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ORANGE STICKIES

LATER

AN
EVENT
STORING
TALE

SPECIAL KANDINSKY VERSION

@ziobrando

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ORANGE STICKIES

LATER

AN
EVENT
STORING
TALE

SPECIAL KANDINSKY VERSION

@ziobrando

ABOUT ME

- VERY HARD TO EXPLAIN MY JOB TO MY MOTHER
- RUNNING www.avanscoperta.it
- MODELLING (ALMOST) EVERYTHING WITH STICKY NOTES, MARKERS AND A PAPER ROLL.
- CALLING THIS STUFF

**EVENT
STORMiNG**



**SHOW ME YOUR
AGGREGATES!!!**

2013

- FIRST BLOG POST ABOUT EVENTSTORMING
- ONE SINGLE PATH FROM BUSINESS TO AGGREGATE DISCOVERY
- THE BEGINNING OF A LONG JOURNEY

2017

- GROWING MOMENTUM
- MANY PRACTITIONERS -> MANY IDEAS
- MANY DIFFERENT FORMATS:
 - BIG PICTURE / PROCESS MODELLING / SOFTWARE DESIGN
 - RETROSPECTIVE / INDUCTION / MORE...

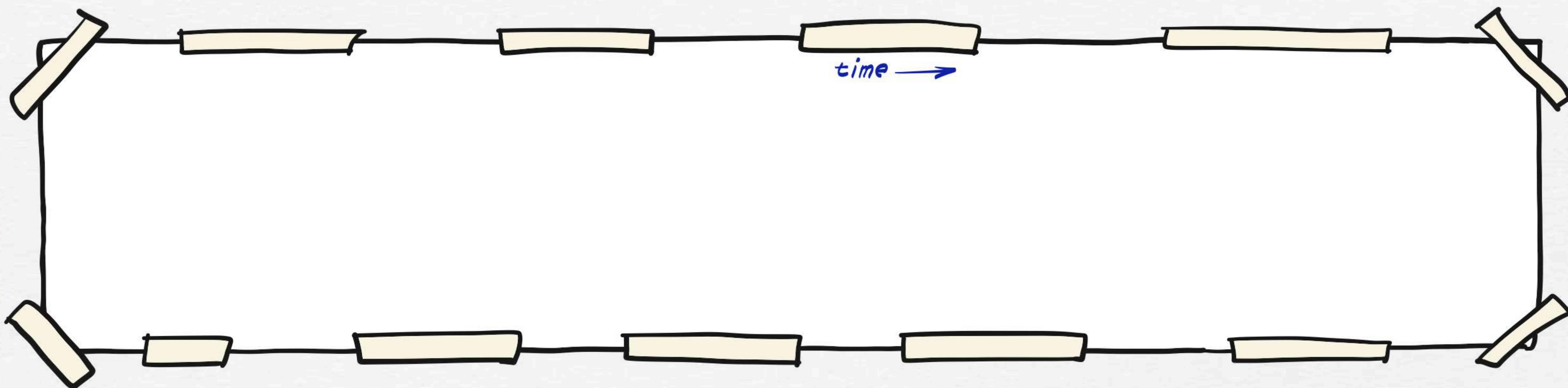
BIG PICTURE EVENTSTORMING

MAKING SENSE OF A HUGE MESS

BIG PICTURE WORKSHOP

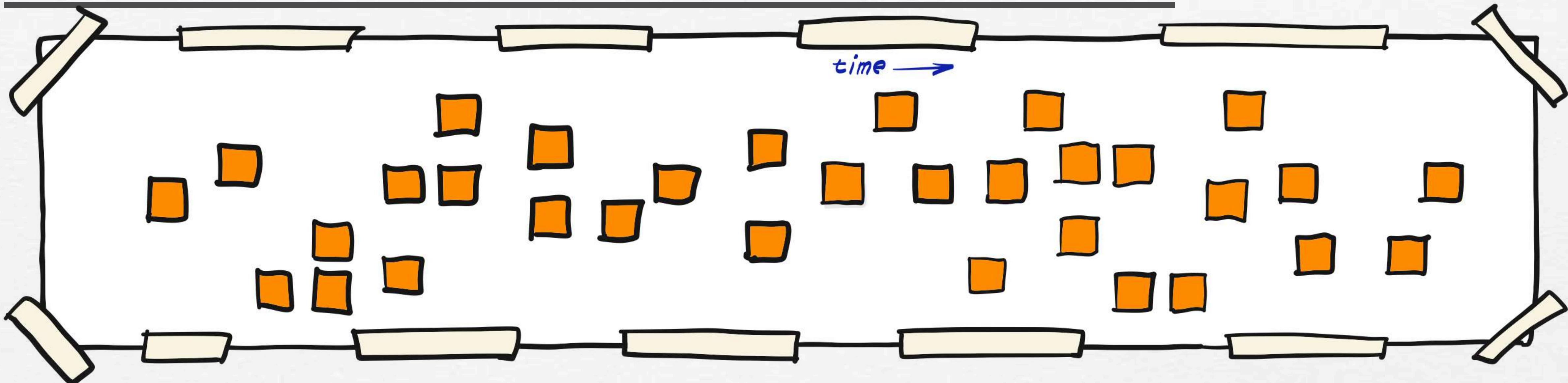
- INVITE THE RIGHT PEOPLE -> BUSINESS, IT, UX
- PROVIDE UNLIMITED MODELLING SPACE
 - SURFACE, MARKERS, STICKIES
- MODEL A WHOLE BUSINESS LINE WITH DOMAIN EVENTS

