

 The image part with relationship ID rId3 was not found in the file.

IQVIA MVP Story Mapping

 The image
part with
relationship
ID rId2

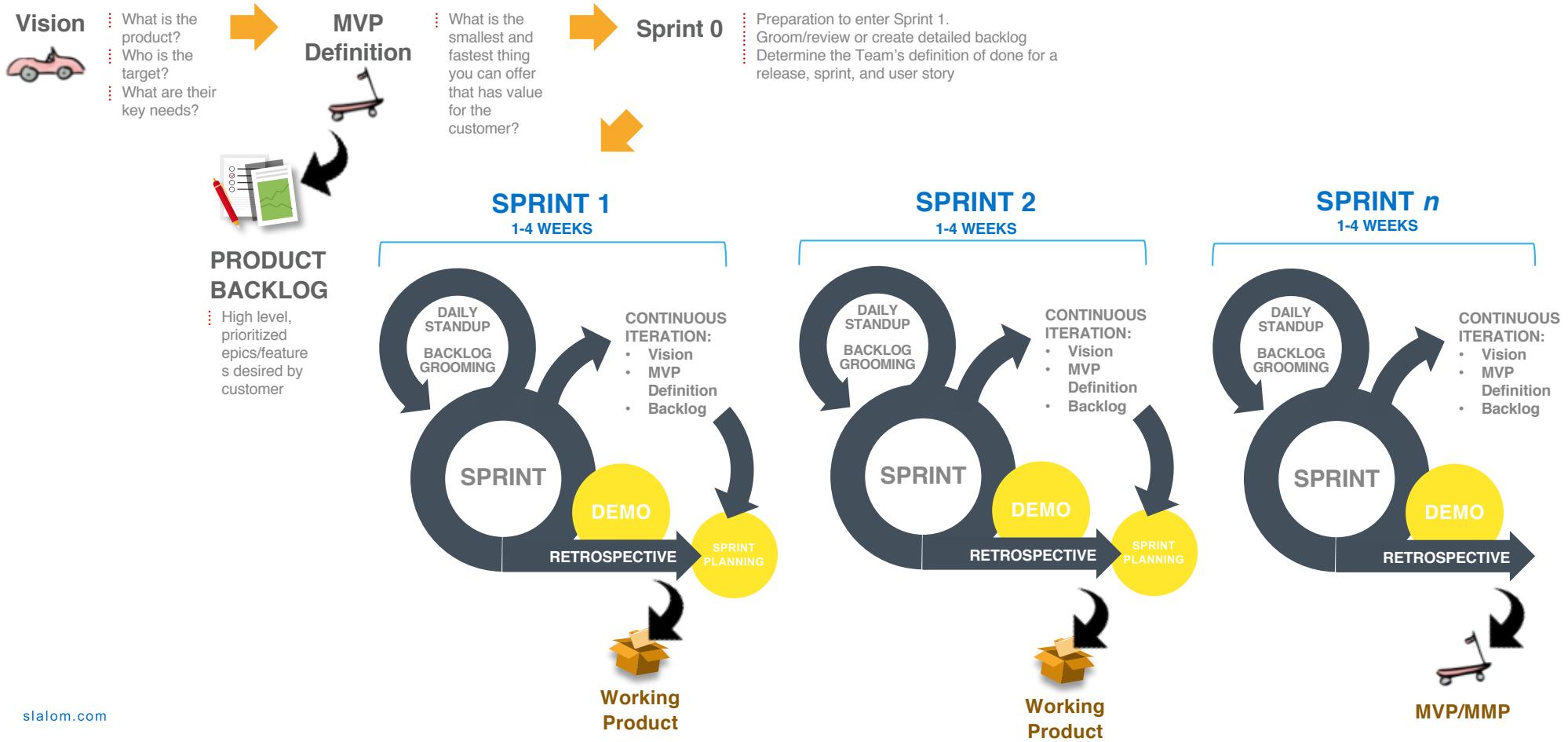
Agenda

- Workshop Purpose & Agile Concepts
- Vision & Themes
- Story Mapping Overview
- Identify Program Goals
- Identify Primary Epics
- Generate Feature Ideas
- Prioritise Features
- Define MVP
- Next Steps

