pain to Benefit*



state a  
(benefit)

*Remain-in-Benefit*

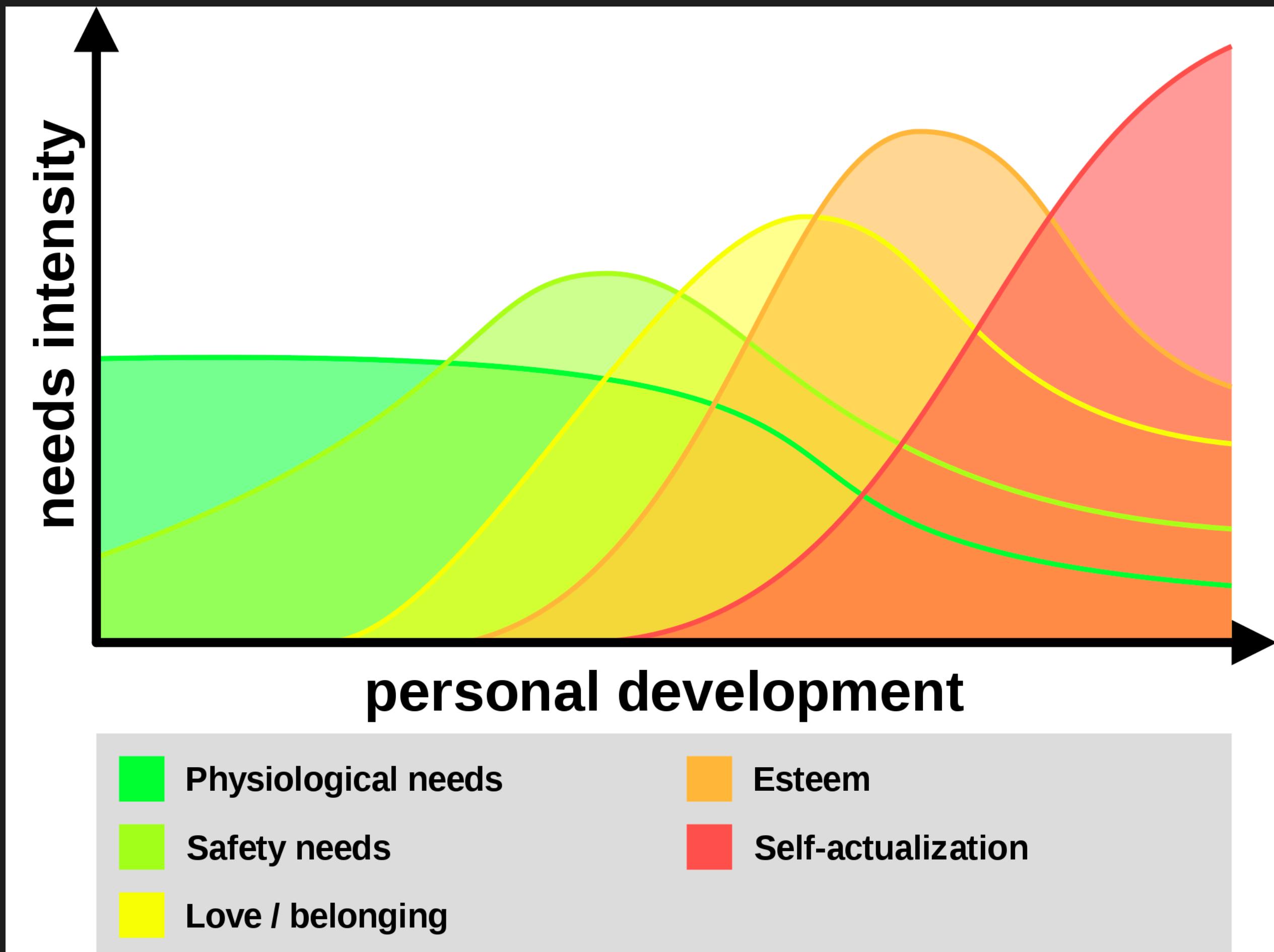
**Goal: To go from Pain to  
Benefit by Saving Time or  
Having Time Enriched**