ESTABLISH A TIMELINE



- SOME FACILITATOR TRICKS WILL KICKSTART THE DISCUSSION QUICKLY

EXPLORE WITH DOMAIN EVENTS

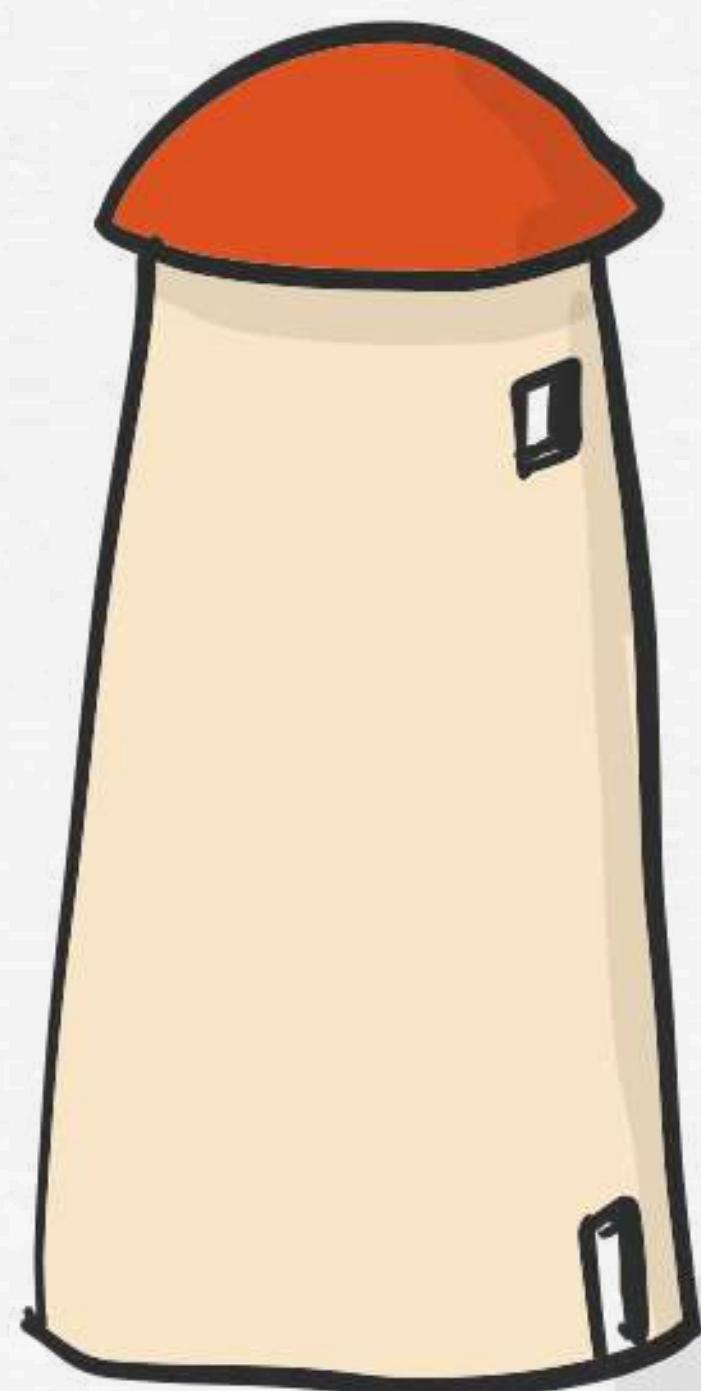


THIS IS A **DOMAIN EVENT**

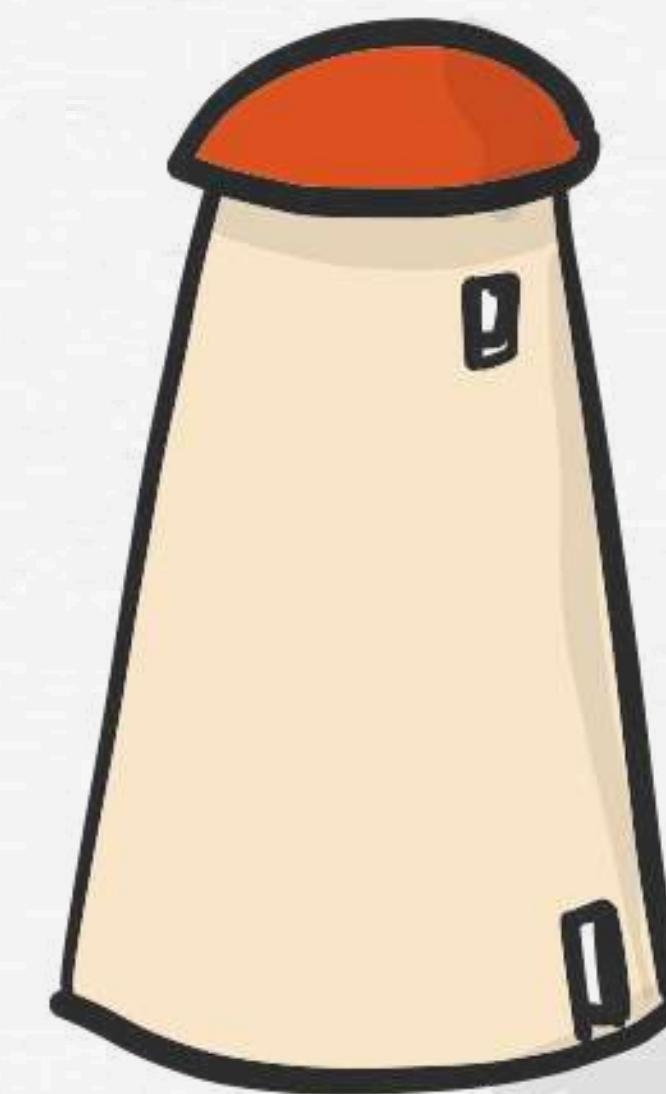
- **ORANGE** STICKY NOTE
- VERB AT **PAST TENSE**
- RELEVANT FOR DOMAIN EXPERTS

THE SHAPE OF THE ORGANIZATION

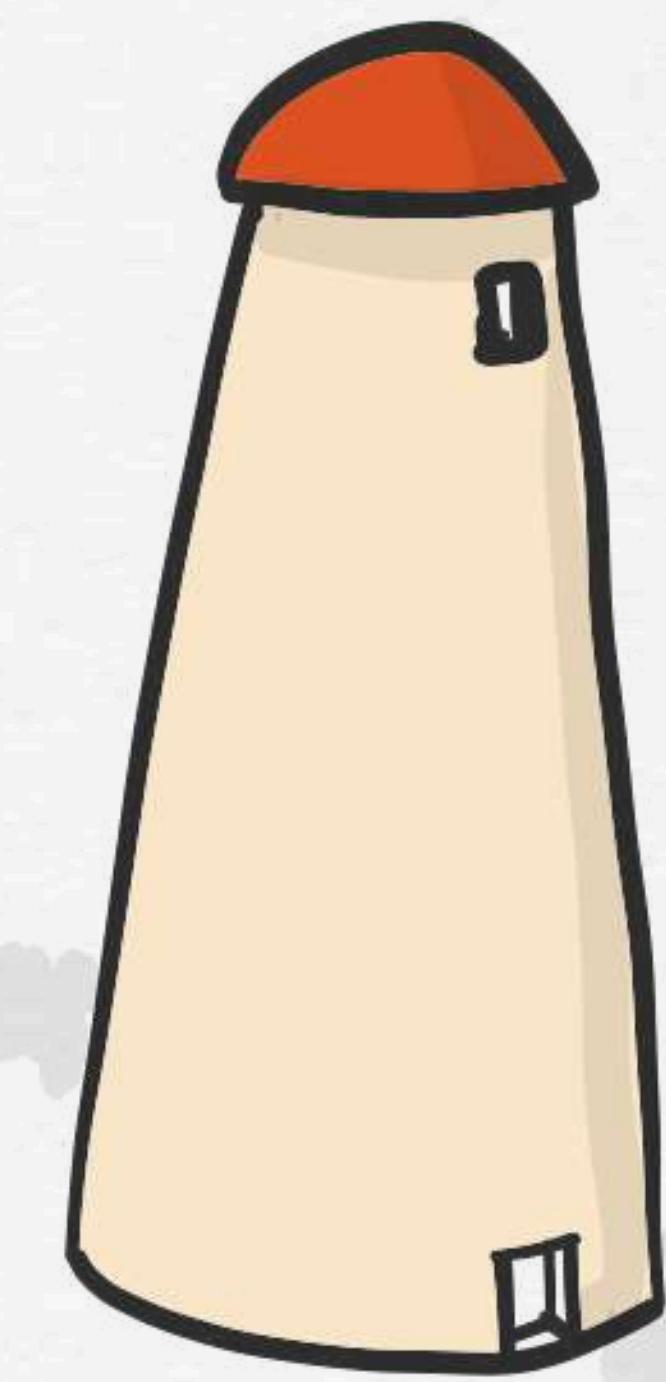
NOBODY KNOWS
OUR STUFF BETTER



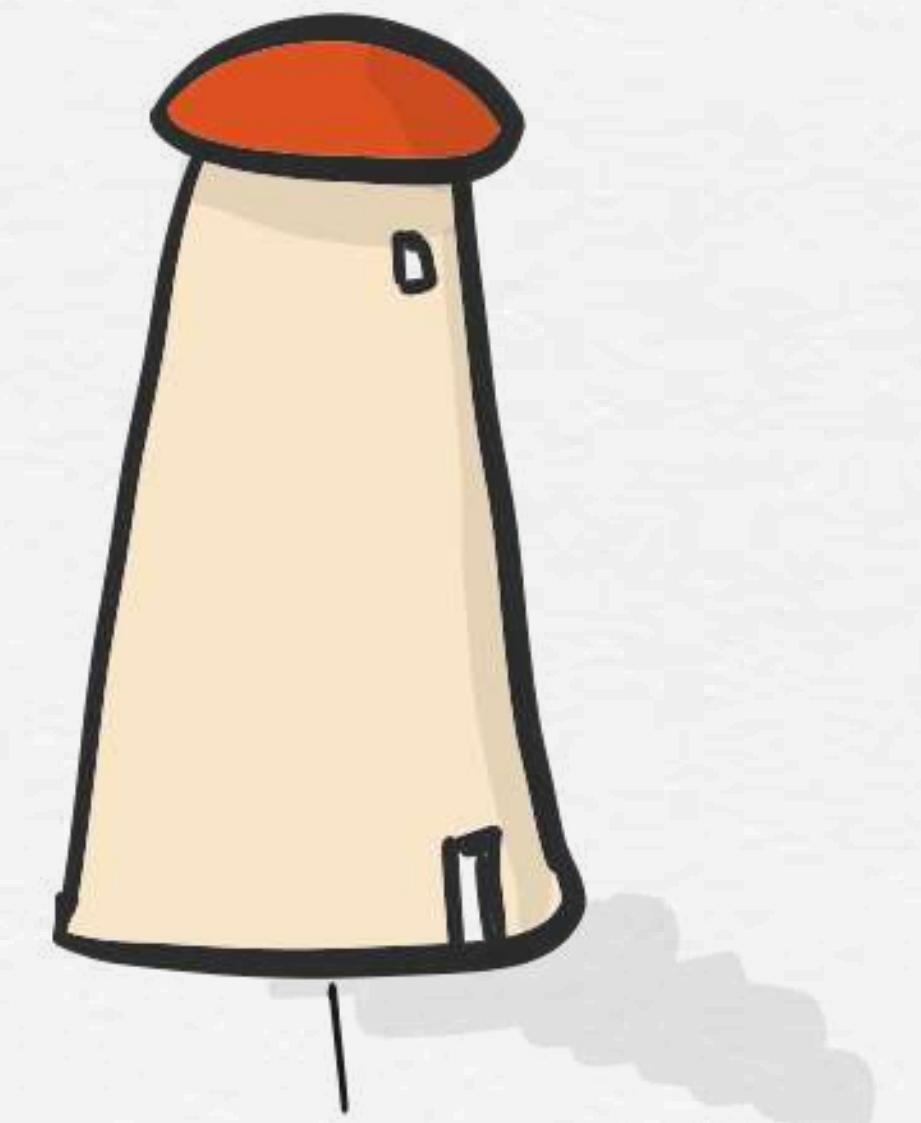
WE'RE GREAT



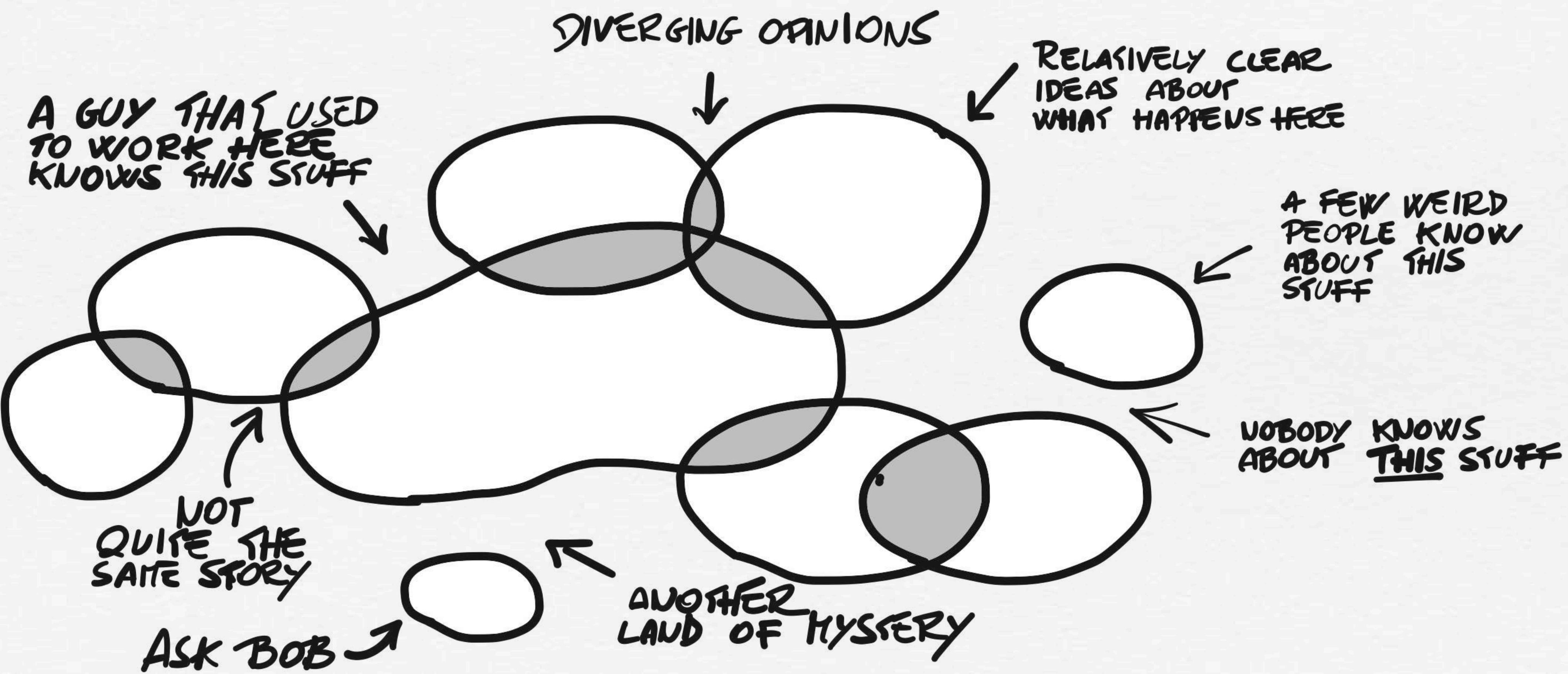
OTHER SILOS
ARE A REAL MESS



NOT OUR
PROBLEM,
ANYWAY



THE KNOWLEDGE DISTRIBUTION



ENFORCING THE TIMELINE

- EXPERTS WILL USUALLY POST A LOCALLY ORDERED SEQUENCE OF EVENTS
- BUT ENFORCING A SHARED TIMELINE THEN TRIGGERS LONG AWAITED CONVERSATIONS

END OF
MONTH
31

BILLABLE
AMOUNT
CALCULATED

BILLABLE
AMOUNT
VERIFIED

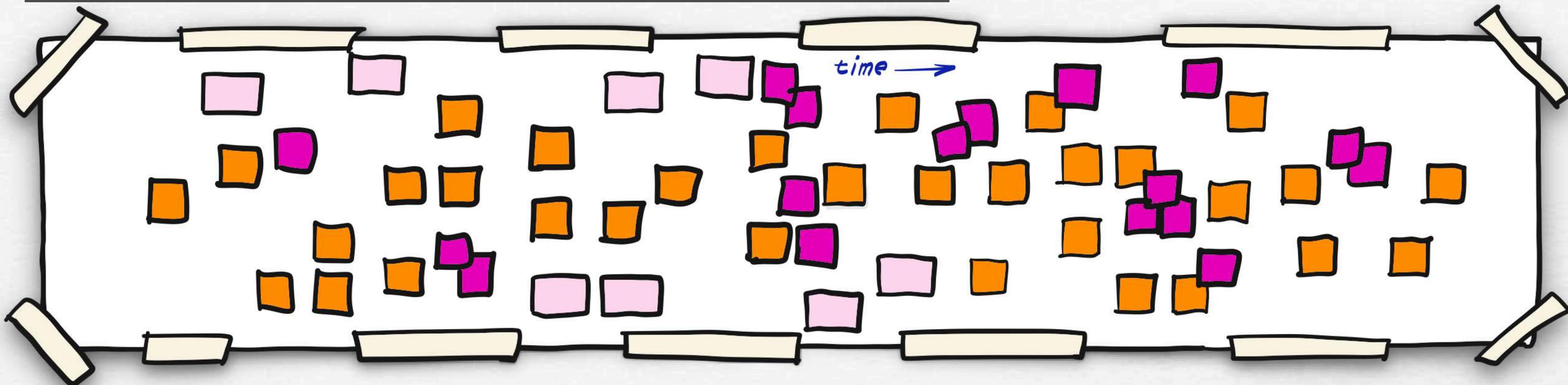
INVOICE
PREPARED



FOLLOWING STEPS

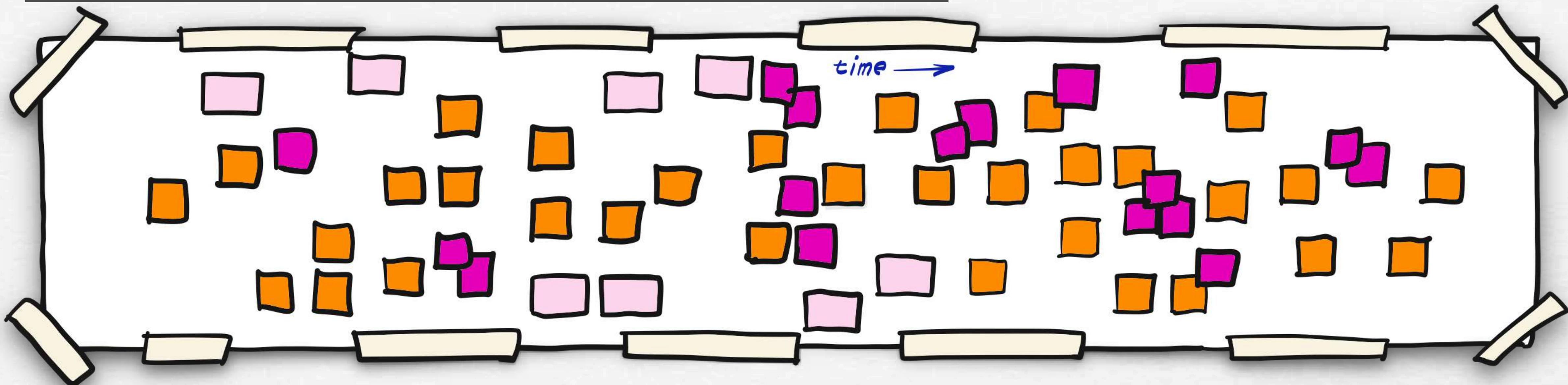
- STRUCTURE WILL EMERGE
- PEOPLE AND SYSTEMS WILL BE DISPLAYED
- ...
- EVERY LAYER SPARKLES A NEW TYPE OF CONVERSATION

OUTCOME (BIG PICTURE):

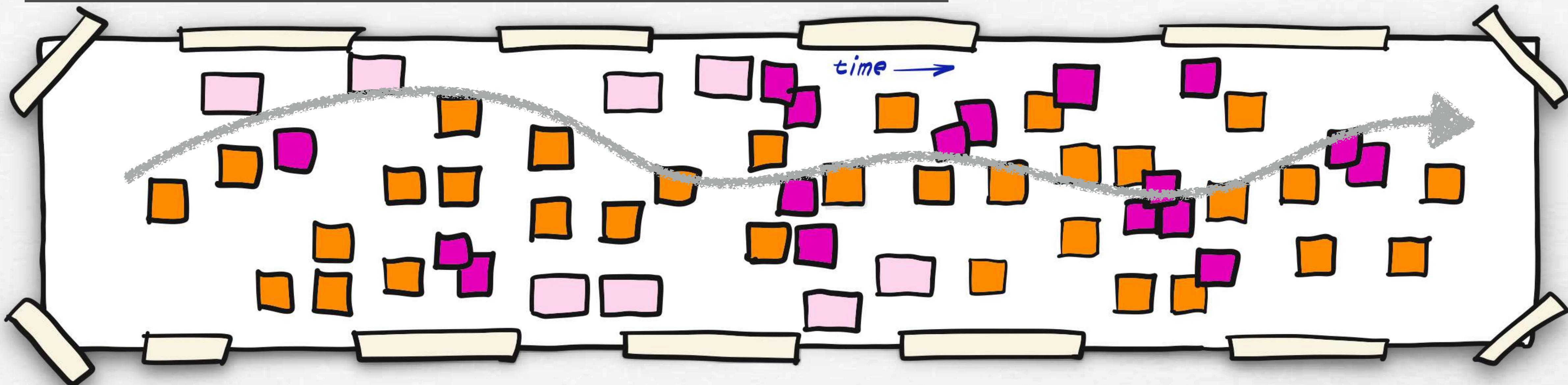


- THE WHOLE PROCESS IS VISIBLE
- MASSIVE LEARNING (CROSSING SILO BOUNDARIES)
- CONSENSUS AROUND THE CORE PROBLEM

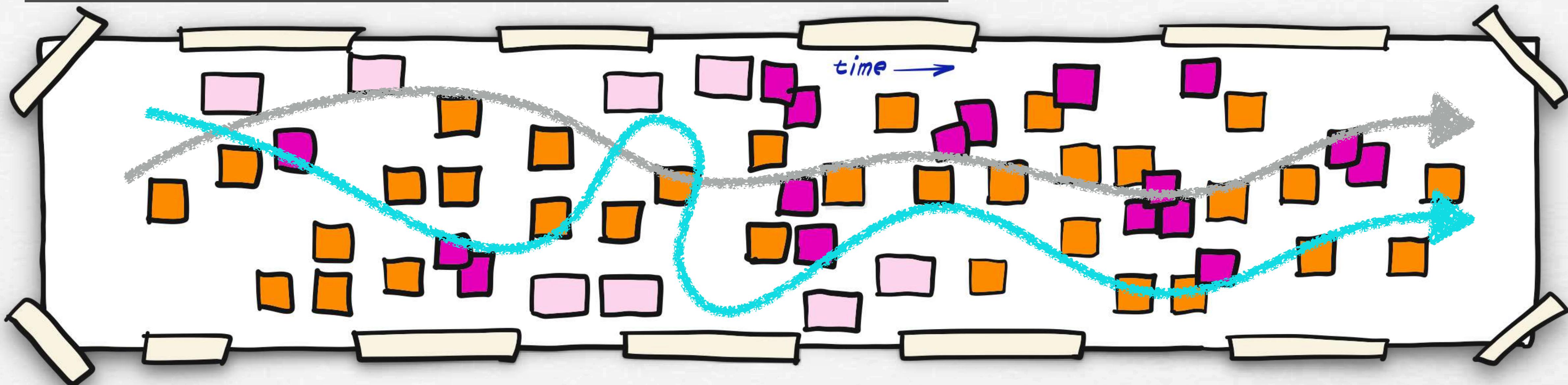
OUTCOME (BIG PICTURE):



