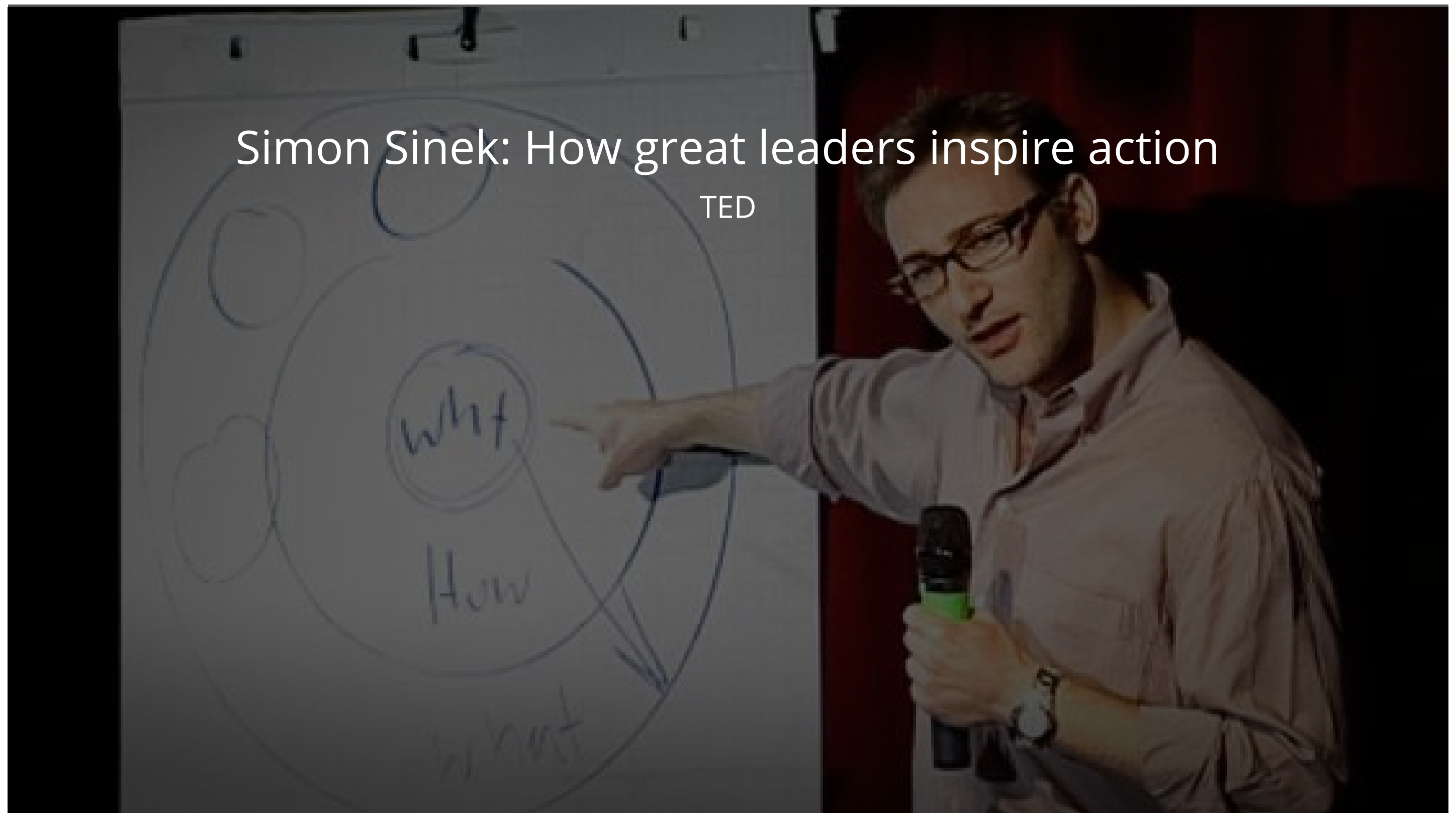


# Se denne først



# Why do we exist?

## WHAT

Every organization on the planet knows WHAT they do. These are products they sell or the services

