

Le Wagon 21.06.2018

DLG Training Day I

October 13, 2018

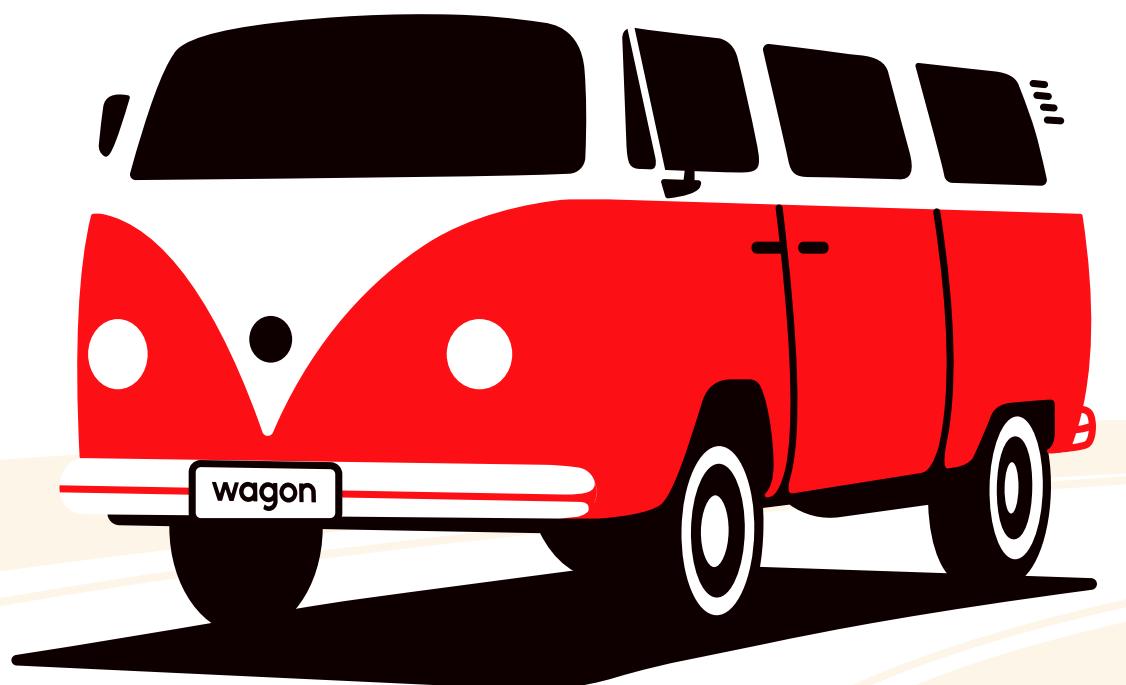


le wagon



Transform a client brief

into a comprehensive project plan



Hello.