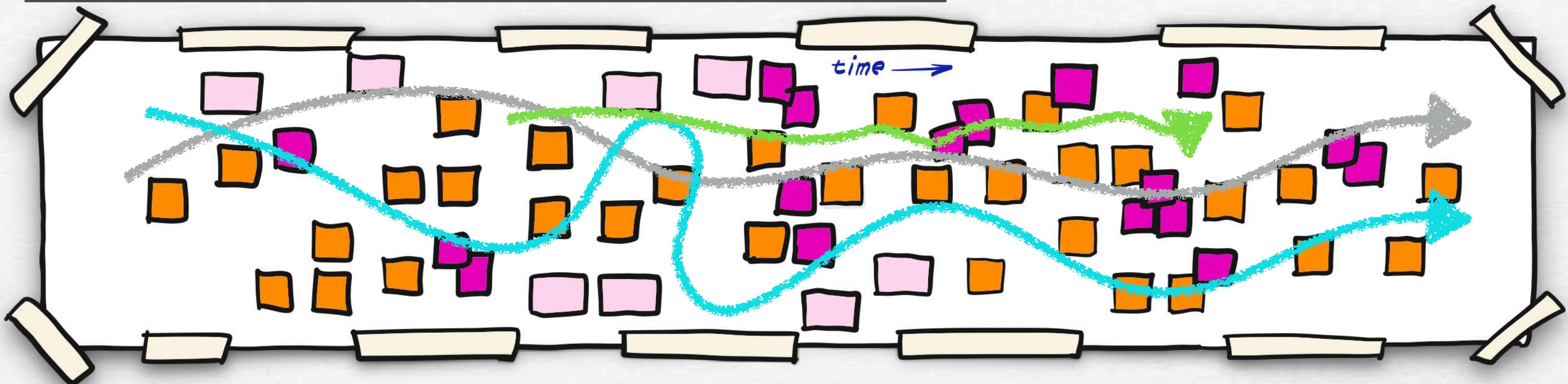
OUTCOME (BIG PICTURE):



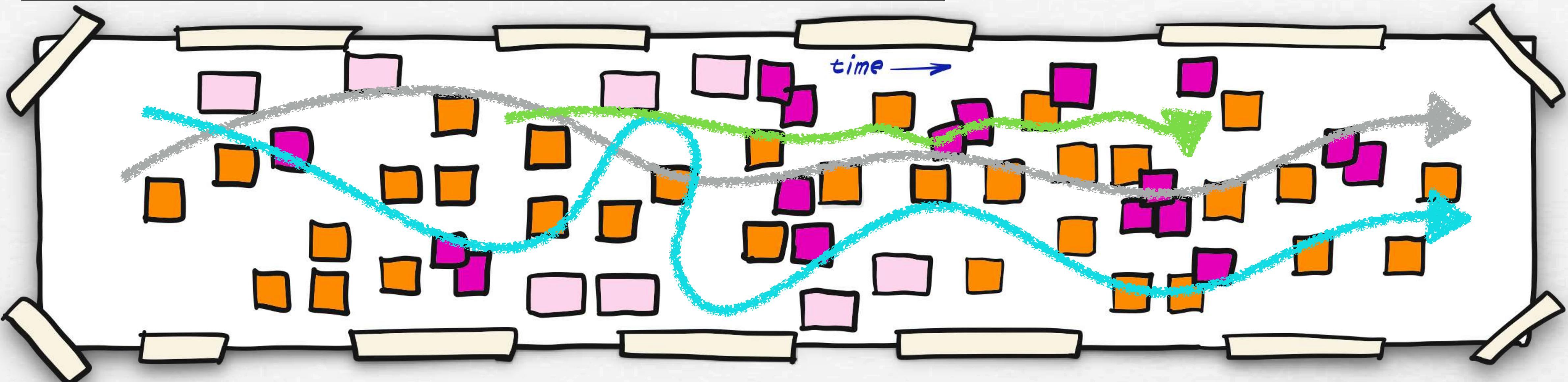
OUTCOME (BIG PICTURE):



OUTCOME (BIG PICTURE):



OUTCOME (BIG PICTURE):



- MULTIPLE STORYTELLINGS
- INCREMENTAL NOTATION #NOUML #NOBPMN
- A LANGUAGE FOR DIFFERENT TRIBES #LEAN #UX #AGILE #SW

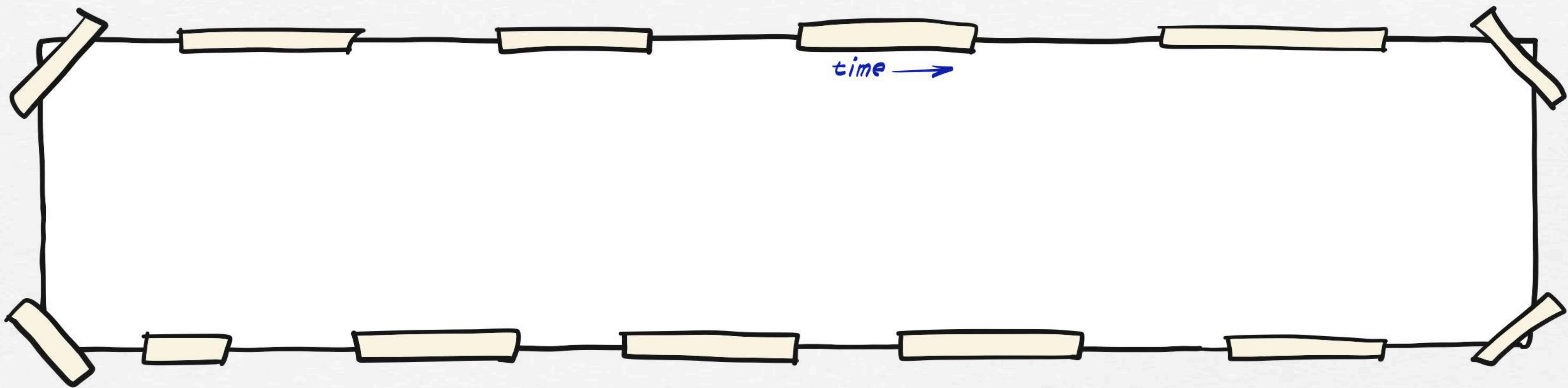
MORE SPECIFICALLY...

- NO SCOPE LIMITATION (PAPER ROLL)
- EXPLORATION OF BOUNDARIES (EXTERNAL SYSTEMS & PEOPLE)
- -> THE **BOTTLENECK** IS IN THE PICTURE.
- -> THE **CORE DOMAIN** IS IN THE PICTURE

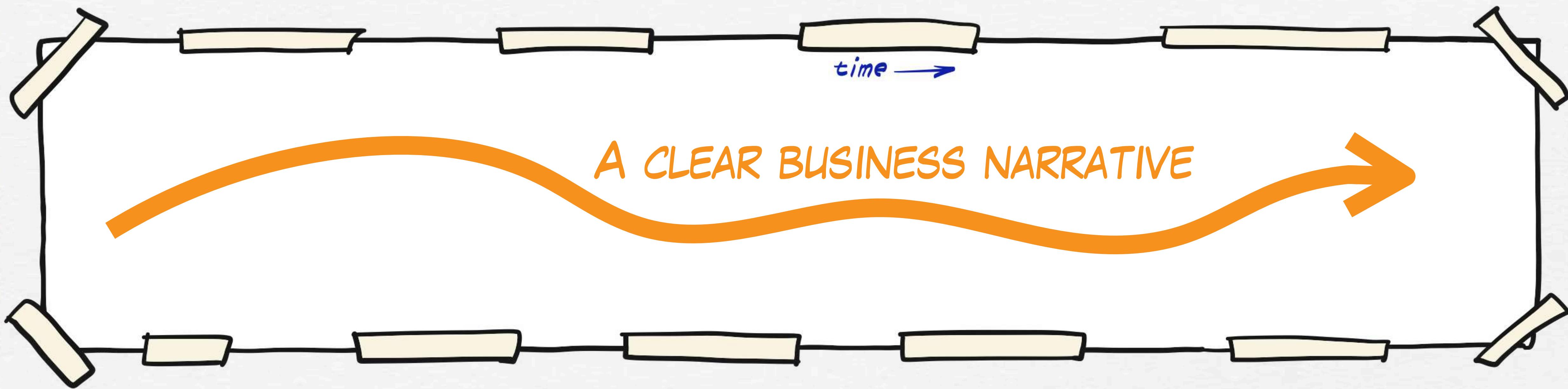


CLARITY

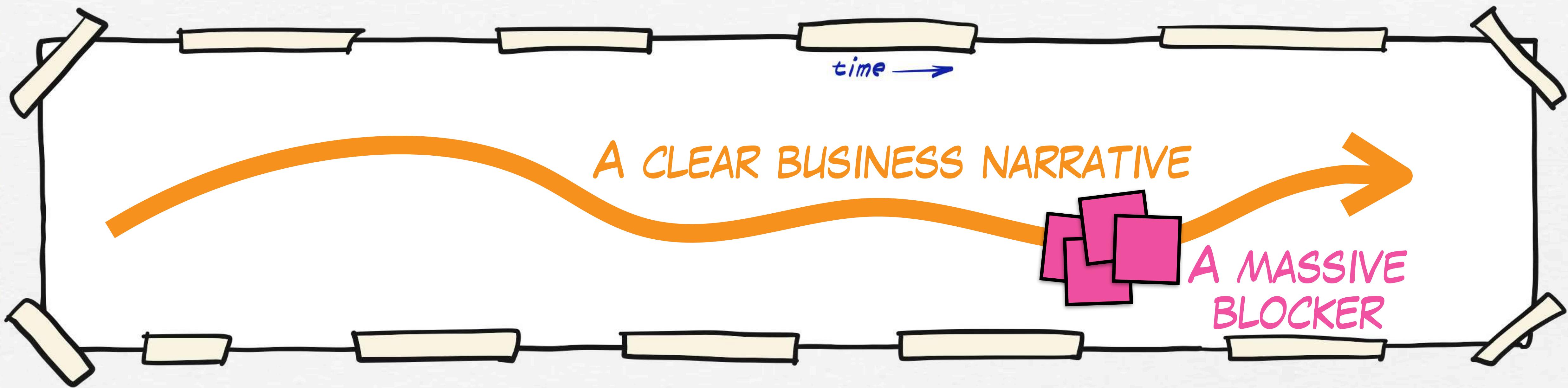
THE OUTCOME:



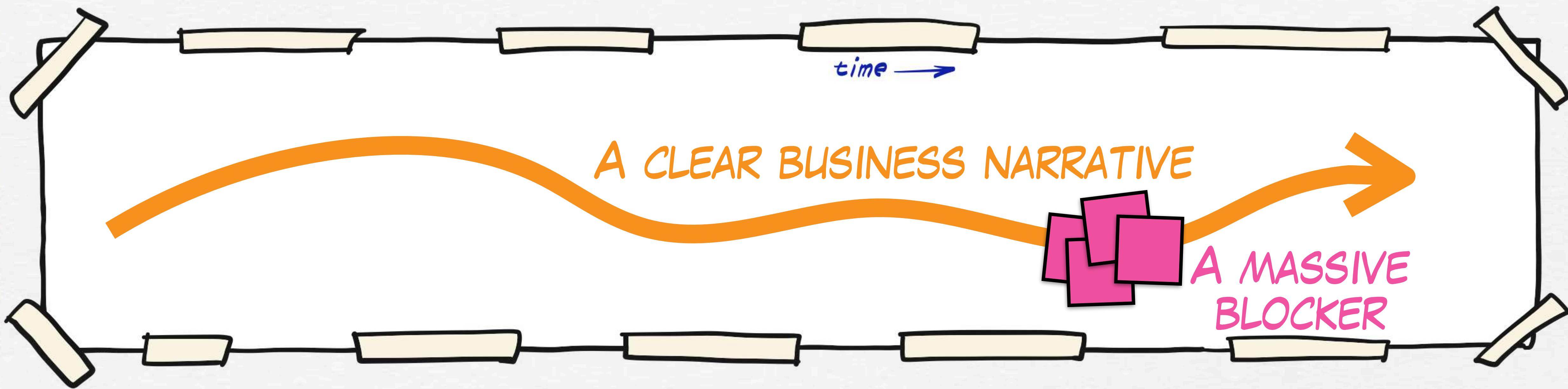
THE OUTCOME:



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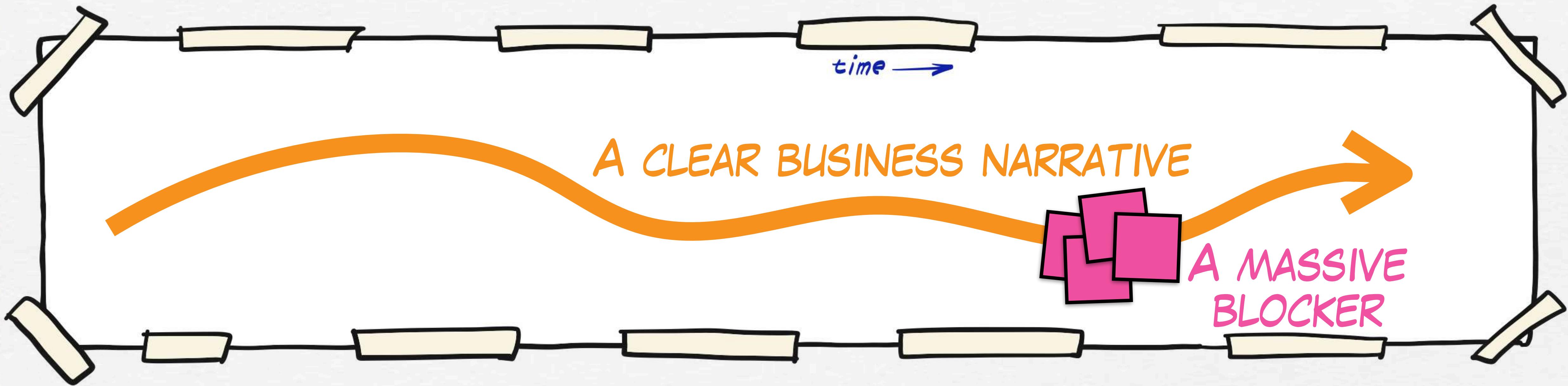


THE OUTCOME:

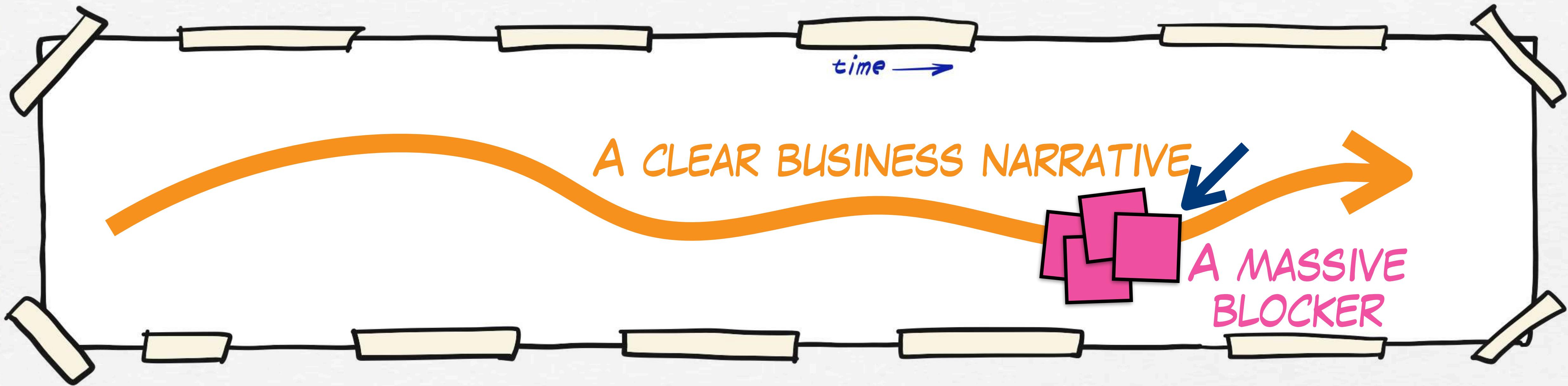


- THERE ARE RECURRING PATTERNS IN BLOCKERS

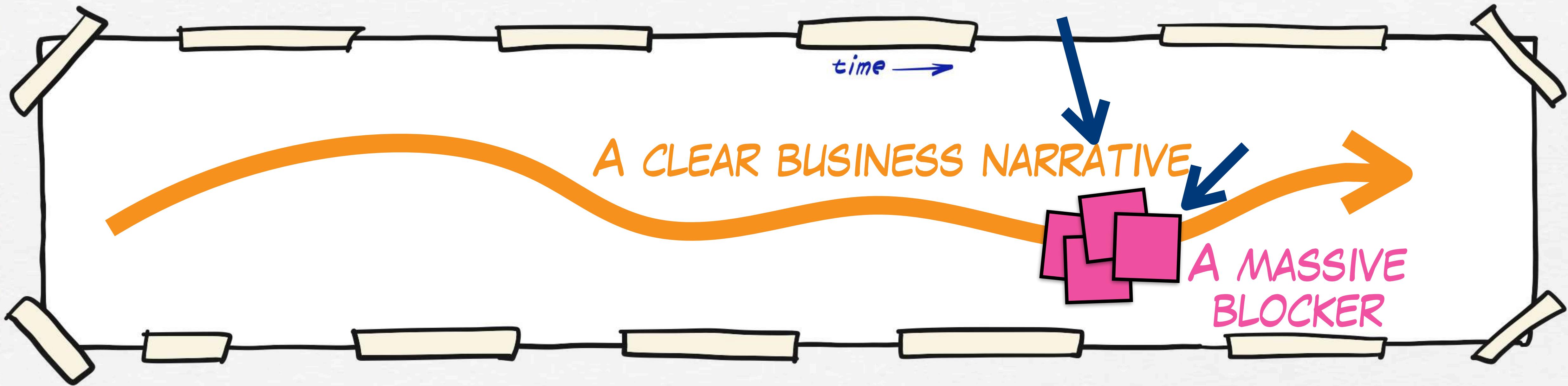
ARROW VOTING



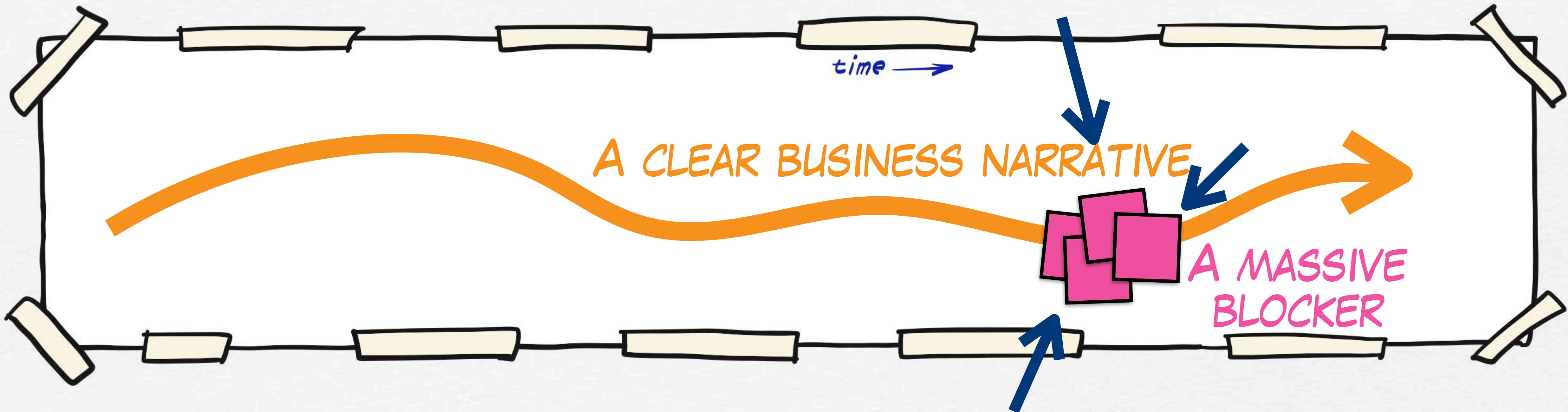
ARROW VOTING



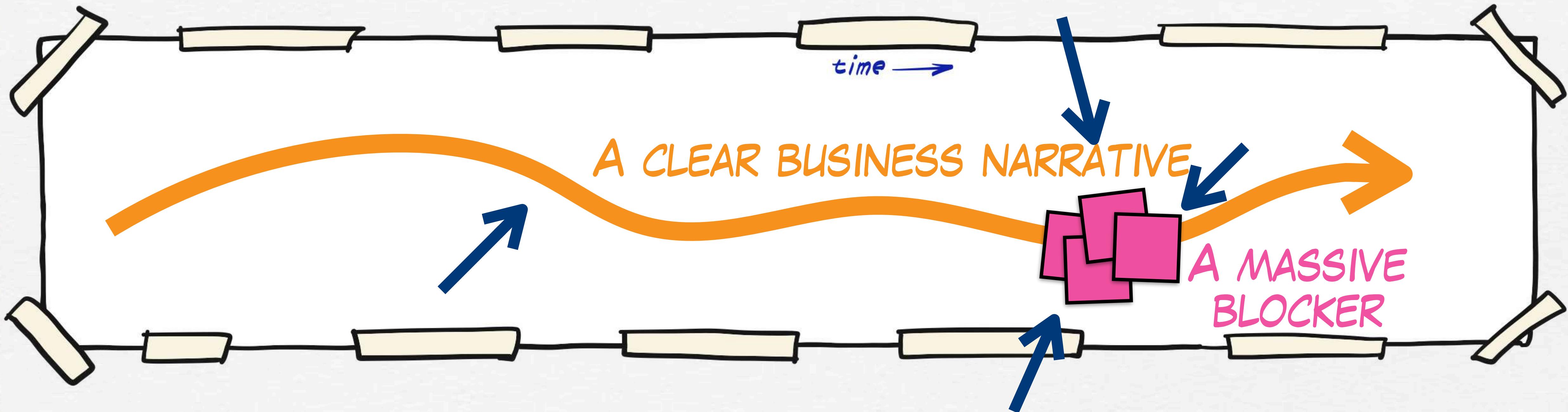
ARROW VOTING



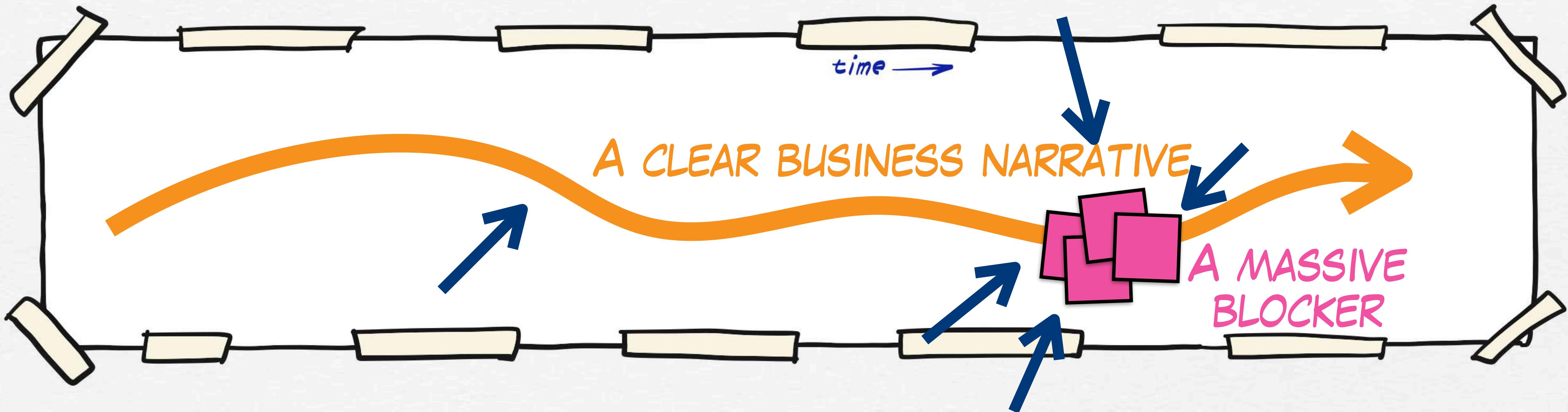
ARROW VOTING



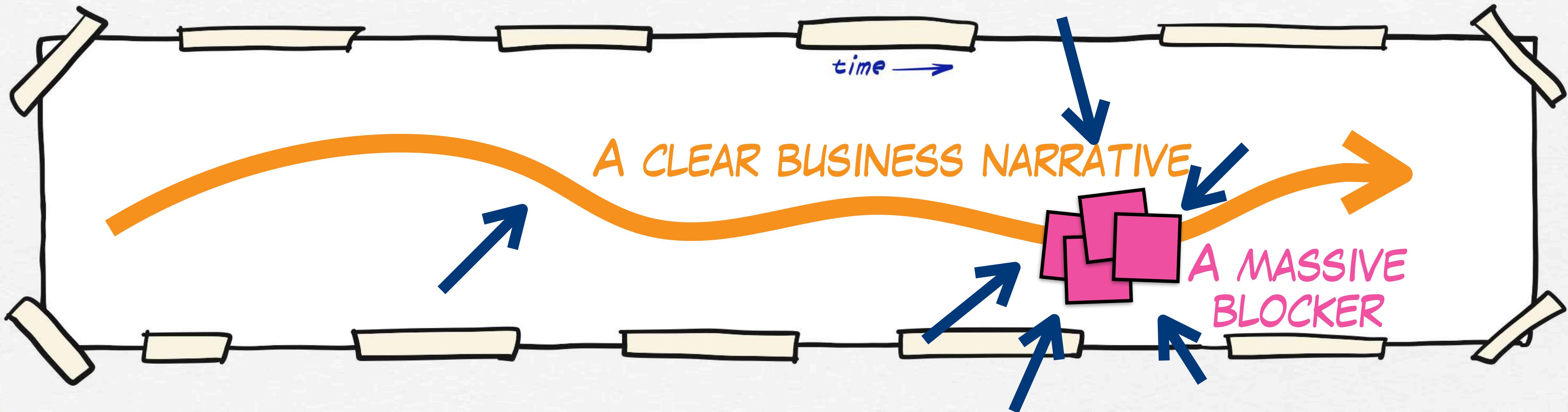
ARROW VOTING



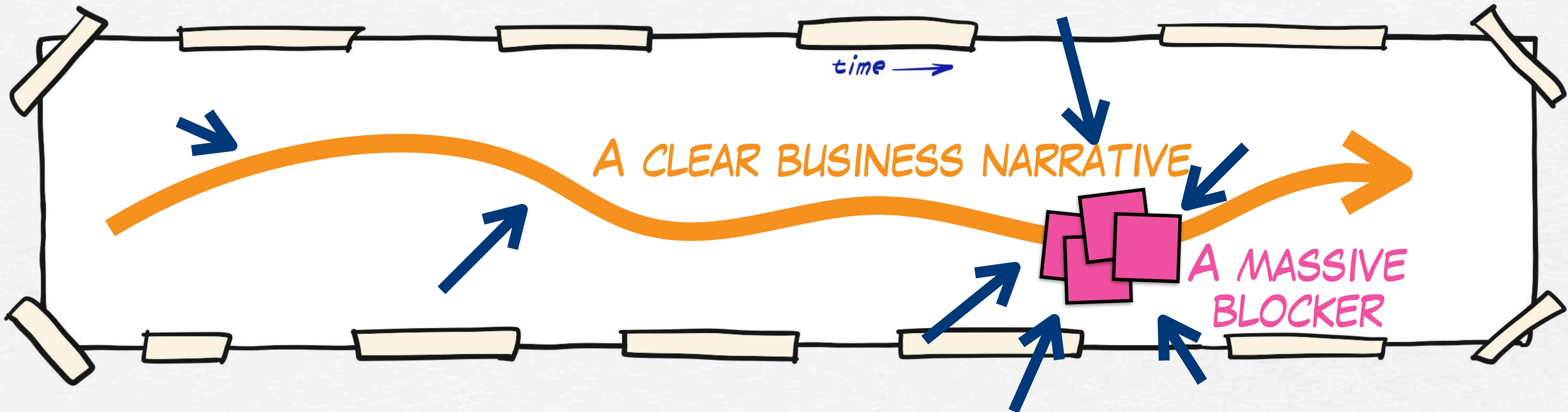
ARROW VOTING



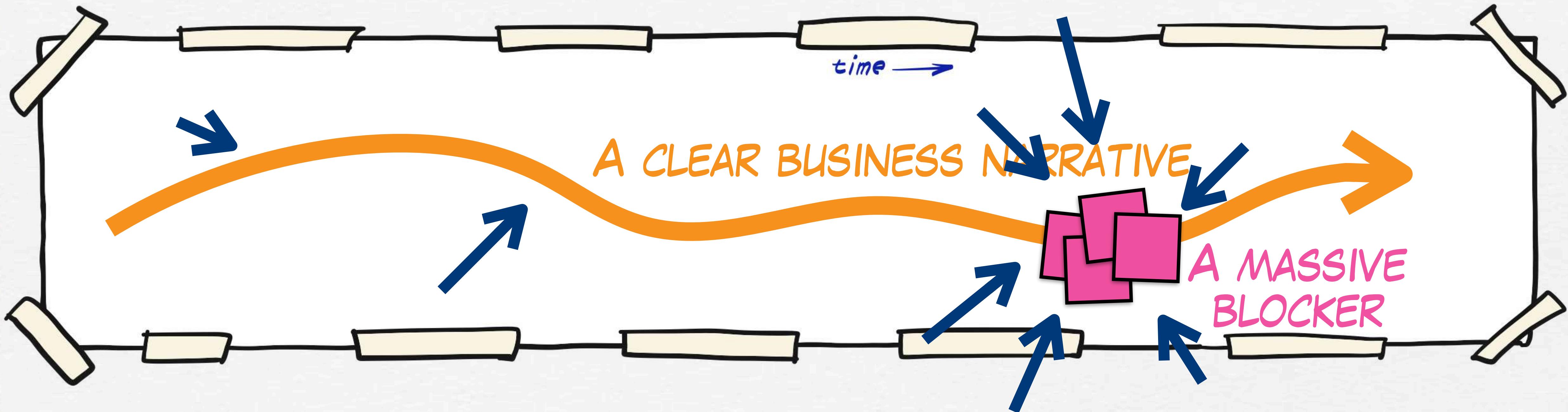
ARROW VOTING



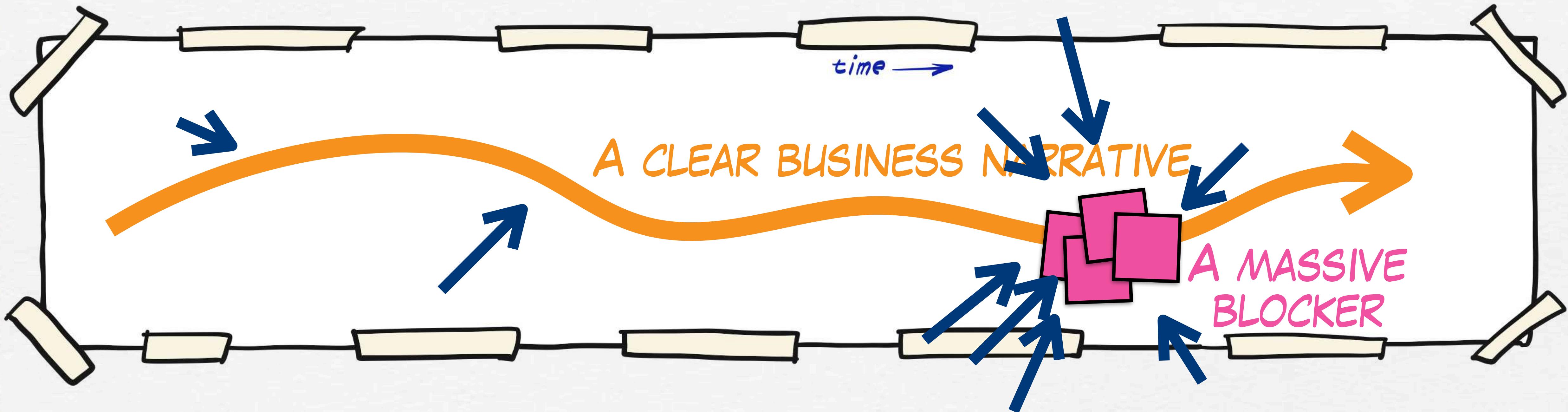
ARROW VOTING



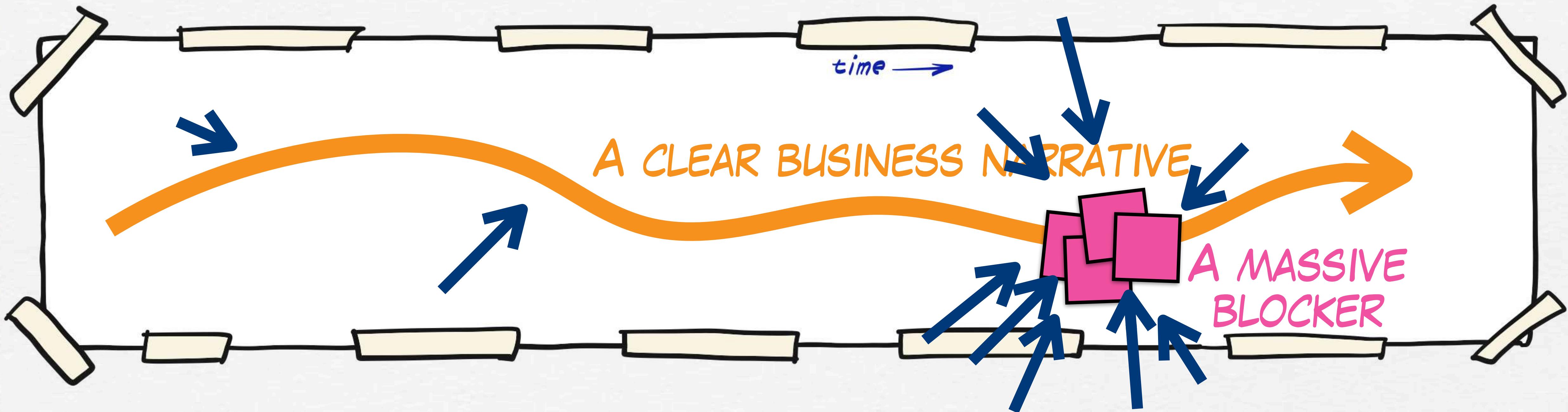
ARROW VOTING



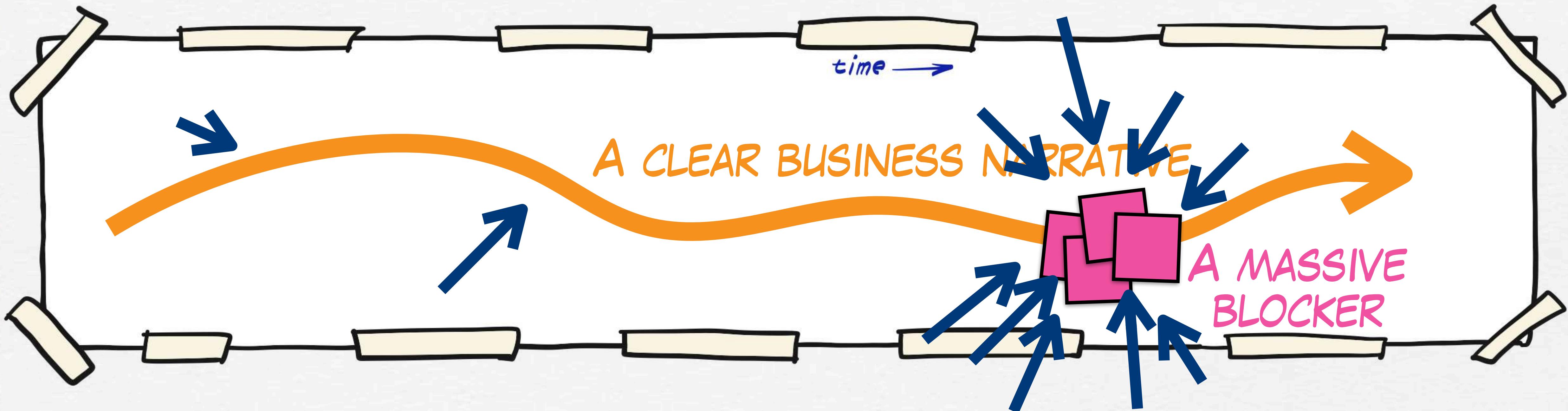
ARROW VOTING



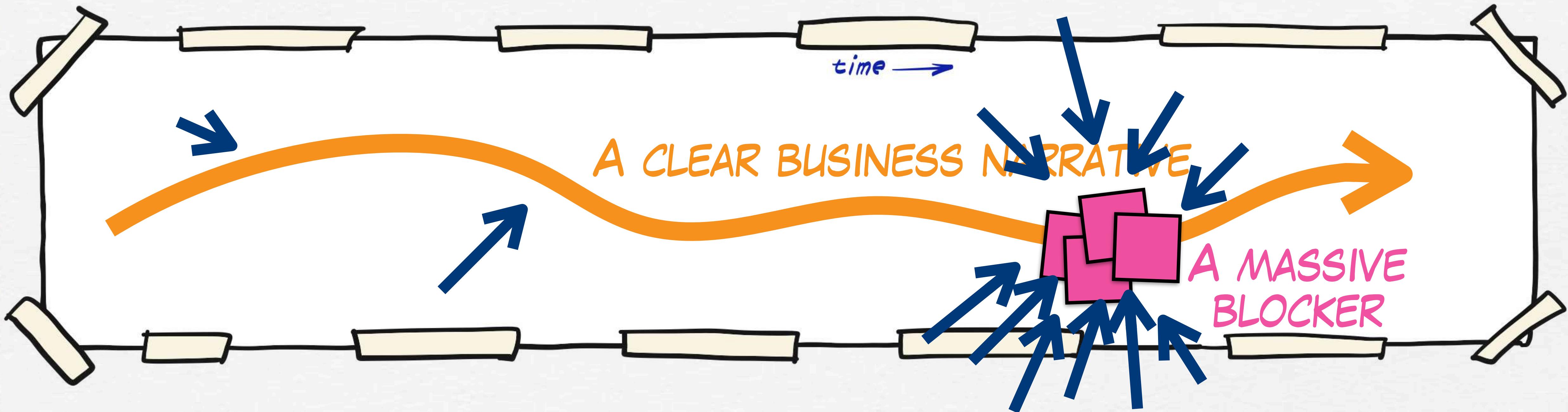