*I'll explain...*

# Time matters a lot

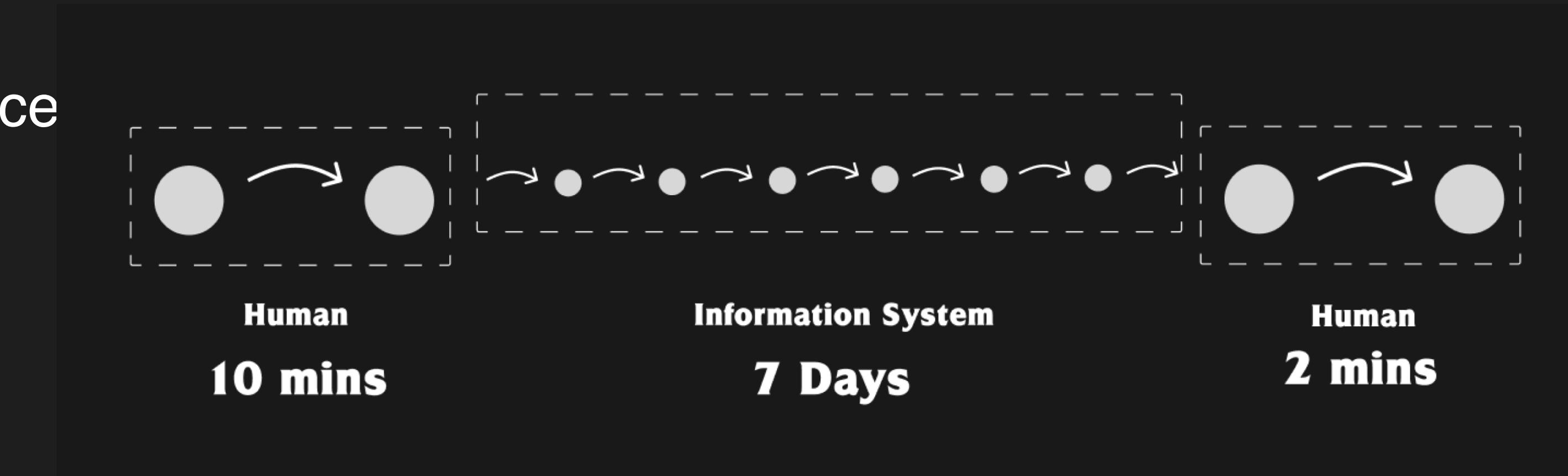
As humans, this is the most  
valuable thing we have.