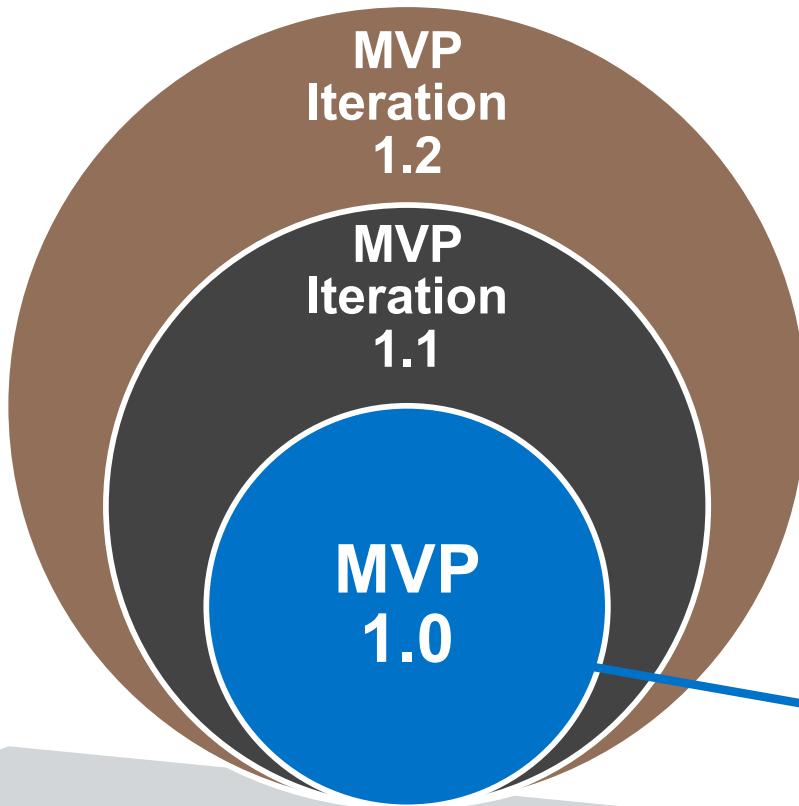
Purpose of this workshop

**To understand what is a Minimum Viable Product (MVP),
how to define it using Story Mapping, and build the initial
story map for this program**

Anatomy of Agile



Planning – Defining the Scope / MVP



The secret to success in Agile Delivery is the definition of the Minimum Viable Product (MVP)

Finalized MVP will drive the story creation process

Early delivery of MVP will drive the feedback loop and ongoing iterative releases.

*If you aren't just a little embarrassed by your MVP, you have likely done too much, and taken too long!

Vision

 The image part with relationship ID rId3 was not found in the file.

IQVIA's ambition is to deliver data to customers **faster** in a **consistent** and **cost-effective** way.

- Scale the ability of the IQVIA Data Science Team to serve more clients
- Remove barriers for Client Teams to make use of AI and ML utilizing IQVIA provided enriched data
- Allow IQVIA to attract more customers to E360 enriched Client Data
- Provide the Client access to more data whilst prevent data proliferation
- Enable new revenue stream - clients pay for access and consumption
- Shorten timeline to get client results

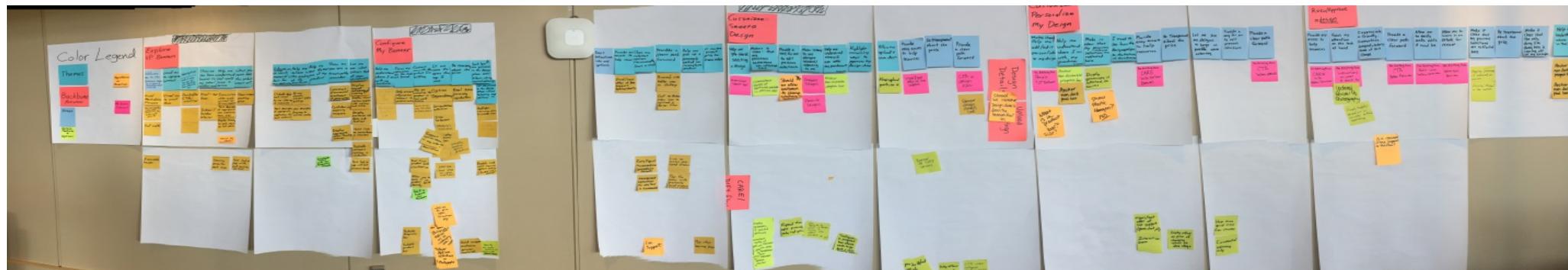
Desired Outcomes : Key Themes

- Need to build a high-performance, scalable, flexible, secure Data Science platform in the Cloud to enhance the Predictive Analytics Professional Services / Data Science business..
- Desire to establish a high-functioning DevOps capability within IQVIA to enhance and run the new Cloud DS platform for the long-term.
- Desire to develop a new Software as a Service product offering and transform / develop a true modern Product delivery organization within IQVIA

