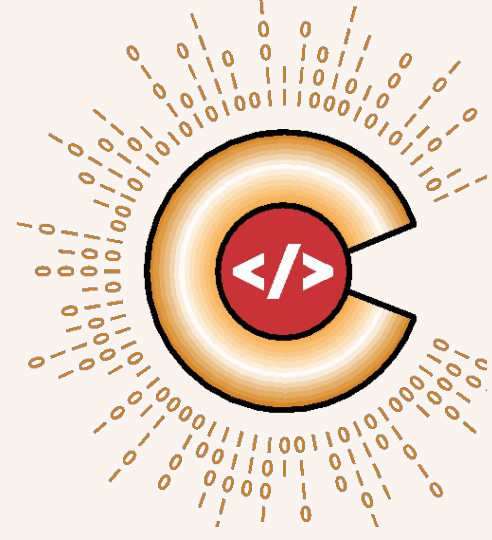# Roadmap For GoCode Success Workshop

Jeff Ditillo
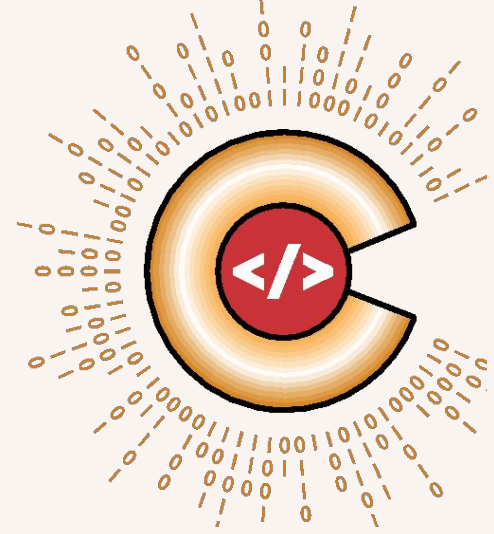
Lean-Agilist

GoCode Mentor - 5th Year
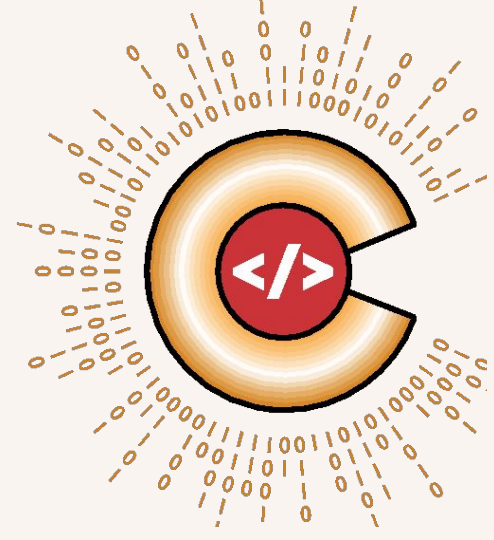
# Agenda

- Why the Lean Canvas?
  - Create your Lean Canvas
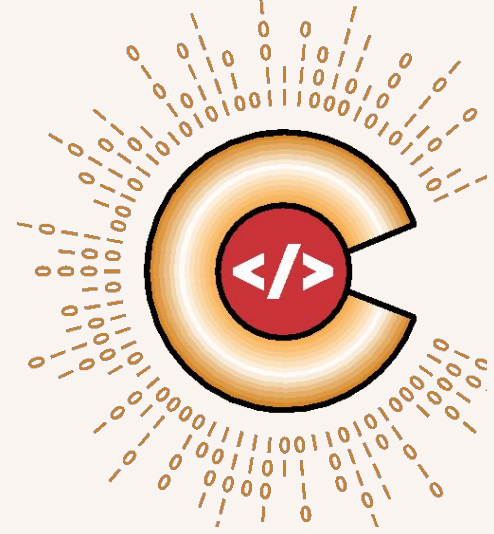- How to Execute?
  - Lets setup a plan to execute