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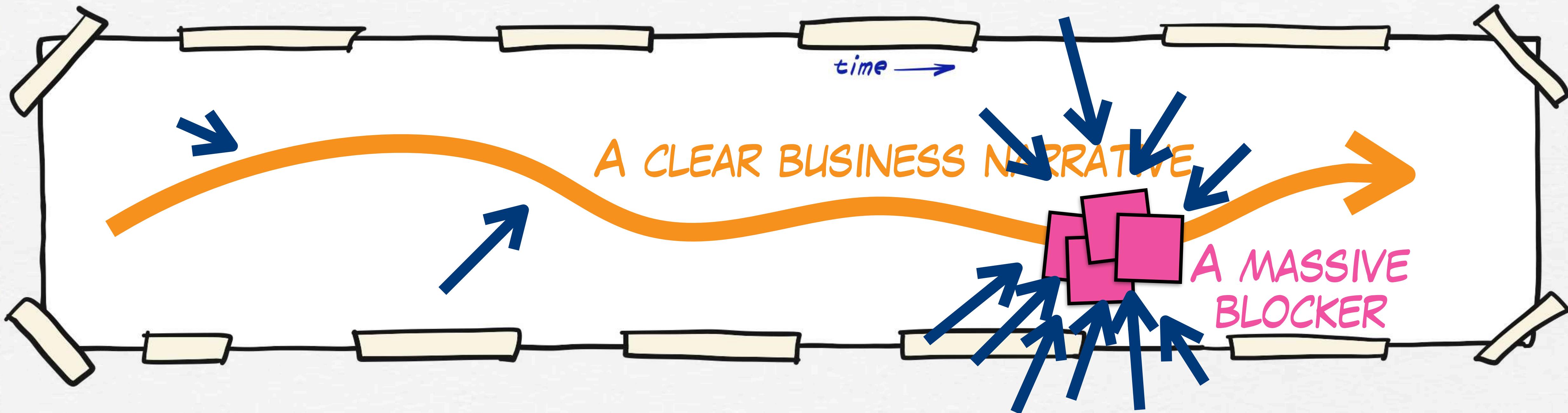
ARROW VOTING



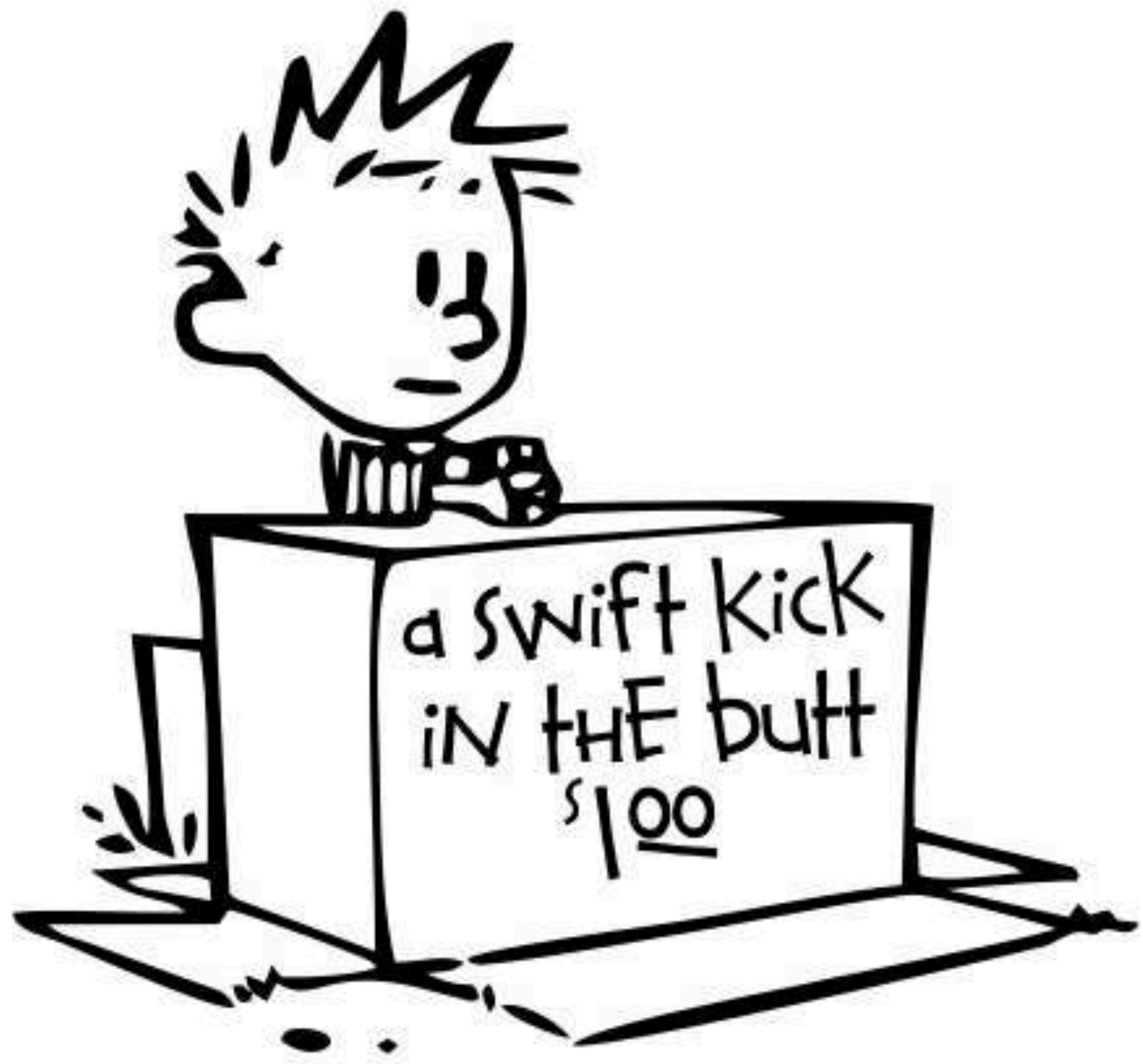
ARROW VOTING



ARROW VOTING



- YOU ALREADY ACHIEVED CONSENSUS...



a SWIFT Kick
iN tHE butt
\$1.00

WORKING AROUND THE BOTTLENECK

- HIGHEST PRIORITY -> **#NO BACKLOG**
- HARD TO SOLVE -> **#NOESTIMATES**
- REQUIRES EXPERIMENTS -> **#DDDDESIGN**
#LEANSTARTUP

BIG PICTURE IN A STARTUP

- ❑ INVITATIONS ARE A PIECE OF CAKE
- ❑ GREAT ATTITUDE
- ❑ NO PAST TO COMPARE WITH :-)

BIG PICTURE IN A MATURE COMPANY



BIG PICTURE IN A MATURE COMPANY

- HARD INVITATION PROCESS -> ALREADY TELLING US SOMETHING
- UNDERLYING CONFLICTS
- CORPORATE DYSFUNCTIONS
- LEGACY IMPLEMENTATION
- DUNGEON MASTERS

SPECIAL TRICKS?