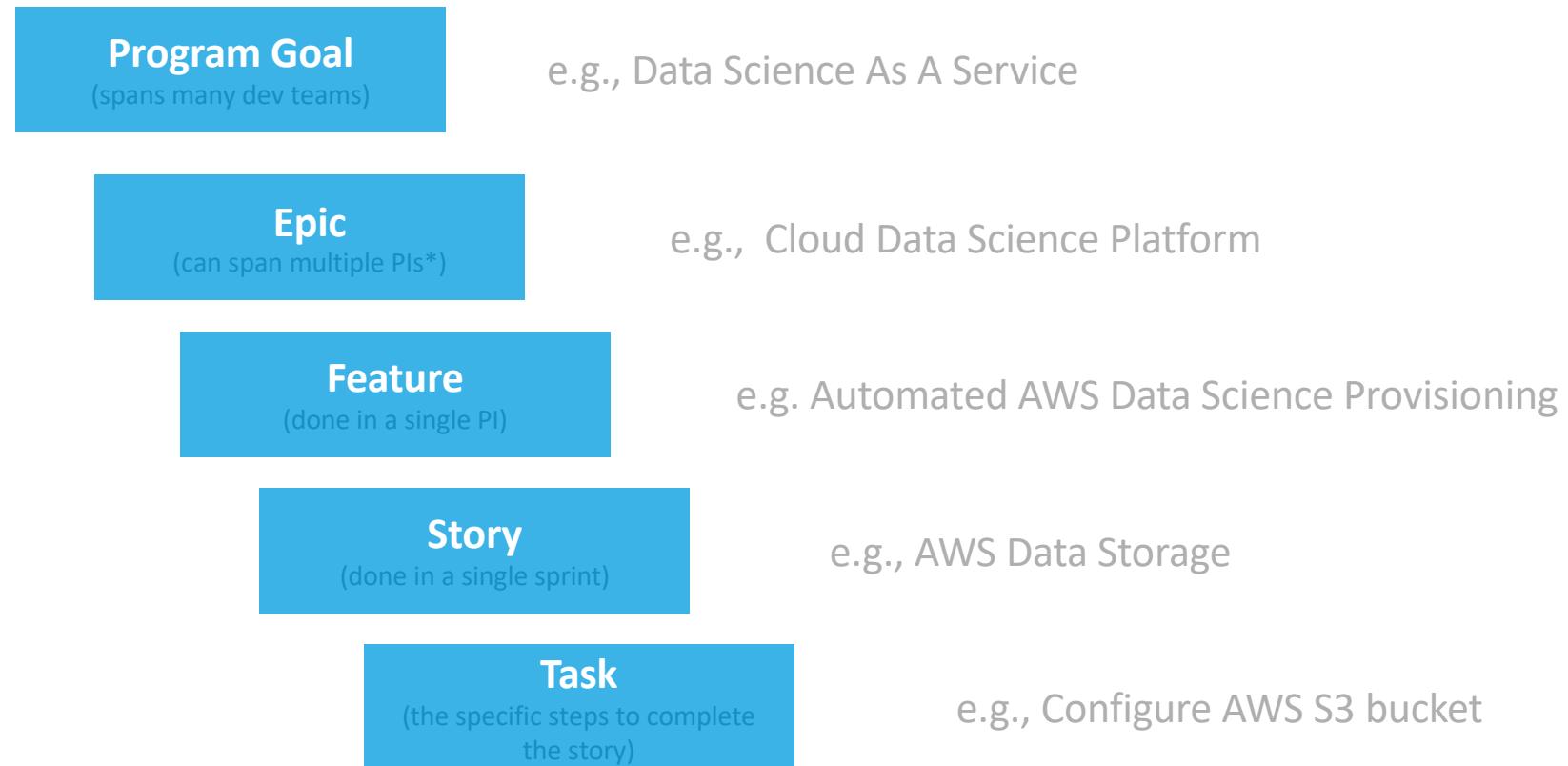
Cloud Data Science Platform	DevOps Capability	SaaS Product Development
<ul style="list-style-type: none">• Scalable compute / complex models• Large data sets• Flexible architecture• Data ingest / ETL / feature extract• Modeling & analysis• Data residency controls & security• Self-service environments• Cloud agnostic	<ul style="list-style-type: none">• Agile Delivery Methodology• Cloud Architecture & Technology• Infrastructure As Code• Infrastructure Automation• DevOps toolchain• Test-driven infrastructure• Monitoring, Alerting• Operations & Support• Design, Build, Run• Culture & Ownership• Talent Management	<ul style="list-style-type: none">• Agile Delivery Methodology• Product vs. Project orientation• Customer-centered design• Modern Architecture (12-factor design patterns)• Micro-services• Modern web• Mobile applications• Reporting & analysis• Operations & Support• Talent Management