# How to be a Winner at GoCode?

- Focus your team with a Lean Canvas
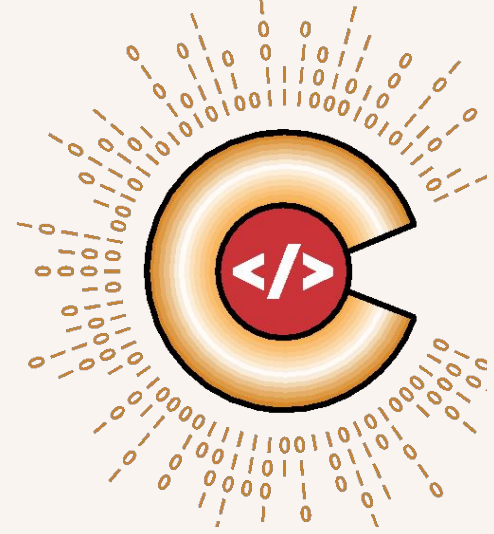- Leverage the power of collaboration with Agile

# What is the Purpose of a Lean Canvas

- A one-page business plan
- Facilitates vital conversations with the team
  - What problem are we solving?
  - Who are our customers?
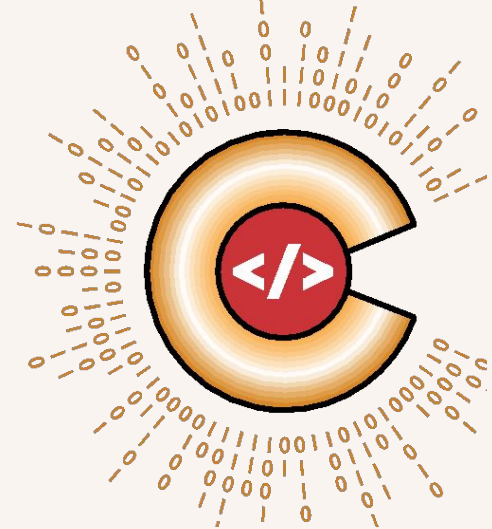  - What is our unique value proposition?

# How does a Lean Canvas help you with GoCode?

- A one-page business plan -- IS A GREAT PROCESS
  - For the **Product Track**, whether or not you are creating a business with your app, you WILL be building an interface to help Business Decision Makers!
  - For the **Analytics Track**, think from the perspective of the Business Decision Makers you are seeking to help
- Go Code:
  - Focus the team on your goal
  - Structure and refine your "pitch" for the Product Track and "data story" for Analytics Track

# Lean Canvas Keys

- Get your collective thoughts regarding your project or business plan down on one sheet of paper.
- Space constraints on the canvas will help you distill your business model down to its essence.
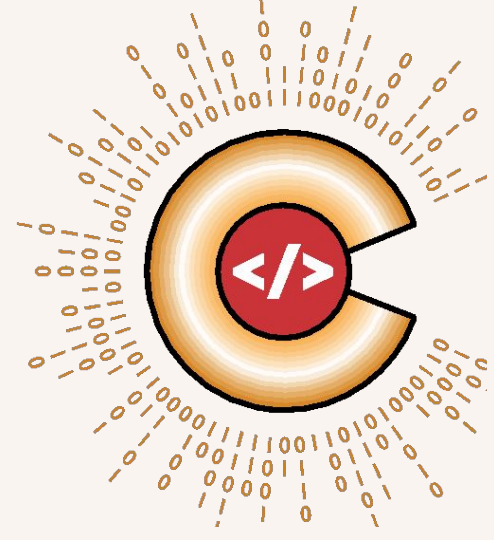- Think in the present - based on what you know and can observe right now

| Problem:<br><br><br><br>**1** | Unique Value Proposition:<br><br>**3** | Customers / Audience:<br><br><br><br>**2** |
|---|---|---|
| | Solution:<br><br>**4** | |
| Existing Alternatives:<br>**1b** | | Early Adopters:<br>**2b** |
| Metrics:<br><br>**5** | | |
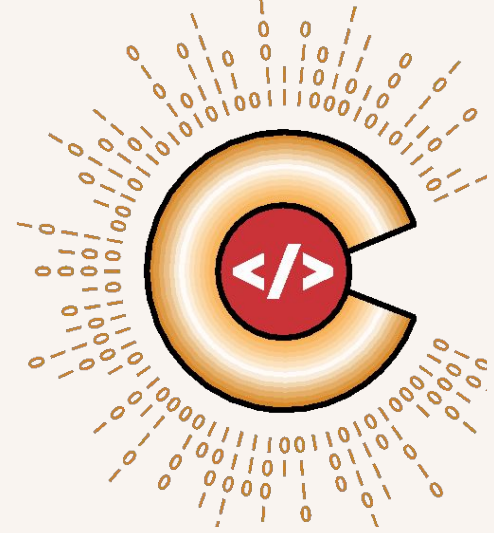
# Exercise: Identify your Problems and Customers
## (Sections 1 & 2)

