

Model Storming

*A different approach to
collaborative model discovery*

About me

@ziobrando

I do *something else* instead

Prelude

We need to complete the planning for the project portfolio for the whole year. We have

- **17 teams**
- **+160 projects**
- **around 200 people involved**
- **only 2 days left**

Will you help us?

What would you do?

We need to complete the planning for the project portfolio for the whole year. We have

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Will you help us?

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Will you help us?

... ok

We need to complete the planning for the project portfolio for the whole year. We have

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- only **2 days** left

Will you help us?

... ok

... but let's play with **my rules**.

My rules

- Find a dedicated place
- Invite all the relevant people
- Provide some simple rules
- ...secret weapons :-)

My secret weapon

My secret weapon



Let's facilitate!



Ice breakers



... by 7 p.m.



The result?

The result?

One **HUGE** tangible result

The result?

**One HUGE tangible result
Conflicts resolved on-the-fly**

The result?

One HUGE tangible result
Conflicts resolved on-the-fly
The right conversations

The result?

One HUGE tangible result
Conflicts resolved on-the-fly
The right conversations
Bottlenecks highlighted

The result?

One HUGE tangible result
Conflicts resolved on-the-fly
The right conversations
Bottlenecks highlighted
4 month of smooth planning

The result?

The result?

one

The result?

one of

The result?

one of my

The result?

one of my

best

The result?

one of my
best working

The result?

one of my
best working
day

The result?

one of my
best working
day ever

We need to complete the planning for the project portfolio for the whole year. We have

- **17 teams**
- **+160 projects**
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Will you help us?

This will never work.

We need to complete the planning for the project portfolio for the whole year. We have

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Will you help us?

... ok

... but let's play with **my rules**.

This will never work.

Foundations

*Something I talked about in
London, not that long ago...*

*Ignorance is the single
greatest impediment
to throughput.*

Dan North

<http://dannorth.net/2010/08/30/introducing-deliberate-discovery/>

*Learning is the
constraint*

Dan North

<http://dannorth.net/2010/08/30/introducing-deliberate-discovery/>

*...maybe not the only
one...*

When doing DDD...

Software
development is a
learning process

Working code is a
side effect

Coding 20cl, learning 20cl,
deciding 20cl, waiting...

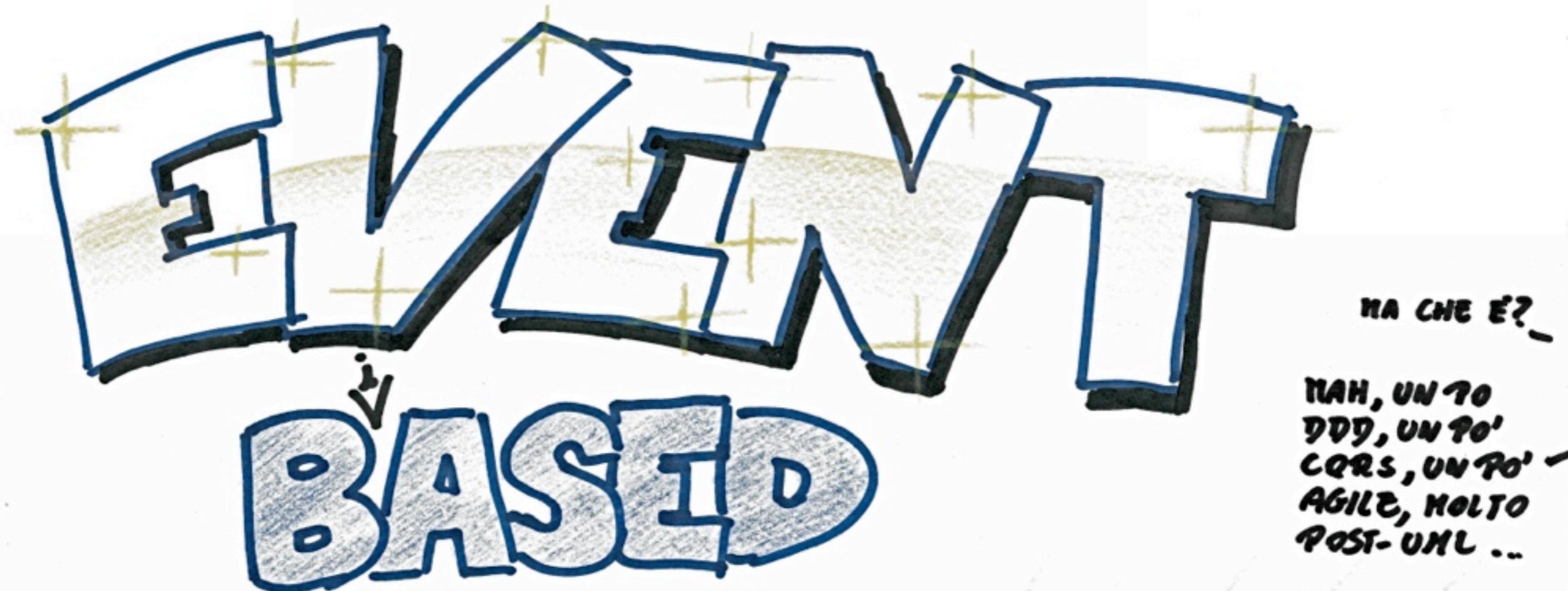


What can we do to
improve learning?

What can we do to
improve decision
making?

Summer

*And something quite
unexpected*



MODELING

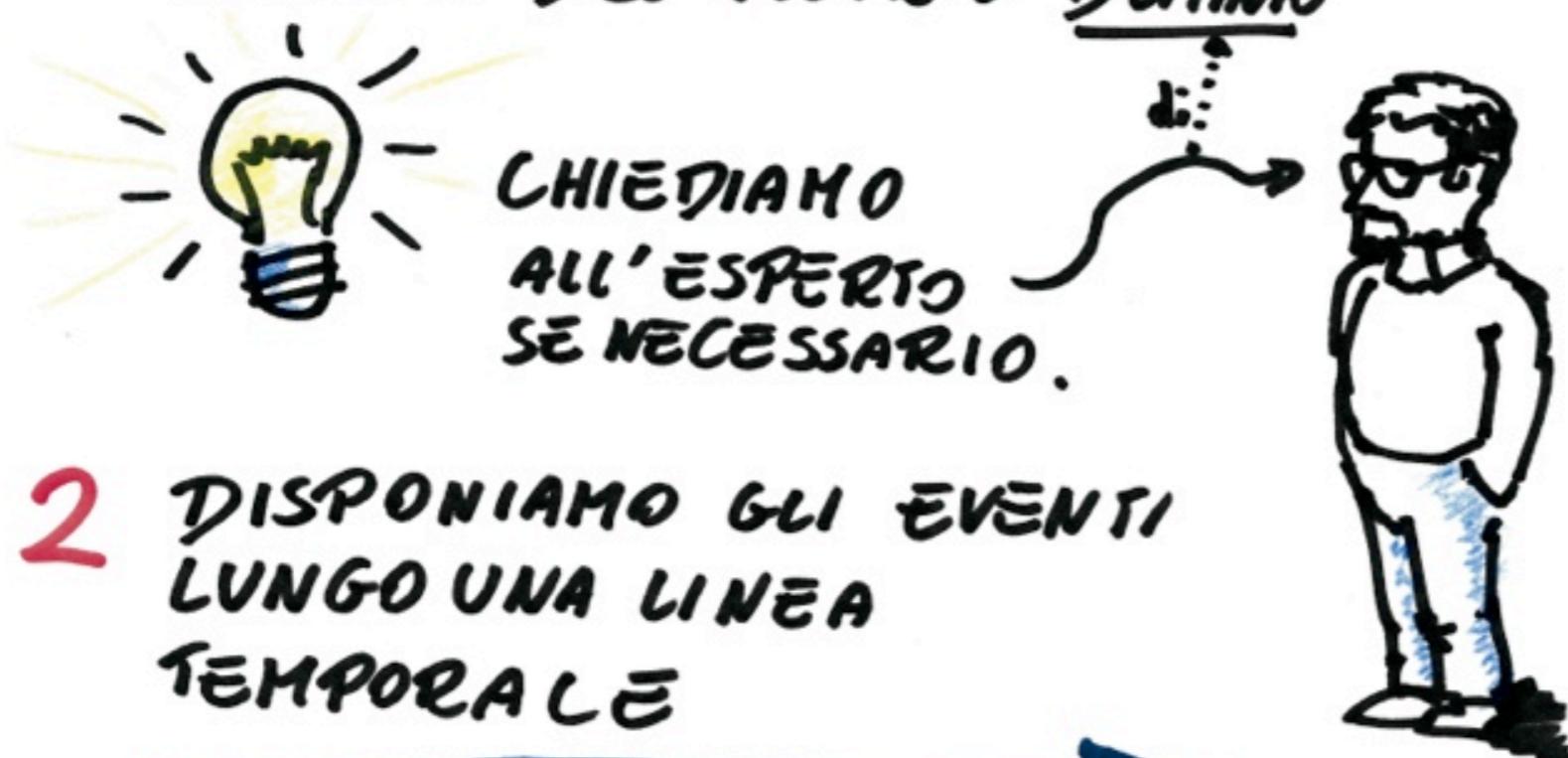
a workshop by @ziobrando

avanscoperta

DOMAIN EVENTS



1 RACCOGLIANO GLI EVENTI
CHIAVE DEL NOSTRO DOMINIO



2 DISPONIAMO GLI EVENTI
LUNGO UNA LINEA
TEMPORALE



3 ANDIAMO A CERCARE Pre- e Post-



UN EVENTO È
QUALCOSA DI
SIGNIFICATIVO
ACCADUTO NEL
NOSTRO DOMINIO
LO ESPRIMIAMO CONE
VERBO AL PARTICIPIO
PASSATO! ES:
"PAGAMENTO RICEVUTO"
LO MODELLIAMO CONE



A little community...