Maria Altyeva

Graduated from Yale University

In Shanghai since 2014

8+ years of experience as a developer
and technical project manager

Le Wagon instructor in 5 cities



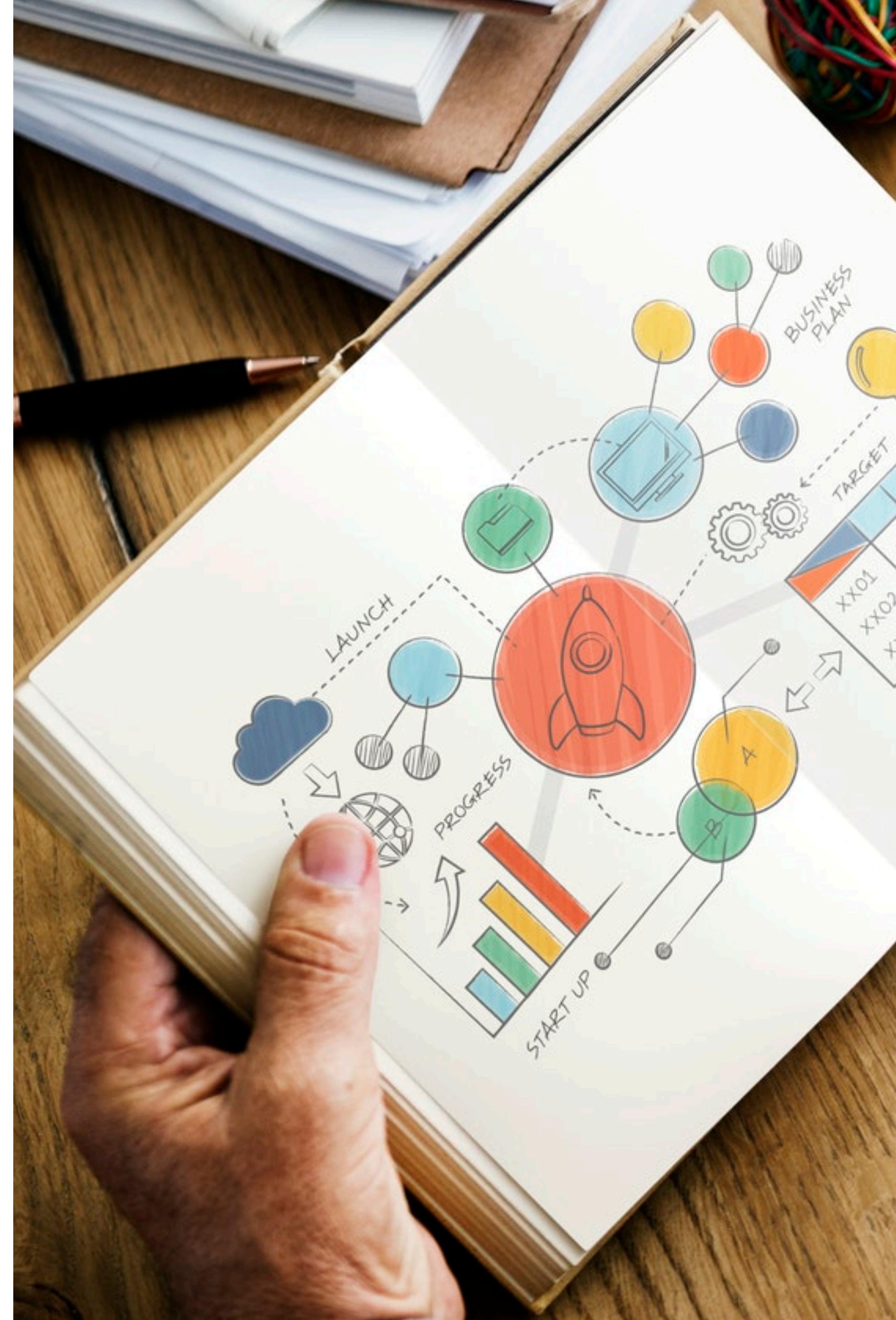
Outline.