- What are the top problems that your customers/audience need to solve?
- What jobs do your customers need done?
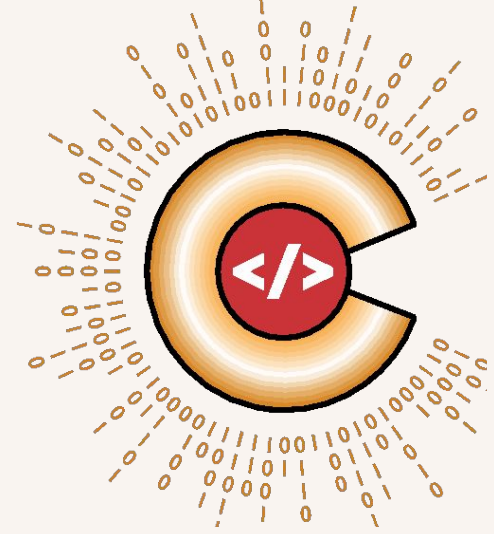- **Who are your target customers/audience?**

**(Sections 1b & 2b)**

## As you are identifying the Problem:

- What are the existing alternatives?

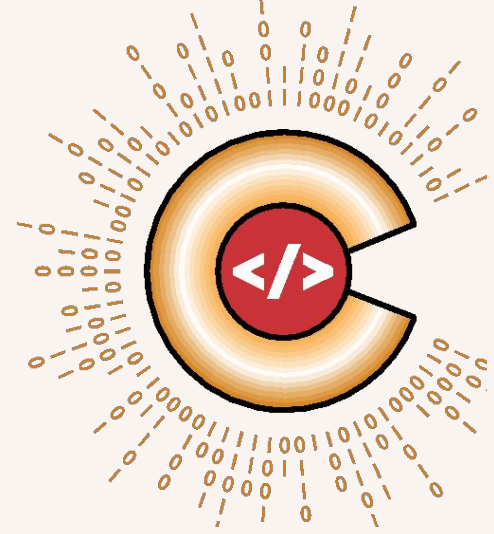## As you are identifying Customers:

- Who are your early adopters?

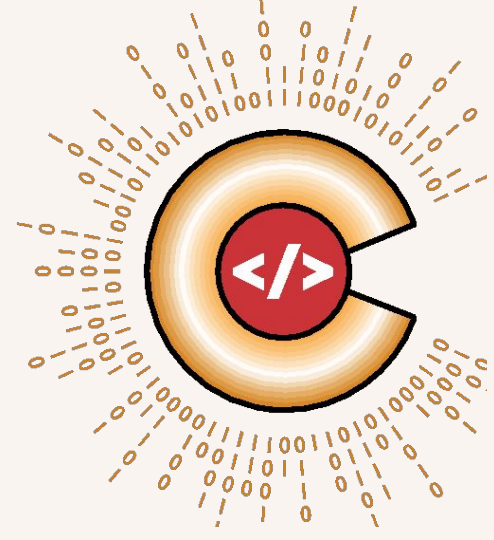# Exercise: What is your Unique Value Proposition?
## (Section 3)

- Why is your product/solution different?
- Distill the essence of your product into a few words or short sentence
- Example: Waze - "Outsmarting traffic together"
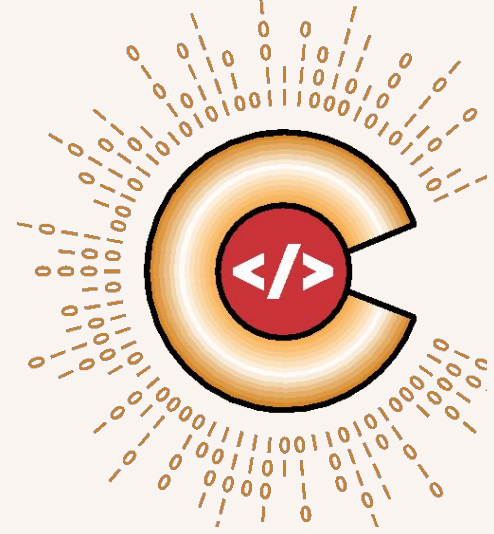
# Solution