PATTERN: INCREMENTAL NOTATION

- AFTER EVERY ROUND THE TEAM AGREES ON THE NEXT PERSPECTIVE TO INVESTIGATE
 - STRUCTURE, BOUNDARIES, RESPONSIBILITIES, SYSTEMS, GOALS, PITFALLS, ETC...
- EVERY ROUND REFINES THE PREVIOUS ONE PROVIDING FRESHER INSIGHTS

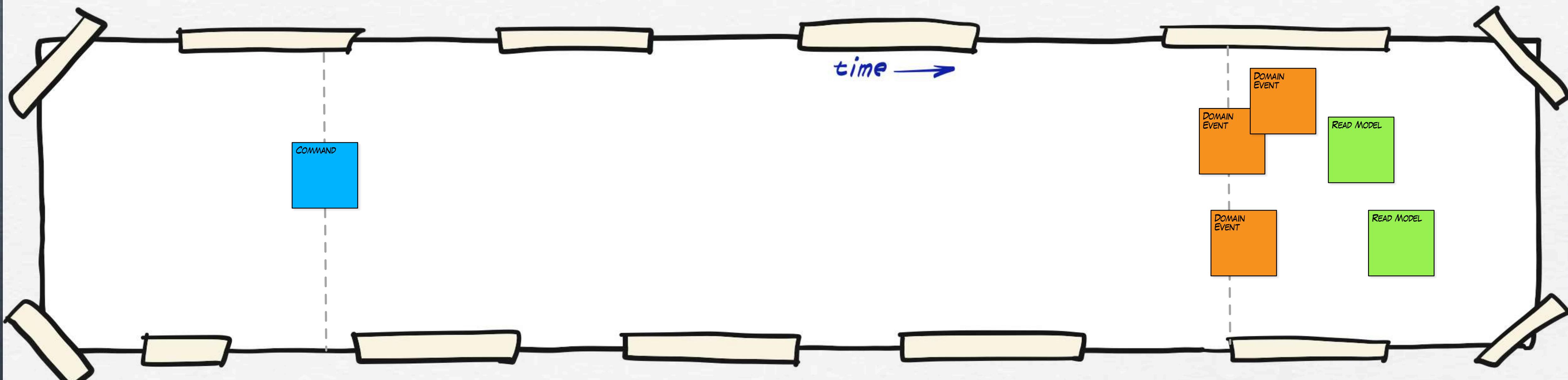
PATTERN: FUZZY BY DESIGN

- IMPRECISE DEFINITIONS...
 - ALLOW EVERYONE TO BE INCLUDED IN THE CONVERSATION.
 - ALLOW EVERYTHING TO BE INCLUDED IN THE MODEL
 - TRIGGER INTERESTING CONVERSATION ON THE SPOT.

PROCESS MODELLING

MAKING SURE WE'RE DOING THE RIGHT THING

SCOPE: EPIC OR SET OF FEATURES



PRECONDITIONS

THE FLOW TO DISCOVER

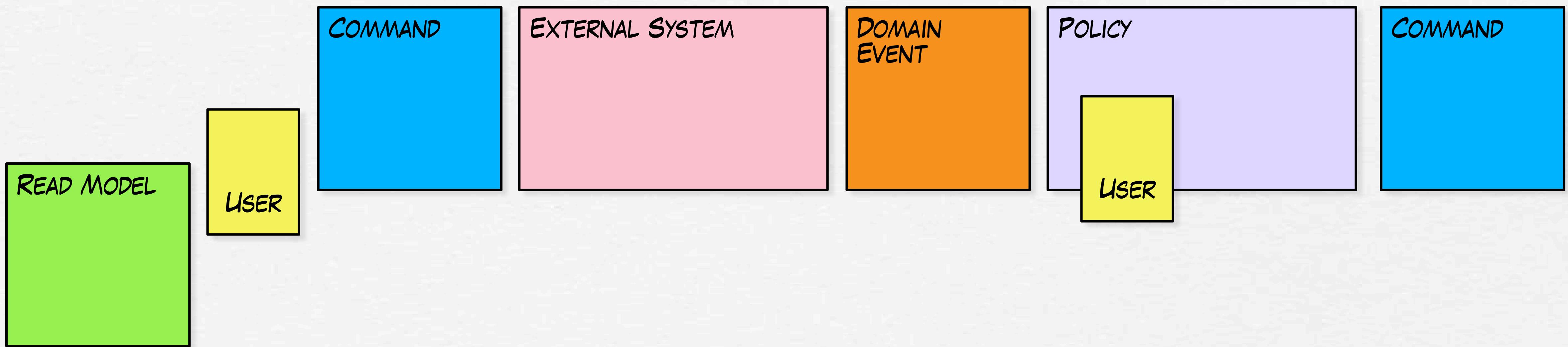
OUTCOMES

WHAT ABOUT USER STORIES?

A PLACEHOLDER FOR FUTURE CONVERSATION...

THIS IS A GOOD
CONVERSATION!

COLOUR-PUZZLE THINKING



COMMANDS / DECISIONS

COMMAND

- COMMAND IS NOT YET A SOFTWARE ARTEFACT
- IT'S A DECISION TAKEN BY A USER (OR A PIECE OF SOFTWARE)
- OUTSIDE-IN VS INSIDE-OUT THINKING

INVESTIGATE POLICIES

POLICY

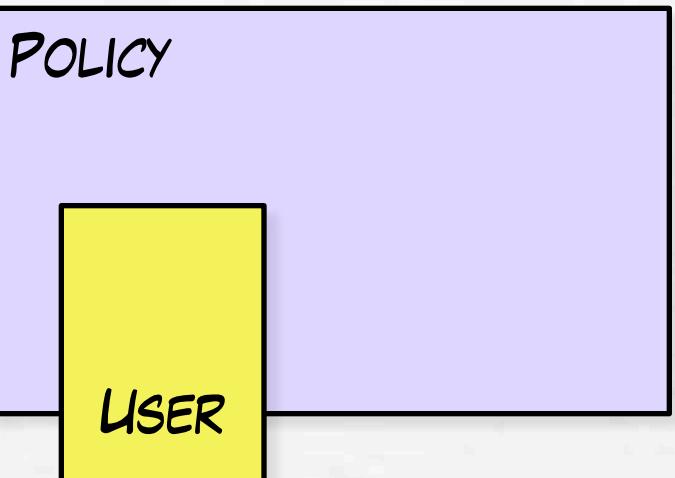
- HOW IS OUR SYSTEM SUPPOSED TO REACT TO GIVEN EVENTS?
- WHENEVER :=EVENT= THEN :=COMMAND=
- "WE NEED A LILAC BETWEEN THE ORANGE AND THE BLUE"

THIS IS WHERE EVERYBODY LIES

AMBIGUITY DOES NOT COMPILE

POLICIES SPECTRUM

- IMPLICIT POLICIES: WITHOUT AN EXPLICIT AGREEMENT
- EXPLICIT POLICIES: ASSUMING EVERYONE IS FOLLOWING THEM
- AUTOMATION:
- LISTENERS, SAGAS, PROCESS MANAGERS



CHALLENGING VALUE

CHALLENGING VALUE

- EVERY STEP CAN CREATE OR DESTROY VALUE FOR GIVEN USERS
- DISCOVERING MULTIPLE CURRENCIES
- DISCOVERING NEW OPPORTUNITIES
- DISCOVERING INCONSISTENCIES

EVENT STORMING

ENABLES CROSS-PERSPECTIVE
CONVERSATION

SOFTWARE DESIGN, USER EXPERIENCE, BUSINESS MODELLING, LEAN ETC.

I NEVER SAID IT'S
EASY

A DIFFERENT JOB

- BIG PICTURE IS FOR DISCOVERY -> DISAGREEMENTS ARE OK
- HERE WE ARE REACHING AN AGREEMENT -> CONSENSUS IS HARD

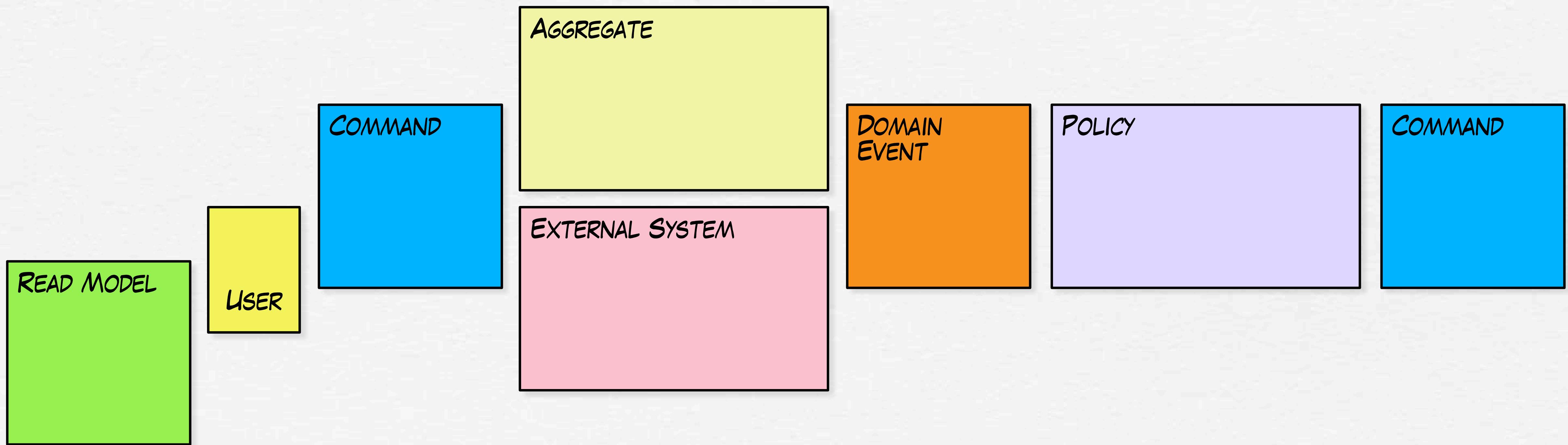
SOFTWARE DESIGN



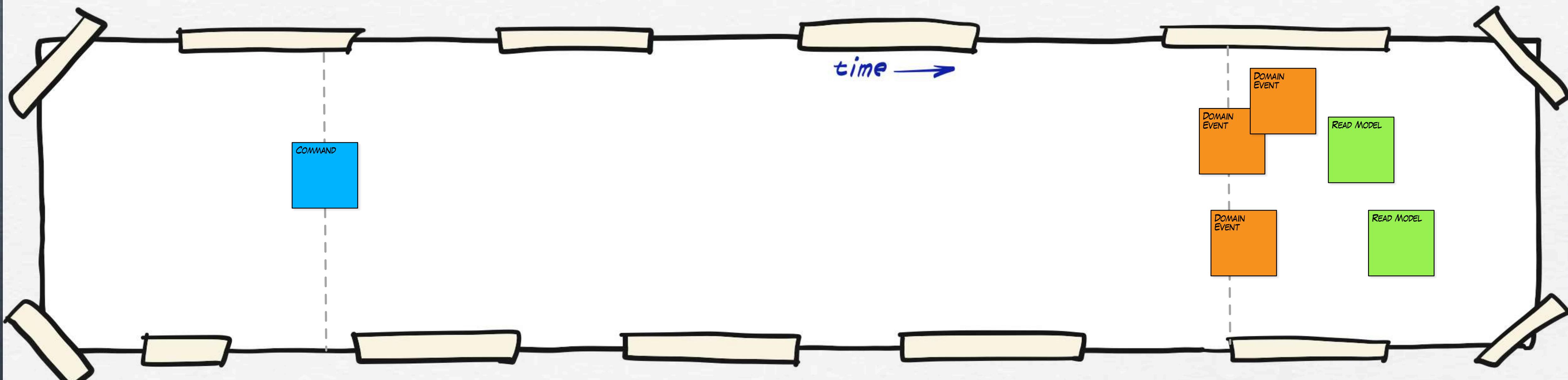
ANOTHER LITTLE
PROBLEM...

THE MOMENT SOMEONE
PRONOUNCES THE WORD
“AGGREGATE” SUDDENLY
EVERYBODY FROM THE
BUSINESS HAVE SOMETHING
URGENT TO DO

COLOUR-PUZZLE THINKING



SCOPE: EPIC OR SET OF FEATURES



PRECONDITIONS

THE FLOW TO DISCOVER

OUTCOMES

INVESTIGATING AGGREGATES

AGGREGATE

- STATE MACHINE LOGIC
- FOCUS ON BEHAVIOUR, NOT DATA
- POSTPONE NAMING
- DON'T FALL IN LOVE WITH YOUR INTUITION

UBIQUITOUS LANGUAGE(S)

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY
- SYMMETRIES ARE TELLING YOU SOMETHING

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY
- SYMMETRIES ARE TELLING YOU SOMETHING
- ...BUT ALSO THE LACK OF THEM.

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY
- SYMMETRIES ARE TELLING YOU SOMETHING
- ...BUT ALSO THE LACK OF THEM.
- BRUTE FORCE DOES NOT WORK!

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY
- SYMMETRIES ARE TELLING YOU SOMETHING
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REWRITING EVENTS

DOMAIN
EVENT

REWRITING EVENTS

DOMAIN
EVENT

- PEDANTIC SEMANTIC PRECISION

REWRITING EVENTS

DOMAIN
EVENT

- PEDANTIC SEMANTIC PRECISION
- ... WE STARTED FROM CHAOS, REMEMBER?

REWRITING EVENTS

DOMAIN
EVENT

- PEDANTIC SEMANTIC PRECISION
- ... WE STARTED FROM CHAOS, REMEMBER?
- MULTI-LAYERED -> EMERGING BOUNDED CONTEXTS

REWRITING EVENTS

DOMAIN
EVENT

- PEDANTIC SEMANTIC PRECISION
- ... WE STARTED FROM CHAOS, REMEMBER?
- MULTI-LAYERED -> EMERGING BOUNDED CONTEXTS
- KEY INFORMATION BECOMES VISIBLE

REWRITING EVENTS

DOMAIN
EVENT

- PEDANTIC SEMANTIC PRECISION
- ... WE STARTED FROM CHAOS, REMEMBER?
- MULTI-LAYERED -> EMERGING BOUNDED CONTEXTS
- KEY INFORMATION BECOMES VISIBLE



HARD PROBLEMS DON'T HAVE
AN OBVIOUS SOLUTION

DISCOVERING READ MODELS

READ MODEL

- THEY'RE NOT "JUST DATA"
- THEY'RE DECISION MAKING TOOLS
- DON'T LET "REUSE" GET IN THE WAY

DISCOVERING READ MODELS

READ MODEL

DISCOVERING READ MODELS

I. UNDERSTAND THE DECISION

READ MODEL

DISCOVERING READ MODELS

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS

READ MODEL

DISCOVERING READ MODELS

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

READ MODEL

DISCOVERING READ MODELS

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

2. DEFINE THE NECESSARY DATA

READ MODEL

DISCOVERING READ MODELS

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

2. DEFINE THE NECESSARY DATA

- DATA SET

READ MODEL

DISCOVERING READ MODELS

1. UNDERSTAND THE DECISION

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2. DEFINE THE NECESSARY DATA

- DATA SET
- PAGE LAYOUT

READ MODEL

DISCOVERING READ MODELS

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

2. DEFINE THE NECESSARY DATA

- DATA SET
- PAGE LAYOUT

3. MAKE IT HAPPEN

READ MODEL

DISCOVERING READ MODELS

READ MODEL

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

2. DEFINE THE NECESSARY DATA

- DATA SET
- PAGE LAYOUT

3. MAKE IT HAPPEN

- PROJECTIONS, COMPOSITE UI, MASHUPS, GOOD OLD QUERIES, VIEWS AND STORED PROCEDURES. #WHATEVERITTAKES

NEED PRODUCT OWNER BADLY

- EXPLORATION IS NEEDED IN ORDER TO CHALLENGE THE MODEL
- PRODUCT OWNER IS NEEDED IN ORDER TO BRING REALITY IN
- KNOWING WITHOUT IMPLEMENTING IS FINE ...AS LONG AS IT'S CHEAP.