*We sell computers, laptops, cell phones, tablets that are highly stylized and customer friendly.*

## HOW

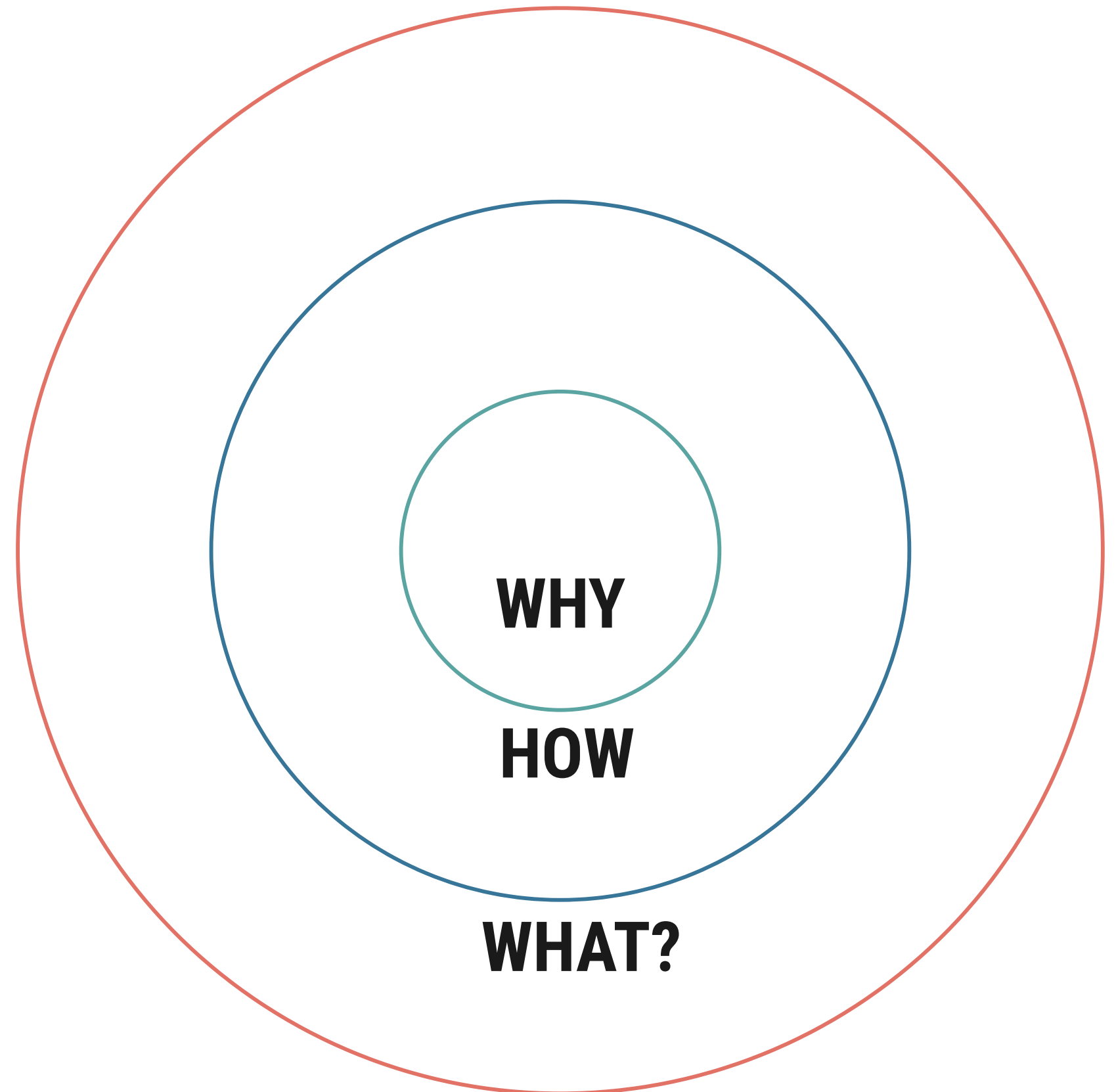
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

