

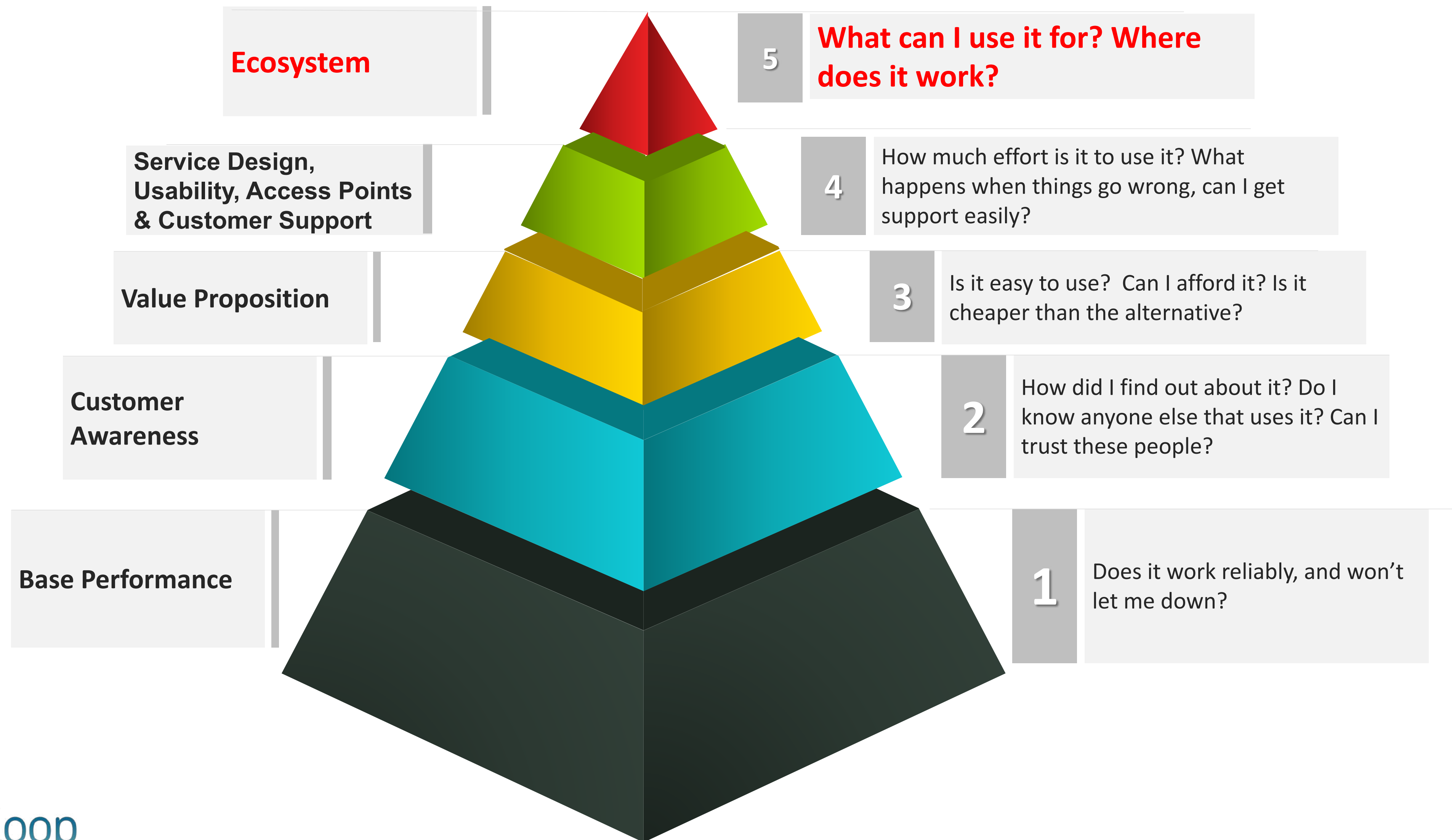
mojaloop