DESIGN STYLE

- OUR FUZZY DEFINITIONS WILL GET PROGRESSIVELY REWRITTEN
- THERE IS NO OVER-DESIGN: **WE'RE ON THE CORE!**
- EXPECT A LOT OF HEALTHY THRASHING
- BRUCE LEE STATE.



TAKEAWAYS



EVENT STORMING

IS MY PIZZA:
YOU CAN ADD YOUR
TOPPINGS

EVENT STORMING

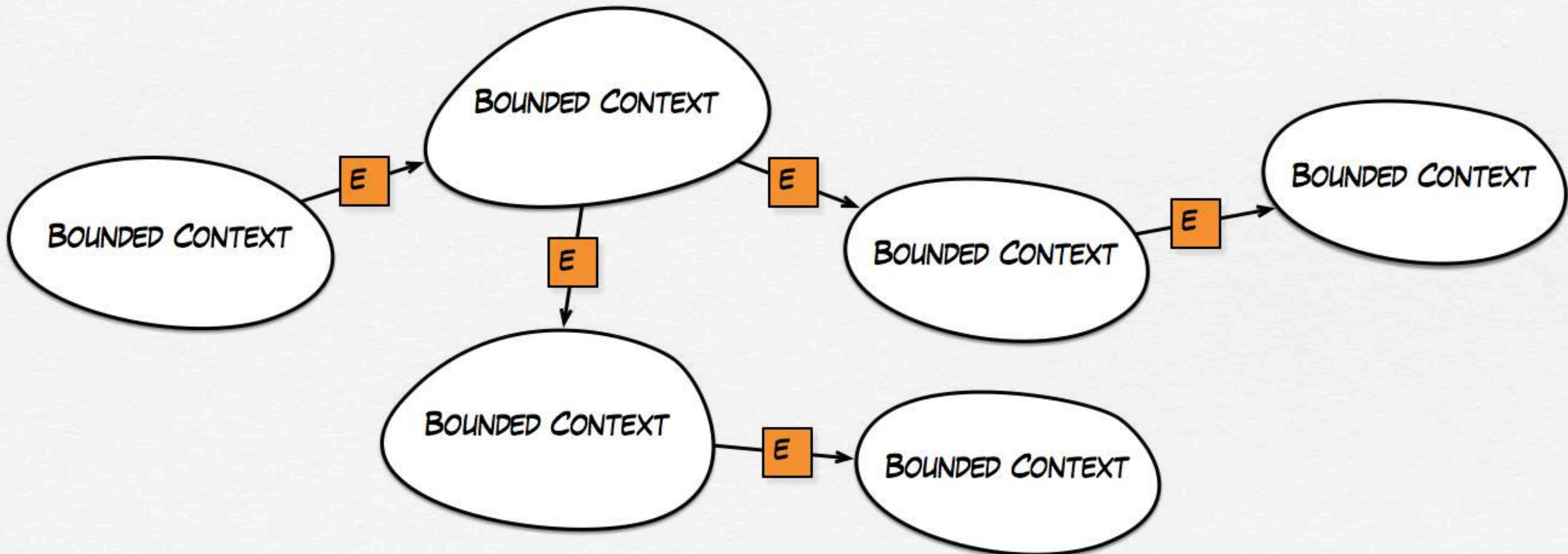
IS MY PIZZA:
YOU CAN ADD YOUR
TOPPINGS

WITH THE NOTABLE EXCEPTION OF DATABASE TABLES AND PINEAPPLE

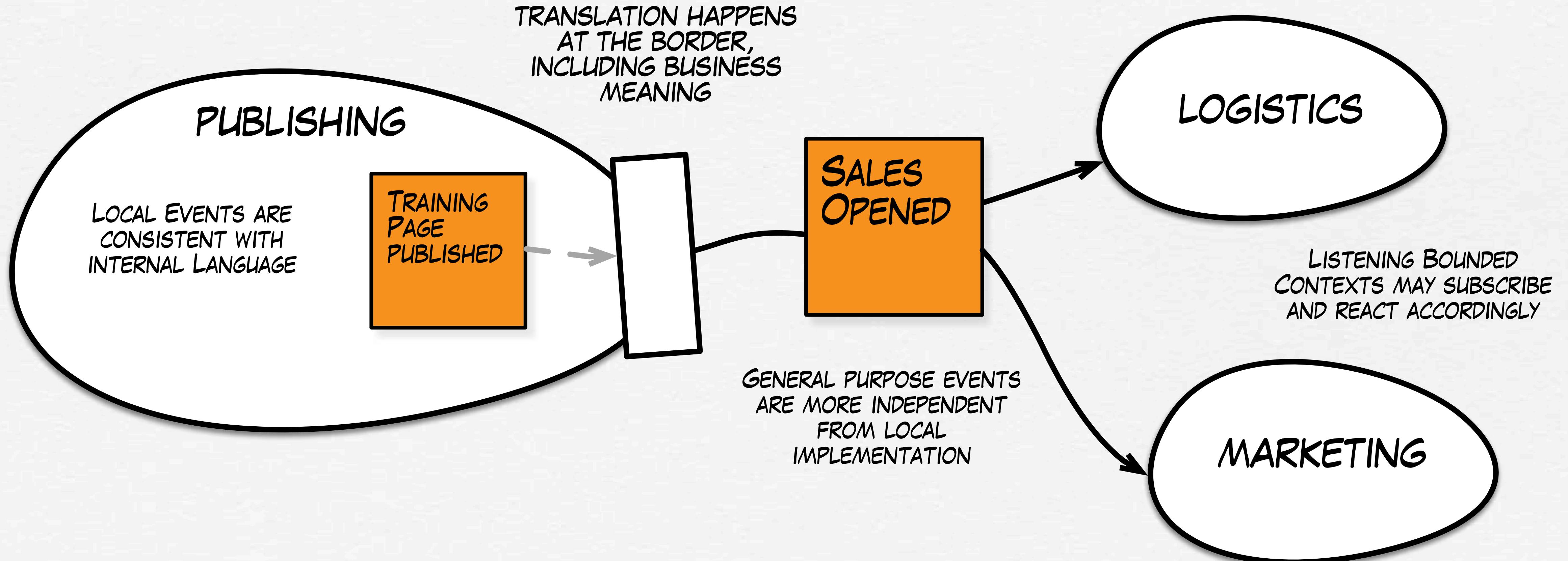
DOMAIN EVENTS AS LINGUA FRANCA

- DOMAIN EVENTS ARE A BETTER CHOICE FOR...
 - ...DESCRIBING THE BUSINESS
 - ...IMPLEMENTING THE SUPPORTING SOFTWARE

EVENTS ARE WAY BETTER TO PREVENT IT



EVENTS AS PUBLISHED LANGUAGE



THEY ALLOW ZOOMING!

FROM VISION TO DETAIL (AND BACK)

BIG PICTURE

PROCESS
MODELLING

SOFTWARE
DESIGN

EVENTS

EVENTS

EVENTS

HOT SPOTS,
SYSTEMS,
PEOPLE

+ POLICIES,
COMMANDS,
READ MODELS

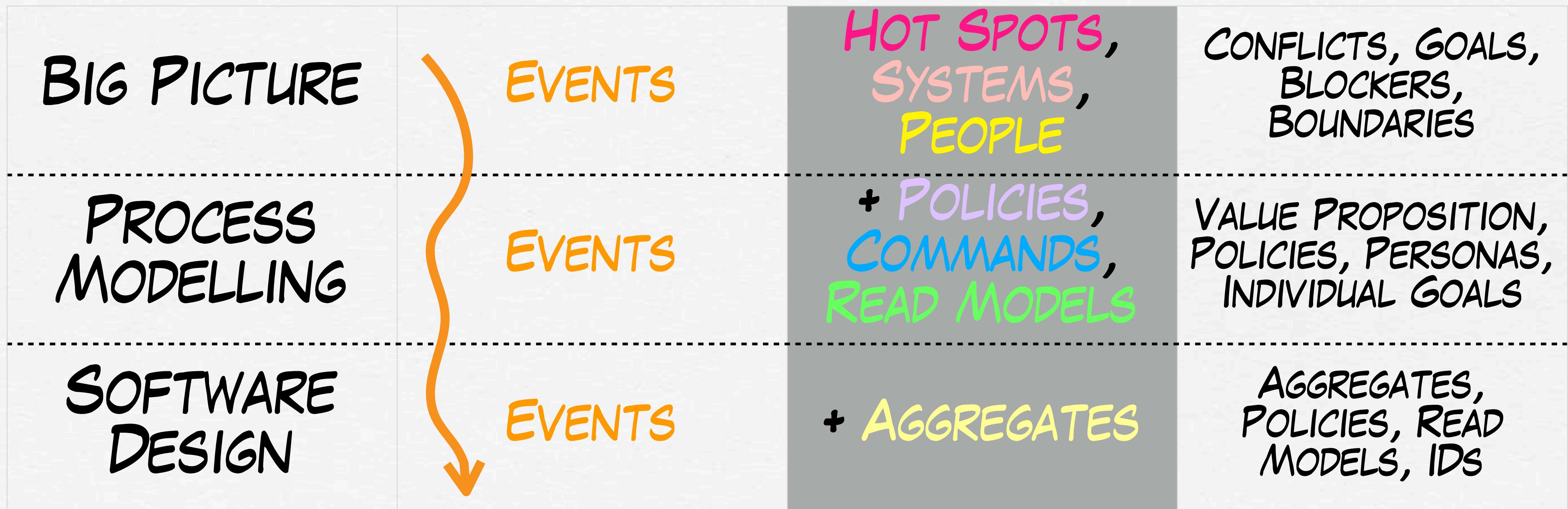
+ AGGREGATES

CONFLICTS, GOALS,
BLOCKERS,
BOUNDARIES

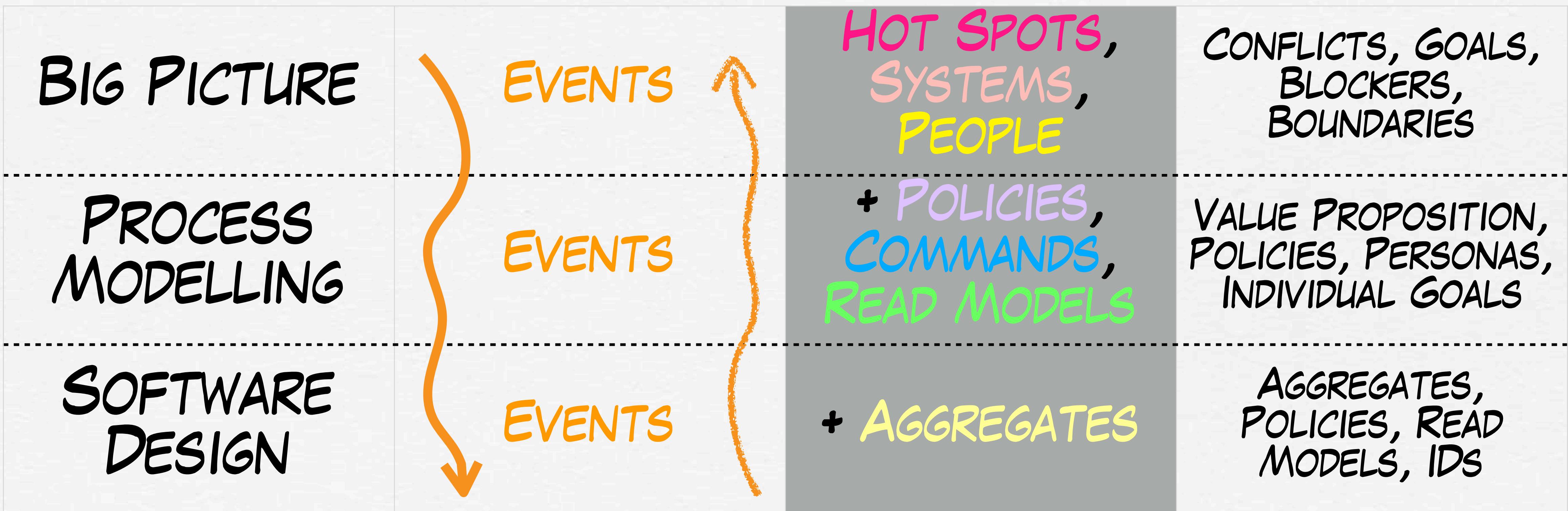
VALUE PROPOSITION,
POLICIES, PERSONAS,
INDIVIDUAL GOALS

AGGREGATES,
POLICIES, READ
MODELS, IDs

FROM VISION TO DETAIL (AND BACK)



FROM VISION TO DETAIL (AND BACK)



A TOOL FOR A PURPOSE-DRIVEN
ORGANIZATION

A TOOL FOR A PURPOSE-DRIVEN ORGANIZATION

WHO ARE WE MAKING HAPPY?





QUESTIONS?