Understanding a Project Brief

Writing User Stories

Creating a Mock-Up

Building a Database

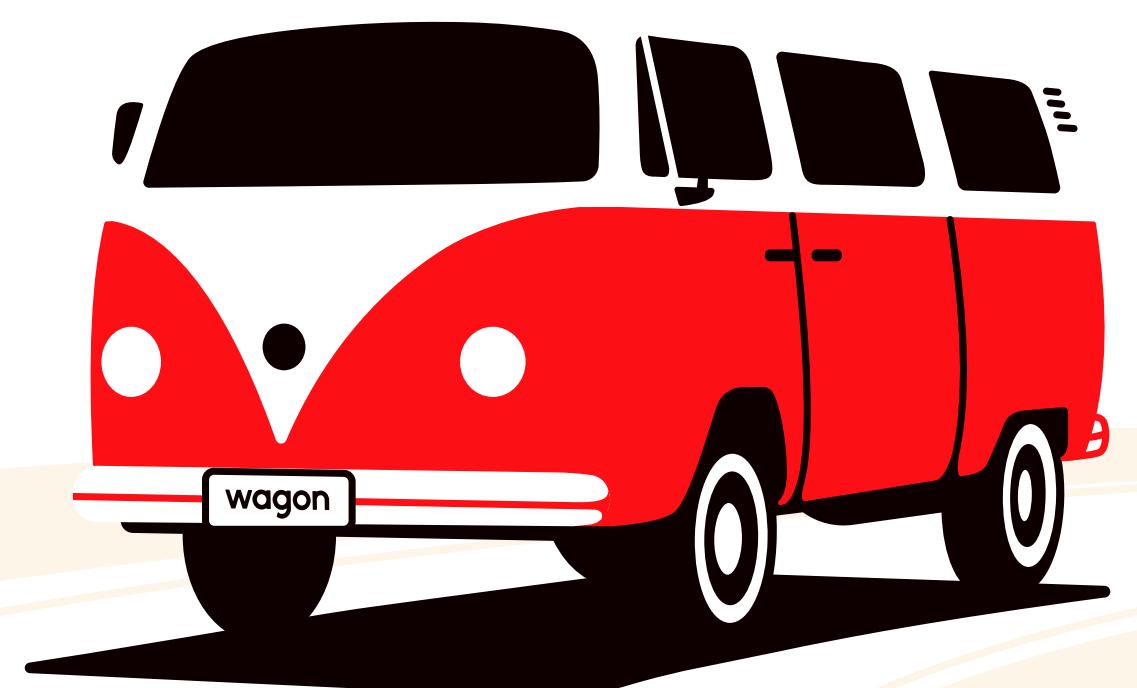


Part I

Transform a business brief into
function-able specifications



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Why are we here?



Features product management



Trello Agile Board

Boards | Inspiring Boards | Public

Agile Board

Done (6)

- Review Tech partner pages
- Make sure sponsors are indicated for Tech Talk
- Top 10 Trends list - Forbes
- TBC Webinar: Ship Now, Not Later
- 1:1 Nancy
- Lead Gen Mandrill stats

Current Sprint (5)

- Going live with server deployment
- Google Adwords list of referrers

In Progress (3)

- Android App new landing page
- Analytics
- Branding guidelines

IT Solutions page (1)