What is Story Mapping?

- Story mapping is an engaging visual top-down approach of requirement gathering and is in a tree format.
- It provides a mechanism for the team (or teams) to view a piece of work holistically, rather than tickets in a Jira Board.
- A means for the team (including the business) to carve off the MVP / First increment of work
- Living document that can be revisited during the process to get reference on where we are and where we are going (sprint planning)



Definitions



*PI = program increment

(a set of work spanning several months, like a sprint for the entire organization)

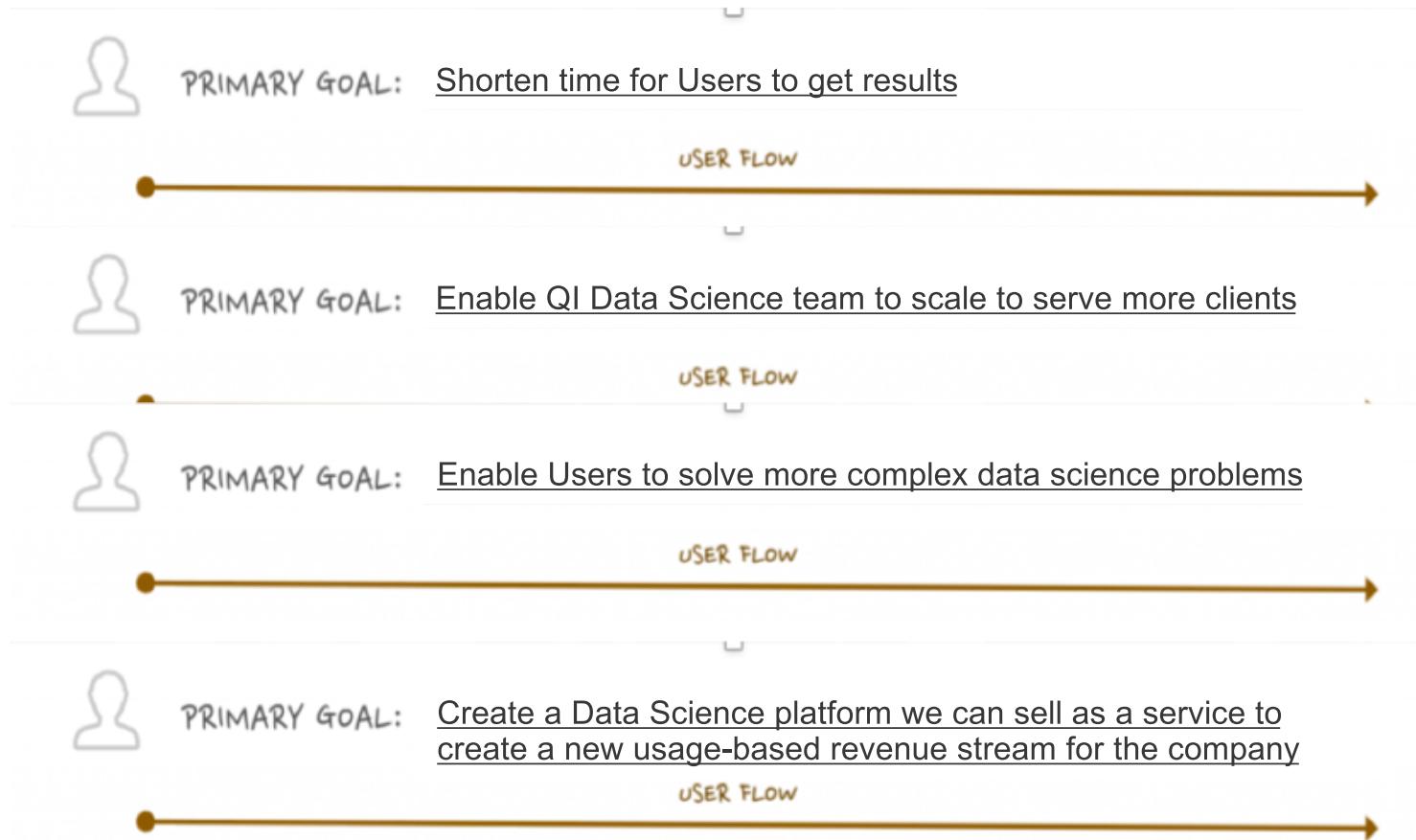
Primary Program Goals & Epics

- **Program Goal / Epic:** A business or tech initiative (usually substantial in scope and/or cost) that addresses a business need