Maslow's Hierarchy



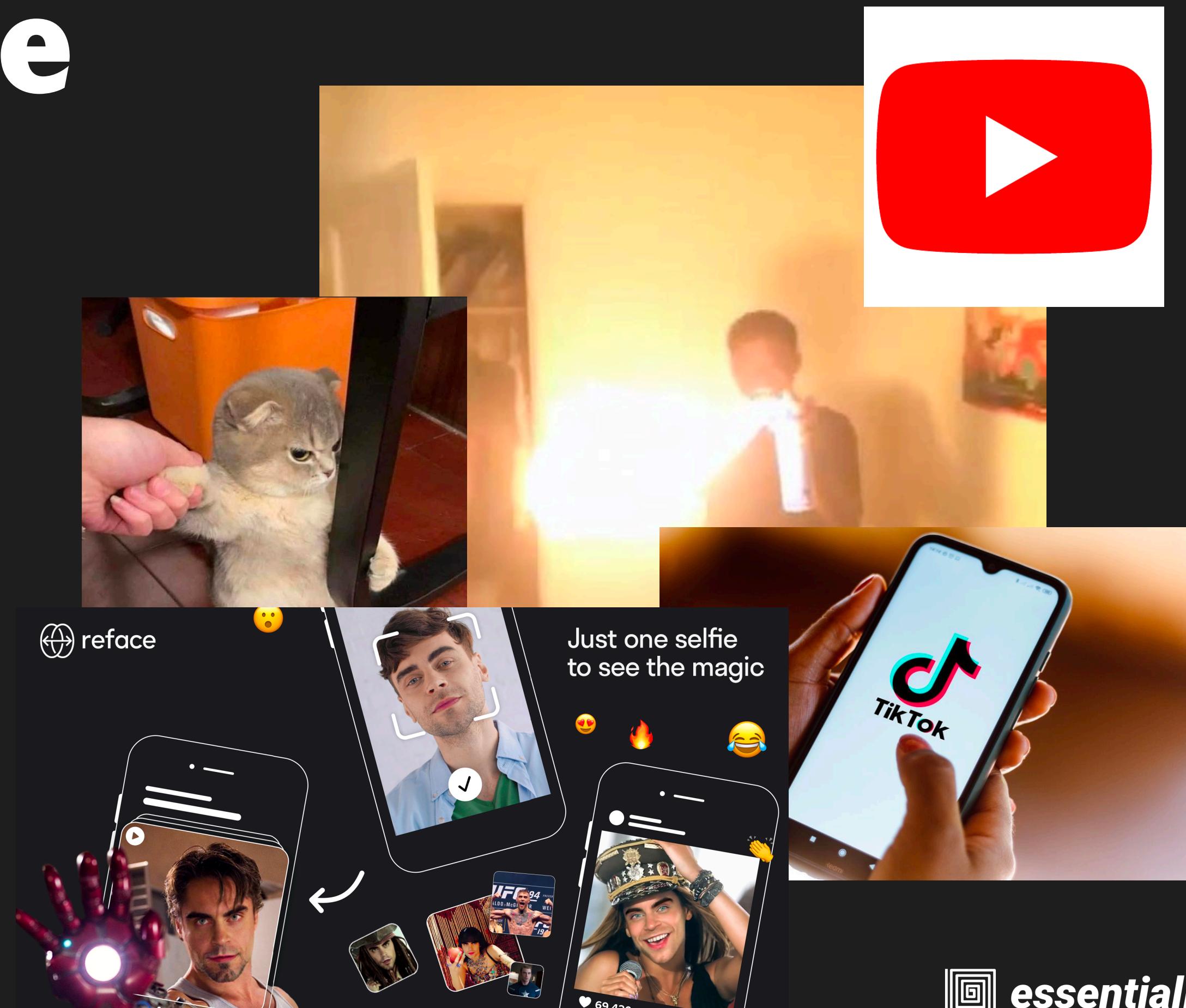
# Solving problems takes time

- Solve a time-consuming task for users, offload state management work from them to the system
- Example: Making it to the post office to mail an item at the post office. Instead, just using a PostPickup service where you schedule someone to pick up your package.



# Life can be tough, so let's make it enjoyable

- We can also enrich time
  - How?
    - Entertain, inspire, keep users engaged over time
  - Examples:
    - TikTok, YouTube, etc
    - AI Face Apps
    - Memes
    - Feel-good stuff