Q3 Webinar Content Planning

Email campaign - February

Design frontend development UI/UX

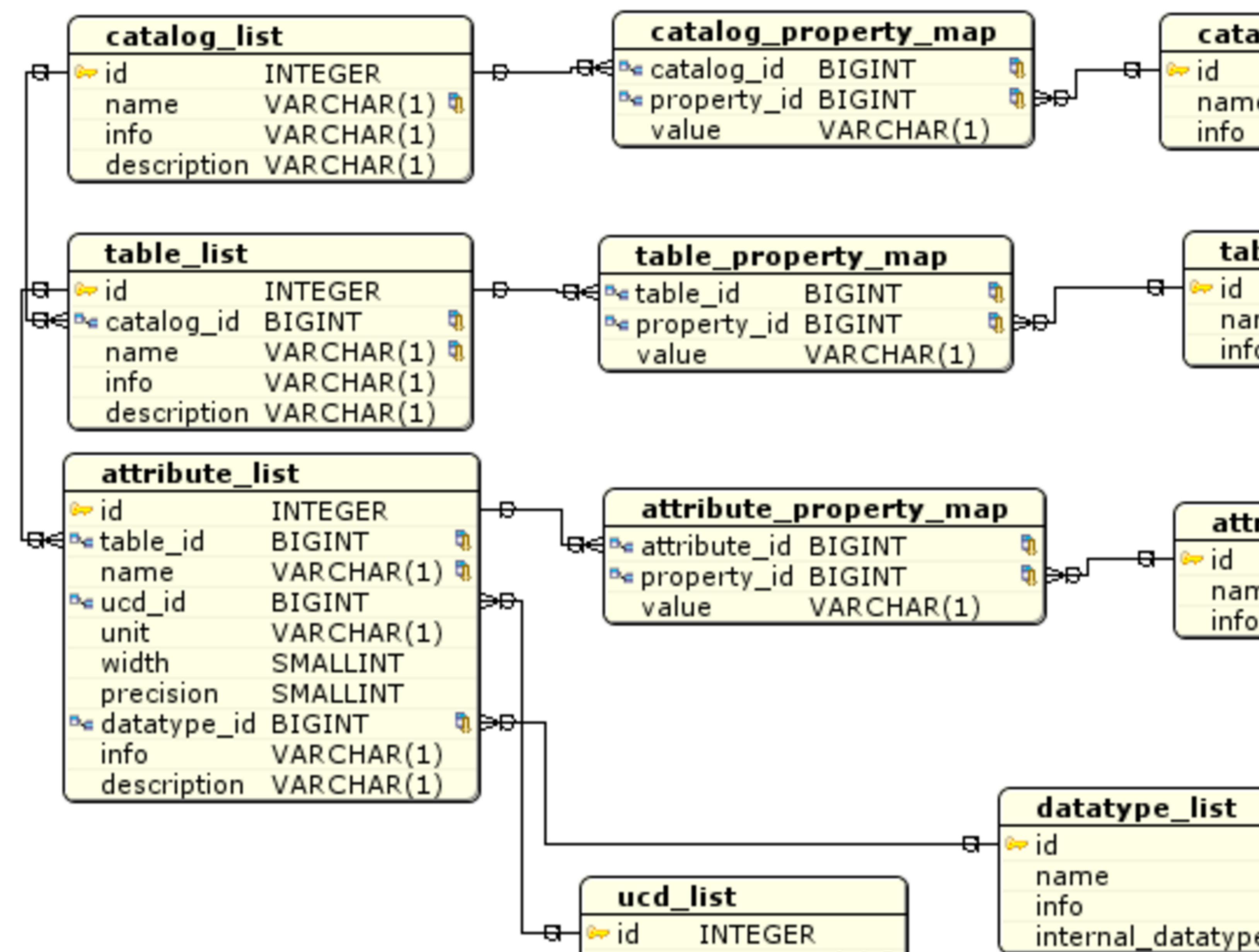


[Start now](#)
[SIGN UP](#)
[Write a story](#)
[Free trial](#)