- **Enabler :** A substantial business or tech initiative that doesn't directly address a business need but must be done before another epic or feature can be completed
- Is everyone on the same page with what we're hoping to achieve here?
 - What is the user trying to do?
 - What problem will we solve for them?
 - Any clarifying questions on the epic description?

For [customers] who [do something], the [solution] is a [something – the “how”] that [provides value]. Unlike [current state or competitor’s solution], our solution [does something better – the “why”]

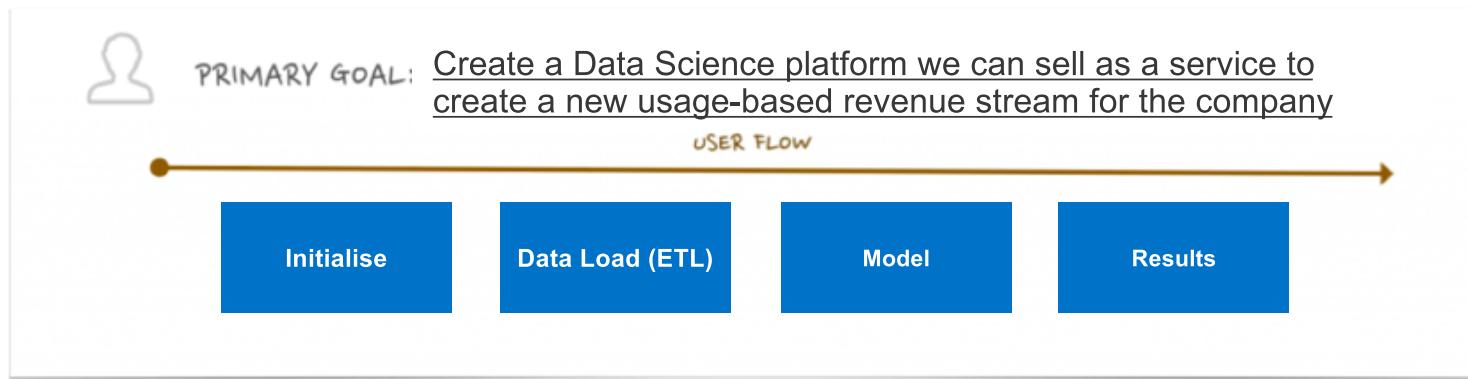
- Short epic name
- Owner
- Hypothesis statement
- In/out of scope
- Dependencies

