

Description of project area

I'm CIO of the biggest Russian private bank Otkritie (OpenBank). We are doing digital transformation and switching to agile approach for product and IT development. We have Bank Demo Day every two or three weeks on Fridays. It is organized event where ten teams show iteration results for customers, other teams, stakeholders and all bank employees who decided to come. Approximately 50-100 people come to a meeting and 30-80 connect remotely by webex. Now we are using open source html5 software for feedback collection after every team demo. But it was designed for students on-line tests and we would like to have a new one better suits our event.

For teams delivering demo, end-users and customers, DemoDay leader, middle and top managers who came to DemoDay to watch demos and give feedback, DemoDayApp is mobile application that improves digital experience and feedback collection. Unlike the current html5 app, our product will be easily installed, feedback can be sent offline, not only "during demo, results from previous DemoDay will be also available in the app.

Personas

All personas – are real people

Me – Kirill Menshov – CIO

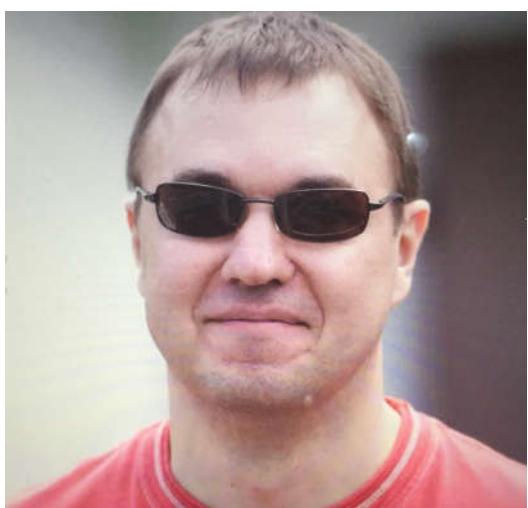
Oleg – DemoDay leader

Semen – Customer. Love to operate with bank through Digital channels.

Alexey – VP for retail bank services

Alexander – Mobile Bank application Product owner

Persona – Oleg in details



Oleg is responsible in the bank for IT agile processes and DemoDay organization. He really likes modern practices like agile, lean product management, design thinking, team approaches, etc. He is trying to improve IT operational efficiency and cooperation with business by means of new practices implementation. In some teams he is working as agile coach to help new teams establish processes and practices.

He loves to read about new experiences, collect all the available information about it, organize meetings to discuss new topics internally and finally find a team which would like to implement it for a pilot.

As a DemoDay leader he is responsible for the whole event organization. Including room and webex booking, customers and end-users invitations, schedule preparation, team announcement, application for feedback operation, feedback collection, most performing team rewarding.

Thinks	Oleg thinks that we are a big bank and we can make own mobile application. The current one was made for students answer collection for University and doesn't fit our requirements. Application should be more convenient for him and for others, should be branded and available offline .
Sees	Oleg sees that with current app significant part of members of audience don't provide any feedback. Usually he collects only 40-60 responses from 100-150 people.
Feels	Oleg feels a bit unhappy because he need to start feedback collection for every team when team demo starts and stop when team finishes. He sees that some people wasn't able to provide feedback but he has to switch app for a new team. He would like to collect more feedbacks for teams.
Does	Oleg organize DemoDay every two or three weeks depending on release trains schedule. Event lasts 1:30 – 2:00. Usually 8-10 teams show demo.

Problem scenarios and alternative pairs

Problem scenarios	Current alternatives	Value proposition
Oleg have to collect feedback for all the teams which show demo	He has to start and stop feedback collection for every team. Current app supports only one team feedback collection at one time.	New app will support feedback collection for all the team in offline mode.
Oleg spends some time to announce start and stop feedback collection for teams. Sometimes he needs to wait for feedback submitting.	On the server side of current app somebody should press start and stop buttons.	In new app Oleg will prepare team list for feedback collection before event. During event everybody will be able to give feedback for every team
Oleg unhappy when some important people could not come. They cannot provide feedback the same way	If somebody could not come he/she can see demoday video offline and send feedback to respective team or Oleg via email. But usually don't do it	New app will support offline mode and everybody can watch video off line and provide feedback through app any time.