**(Section 4)**

- What is the simplest solution that you can build in three weeks that will prove your product concept?
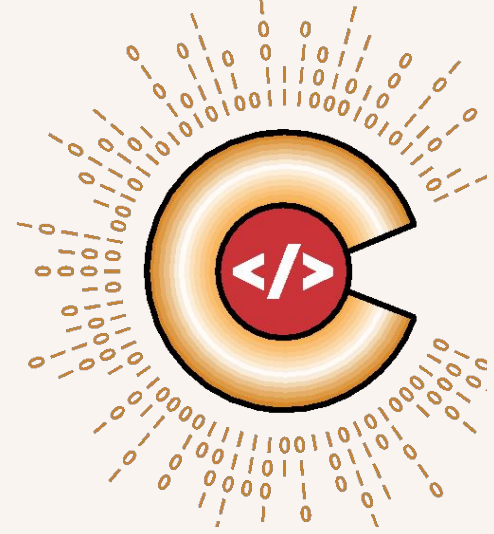
# Metrics

## (Section 5)

- How to know that you are successful?
- How many people are using your app or idea?
- Customer/user feedback

# Customer Channels: Product Track

## How You Connect with Users?

- How to get your product/idea in front of your customers/audience?
- Direct versus indirect - get face to face with your customers
- How can customers discover you organically? (Examples: Search, Blog, Webcast)
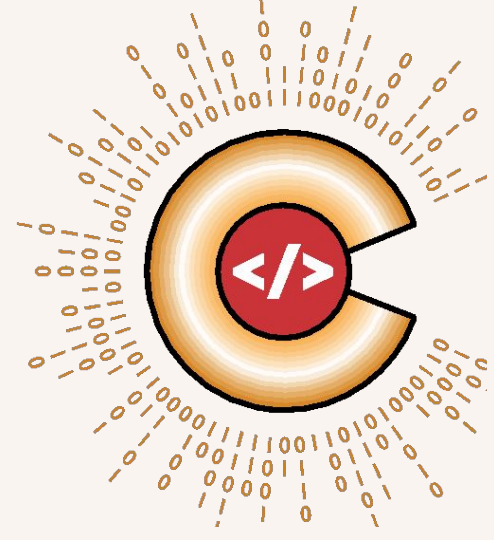
# Customer Channels: Analytics Track

- Is the purpose of your dashboard for data discovery or are you telling a story with a guided analytics approach?
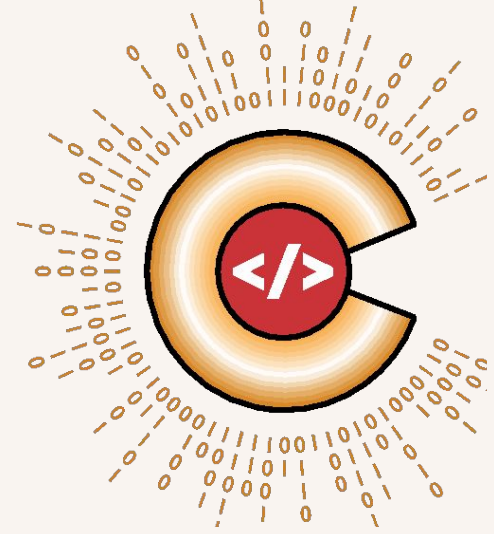- How are users going to interact with your dashboard?
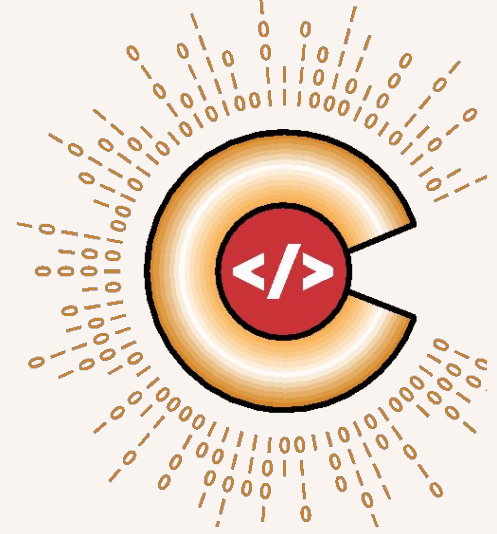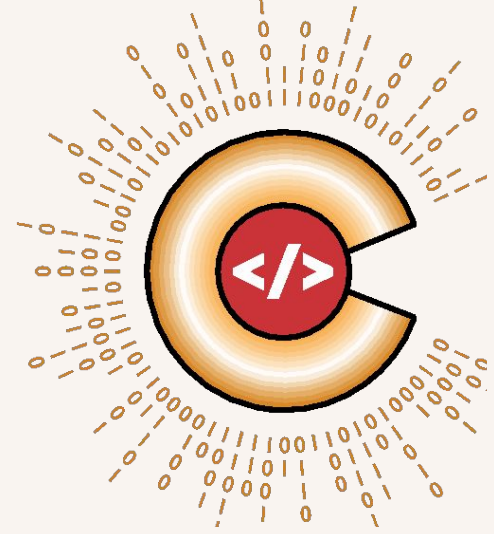
Leverage the Power of Agile!