Started experimenting

A little community...

Started experimenting

@mathiasverraes

A little community...

Started experimenting

@mathiasverraes @heimeshoff

A little community...

Started experimenting

@mathiasverraes @heimeshoff

@andreabalducci

A little community...

Started experimenting

@mathiasverraes @heimeshoff

@andreabalducci

@tojans

A little community...

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@alessandrocolla @jefclaes

@lorenzomassacci

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A little community...

Started experimenting

@mathiasverraes

@heimeshoff

@andreabalducci

@tjaskula

@tojans

@yreynhout

@sleli

@alessandrocolla

@jefclaes

@lorenzomassacci

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And the experiments worked

And the experiments worked

“This is awesome!”

And the experiments worked

“This is awesome!”

*“For the first time,
developers started asking
the right questions!”*

And the experiments worked

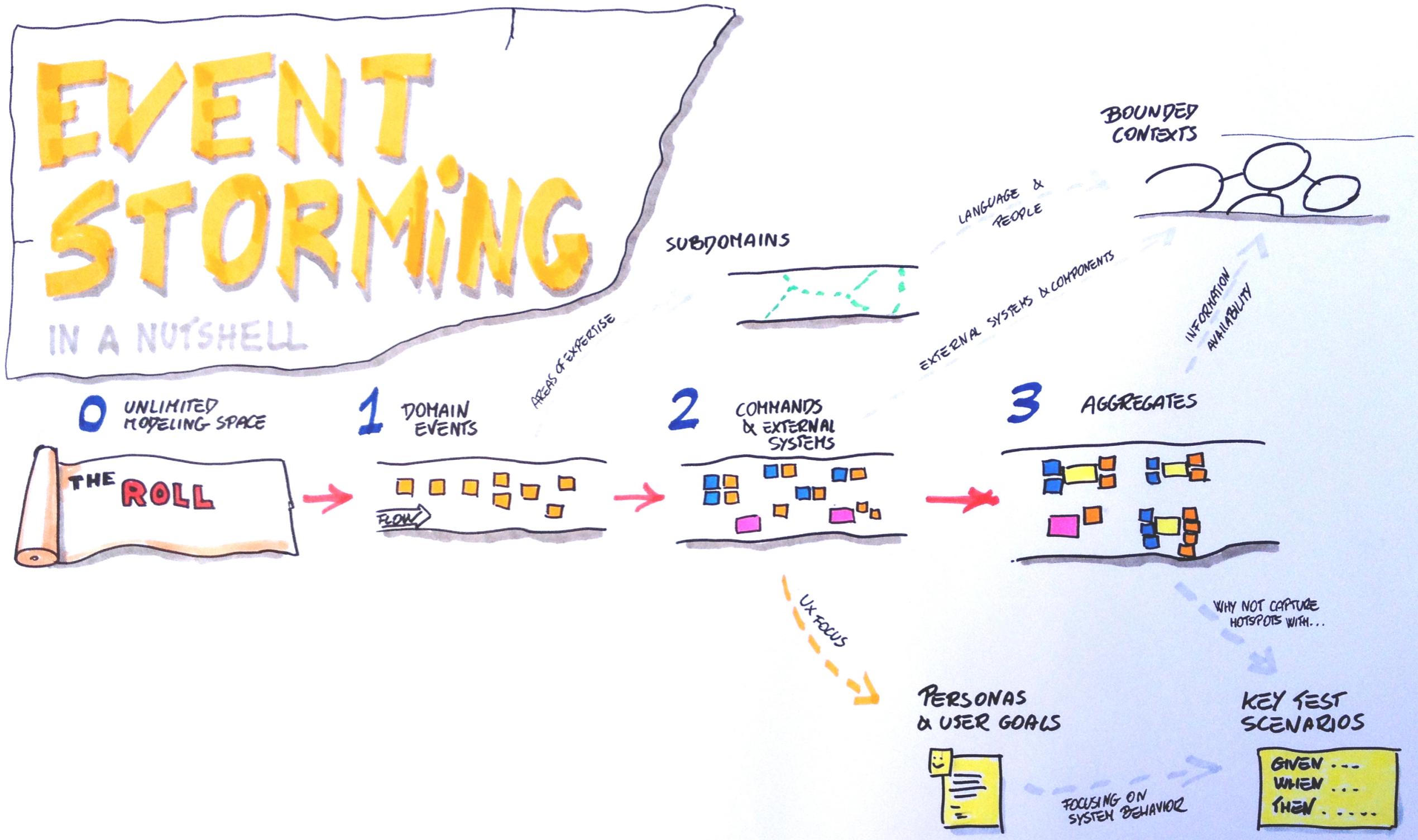
“This is awesome!”

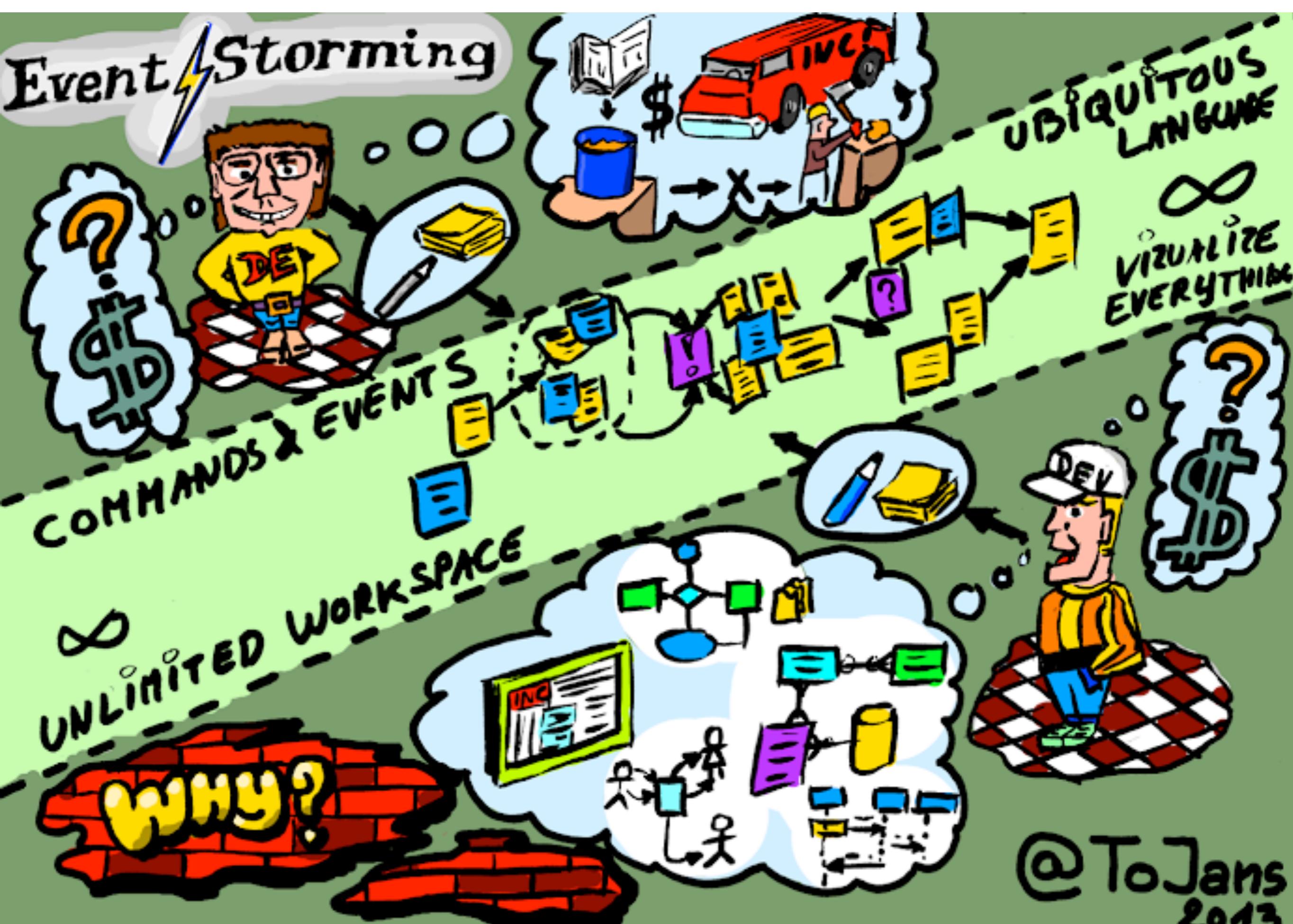
*“For the first time,
developers started asking
the right questions!”*

*“We turned the model
into implementation on
the same afternoon”*

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Event storming was “command-led”





@ToJans
2013

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**And the experiments
triggered new ideas**

**And the experiments
triggered new ideas**

“Let’s use it to set up our Kanban board!”