# Think: Why do we buy anything, really?

*For more time or to enjoy your experience of time more.*

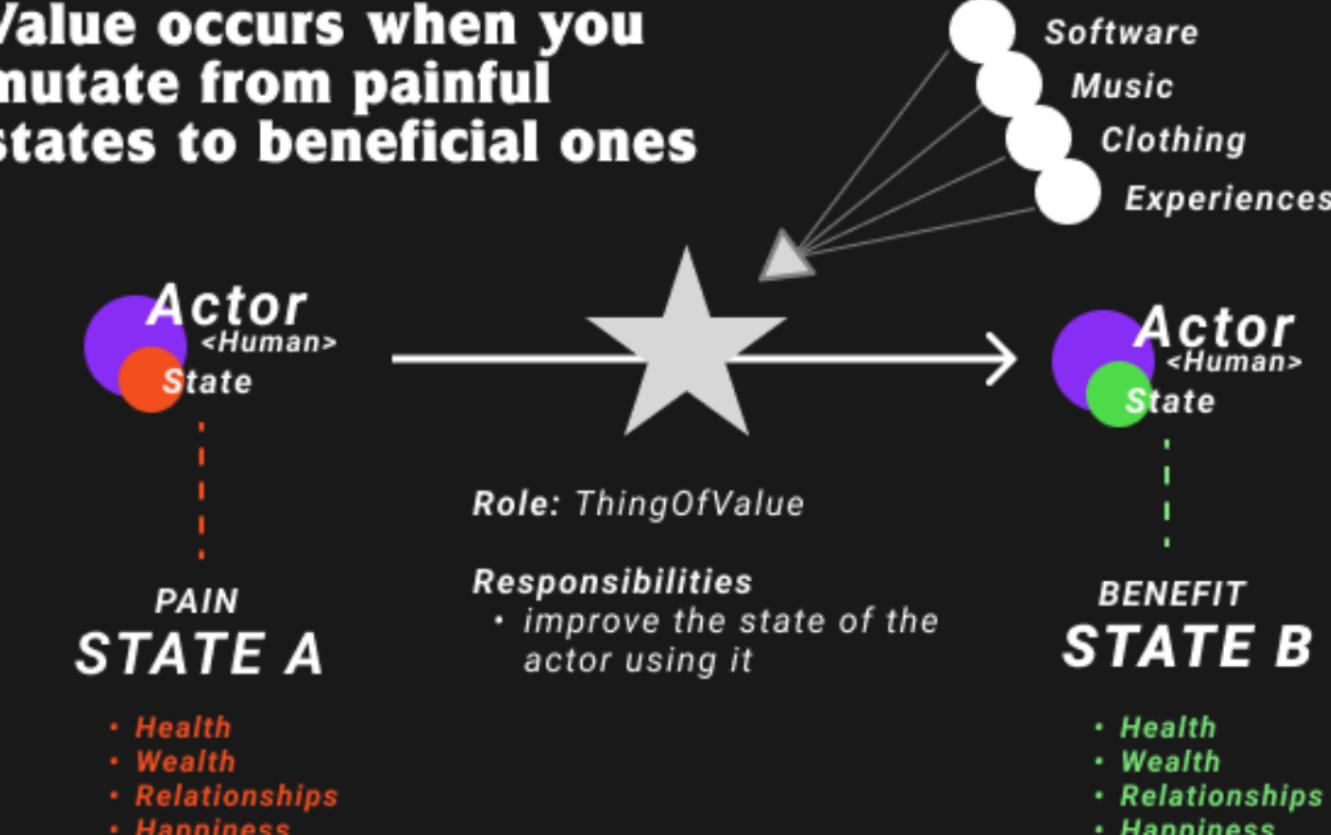
 **KHALIL STEMMLER**  @khalilstemmler · Feb 26 ...

Every service, software, shirt, sock, or song has the same goal.

To play the role of a 'ThingOfValue'.

It needs to mutate the state of the actor using it, going from an unpleasant state to a pleasant state. Pain to benefit. That's it, really.