# Team Collaboration and Communication

- How to execute our your plan?
- How to stay in synch?
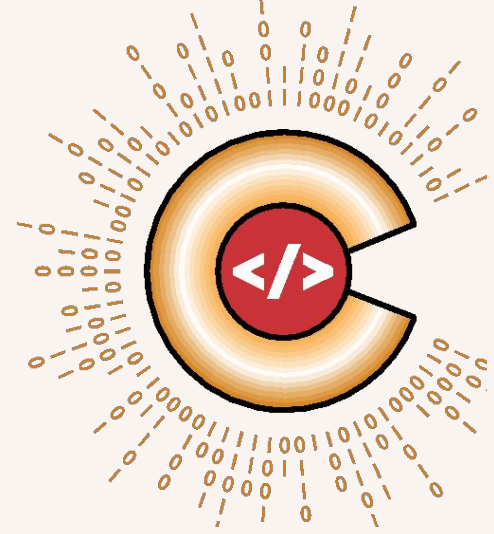- How to communicate with the team?

# Agile Standup

- Frequency: Daily if possible
- What did you work on?
- What are you planning to do next?
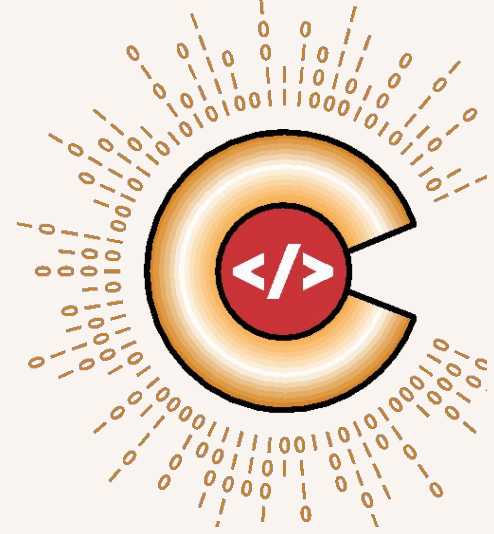- Any blockers? Need help?

# Agile Planning

- Weekly planning
- Breakdown work into small chunks
- Deliver "vertical slices"
- Identify Milestones and use these as your goals for each week
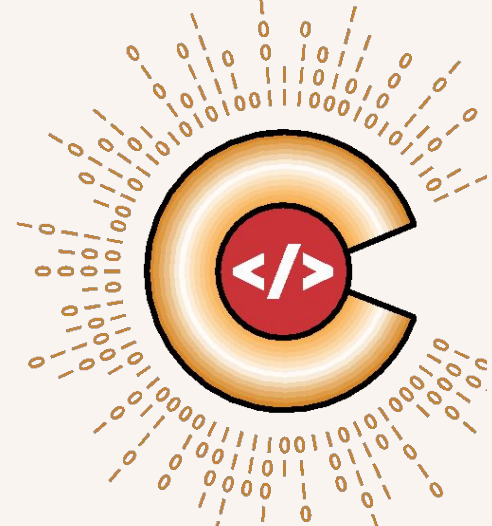
# Work Management