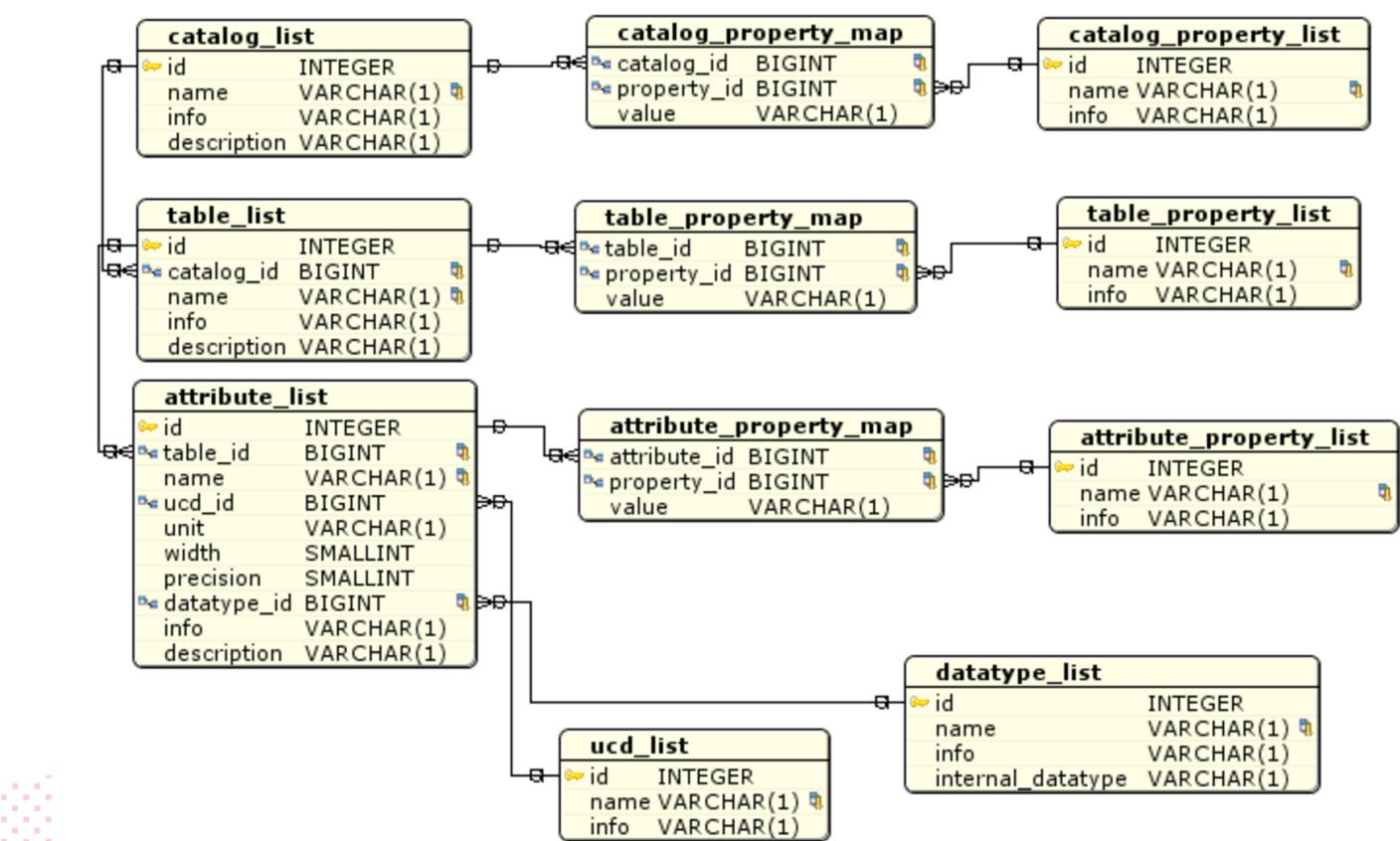
Sign in X

[Sign in](#) [I forgot my password](#)

Architecture backend development



You



The screenshot shows a travel booking website interface:

- Top Bar:** "Start now", "Write a story", "SIGN UP", "Free trial".
- Sign In Modal:** Fields for "Email Address" and "Password", a "Sign In" button, and a "I forgot my password" link.
- User Profile:** A circular profile picture of a man, followed by a sidebar with "Search Medium", "New story", "Import story", "Drafts and stories", "Stats", "Publications", "Profile", "Settings", and "Sign out".
- Bottom Metrics:** 6,418 Upvotes, 509 Submits, 35 Made, 27 Collections, 23,346 Followers, 1,413 Following.

The screenshot shows an Agile Board on Trello:

- Boards:** Agile Board, Inspiring Boards, Public.
- Agile Board:** Current Sprint tasks include "Going live with server deployment" and "Google Adwords list of referrers".
- Current Sprint:** Tasks include "Android App new landing page", "Analytics", and "Branding guidelines".
- In Progress:** Tasks include "CSS Rules", "Retail order", and "Mobile UI reboot".
- On Hold:** Tasks include "IT Solutions page", "Q3 Webinar Content Planning", and "Email campaign - February".
- Next-up:** Tasks include "Data Analytics podca", "PR Firm outreach", "List of vendors for ba", and "Google Adwords bes".
- Analytics:** A chart titled "Google analytics data - Q1" showing trends over time.