Define primary goals



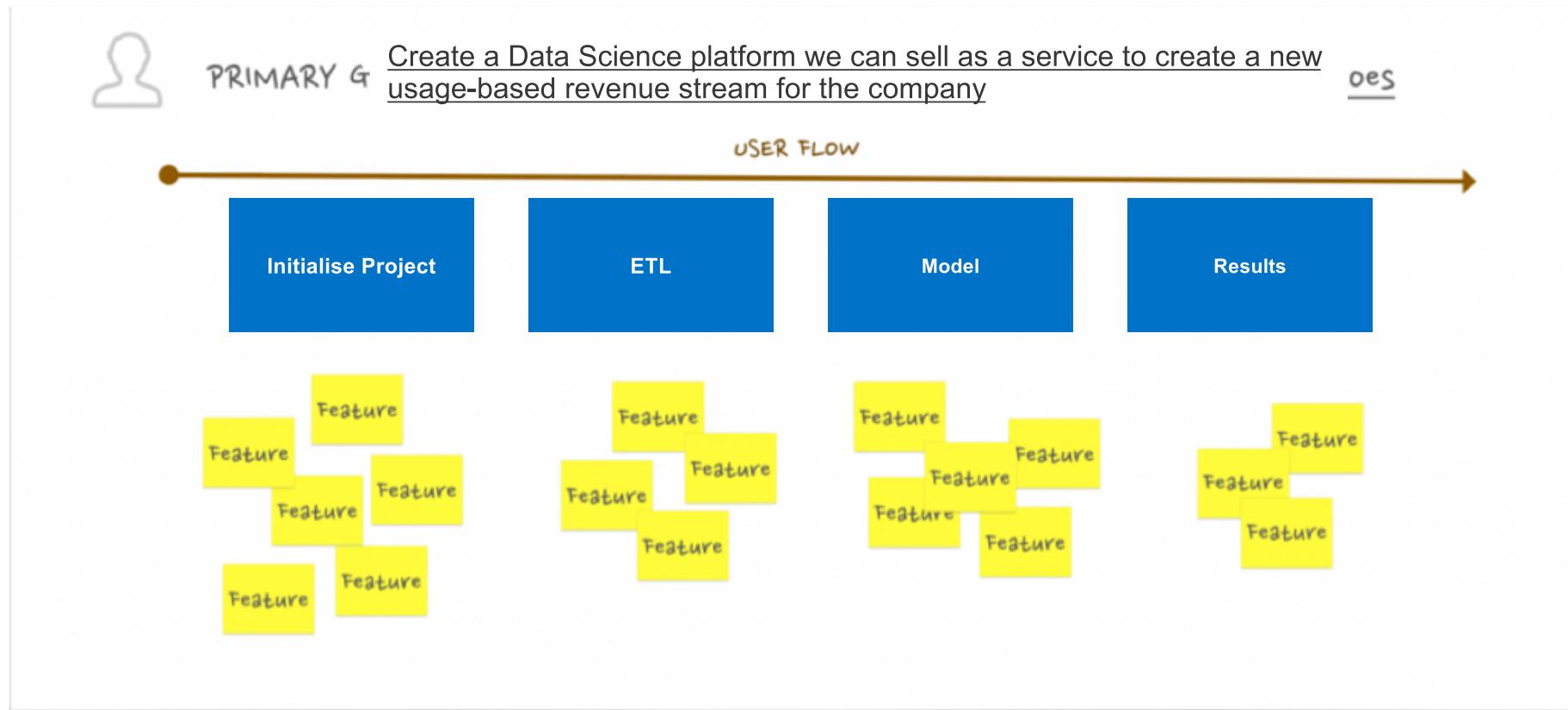
11

Define primary goals and flows



For [customers] who [do data science], the [solution] is a [data science as a service platform] that [provides a consistent, fast, scalable, and cost-effective platform]. Unlike [bespoke analysis or the current data-center based infrastructure], our solution will be [able to support analysis of very large and complex data sets, provide consistent environment and tooling, enforce data security and regional controls, and charge users based on consumption]