Core value hypothesis

If we make off line mode for Demo Day app, Oleg will be able to collect feedback from users who watch demo video later. Oleg will collect more feedbacks than usual by 20% at least (because usually 20%-40% of online users watch video later statistically).

Testable child assumptions

1. If we make demo day app with offline voting, users will provide feedback after demo day event
2. If we make demo day app with offline voting, users who usually only watch video will install it
3. If we make demo day app with offline voting, users will launch it during video watching

4. If we place a banner (with demo day app) in video section of demo day, users who usually only watch video will click on it.
5. If we announce on demo day that app for offline feedback is available and provide qr-code, users will install app for later using

Priority	Assumption	Type of assumption	Explanation
1	If we make demo day app with offline voting, users will provide feedback after demo day event	Pivotal	The main idea for off line app is to collect feedback from users who watch demo day video off line. If they don't provide feedback offline than we need to step back. Maybe we need another features.
2	If we make demo day app with offline voting, users who usually only watch video will install it	Child of pivotal	To collect feedback we need users to install app. If they don't install app, maybe they won't provide feedback or we make wrong communication
3	If we make demo day app with offline voting, users will launch it during video watching	Child of pivotal	To collect feedback we need users to launch app. If they don't launch app, maybe they won't provide feedback or we make wrong communication
4	If we place a banner (with demo day app) in video section of demo day, users who usually only watch video will click on it.	Child of child	To install app users should find information about it somewhere and decided to do download and install it.
5	If we announce on demo day that app for offline feedback is available and provide qr-code, users will install app for later using	Child of child	To install app users should find information about it somewhere and decided to do download and install it.

Design sprint

Key questions for personas and problem scenario sprint

What problem do we want to learn about	How people who attend demoday provide feedback to teams who performing demo.
	Which difficulties they usually have, why we have feedbacks and votes less than 50% of audience.
	We need to increase feedbacks and votes quantity.

What screener will we use	We need people who usually come to demoday event and provide (or not provide and we need to know why) feedback. If subject come to demoday event or connect remotely we will try to recruit him.
Where will we recruit subjects	We will recruit subjects on demoday event at the entrance door and webex portal.

Key question for motivation sprint

What is hypothesis we are testing?	<p>Our core problem is: less than a half of people who attend demoday provide feedback</p> <p>Core hypothesis is: the reason of that is in current app for feedbacks and votes collection. It doesn't have sufficient user experience and people have only one option to provide feedback – to do it during every team demo.</p> <p>We think that: If we make nice app for demoday with offline feedback feature (not during team demo, but some time later) for people who come to demoday event we will be able to collect 20% more feedbacks and votes</p>
Test vehicles	<p>Wizard of OZ: The best way to prove or disprove hypothesis is to check it by working prototype, but it is costly and we need to develop most part of features.</p> <p>By means of this vehicle we can measure how many users will provide feedback. Will we get 20% more feedbacks or not</p> <p>Sales: We can make a banner to advertise app which allow users to provide off line feedback and measure how many personas will click on it.</p> <p>We need 2x – 3x times more clicks than usually collect feedbacks.</p> <p>Concierge: We can try to understand do people really wish to send feedback when they are watching videos. We can ask them to send emails with feedback in any format and measure emails quantity.</p> <p>We need to receive 20% additional feedbacks and votes</p>

Key questions for usability sprint

What are the user stories we are working on	<p>US1: Alex, as demoday attendee, watching a team demo and decided to provide feedback during demo</p> <p>US2: Alex, as demoday attendee, got a message and wasn't able to send feedback during demo, but he decided to provide feedback during demo of the next team for previous one</p>
---	---