And the experiments triggered new ideas

“Let’s use it to set up our Kanban board!”

*“is there a UX version
of the workshop?”*

And the experiments triggered new ideas

“Let’s use it to set up our Kanban board!”

*“is there a UX version
of the workshop?”*

*“How can we use this to
steer implementation?”*

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And the experiments triggered new ideas

“Let’s use it to set up our Kanban board!”

“We used a different set of rules”

“is there a UX version of the workshop?”

“How can we use this to steer implementation?”

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EVENT BASED MODELING

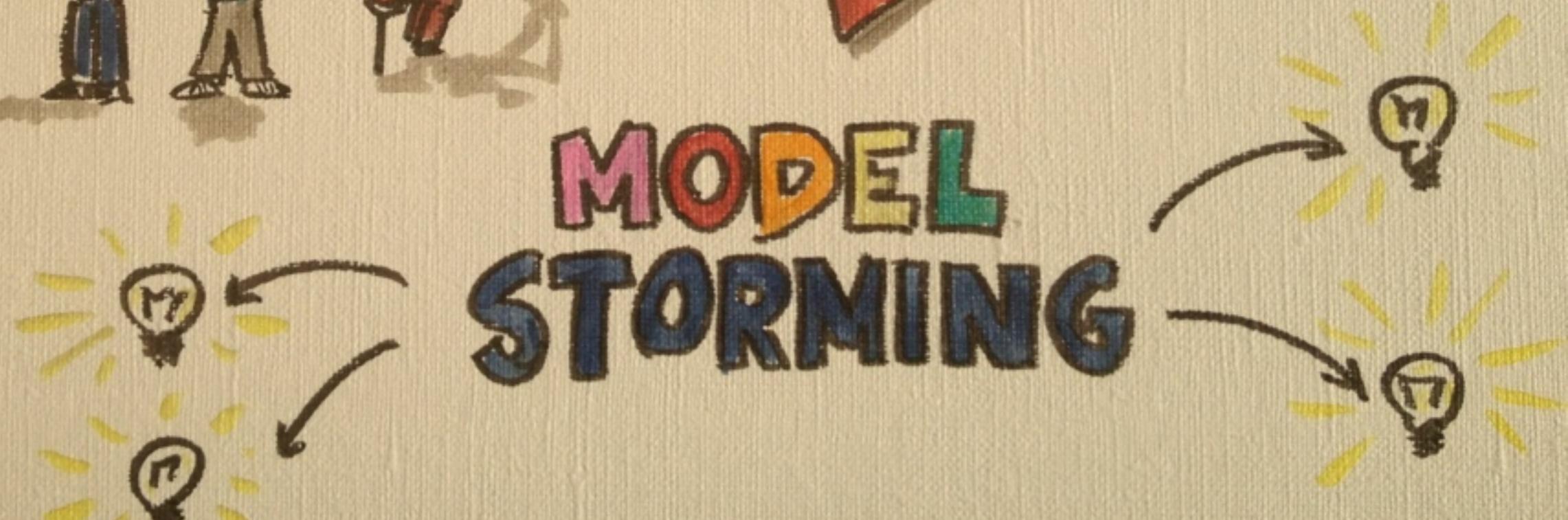
LEUVEN
KRAKOW
BRESUA
MILANO - CESENA



EVENT STORMING



MODEL STORMING



What is Model Storming?

What is Model Storming?

Unlimited Modeling Space

What is Model Storming?

Unlimited Modeling Space
Simple Gaming Rules

What is Model Storming?

Unlimited Modeling Space
Simple Gaming Rules
Active Collaboration

What is Model Storming?

Unlimited Modeling Space
Simple Gaming Rules
Active Collaboration
Addressing Complexity

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Everything is visible

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Supporting divergence

What is Model Storming?

Unlimited Modeling Space

Simple Gaming Rules

Active Collaboration

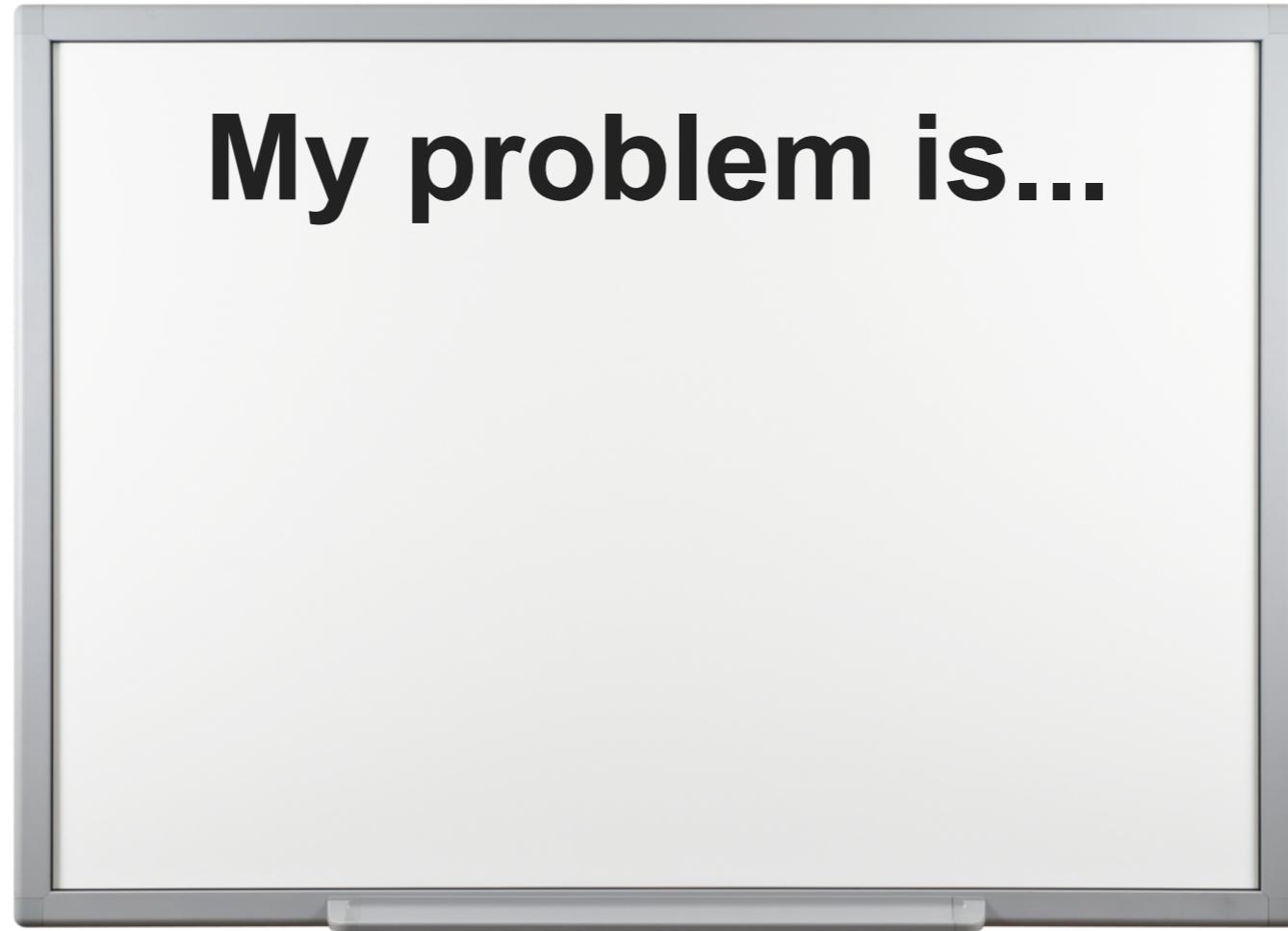
Addressing Complexity

Everything is visible

Supporting divergence

Decide later

Unlimited Modeling Space



My problem is...

Unlimited Modeling Space



Conquer first
Divide later

My best friend



EC | EASE

FLOTTA

PREZZO
2. WHEELS
VISUALIZZAZIONE
IN HP

NAVIGAZIONE
PAGINE
CAR
SHEPAGE

DECIDO
COME VOGLIO
LE MIE
MOBILITÀ
VEDO QUALE
SERVIZIO
HA UN PREZZO
MINIMO
PER IL MESE
CON UN CAVO
LA FACCIA

PA
MICA
VATA

COMPARAZIONE
FISCALE
VISUALIZZATA

CONSULTA
IL COMPARATORE
ON LINE

Configurato

CARICO
UNA PAGINA
CON UN DEVICE

TO

NDE

IC

DEVICE

INVIARE CODICE
PREZZO
AL CLIENTE

ESEGUITO CODICE
PREZZO
DAL CLIENTE

DEFINITI

UTENTE GUARDA
COMPILA
FORM?

