Safer food, better business

Discovery

Kick off session

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Kick off session

Purpose of session

- Introduce ourselves
- Ensure clarity on what we are here to do
- Talk through roles, responsibilities and ways of working

Plus..

- Agree assumptions
- Discuss users
- Identify stakeholder
- Identify risks and blockers

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Introducing the team

Stephen Blackmore
Delivery manager

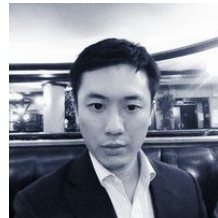**Sandra Cockell**
Product Owner

Rohela Raouf
Business Analyst

David Lau
Technical, data and business support

Sue Andor
User Experience (UX) Designer

Lisa Brooks
Subject matter expert

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Why are we here?

The FSA provide information on food safety management procedures and food hygiene regulations for small businesses.

Last year, the service had nearly 800K visitors but it continues to serve the vast majority of its information through pdfs.

The primary goal of the discovery is to determine how the service is currently performing and the experience it is providing for your users.

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What will the discovery cover?

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What is a Discovery?

User needs

Discovery
Exploring the problem space

Alpha
Testing options with hypotheses

Beta
Building and refining options

Live
Continuously improving

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Outcomes

Before you commit to build or improve a service, you need to **understand the problem to be solved**. This Discovery will allow us to understand the:

- **Users and their needs**, including compliance with accessibility guidelines
- Current **business processes** being operated and how they would be impacted
- Existing **technology** that would enable the delivery of the service
- Underlying **data** the service would run on

By the end of the Discovery, we will be in a position to decide which ideas to take forward to an Alpha phase, if it is recommended to progresses that far.

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Key activities

- Learning about what the current landscape looks like through user interviews, speaking with stakeholders and data analysis
- Mapping out the current user experience
- Interpreting our findings
- Exploring new ideas and opportunities
- Running playback/collaborative sessions for validation and challenge
- Sending out information for review/comment

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Main deliverable

A recommendation (or series of recommendations) for how to meet the user needs.

A report which will include enough detail to inform a decision on whether or not to proceed to Alpha.

All our work (and the final report) will be presented via a wiki.

Timeline

Total timeline: **6 weeks** | Start date: **02/03/2020** | End date: **10/04/2020**

Planning + prep

(1 week)

Research and analysis

(4 weeks)

Playback

(1 week)

Scope

To explore how the SFBB service is performing, the user experience and the viability of how technology could enable improvements to the delivery of the service

Who are the users?

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Definition

A person or group of people who uses or interacts with something to meet their need.

Definition

A user does not have to be one person.

A user represents a group of people. They share certain similar characteristics.

Different user groups have different user needs.

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Who are the users of the SFBB service?

User centred design

User-centred design (UCD) is an evidence based approach to designing products and services that engages all users in the design process from start to finish.

This gives the product or service the highest chance of success as the user needs are considered throughout and the technical and business requirements, which often dictate the design in other approaches, are balanced with these needs.

User centred design

A service cannot be considered a success if it does not satisfy the end users' needs.

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Stakeholders

Definition

A person or group of people with an interest or concern in the service.

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Definition

A stakeholder does not use or interact with the service directly.

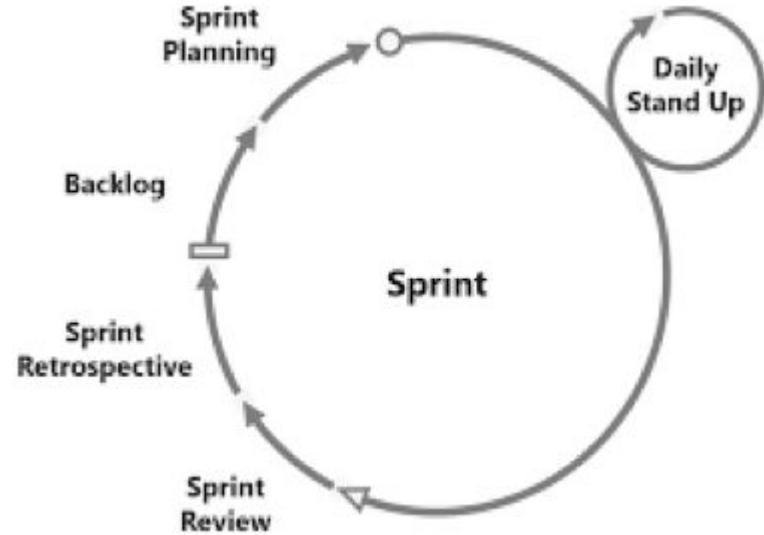A stakeholder is affected by or has an impact on the outcome of the service.

A stakeholder introduces considerations in the form of constraints, risks, assumptions and dependencies into the building of the service

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Who are the SFBB stakeholders?

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How are we going to work?

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Ceremonies

Weekly sprint cycle

Sprint Planning

Backlog

Sprint Retrospective

Sprint Review

Sprint

Daily Stand Up

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Ceremonies

- **Sprint planning (core team, weekly)**
  What activities do we have to complete this sprint? Who's going to to do it?
  How big is the task?

- **Daily stand ups (core team)**
  What have you done since last stand up? What are you doing between now and the
  next one? Any blockers?

- **Show and tells (all, weekly)**
  Team share what they have done this sprint and plans for next one.
  Opportunity for stakeholders to ask questions, challenge etc.

- **Team retrospectives (core team, weekly)**
  What's gone well? What can we do better?

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Key roles

Role	Main responsibility	Who
SRO	Visible owner of the overall business change	Sandra
Product Owner	Day to day input to ensure outputs meets the FSA's needs/expectations	Sandra
Subject matter expert	Provides additional policy and subject matter context	Lisa
Technical, data and business support	Provides technical and data context plus supports the core delivery team	David
Delivery manager	Oversees day to day delivery of each aspect of discovery	Stephen
Business analyst	Helps understand and define problems/opportunities related to the service	Rohela
Service designer	Helps design and present the target, end to end service journey	Sue
Working group	Additional policy and operational guidance	Various

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Assumptions, risks, blockers

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Thank you