Release 2: Understanding What You Are Buying - MVP Outline

Note that the **Aug. 17, 2016 recording** of our meeting with Traci about this outline is saved here: <https://drive.google.com/folderview?id=0B8v5HaEYxMoZfkpmVHpEekdwRFRtbkVrQUIyMjRPZTRHMlcyTVJZRXpheXJvR0JoNG9mZ00&usp=sharing>

The meeting minutes are saved here: <https://projectspace.icfi.com/tms/OMB_Challenge/_layouts/15/WopiFrame.aspx?sourcedoc=/tms/OMB_Challenge/Shared%20Documents/3_Release%202/Release%202%20Design%20Meeting%20Minutes.docx&action=default>

# Release Goal

Determine the problem to be solved while effectively supporting and communicating with the customer.

# Iteration 2.B: The Digital Services Market

Now that you understand your agency’s need and the market segments that can support those needs, you can start to conduct responsible and effective pre-solicitation communication with potential vendors and suppliers in the marketplace.

| Performance Objective | Learning Activity | Seat Time |
| --- | --- | --- |
| N/A – ALL | * **Introduction** (tweak) * **Guided Learning Webinar** (Revise)   + Iteration Planning Meeting (Tweak)   + Guided Learning Session – Product Vision (USDS guest speaker to deliver – Oct. 4) | 1 hour |
| Identify why communicating openly and responsibly with potential vendors is critical to digital services acquisition success and how to do it.  Differentiate between buying compliance and buying outcomes. | * **Online Learning: Responsible Pre-Solicitation Communication** (moved from Pilot 1.B) (BRONZE)   + Add content focused on the importance of communicating outcomes and buying those, rather than buying compliance with a list of requirements. | 30 minutes |
| Conduct effective market research for digital services. | * Review a market research online learning in preparation for the classroom * Readings to support this activity:   + ASI articles on market research | 30 minutes |
| N/A | * **Live Digital Assignment:** Continue to hone your product vision and present on it during the classroom session; then, prepare to execute your experiment in the next stage. | 6-8 hours |
| N/A | * **Release 2 Assessment** (Tweak) | 30 minutes |

* **Readings**
  + [Help! I’m a government product owner](http://www.ccpace.com/help-im-a-government-product-owner/)
  + [Rulemaking 2.0: Understanding and Getting better Public Participation – IBM Center for the Business of Government](http://www.businessofgovernment.org/report/rulemaking-20-understanding-and-getting-better-public-participation)
  + [Protecting Controlled Unclassified Information in Nonfederal Information Systems and Organizations](http://nvlpubs.nist.gov/nistpubs/SpecialPublications/NIST.SP.800-171.pdf)
  + [Federal Risk and Authorization Management (FedRAMP) High Level Baseline](https://www.fedramp.gov/provide-public-comment/fedramp-high-baseline/)
  + [The Federal Information Technology Acquisition Reform Act (FITARA) Common Baseline: Implications for the acquisition professional (ASI At a Glance)](https://dsat.gsa.gov/assets/courseware/d5e0d1b855cd5a819ee290441da892f9/asset-v1:OMBChallengeX+DAP01+2015_T1+type@asset+block/FITARA-AAG.pdf)
  + **Online Learning: Digital Services Playbook Video Series** (Moved from Pilot 2.A)
    - [Intro](http://publicspendforum.net/2015/09/23/video-an-introduction-to-the-digital-services-playbook/)
    - [Play 1](http://publicspendforum.net/2015/10/02/webinar-understand-what-users-need-with-play-1-of-the-digital-services-playbook/)
    - [find if additional webinars have been created]

**ITEMS WE MOVED TO 3.A FROM OUR ORIGINAL OUTLINE:**

**NEW: Solicitation Blogging Activity to help attract non-traditional vendors and communicate the “why” effectively** (BRONZE -level) – use threaded scenario (progression from 2.A blog activity + related to webinar about communication/storytelling)

* + Have all team members complete this activity and then bring to the classroom. Have team members provide feedback on one another’s blogs in the classroom. Then, select the “best” blog for each group and then iterate on it, working with USDS communication experts who will be in attendance at the classroom session.
* **Guided Learning Webinars** (Revise)

Storytelling/blogging guest speaker: Janine Gianfredi