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| **Goal**   * Why are we doing this? Business goal! * Model for business value | * What does the organization get out of the whole thing? * SMART: Specific, Measurable, Action-oriented, Realistic and Timely * Problem to be solved, not the solution. (Avoid design constraints) * Not an impact on someone's behaviour |
| **Actors/Stakeholders**   * Who will be impacted by this? * Who can help to achieve the goal? * Who can obstruct? | * Primary actors, whose goals are fulfilled *players of a gaming system* * Secondary actors, who provide services (*the fraud prevention team)* * Off-stage actors, who have an interest *(regulators or senior decision-makers)* |
| **Impacts**   * How will this impact them? * How should their behaviour change? * How can they help? * How can they obstruct? | * Behaviour changes:   + start doing something   + stop doing something   + do something differently * This is your sphere of influence   + should include hypotheses and assumptions * Impacts are not product features   + Avoid listing software ideas   + Avoid implying solutions   + Focus on business activities |
| **Deliverables**   * What can we do to cause an impact? | * User stories, epics, tasks, product ideas * This is your zone of control   + no big assumptions * Options, not commitment |