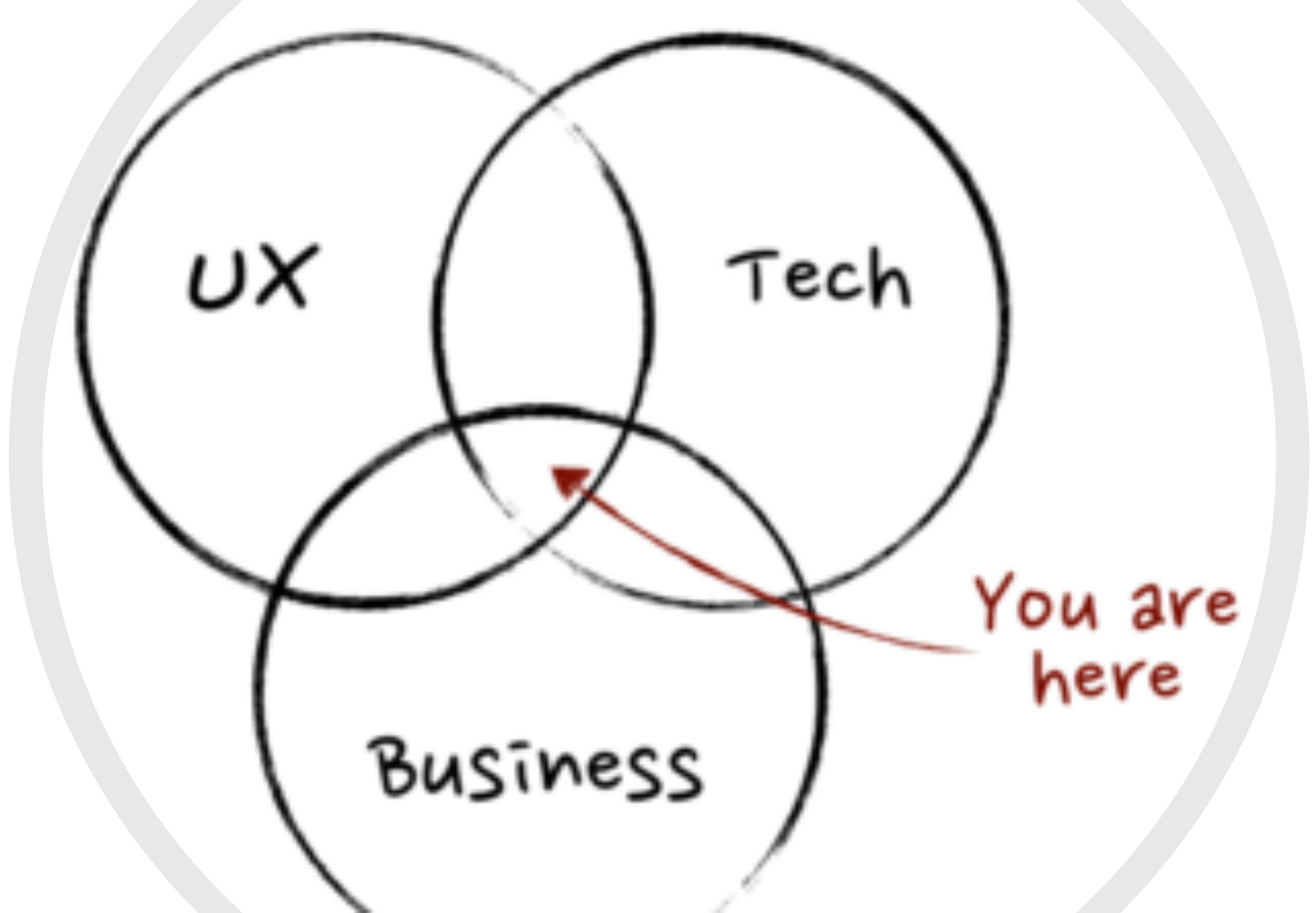
PI-12 OSS Online Community Meeting Product Session