Generate Feature Ideas



Generate Feature Ideas

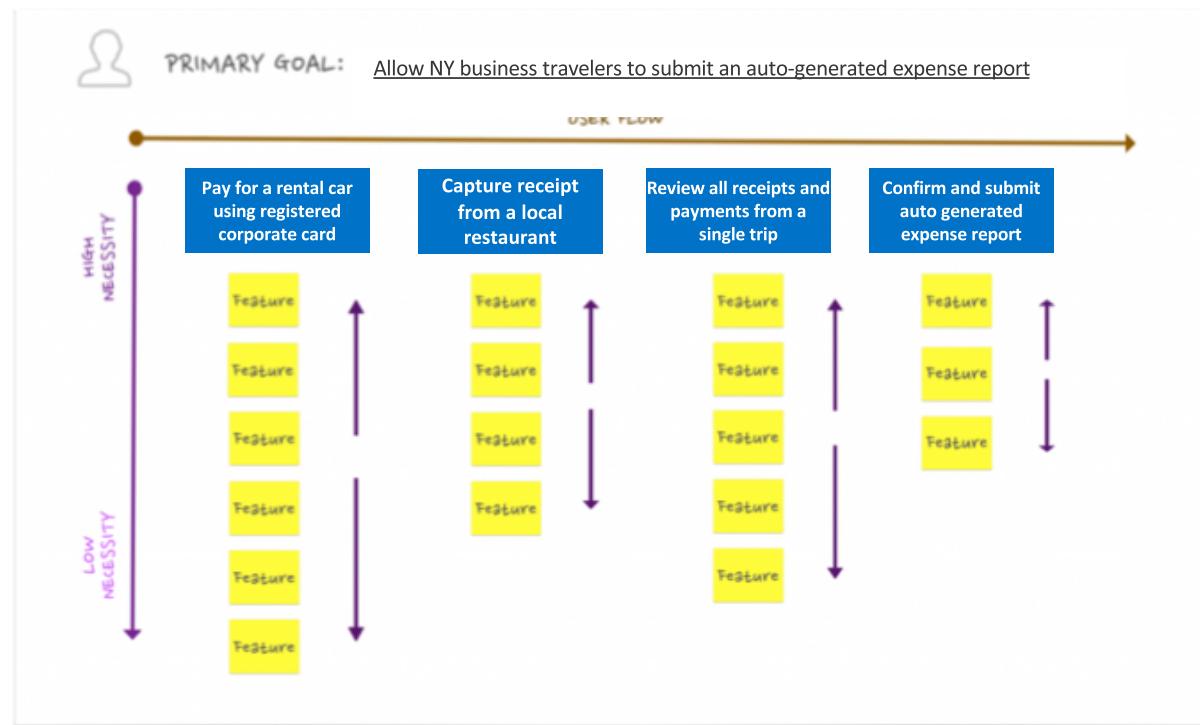
- Kicking off the creation of the story map activities should be done in silence
 - Spend approximately 25 minutes having people write down their thoughts on post its
 - Again should be Action / Noun “Edit Address” “Add tax” , etc.
 - When 15 minutes is up or you see a slow down in activity, stop the team
- Review the tasks
 - Have each person come up and talk through their tasks
 - Group them in terms of affinities (like activities)
 - This will help determine backbone, themes, and stories
- Follow the Map
 - Once you have the items in place, have the group walk through the map from beginning to the end. This will often bring out new items

Prioritise Features

1. Define MVP primary goal and user flow(s)
2. Define epics and high level features from the user's perspective

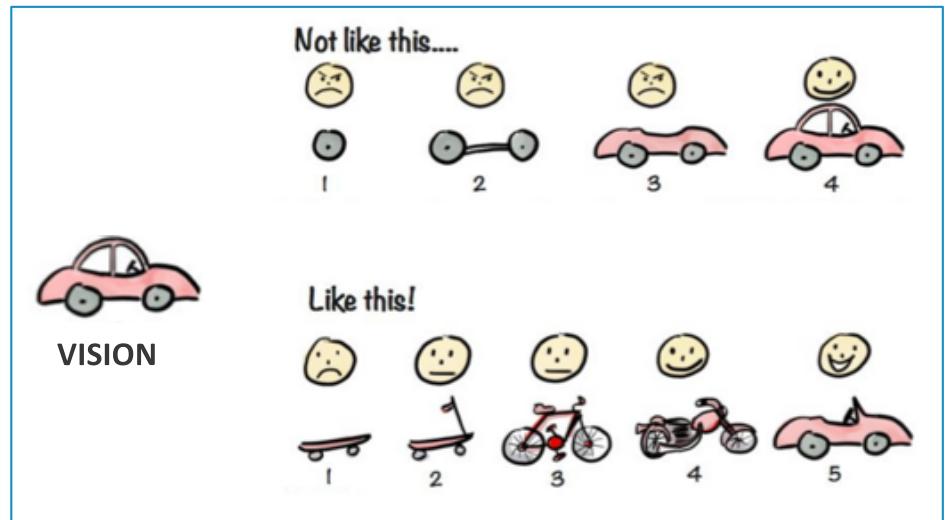
3. Prioritize

1. Must
2. Should
3. Could
4. Won't



Minimum Viable Product (MVP)

- Minimum Viable Product (MVP) is a product with just enough features to gather validated learning about the product and its continued development.
- Agile values customer satisfaction, frequent delivery of working software, and continuous improvement.
- Defining, designing and delivering MVP is a critical aspect of Agile that allows team to gather feedback quickly and ultimately minimize risk.
- MVP does not necessarily have to be released to the general public/market; the point is learning.