*To challenge the status quo, at Apple, we make sure our products are all beautifully designed, simple to use and user friendly.*

## WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization or project exists.

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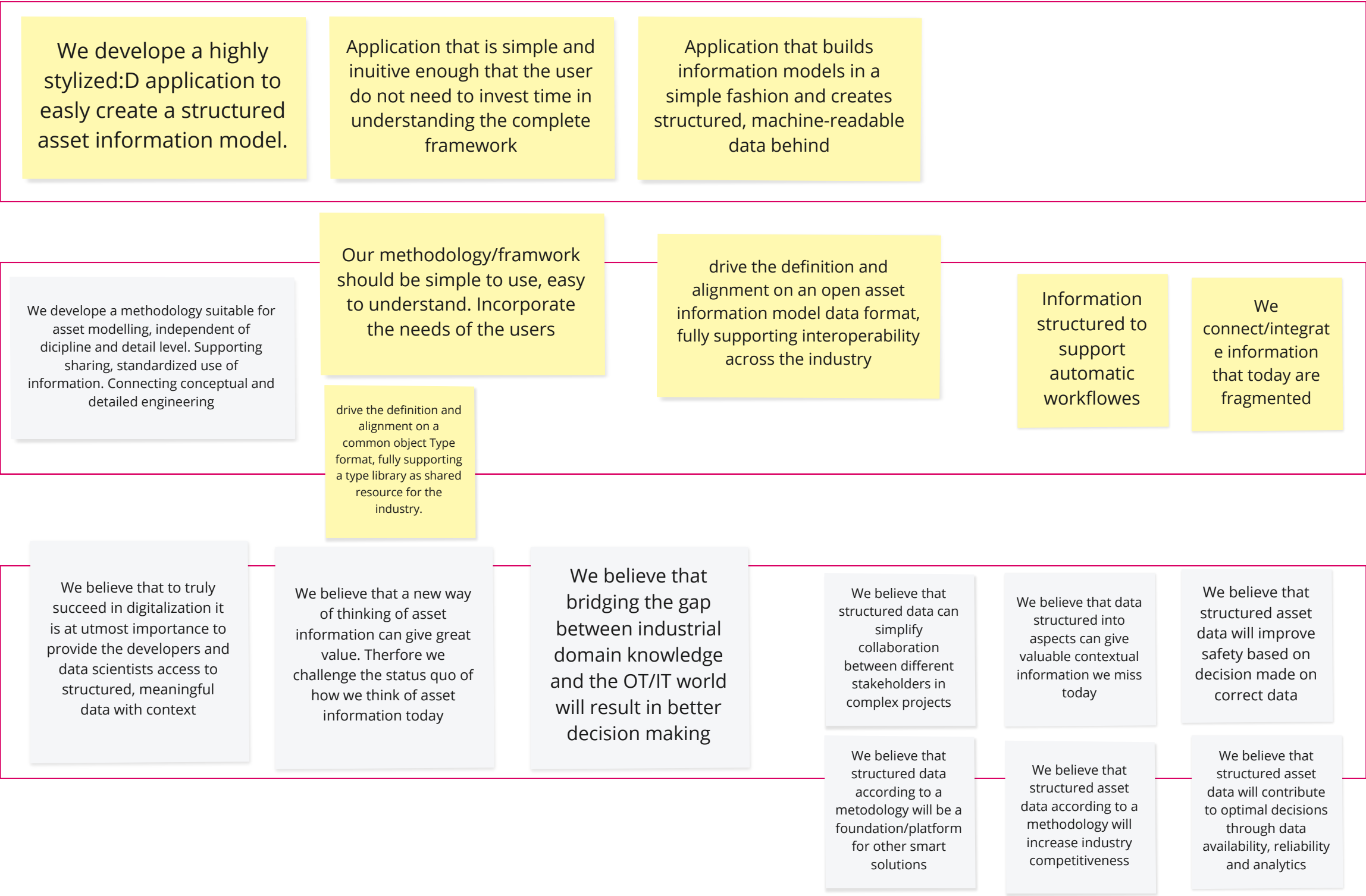
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# What is our story?