	<p>US3: Alex, as demoday attendee, came with zero battery phone, but decided to provide feedback for every team when his phone is charged</p> <p>US4: Alex, as demoday attendee, got a flu and wasn't able to come to event, he connected via webex and decided to provide feedback.</p>
What are the major interface chunks or job we need to prototype	<p>US1: main app screen with demoday schedule: day, team list, each team demo begin and end time, demo in progress. Ability to click on demo in progress, fill in vote and feedback, send it.</p> <p>US2: ability to click on every demo frok schedule and provide vote and feedback.</p> <p>US3: A screen with all demodays from the past with abiliy to open past event and provide feedback to any team.</p> <p>US4: no special prototypes needed</p>

Key question for an architectural sprint

What are personas and user stories we are working	<p>Personas: people who attend online or offline demoday event</p> <p>User stories around demoday attendee who provide feedback online or offline to teams who perform demo</p>
What are the major chunks or job we need to build or find?	<p>We need to create database where we will store all information:</p> <ul style="list-style-type: none"> • Teams list • Demodays list • Demoday schedule • User profiles • Feedbacks and votes • Etc. <p>We need to create app for ios and android</p> <p>We need to make a server module where all the logic will be located.</p> <p>Web interface to server to prepare reports for teams with relevant feedbacks and votes</p> <p>Users will launch apps on their phones, apps will connect to server and download all the information about event, teams. People will fill in feedback and votes in apps. Apps will send feedback to server. Results will be available on web interface.</p>

Next steps

Hypothesis / Sprint topic	Validation notes
---------------------------	------------------

<p>Persona and problem hypotheses</p> <p>Describe your personas, how you have validated their existence and point of view.</p> <p>Describe your problem scenario, how you have tested and validated their importance.</p>	<p>Our personas are demoday attendees, we decided to recruit them at demoday entrance door. We meet them there and talk some time to validate our point of view: we think that they don't provide feedback because it is not convenient to do it.</p> <p>Our core problem is: less than a half of people who attend demoday provide feedback</p> <p>Core hypothesis is: the reason of that is in current app for feedbacks and votes collection. It doesn't have sufficient user experience and people have only one option to provide feedback – to do it during every team demo.</p> <p>We talk with personas and got a feedback why they don't provide feedback.</p>
<p>Value hypothesis</p> <p>Describe your core value hypothesis and how you have validated it</p>	<p>Our core problem is: less than a half of people who attend demoday provide feedback</p> <p>We think that: If we make nice app for demoday with offline feedback feature (not during team demo, but some time later) for people who come to demoday event we will be able to collect 20% more feedbacks and votes</p> <p>We made a banner on internal portal: if you would like to provide feedback to teams later – you can download special app and calculate how many people click on it. We also sent email to people who watched demo offline asking them send us feedback in any form and got some new feedbacks.</p> <p>Based on mentioned above we decided that personas and problem hypothesis are validated and we can go next step</p>
<p>Usability hypothesis</p> <p>Describe your key user stories and how you have validated the interface you are using</p>	<p>User stories around demoday attendee who provide feedback online or offline to teams who perform demo:</p> <p>US1: main app screen with demoday schedule: day, team list, each team demo begin and end time, demo in progress. Ability to click on demo in progress, fill in vote and feedback, send it.</p> <p>US2: ability to click on every demo from schedule and provide vote and feedback.</p> <p>US3: A screen with all demodays from the past with ability to open past event and provide feedback to any team.</p> <p>To validate interface we built a prototype with major screens and functions. Prototype was tested on real personas to prove usability.</p>
<p>Architectural hypothesis</p>	<p>Our key epics / modules are:</p>

Describe the key epics you want to implement.
How you have validated your choices.

- Apps for ios and android
- Database
- Server
- Web interface for teams

We challenge our architecture for simplicity – is it possible to make same features with less components. We also decided to use opensource software for all components.