EFETTUATA

UTENTE

ATTI

GEA THAT
VIA FORZA VERA

RICHIESTA
PREVENTIVO

UTENTE
VEICOLO
COMPILA IL
MODULO
RICHIEDA
PREVENTIVO

RICHIESTA
TICKET
APERTA

BANCA
ORDINI

FOL

ASSEGNAZIONE

DRIVER
ASSOCIAZIO
AD
AUTO

UTENTE
USUA
VETRINA
ACC HINA
FILTRATA

UTENTE
L'UTENTE
CLIENTE
INCLUIDE
IL CONSE
NUOVO A UN
ESISTENTE

MACHINA
CON CODICE
PROTETTO
VISUALIZZATA

MOBILITY
MANAGEMENT

ACQUISTI CON
SCOMMO AFFRONTATO

3 → Loy

"DESIGNATO
FLEET MINIMA

(CENSITO AUTOMA)

REGISTRATI
SU INVITO
DI "AMICI"

AMICI

TICKET

ticket

REGISTRAMI
SU SITO LOYALTY

PUONI + +

STRATEGIE
LOY

FATTA

INVITATO INVIA
AD AMICI

UN ANNO
SENZA MULTA

SI

PREZI
(PRE-AC
WE D
PRE

DI N
CONSE
AUT

UN ANNO
SENZA MULTA

SI

Unlimited surface



Unlimited surface

You don't know the size of the problem before exploring it



Active Collaboration

**All participant should
actively contribute**

One
Man

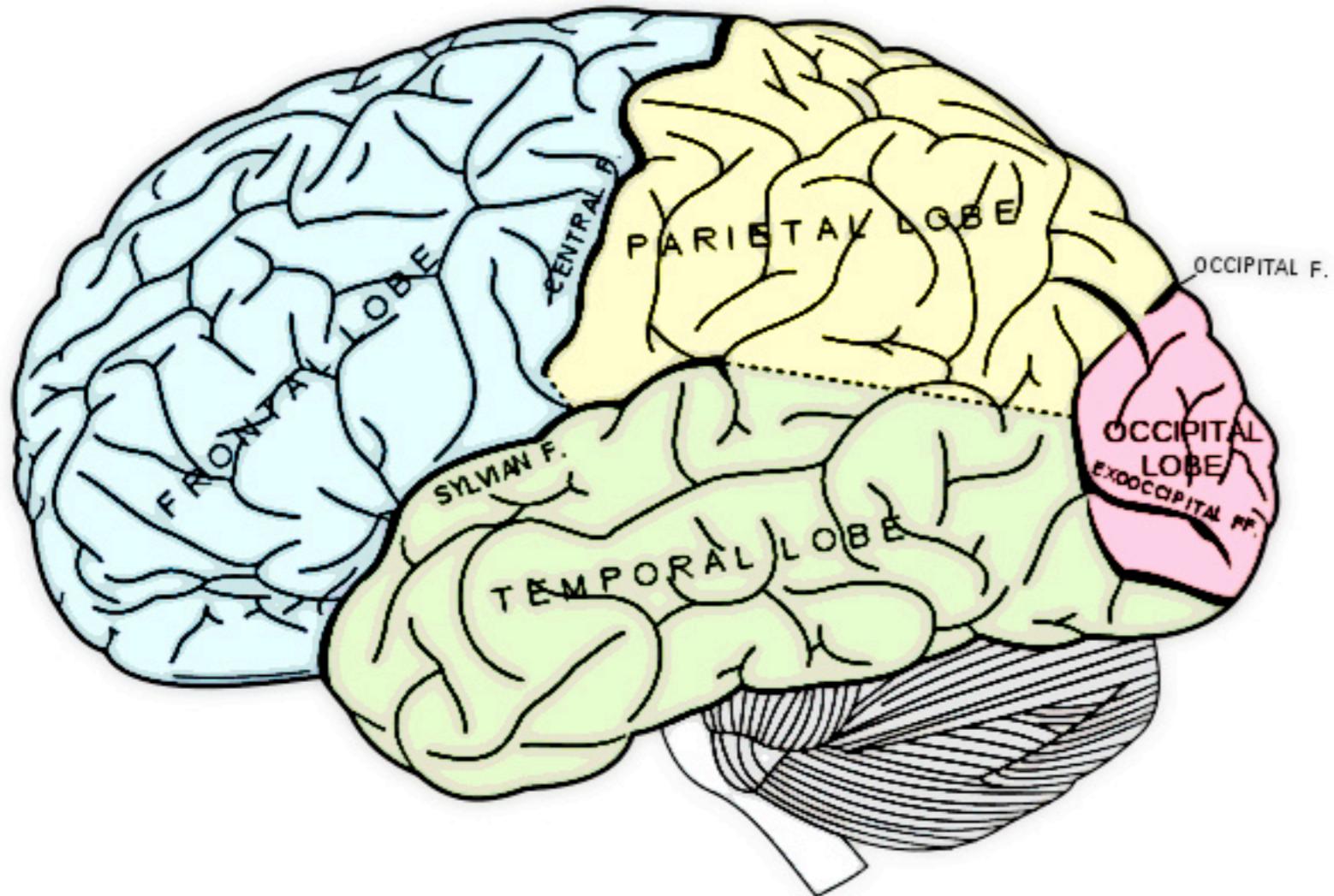
A close-up photograph of a person's hand, palm facing forward, holding a black marker pen. The hand is positioned vertically, with the marker pointing upwards and slightly to the right. The background is a plain, light-colored surface.

One
Marker

**It's no fun to just
watch others play**



Our brain...



THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

System 1

System 1

Quick pattern matching

System 1

Quick pattern matching

Parallel processing, unaware mode

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

System 2

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

System 2

**Complex elaboration that need
attention and concentration**

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

System 2

**Complex elaboration that need
attention and concentration**

No parallelism

System 1

Quick pattern matching

Parallel processing, unaware mode

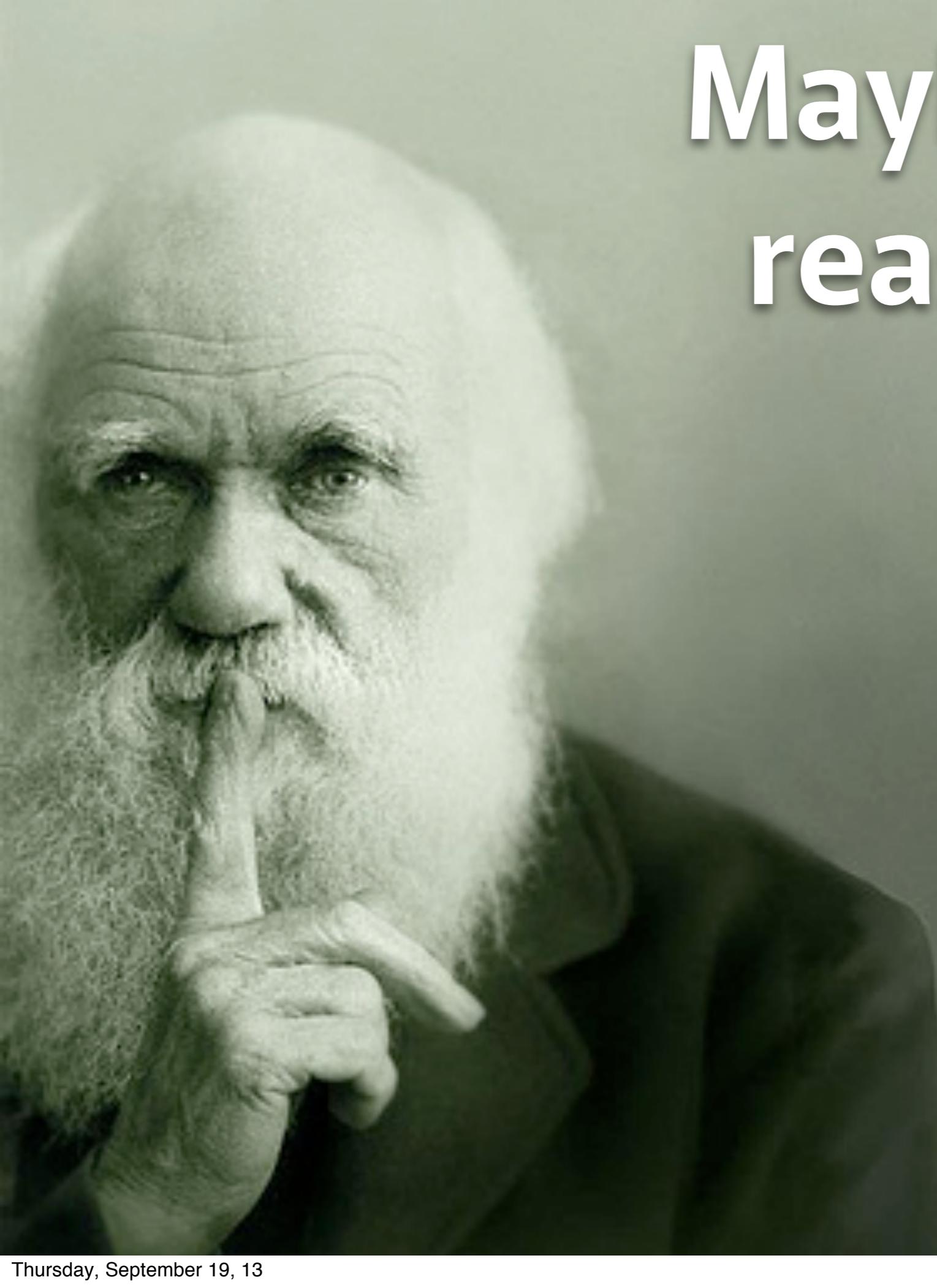
Low energy consumption

System 2

**Complex elaboration that need
attention and concentration**

No parallelism

High energy consumption



Maybe there's a
reason for that

A close-up photograph of a lion's head and upper body. The lion has a full, golden-brown mane. It is looking slightly to the left of the camera with a neutral expression. The background is a soft-focus view of a savanna landscape with tall, dry grasses.