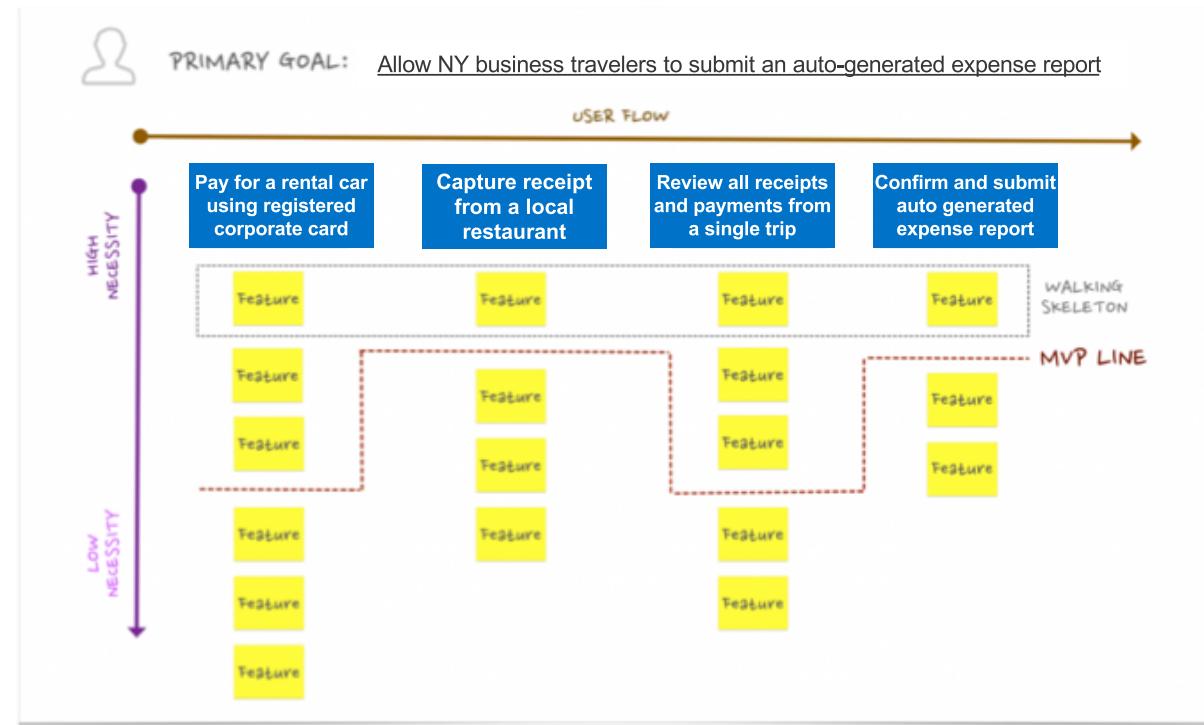
Define The MVP

1. Define MVP primary goal and user flow(s)
 2. Define epics and high level features from the user's perspective
 3. Prioritize
 4. Draw MVP line

PRIMARY GOAL: Allow NY business travelers to submit expense reports



USER FLOW



Next Steps

- Personas
- Story Writing
 - Acceptance Criteria
 - Definition Of Done
 - Sizing
 - Tasking

Useful Resources

Below are some helpful articles / resources for story mapping and defining a MVP / MMP set

5 steps to building a Minimum Viable Product with Story Mapping:

- <http://blog.cayenneapps.com/2014/11/25/5-steps-to-building-minimum-viable-product-with-story-mapping/>

Jeff Patton Story Mapping Resources:

- <http://jpattonassociates.com/user-story-mapping/>
- <http://jpattonassociates.com/the-new-backlog/>
- <http://jpattonassociates.com/storymappingslides/>
- http://jpattonassociates.com/wp-content/uploads/2015/03/story_mapping.pdf