- Identify and track work
- Github Projects
- Agile Central (a.k.a. Rally)
- Trello Board

# Exercise: Setup your Team Board

1. Create your backlog
   - What are your initial user stories?
   - Use week 1 for a timeframe
2. Identify your development phases
   - What are your steps towards delivery? (delivery = ready to demo)
   - Basic: Backlog, In Progress, Done

# 24 Days to Semi-Final Submision

| | KICK-OFF EVENTS | CHALLENGE DAYS | | SEMI-FINAL SUBMISSION | JUDGING | FINALISTS ANNOUNCED | | FINAL SUBMISSIONS DUE | FINAL AWARDS EVENT |
|---|---|---|---|---|---|---|---|---|---|
| **WESTERN SLOPE** | 2/20/19 FACTORY 750 Main St. GRAND JUNCTION 4:30 - 6:30pm | 3/23/19 FACTORY 750 Main St. GRAND JUNCTION 8am - 8pm | TEAMS WORK INDEPENDENTLY | DUE 4/15/19 | 4/23-5/2/19 SUBMISSIONS PROVIDED TO JUDGES AND JUDGING SESSIONS HELD IN DENVER | 5/3/19 | TEAMS WORK INDEPENDENTLY | 5/20/19 | 5/30/19 EXDO 1399 35th St. DENVER 4pm - 8pm |
| **FRONT RANGE** | 2/27/19 Great Divide Brewery Bottling Hall 3403 Brighton Blvd. DENVER 4:30 - 6:30pm | 3/30/19 General Assembly @ INDUSTRY RINO Station 3858 Walnut St. DENVER 8am - 8pm | | DUE 4/22/19 | | | | | |

# Resources:

- Lean Canvas - Running Lean by Ash Maurya
- Slack Team channel
- Agile Central (aka Rally) Free Trial - Getting Started with Agile Central
- Trello: Getting Started with Trello
- Github Projects
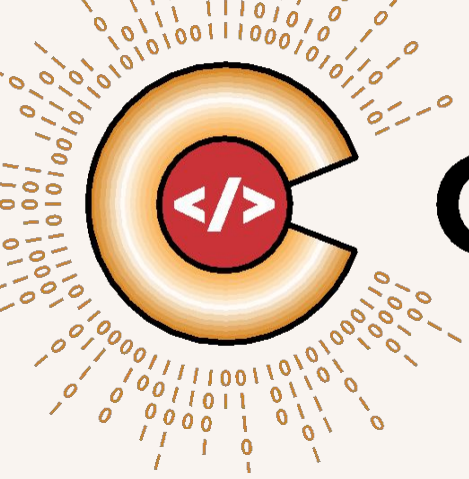
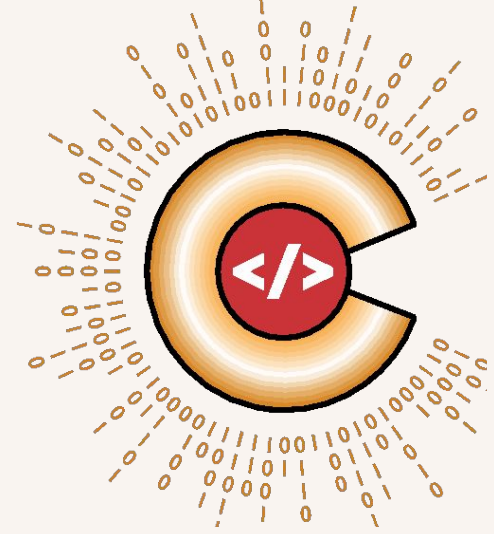# Go Code Colorado
## Business Intelligence Center
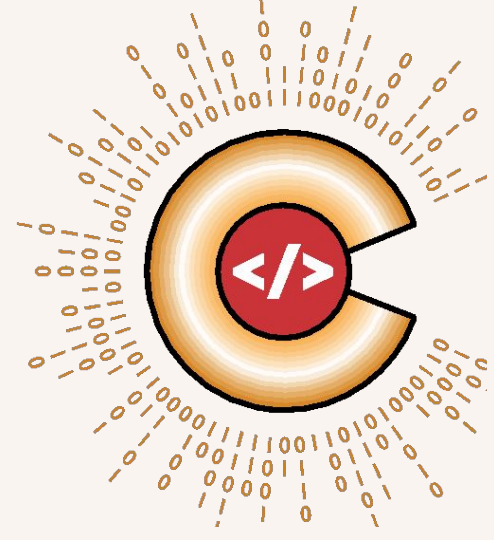
# Additional Information
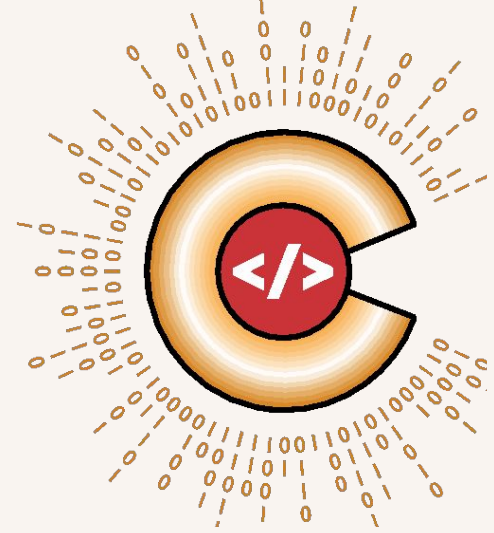
Colorado
**Secretary of State**