**Let's examine carefully
every possibility**

IN CASE OF EMERGENCY



RUN LIKE HELL !

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

System 2

**Complex elaboration that need
attention and concentration**

No parallelism

High energy consumption

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

It's the
same class!

System 2

Complex elaboration that need
attention and concentration

No parallelism

High energy consumption

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

It's the
same class!

It's obvious!

System 2

Complex elaboration that need
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It's the
same class!

It's obvious!

Let's consider
Bounded Contexts

System 2

Complex elaboration that need
attention and concentration

No parallelism

High energy consumption

System 1

Quick pattern matching

Parallel processing, unaware mode

Low energy consumption

It's the
same class!

It's obvious!

Let's consider
Bounded Contexts

Let's see
the whole

No parallelism

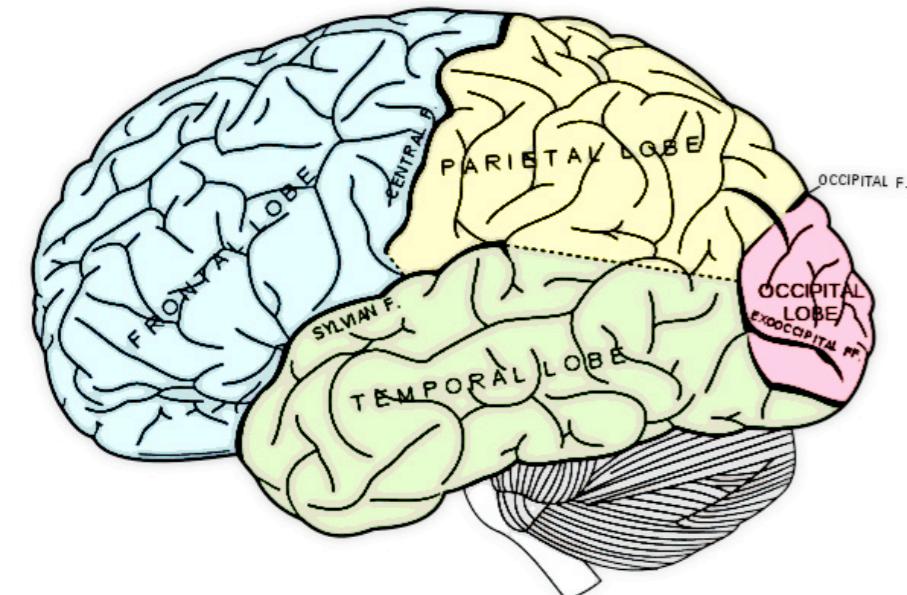
High energy consumption

Our brain

Doesn't *learn* under stress

Provides *inferior solutions* under pressure

Tries to preserve energies



Our brain

Our brain

Quick in pattern matching

Our brain

**Quick in pattern matching
(and *unaware* of it)**

Our brain

**Quick in pattern matching
(and *unaware* of it)**
**Provides inferior solutions
under pressure**

Our brain

Quick in pattern matching
(and *unaware* of it)
Provides inferior solutions
under pressure
Tries to avoid complexity

Our brain

Quick in pattern matching
(and *unaware* of it)

Provides inferior solutions
under pressure

Tries to avoid complexity

Gets hooked by *games*



Thursday, September 19, 13





Can you pass by
without completing?





And, by the way, playing
is how we learn better

"Everybody knows the problem: We need to be more innovative. Now we've got the solution: *Gamestorming*. This smart, fun, hands-on book will energize your brain and mobilize your creativity—and do it using stuff you already have in your supply closet!"

—Daniel H. Pink, author of *Drive* and *A Whole New Mind*

Game storming

A Playbook for Innovators,
Rulebreakers, and Changemakers



Dave Gray
Sunni Brown
James Macanufo

O'REILLY®

Gamification!

O'REILLY.

oungewöhnliche
Methoden für
Innovationsprozesse

Gamification

We need some rules to start
moving





Tell us whatever you want

O: LAY DOWN THE MODELING SURFACE

1 LOOK FOR

DOMAIN
EVENTS

ALONG A
TIMELINE

2 LOOK FOR

COMMANDS

OR

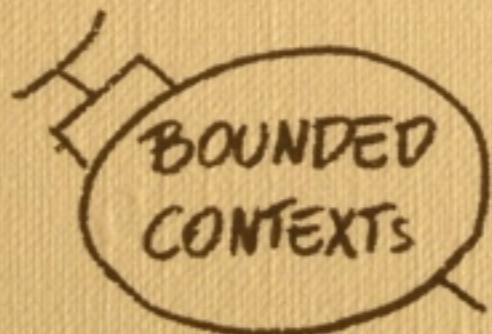
EXTERNAL
SYSTEMS

3 LOOK FOR

AGGREGATES

AND THE INFO
THEY NEED

...



OR

ACCEPTANCE
TESTS

OR ...

Embrace Fuzzyness (temporarily)

It will compile

I promise

...and we still need him!



Deferring decisions

Implicit choices

There's nothing ***right*** yet

No legacy

Addressing complexity

**Data first
Structure later**

Everybody is
partitioning the
system

I just like *taking a*
detour first...