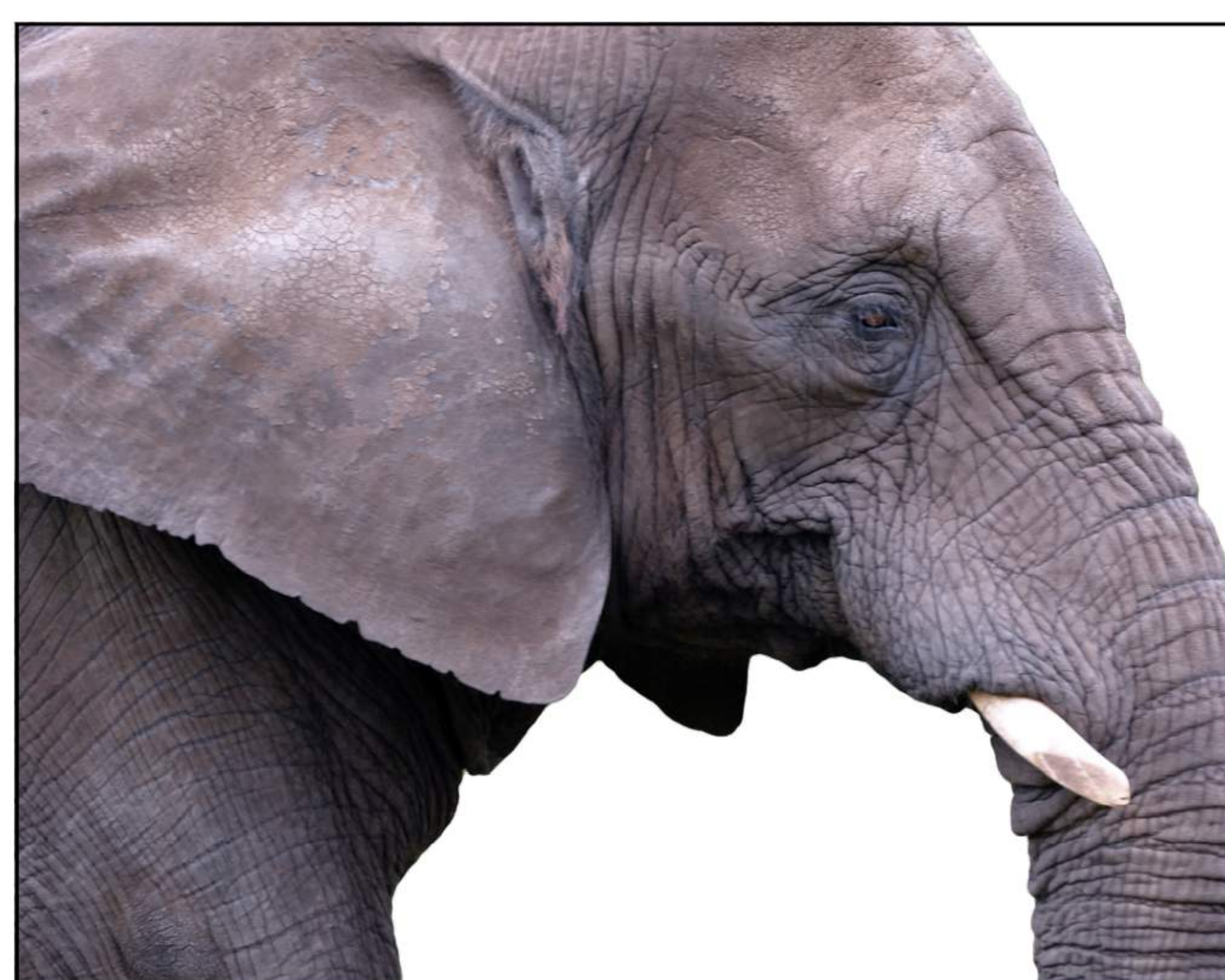
Oct 20, 2020

Lesley-Ann Vaughan

Thinking about what's involved in a successful service







How can we sell
more of what we've
built?