# Team Board Examples

- **Product Track**: Backlog, In Progress, Validation, Complete
  - Github Project: Backlog, Short List, In Work, Done
- **Analytics Track**: Question, Data Exploration, Build Visualization, Get Feedback, Publish & Share
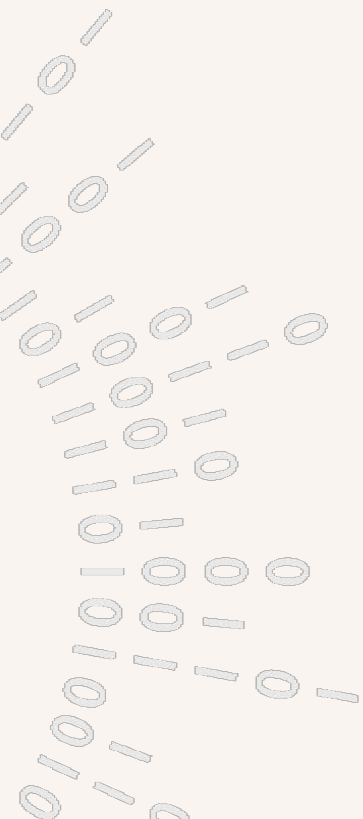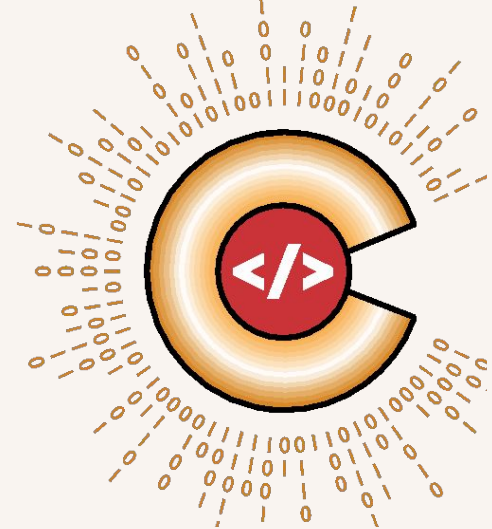
# Collaboration

- Pairing on work - take turns driving
- Slack Hero, Google Hangouts or other screen sharing

# Communication

- Slack
- Github - verbose commit comments
- Daily Standup
- Weekly Planning

## PROBLEM
List your top 1-3 problems.

### EXISTING ALTERNATIVES
List how these problems are solved today.

## SOLUTION
Outline a possible solution for each problem.

### KEY METRICS
List the key numbers that tell you how your business is doing.

## UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attention.

### HIGH-LEVEL CONCEPT
List your X for Y analogy e.g. YouTube = Flickr for videos.

## UNFAIR ADVANTAGE
Something that cannot easily be bought or copied.

### CHANNELS
List your path to customers (inbound or outbound).

## CUSTOMER SEGMENTS
List your target customers and users.

### EARLY ADOPTERS
List the characteristics of your ideal customers.

## COST STRUCTURE
List your fixed and variable costs.

## REVENUE STREAMS
List your sources of revenue.