**Value occurs when you mutate from painful states to beneficial ones**



**Actor <Human> State**

**PAIN STATE A**

- Health
- Wealth
- Relationships
- Happiness

**Role: ThingOfValue**

**Responsibilities**

- improve the state of the actor using it

**Actor <Human> State**

**BENEFIT STATE B**

- Software
- Music
- Clothing
- Experiences

**Health**

**Wealth**

**Relationships**

**Happiness**

**Promote**

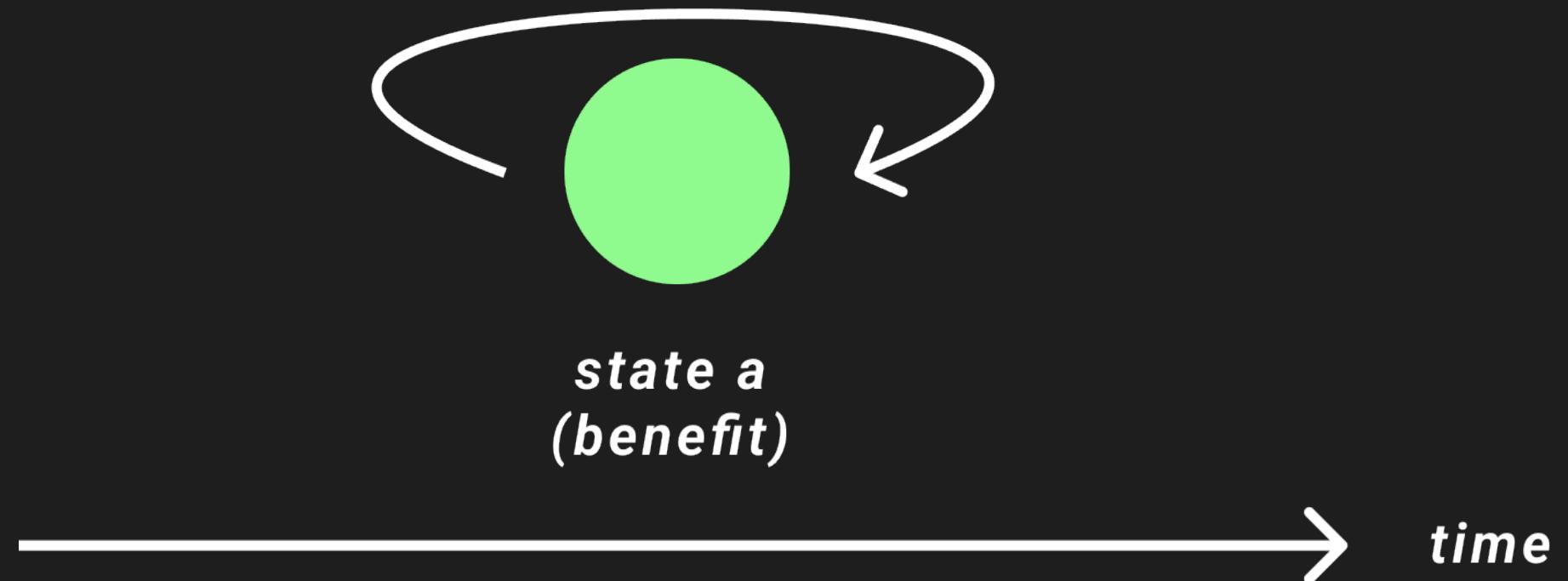
2 4 29 3,932 

# Therefore, something is Valuable when

*It creates the following Human State changes over time*



*Pain to Benefit*

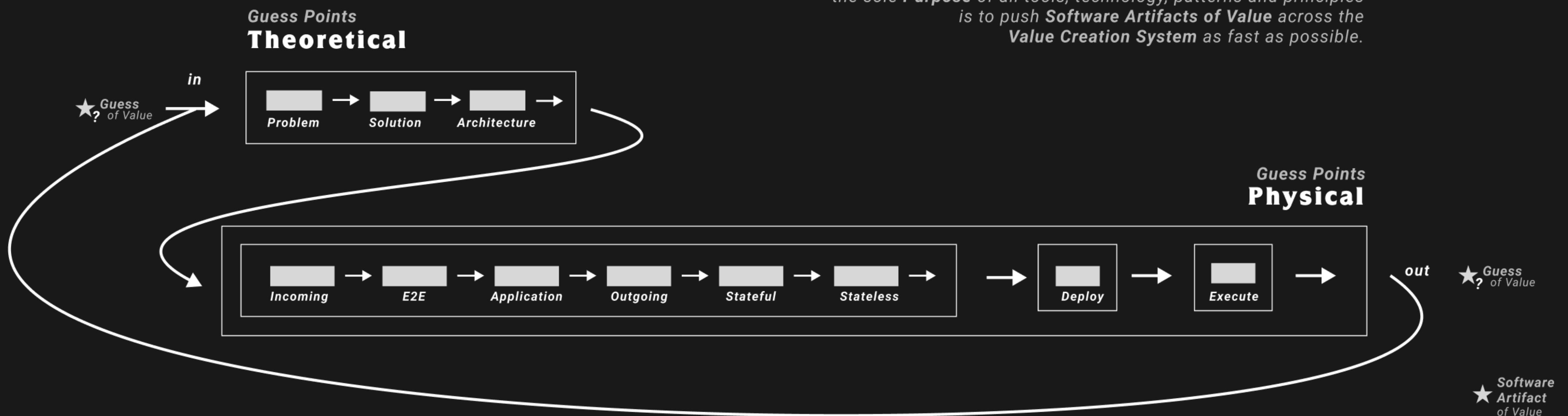


*Remain-in-Benefit*

**Time Given Back & Time  
Enriched is the Goal for  
Users**

# The Value Creation System

As value-creating software developers,  
the sole **Purpose** of all tools, technology, patterns and principles  
is to push **Software Artifacts of Value** across the  
**Value Creation System** as fast as possible.



# What we covered

**There are 2 other key roles to discuss, and it's their interplay which make software development challenging**