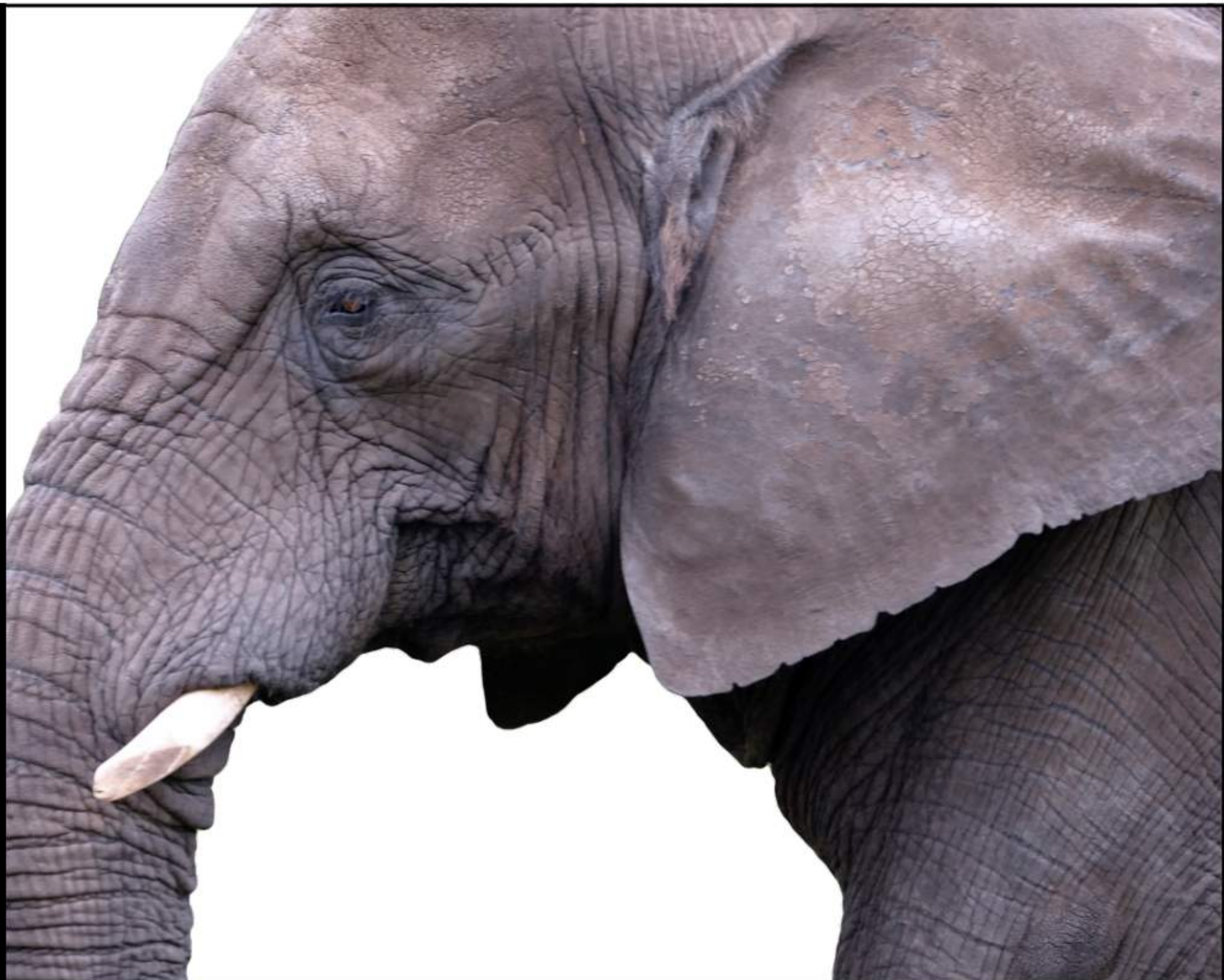
Can we build what
we've planned?

Have we planned
the right products?