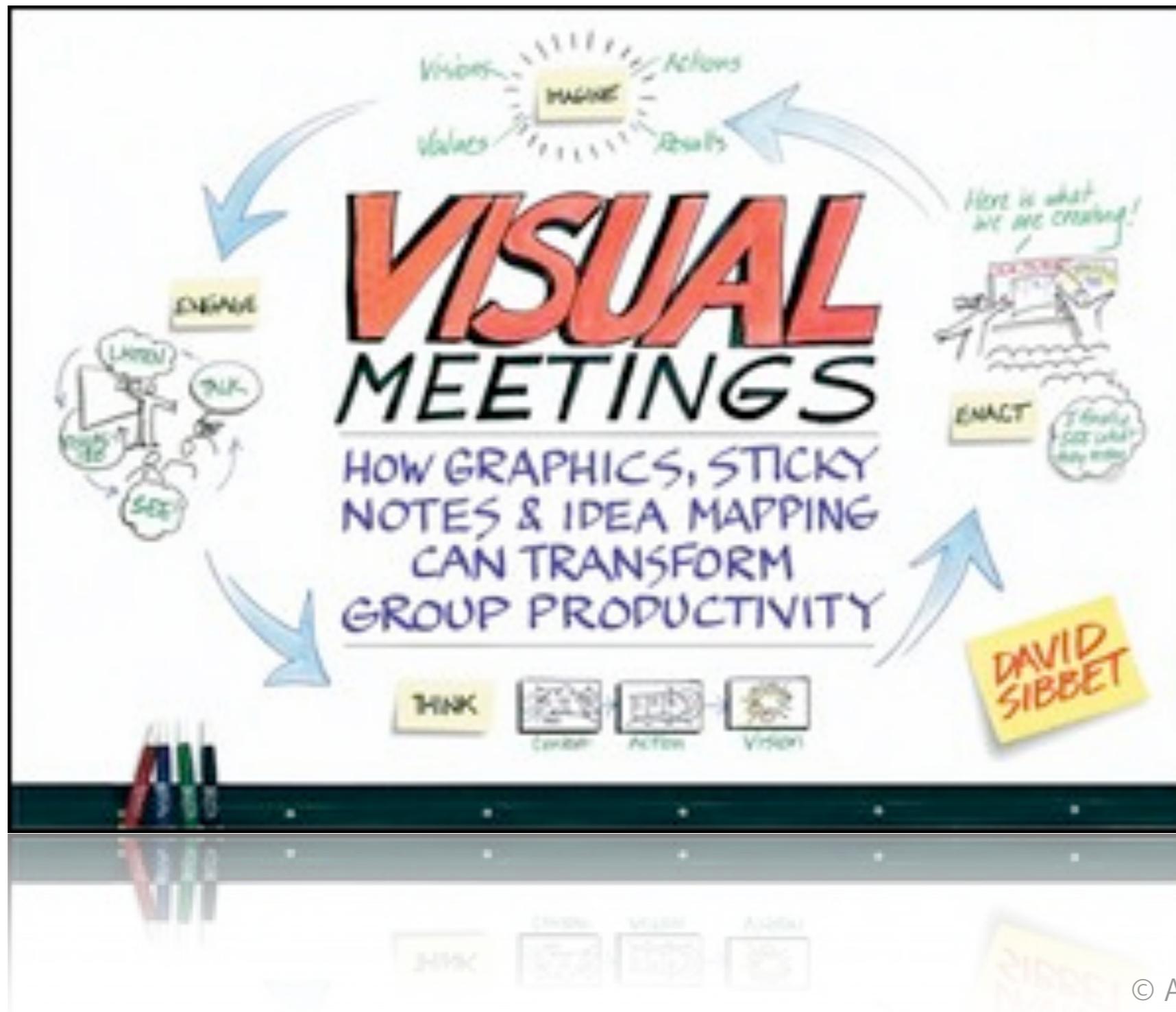
Lo-fi notation

**UML is too complex to
support a meaningful
conversation!**

**Whiteboards won't compile
anyway**

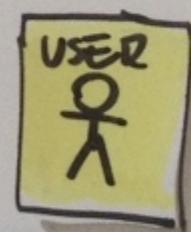
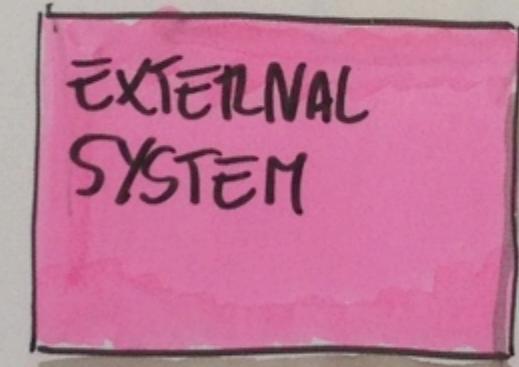
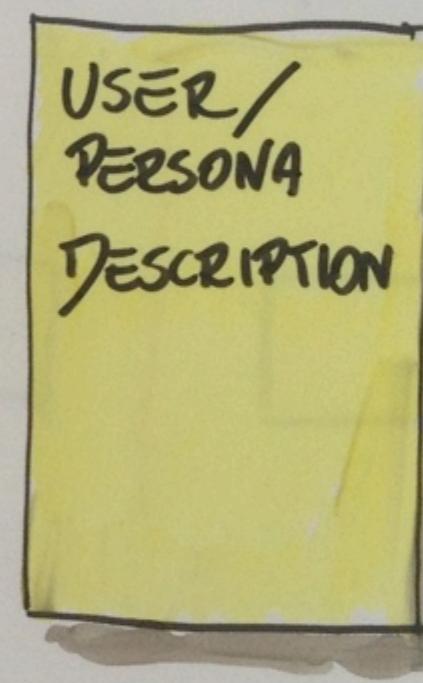
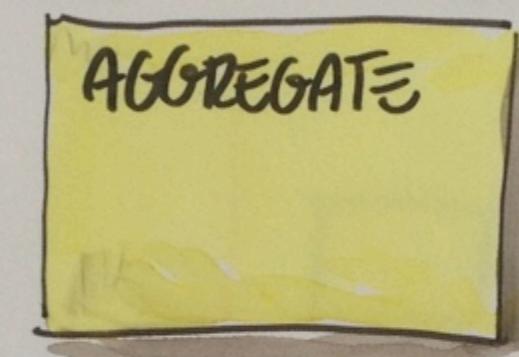
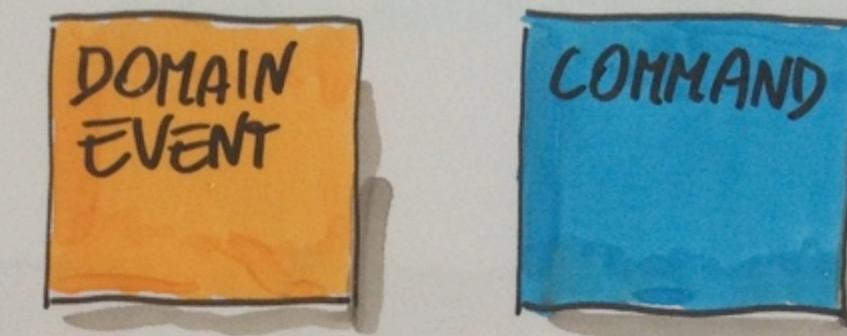