Technical Estimate

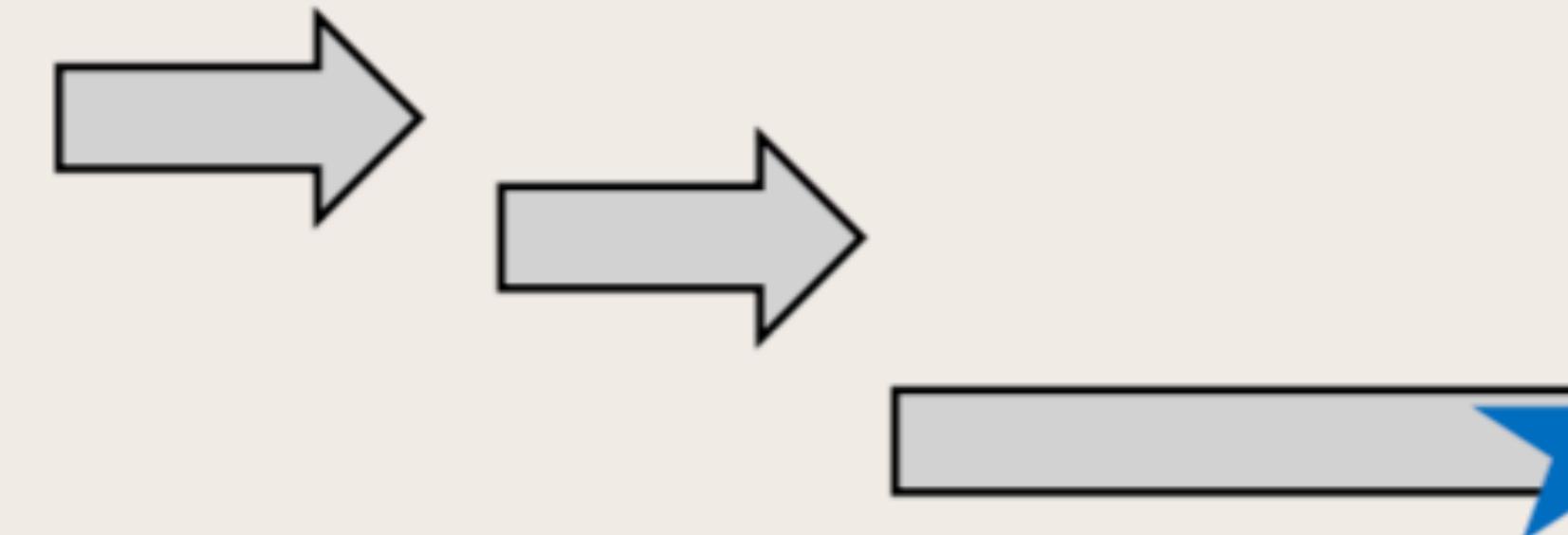


FRONT-END work stream

UX & core creative

UI wireframe

Layout Mockup



BACK-END work stream

API definition

API development(global & local)

API integration testing



INTEGRATION

Mini-program development

Back-end integration

Development testing

UAT testing

\$\$\$

Estimate

Quotation

- Est. 479,600 RMB (b/f tax)



Visual Estimate

Out-of-scope services (or assets
needed from marketing)

- Creative ideas for [] campaign
- Creative experience implemented within mini-programs
- Visual & art direction for [] campaign
- Copywriting about the [] campaign and the products





Co go cieszy?

Wiek: 32 l.

Co go cieszy?

Understand your design brief



POOR DESIGN BRIEF
= LACK OF UNDERSTANDING
= FAILURE



GOOD DESIGN BRIEF
= GOOD UNDERSTANDING
= SUCCESS



Who is the client.

- Who is the project created for?
- What does the product/service focus on?
- What is the company's mission and vision?
- Who are the final deliverables for?



“We need a website”



“Why?”



What is the project.

Give an overview of the project by defining the **what** and the **why**.

- Why is the client tackling the project?
- What are the needs and expectations of the project?
- What is the project about? Is it a website, an H5, a MiniApp?