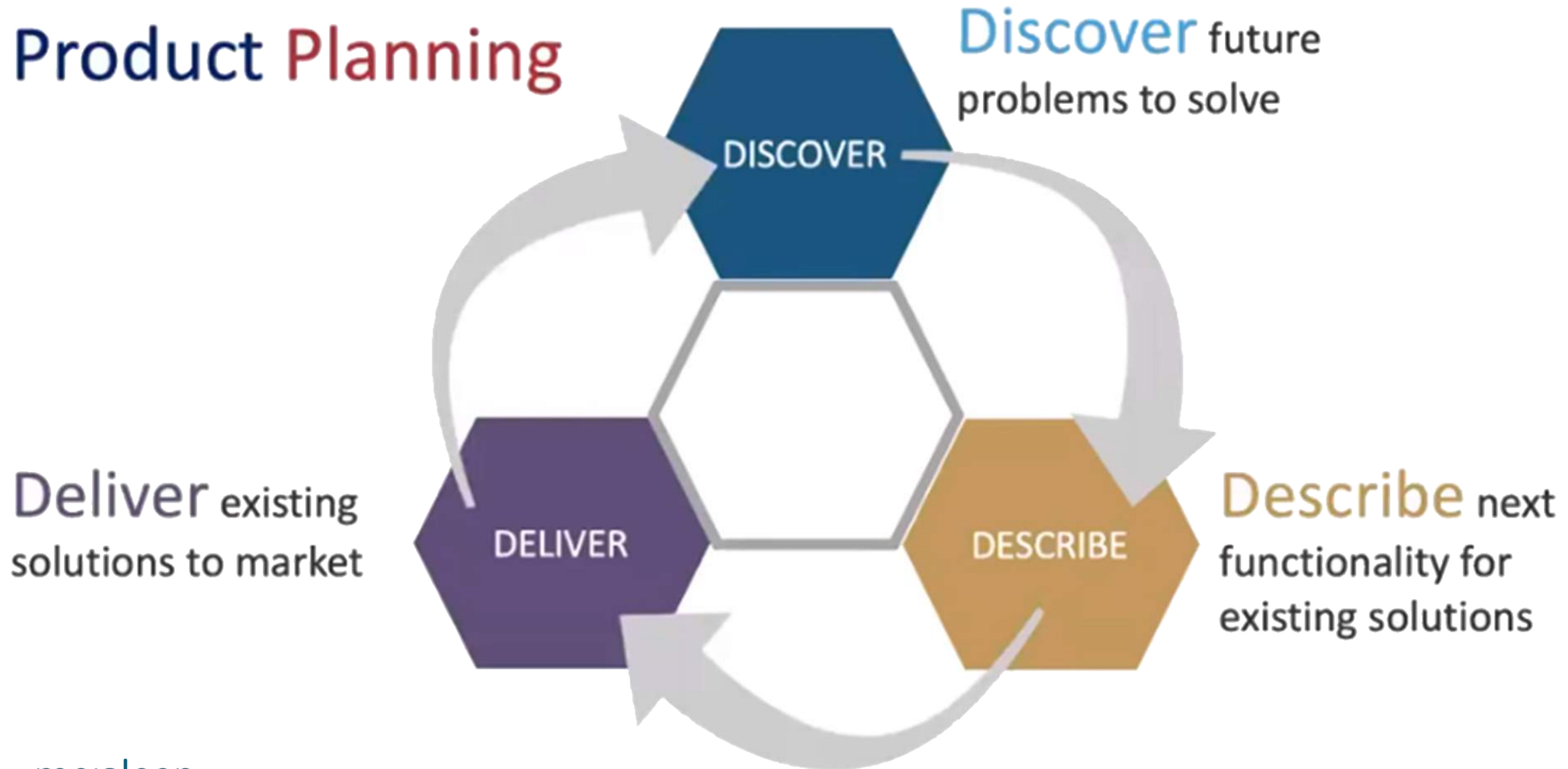
“No plan survives contact with the enemy”



We can plan
the right products
We can build
what we've planned
We can sell
what we've built



Three Phases of Product Planning






Product Leadership Council

Together running Product Operations:

- Let's plan the right problems to solve & validate our thinking early.
- Let's ensure we can build what is planned.
- Let's ensure we know how new work gets supported into market and adopted
- Let's ensure we learn with adopters.



What have I been doing in weeks 1-3?