Visualize everything

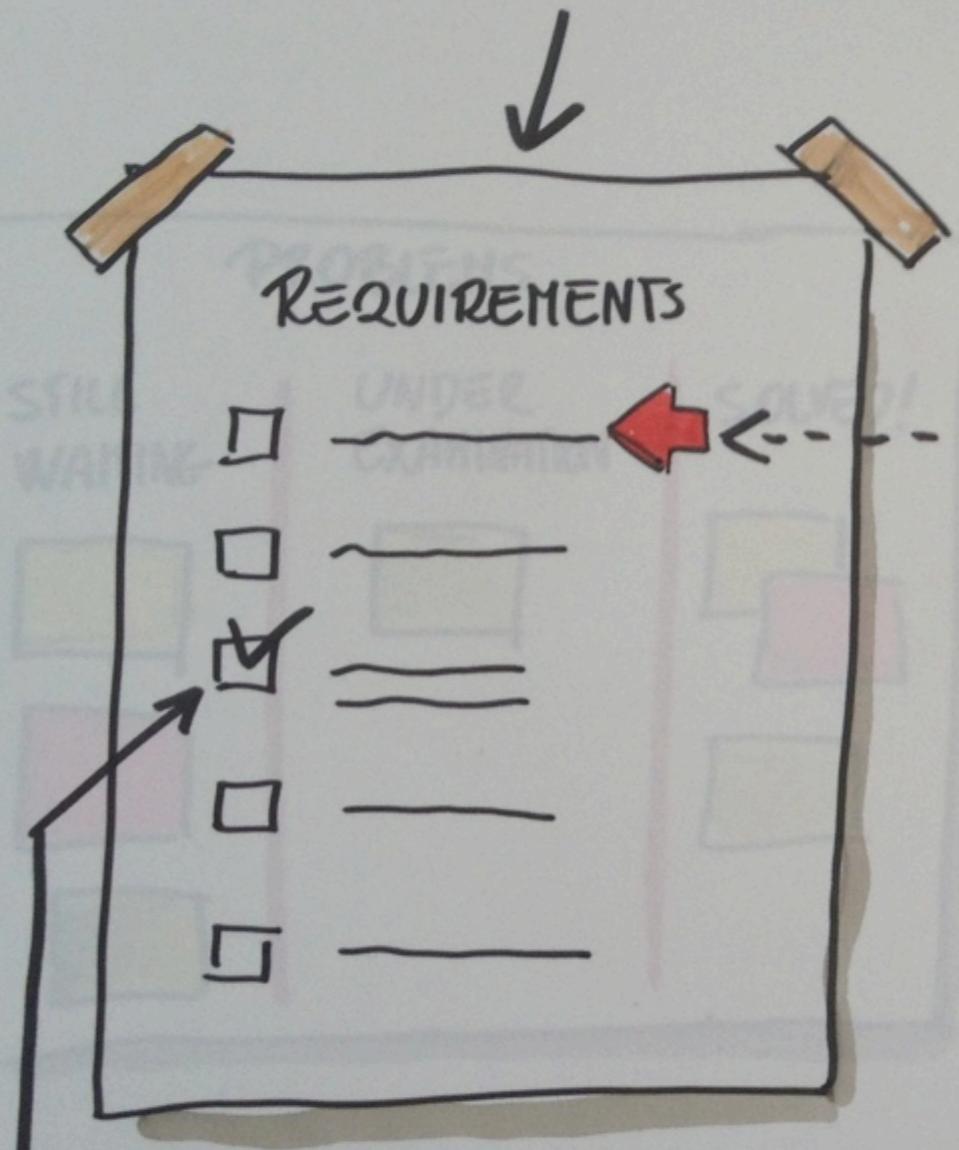


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OUR BUILDING BLOCKS

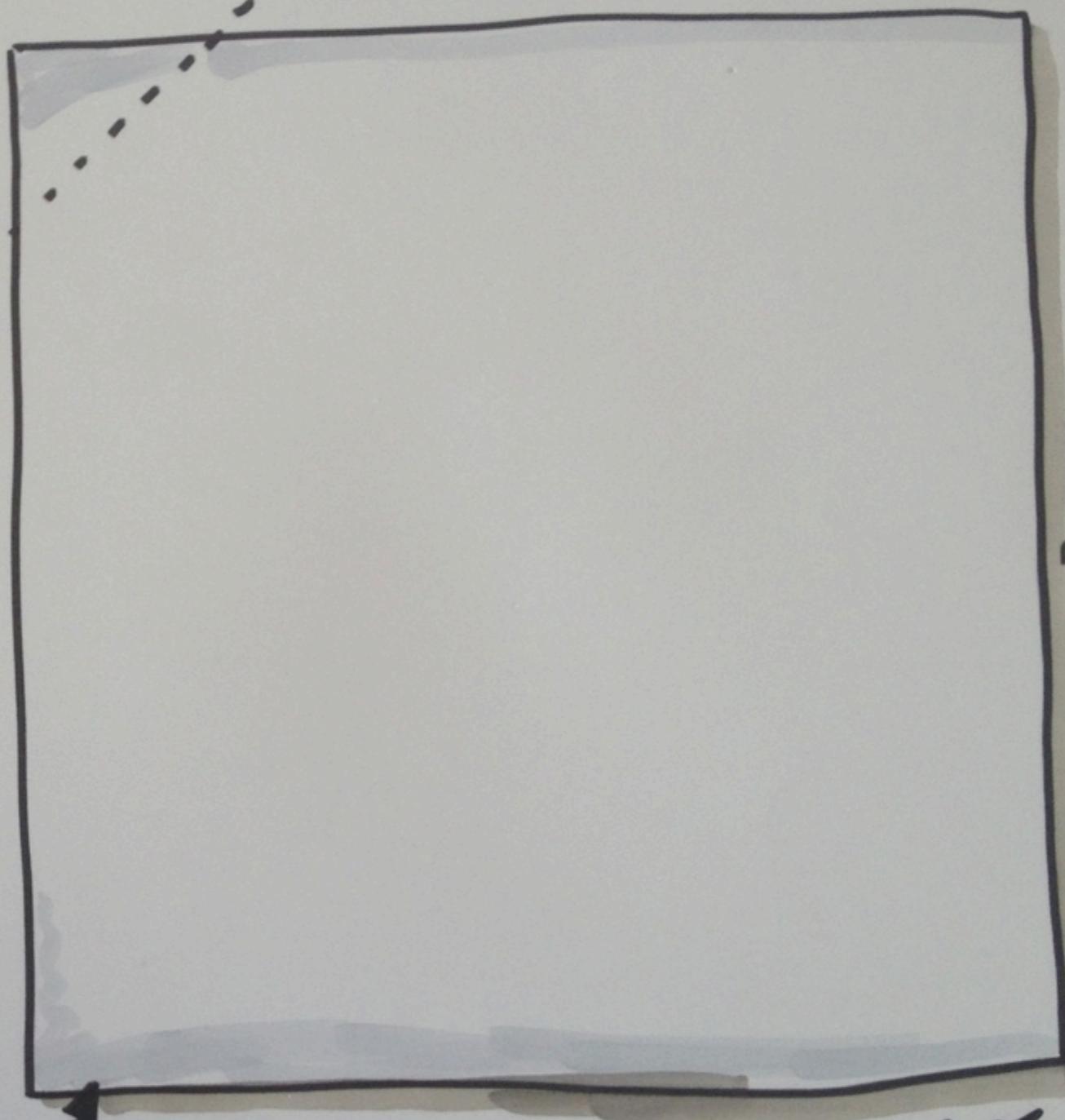


KEEP PROBLEM COMPLEXITY
UNDER CONTROL



TRACK PROGRESS
AS LONG AS YOU
MOVE FORWARD

LIMIT WIP/COGNITIVE
LOAD FOCUSING ON ONE THING



HAVE FUN
IN THE SOLUTION SPACE ... CLEAN IT
WHEN YOU'RE STUCK

Visualize everything

Legend and Notation
Requirements and solution
Solutions
Disagreement
Context

•••

Keep the cognitive
load small

Exploring

**Guys, we're doing this one
really badly**

Brainstorming rules

“We need at least 3 bad ideas”



Coderetreat
community network
- honing the craft together

**Short timeboxes
throwaway code
...more ;-)**

coderetreat.org



Coderetreat

community network

- honing the craft together

coderetreat.org



Coderetreat

community network

- honing the craft together



coderetreat.org



Coderetreat

community network

- honing the craft together



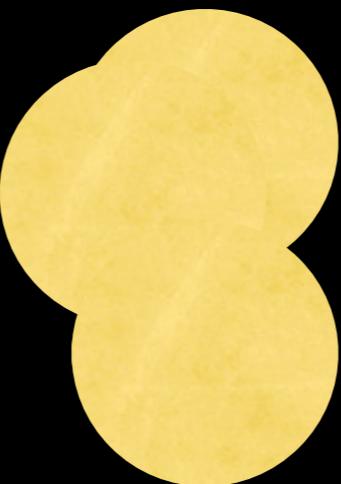
coderetreat.org



Coderetreat

community network

- honing the craft together



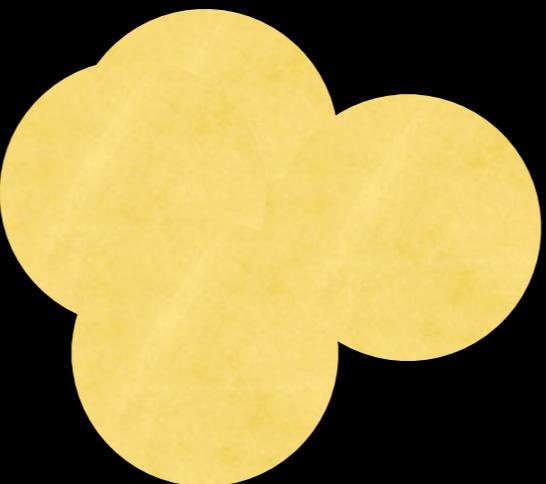
coderetreat.org



Coderetreat

community network

- honing the craft together



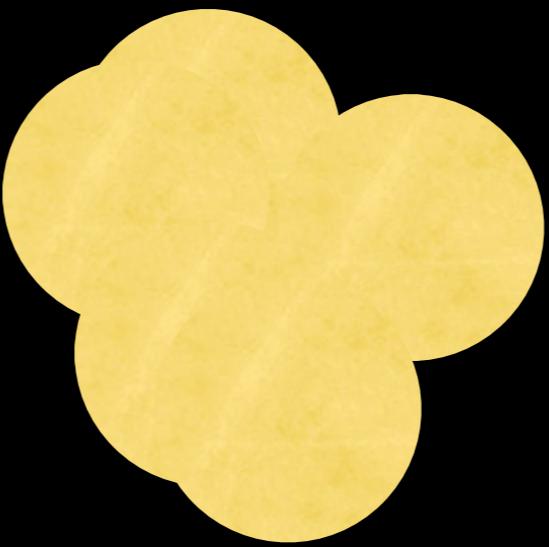
coderetreat.org



Coderetreat

community network

- honing the craft together



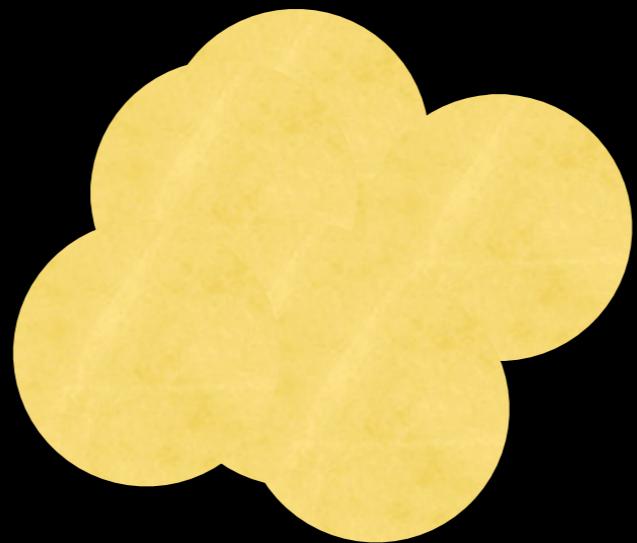
coderetreat.org



Coderetreat

community network

- honing the craft together



coderetreat.org



Coderetreat

community network

- honing the craft together

coderetreat.org

Can we *tweak* it?

Yes!

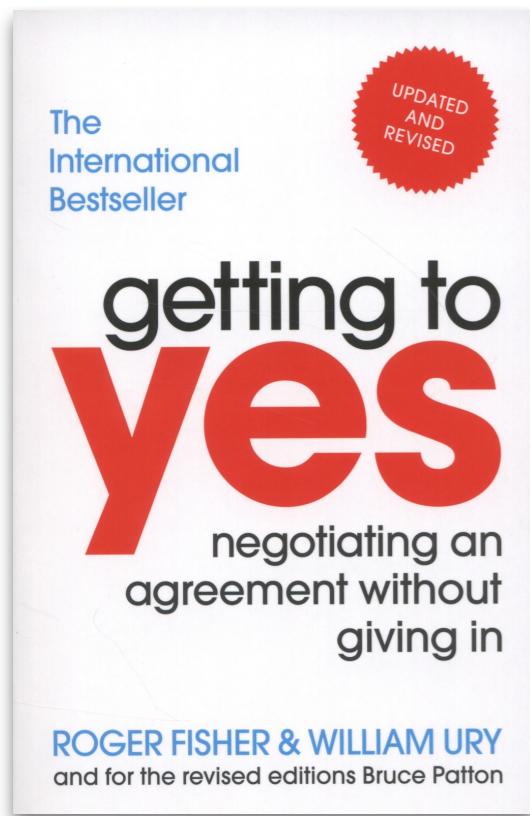


Mathias Verraes

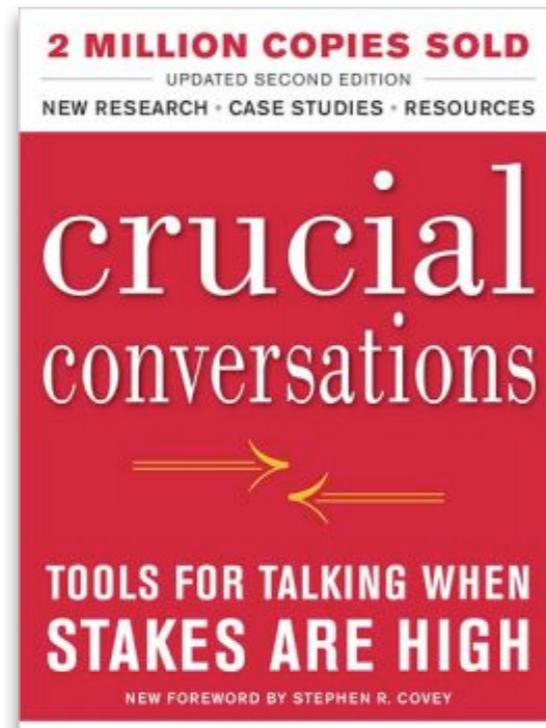
06/set/2013 +1

Damn right it's awesome! 35 people, that's 35 interpretations of the domain. Some teams even discovered some concepts that our real project's model is missing. There's so much power in tackling a problem with many smart people in one room. To me, the modellathon is proof that modeling should never be the responsibility of one architect alone.

