

Planning Demonstrations for 3 Customers

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Abstract

This document summarizes guidances to create a delivery plan for the demos and proposes an initial plan.

Pre-planning – initial checks

First of all, it is necessary to revisit how do the demos fit to the overall activities happening at GoodAI Consulting and check the steps which had happened before (Business Justification) and what will follow (Project Realization).

Business Justification – this needs to be clarified to set priorities correctly. What is the expected revenue for each project? What is the expected cost? (*assumption is that it is necessary to maximize profit, not to work on a project which someone likes the most*)

Project Realization – let's assume that demos will be successful. What will be the execution afterwards? Are required capacities/skills available? What are the expectations of the customer regarding the final delivery (not the demo)? (*winning the demo but not being able to execute would be a problem, right?*)

Basic principles

Although we could formalize this task as a set of equations, at the end, demos are delivered by people. It was proved 100x that some methodologies are a better fit. Let's define basic principles:

Agile/Kanban – iterate quickly, set a rough plan but be ready to change it (improve it). Let's work by priorities with focus. It is tempting to parallelize too much. There should be just 1 high priority item.

Fail Fast – in reality even the best requirements/specification are imprecise and people make mistakes. It is a MUST to have regular meetings with the customer before the big bang demo event.

Work by Priority – always and on all the levels (from project priorities to 1 hour tasks), from many options, choose the most important one.

Let's assume that the team will work in **1 week sprints**. At the end of each sprint, the **sprint demo** will be done with the customer.

Goal validation

Some requirements already exist and it looks like the implementation can start right away BUT talk to customers and check motivation/details/alternatives (preferred locations for rescue stations? KPIs for call center? Is it more important to save time or lower number of accidents in the navigation project?)

Time – the demo should be presented in 1.5m BUT which exact date? Some stakeholders will not be available and 1.5m can be 3 weeks for a customer but 3 months for a different one. Let's pick a date for each customer.

Plan

Let's assume that priorities (based on business value) and requirements were clarified and that we have 3 prioritized backlogs. According to the priorities, total capacity will be split e.g. 40%, 35%, 25%. In total, we have 60 slots to plan (6 sprints, 10 workers). Only 55 slots will be planned to accommodate surprises. The slots are split: 22, 19, 14. From each backlog, we will identify the minimum viable product (MVP) fitting the capacities. Each project's MVP will be planned as depicted in the picture. It balances focus and parallelism.

Most resources are allocated to a single project but another project is started in research mode. The picture captures also the skill constraint (e.g. 4 engineers, 2 machine learning experts, 2 DB experts and 2 UX/visual specialists).

Note that this is only an initial draft of the plan. It MUST be validated with the team and likely improved. Also, it will change as the project progresses.