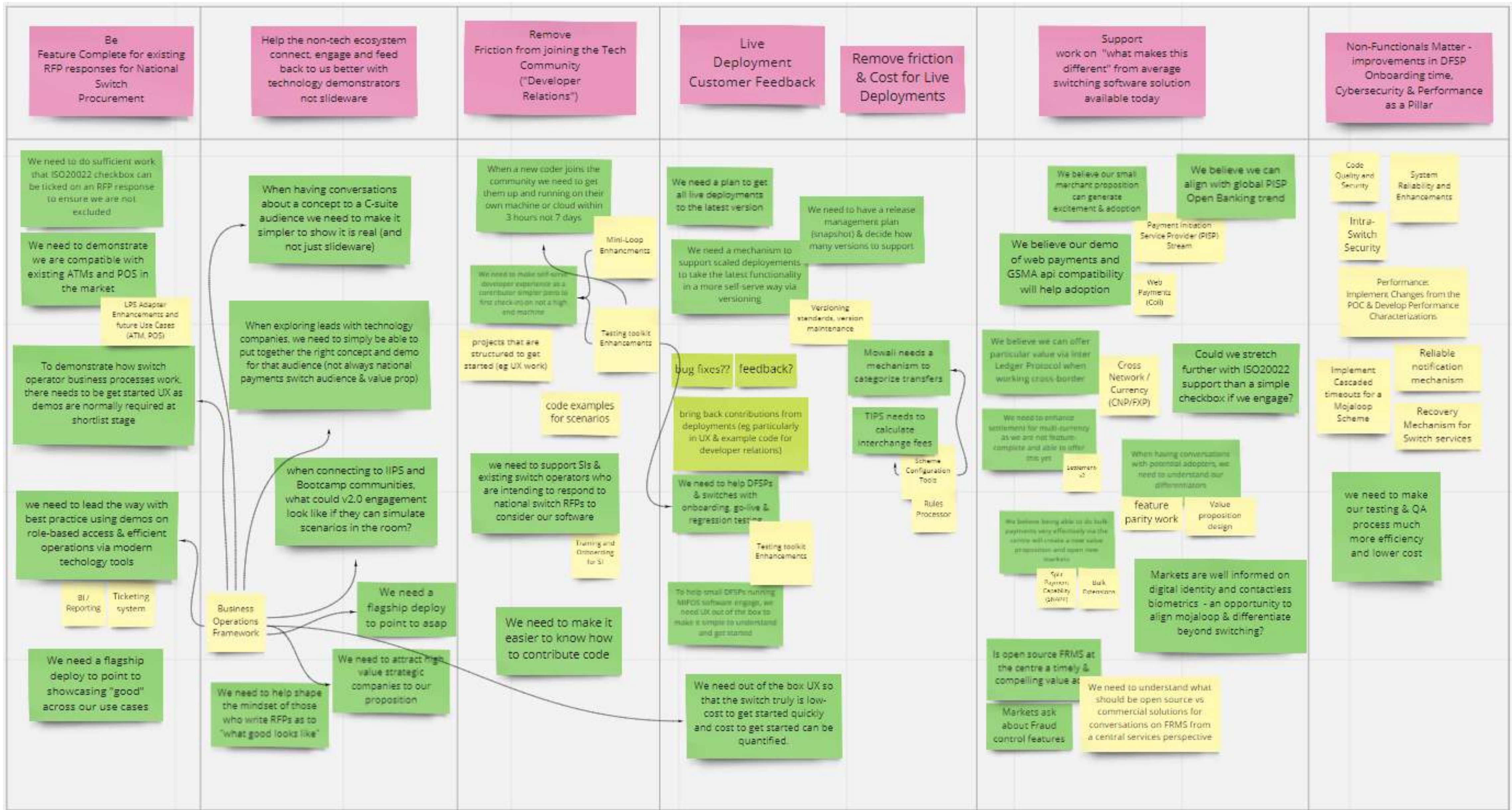
- Talking to board members & some adopters
- Sitting on sales calls
- Training at <https://iipscertification.org/>
- Sitting in design authority & change control board meetings
- Talking to technology teams and proposed roadmap items
- Learning about the community model

Using Strategic Objectives to Prioritise

Use BUSINESS STRATEGY
↓
to choose TARGET CUSTOMERS & USERS
↓
use their GOALS & ACTIVITIES
↓
to choose FEATURES
Prioritize Features LAST!

Prioritize: *Strategic Objectives*

#1 Product Readiness: Be Feature Complete for existing RFP responses for National Switch Procurement	#2 Accelerate Business Onboarding: Help the non-tech ecosystem connect, engage and give better feed back
<input type="text"/> 0	<input type="text"/> 0
#3 Accelerate Development Onboarding: Remove Friction from joining the Tech Community (Developer Relations)	#4 Support Live Deployments: Live Deployment Customer Feedback; Remove Friction & Cost for Live Deployments
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#5 Product Differentiation: Work on what makes this different from other average switching software solution	#6 Non-Functional Support: Improvements in DFSP Onboarding time, Cybersecurity & Performance as a Pillar
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Elevator Pitch for your project:
 "if this is delivered, ... will be able to ... unlike today where.... "

Prioritising 101: BUILD LESS

Whats the most
impactful scope that can
be finished by the team?
What is the outcome?

WHAT MAKES
SOMETHING
IMPORTANT
NOW?

WHAT'S
THE COST
OF DELAY?

There is always more to build
than we have time or resources
to build – always.

- If you build a fraction of what is required you can still make people very happy. You can't make everyone 100% happy.
- The goal isn't to just build a new product or features. Mojaloop's existence isn't to build more software faster. It is to maximise the outcome and **impact** from what you chose to build.



Frame the Problem

FRAME THE PROBLEM

- Focus your conversation first on framing the idea & desired outcomes:
 - Why are you building this
 - How does this initiative tie to broader team or company goals?
 - What's the underlying problem we've observed? Key examples to demonstrate?
 - How will this create value for our software adopters?
 - What does "done" look like?

Tool: A Simple Prioritisation model on feature ideas

DIFFERENTIATOR

- A feature that sets you apart from the competition

SPOILER

- A feature that is moving in on someone else's differentiator

COST REDUCER

- A feature that reduces the organisation costs

TABLE STAKES

- A feature necessary to compete in the marketplace