Negotiating



We need a tangible enemy if there's none ...



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Your colleague
becomes the enemy

Negotiating implicit meaning

Blah, blah, blah...

Blah, blah, blah...

...And
obviously, blah,
blah...

Ouch, he didn't
mention wah, wah...

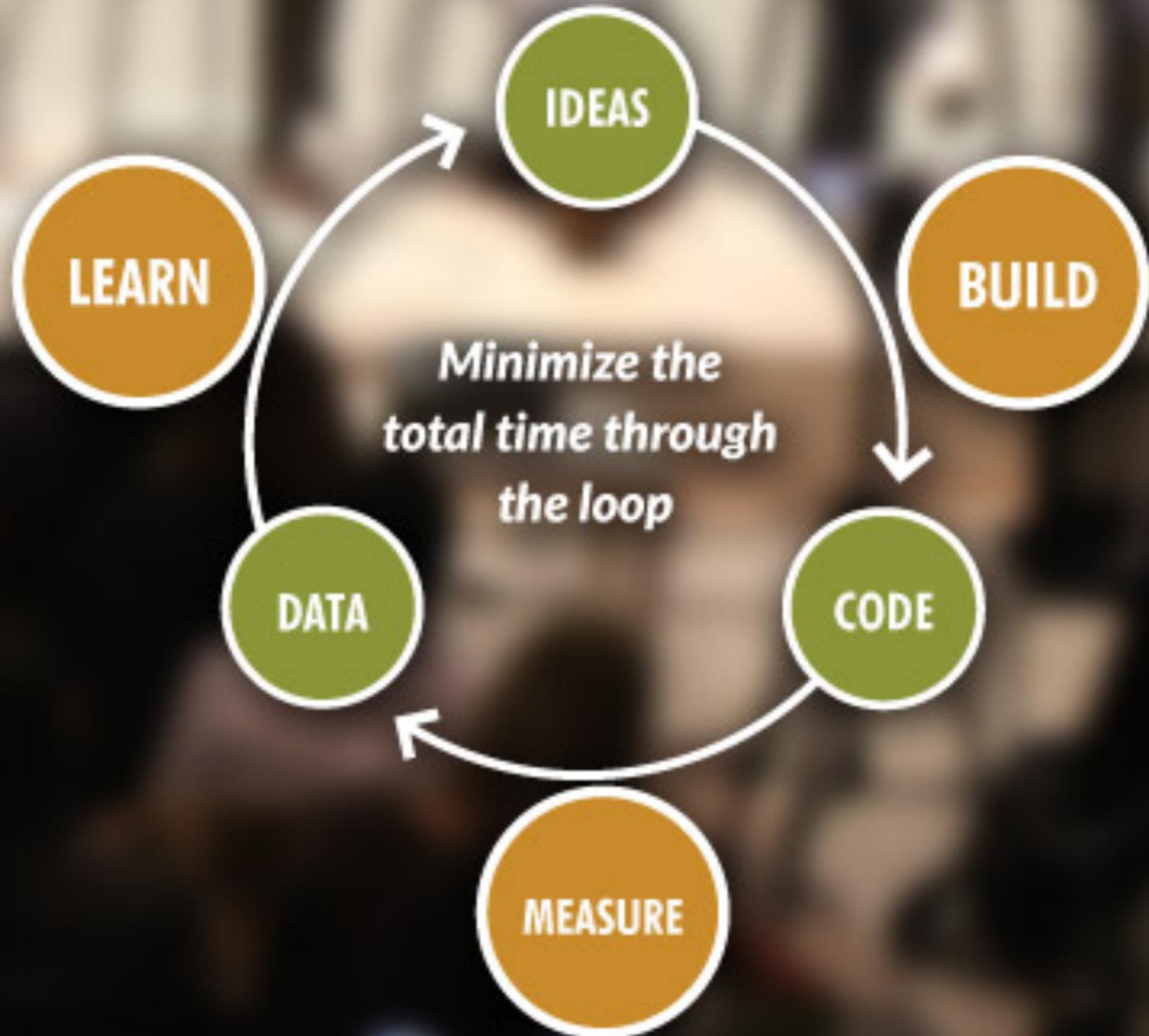
A tangible artifact
becomes the **enemy**

Your colleague
becomes your **ally**

Proving

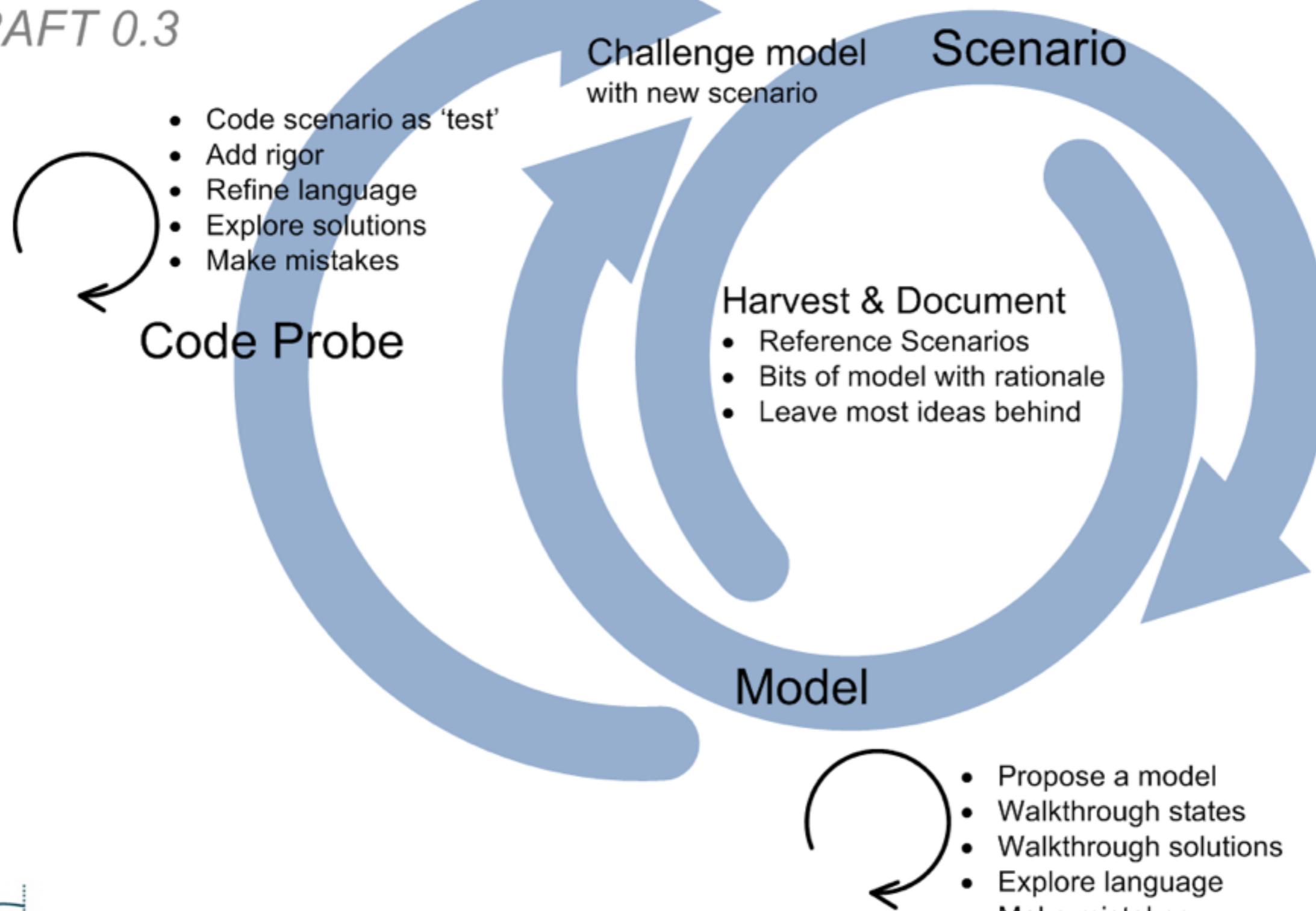
**Still negotiating is waste
It's not about convincing the
others...**





Model Exploration Whirlpool

DRAFT 0.3



domain language

- Tell us a story.
- Flesh it out.
- Refocus on hard part.
- Refocus on core domain

www.domainlanguage.com/ddd/whirlpool

Coding against an ecosystem

Coding against an ecosystem

How do we measure effect on an ecosystem?

**Watching the ceiling
is forbidden!**

Still unanswered

Still unanswered

This might still be a Plan B

Still unanswered

**This might still be a Plan B
Full-immersion**

Still unanswered

This might still be a Plan B

Full-immersion

Go-see Gemba style

Still unanswered

This might still be a Plan B

Full-immersion

Go-see Gemba style

Still unanswered

This might still be a Plan B

Full-immersion

Go-see Gemba style

**Optimal path to
implementation?**

Still unanswered

This might still be a Plan B

Full-immersion

Go-see Gemba style

**Optimal path to
implementation?**

Some good ideas, though

It's a fun job
and
somebody's gotta do
it

Grazie!

@ziobrando