Telling a story is an excellent way to build new relationships with your potential customers and collaborators.

When telling your story its **important to emphasize the hero**. This does not mean any specific individual. It can be an organization, a team, an outside influence, an initiative from a 3rd party source (READI?).

People don't want to hear **why you created the company/organization**. They want to hear how your company has helped others like them to succeed.

## Today

- both requirements and technical information are, to a vast extent, fragmented. Each fragment gives just one piece of information and is structured according to particular needs
- The structure of technical information in current practice is almost flat. This lack of richness in standardized information structures impedes the exchange of structured data
- Today, manual processing of requirements and technical information has a huge cost. There is a strong incentive to reduce cost, and an increasing recognition that digital technology is a powerful enabler

## How and tomorrow

- The IMF is introduced to bring about a change in the way of working. The goal is that the industry should share a single (structured data) model of an asset with a rich, multidimensional structure.
- The resulting models serve to show how information is interrelated and support moving through the data using the perspective of choice
- They enable richer data to be exchanged or shared, they increase the breadth and quality of data, and open for automation of repetitive and tedious data processing tasks that today can only be done by human experts

## Train of thoughts story

The story about the discipline team that did not have to worry about if the data was correct. They could easily collaborate and share data with other disciplines since the data was structured. They had a proper context and understanding of what the data they received meant. They could easily see dependencies by viewing the interrelated data. They could automate much repetitive work since they had structured data as a basis, suitable for reasoning, analysis etc. They could increase the quality on what they delivered since less time was needed for administrative tasks on their data.

All because they and the other teams around them made a change in how they deliver/document/arrange data. From fragmented docs to structured data model

All this data they could view, modify, collaborate on in a user-friendly application intuitive to use. Based on a framework/methodology that supported their workflow etc.

# Identify your customer/users

Identify your users. who are they?

Use post-its to identify what level of priority they have as well.

An example could be:

Engineer - High Priority  
Department Head - Middle priority  
Communications lead - Low priority

high

middle

low

Project engineer  
- High priority

Project lead  
engineer - High  
priority

Project system  
engineer - High  
priority

Subject Matter experts  
- Low priority (They  
play there role in type  
editor)

# What brands / organizations do you want to collaborate with? Who are are competitors?

In this worksheet you will pinpoint where you see your competitors as well as collaborators.