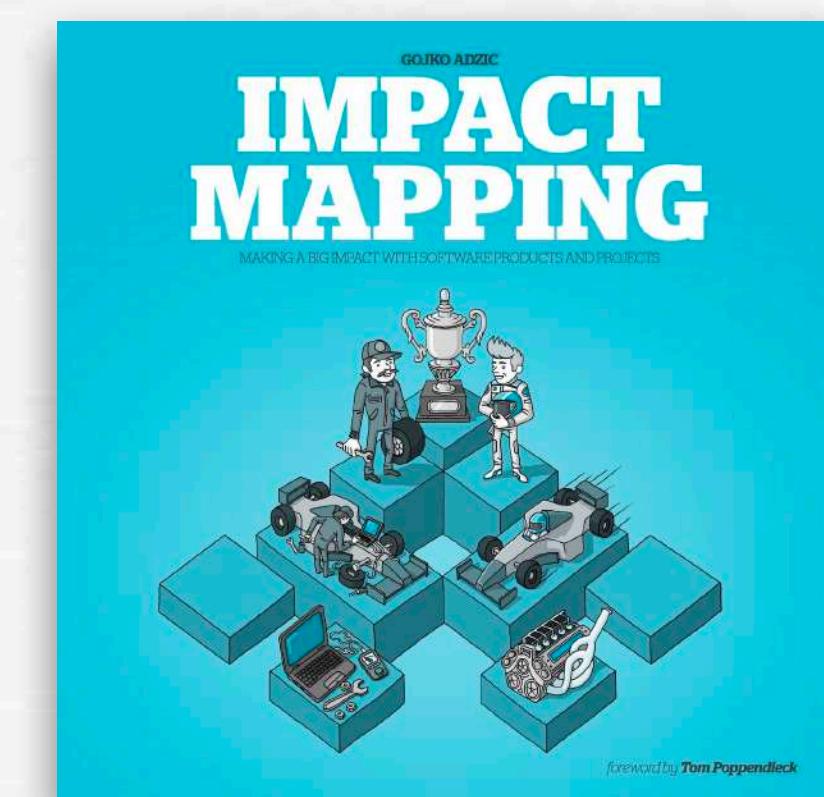
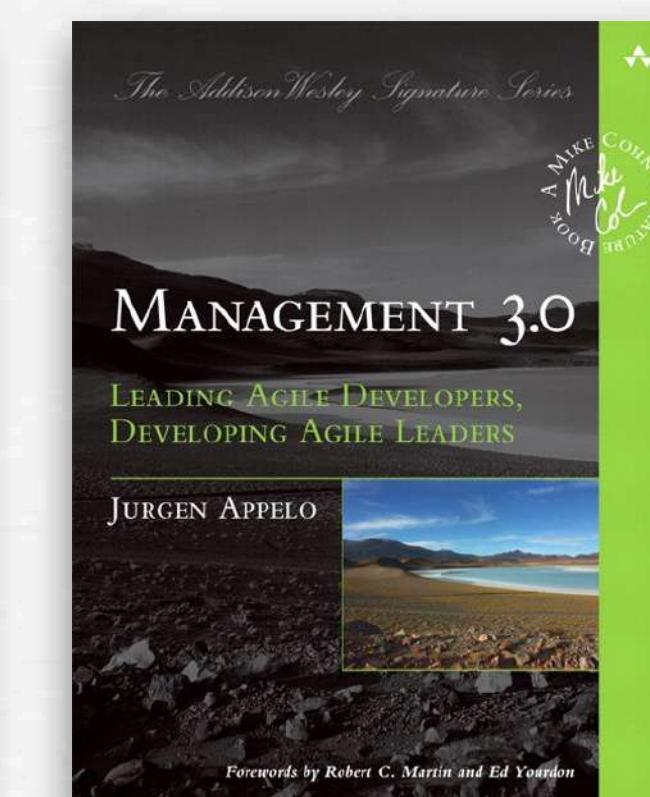
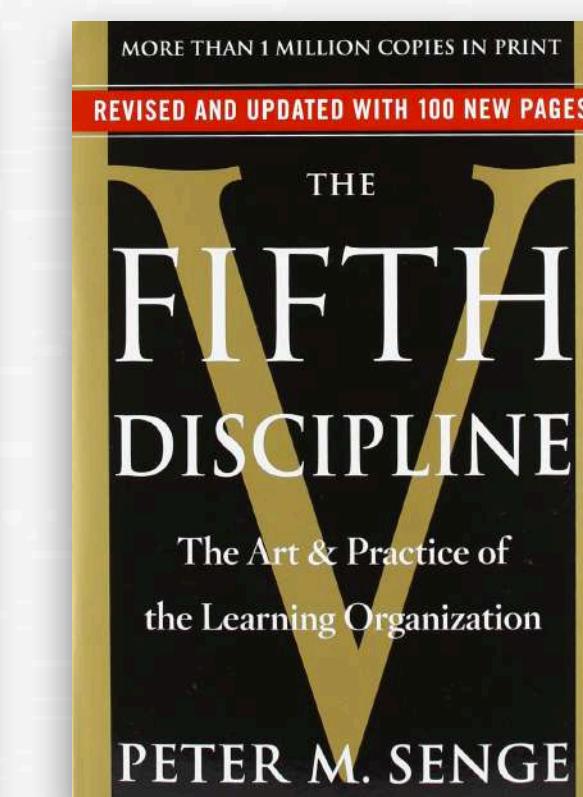
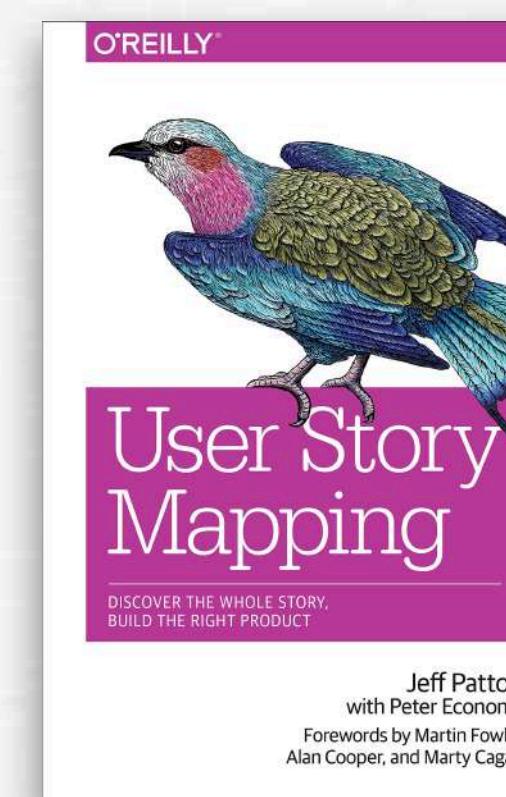
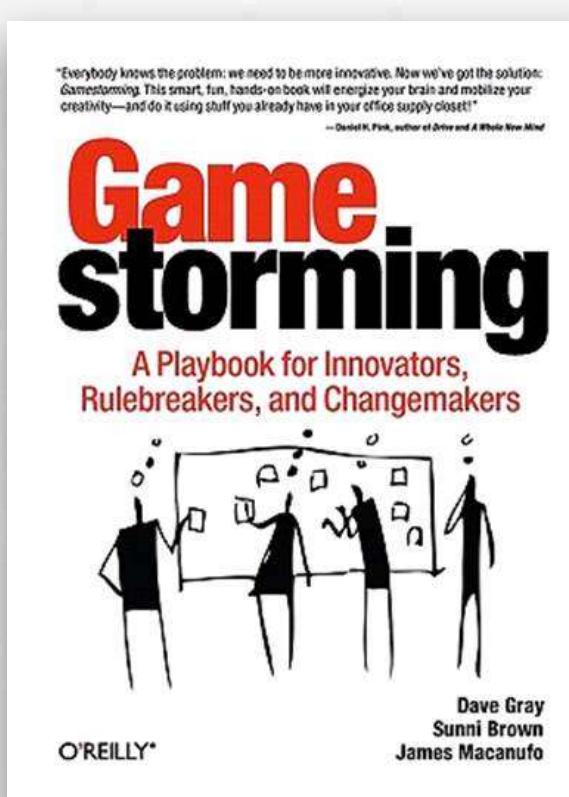
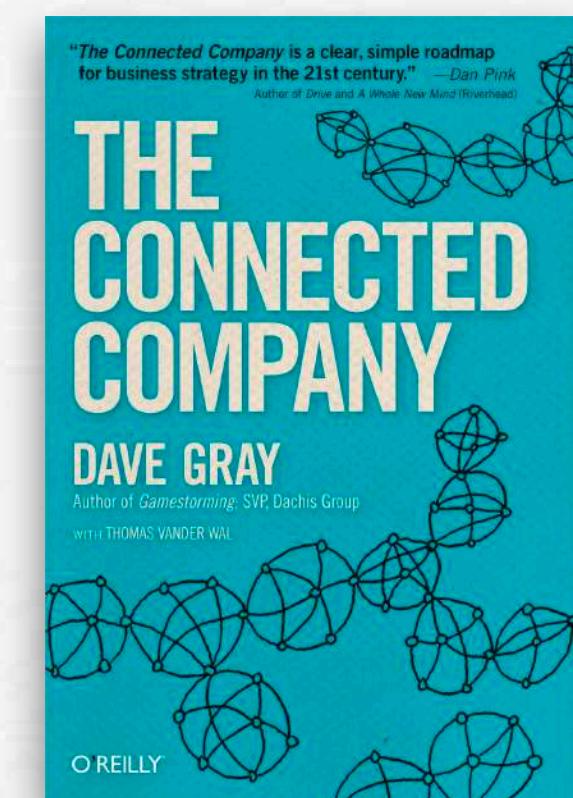
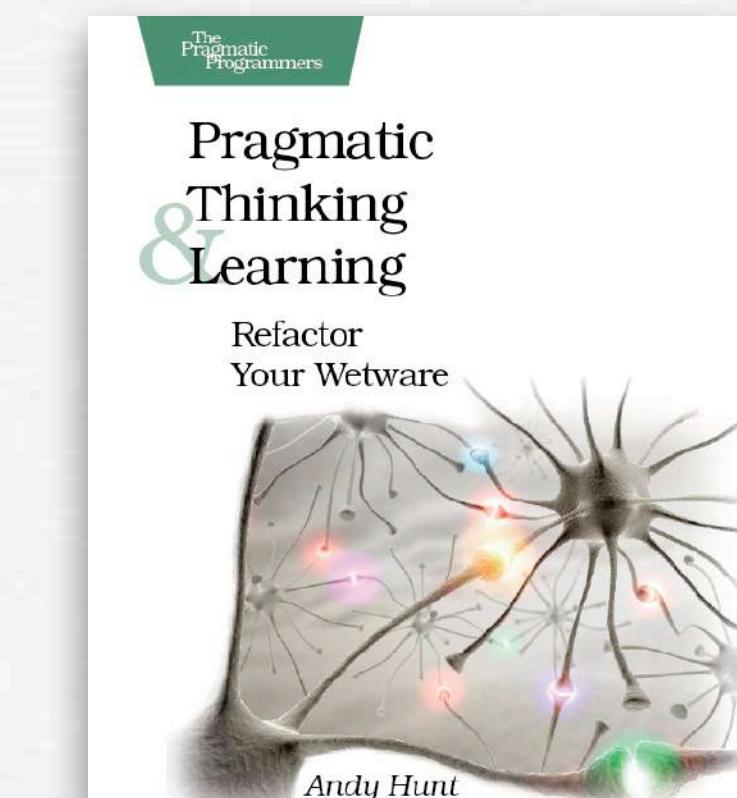
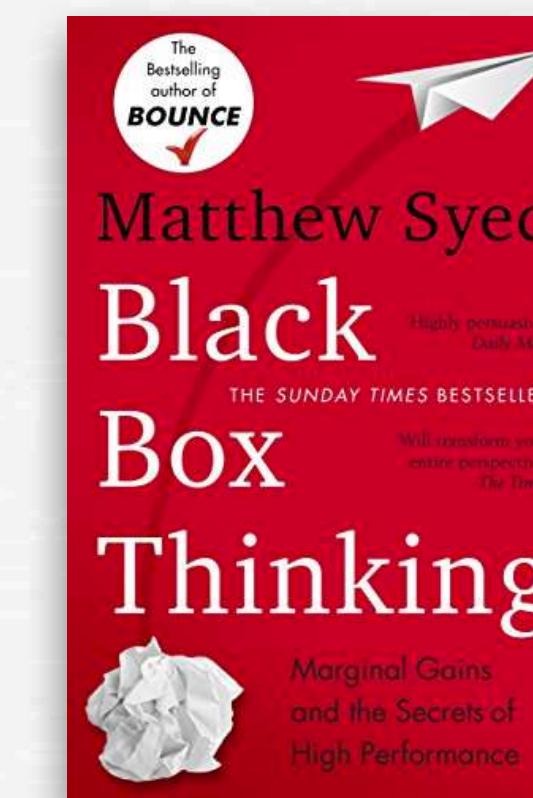
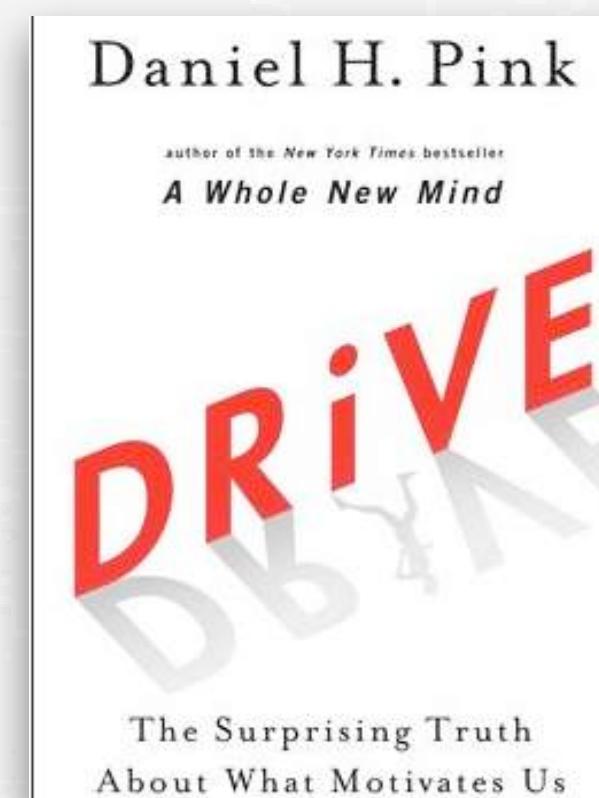
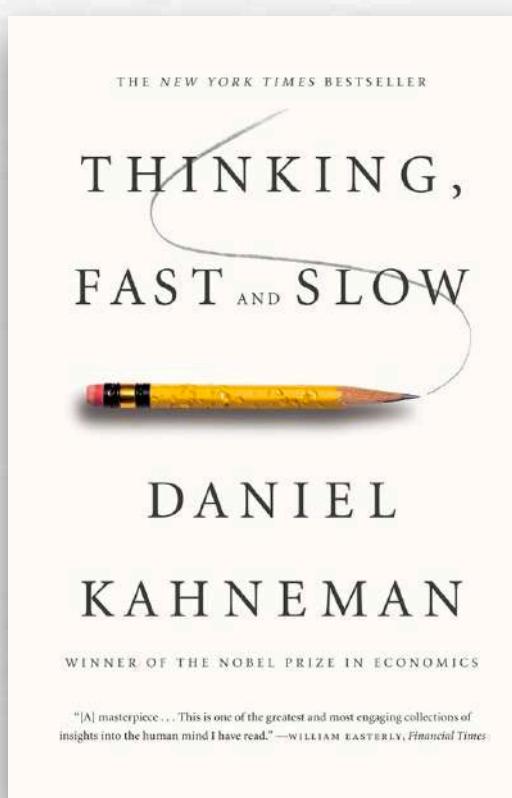
EVERY QUESTION IS
WELCOME, EXCEPT
“WHEN WILL YOU FINISH
THE BOOK?”



QUESTIONS?

THANK YOU!

REFERENCES



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