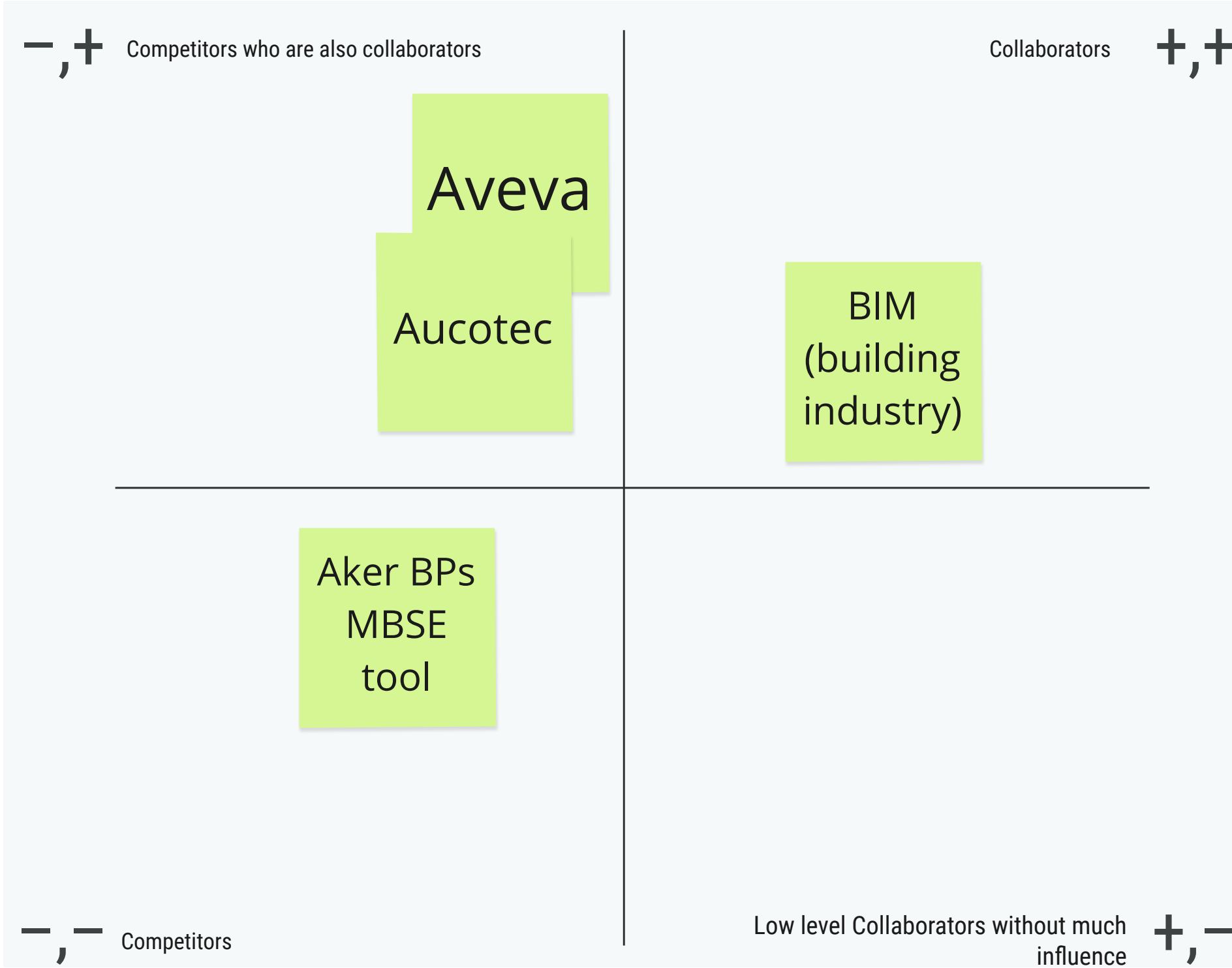
How much competition are they to your product/service? Or how little?

What about collaborators? Where do we see them fit into our plans and strategy for further growth and development?

Får ta en diskusjon her på hvor de egentlig ligger på skalaen

competitors

collaborators



# What 5 characteristics would you use to describe the product or service?

How do you percieve the product? Or how do you want it to be percieved? Do certain emotions stand out as you work with the product/service?

What about the goals and ambitions - can they be encapsulated in a word or two?

Try brainstorming seperately on each board. Then put them together in a collected board by discussing your word choices - and picking the ones that resonate the best.

Magnus

Effective

User-friendly

Ambitious

Scalable

Collaborative

Extensible  
(open source,  
suited for  
extra  
fucntionality)

Expansive?

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Erlend



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Magnus

Erlend

Write your one pager here...OR collaborate in Word.



# Write your one-pager

You should know your product/service well enough by now. At least you have quite a few guideposts to help you write your one-pager. Use the previous worksheets as reference points when you get stuck talking about the product/service.

Remember, you aren't giving your reader/customer/listener a lecture. You are trying to inspire them to see why you are trying to accomplish these goals. Then describe how you plan on accomplishing this using this service/product.

You are doing this for others, not yourselves. Who are your users?

NB ikke  
for TUNG  
fagspråk

# What problems are we helping solve for our customer/user?

It can be easy to get caught up in your product features or amazing deals, its important to take a step back and think about the problems that your customers/users are facing.

Is there something that your customer needs? what are competitors missing out on when it comes to helping solve the customer/user problems?

What will be the first experience?