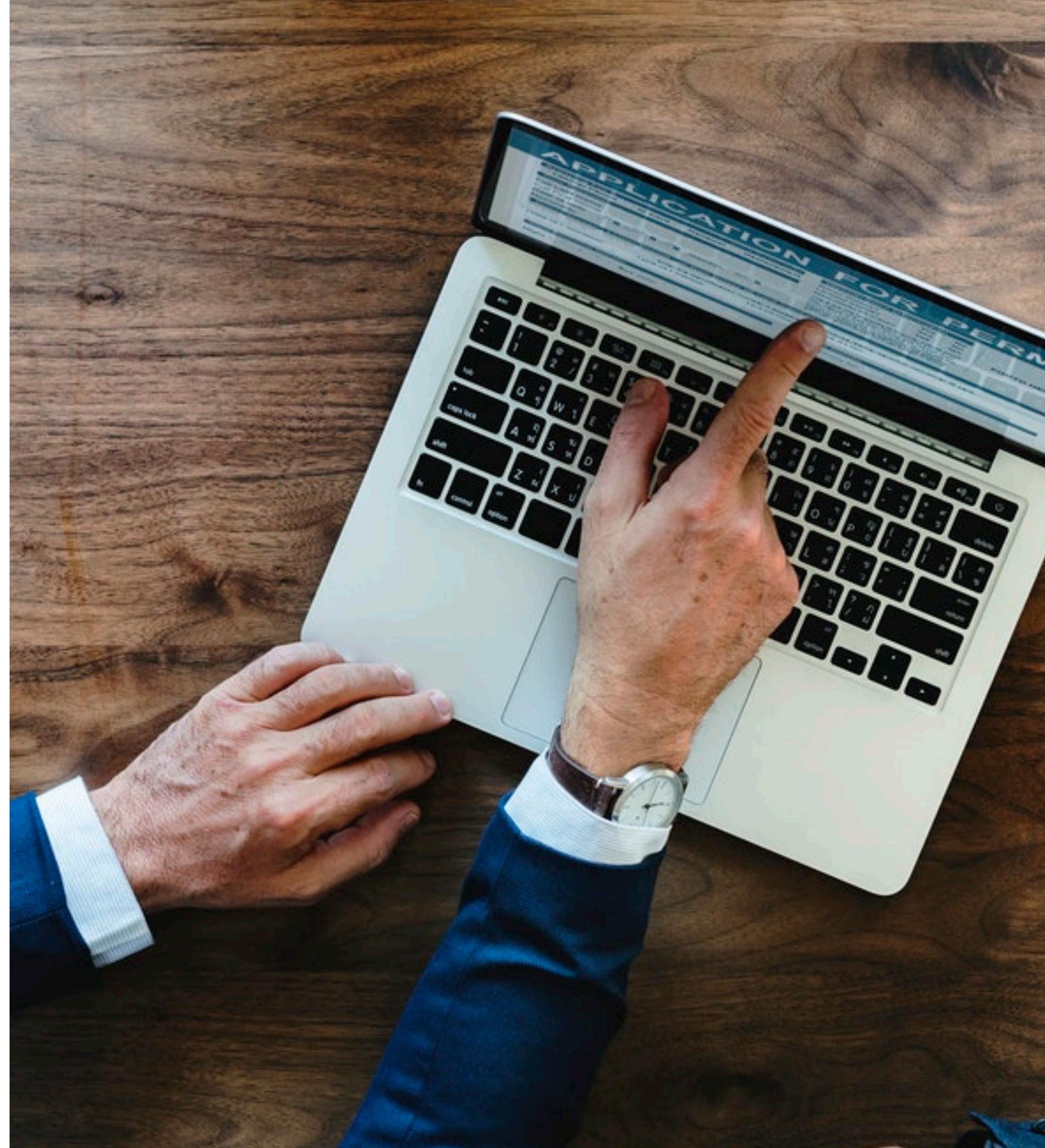
“Why?”



What are the objectives.

A project's success will be measured depending on whether the objectives are reached or not, so **it's critical to have clearly defined goals.**

Set **SMART** objectives for your project



S.M.A.R.T. goals

✓ **Specific**: Who? What? Where? Why? When?

✓ **Measurable**: What are the metrics? Any numbers or percentages to reach?

✓ **Achievable**: Do you have resources and skills to reach the goal you are setting?

✓ **Realistic**: Does it match your organization's overall goals?

✓ **Timely**: When will you finalize this project?



SMART Goals challenge

Create a SMART goal list
for a personal/work goal



Who is the target audience

Who is the client's target audience?
What is their demographic?

This is essential not just internally, but
for the **service provider**

Often, this is done by defining a **user
persona**.



What is the

schedule & budget

Identify the **final due date** and schedule the team's efforts to reach specified milestones along the way

Set both **internal** and **external** deadlines for project milestones

Identify the key positions of the technical team involved in the project.



The tech team

Mini Program Design & technical development

- Project management
- UX & UI design
- API Development (if choose Magento integration solution)
- Technical Development
 - Solution 1: without Magento system;
 - Solution 2: with Magento system

231,888 (solution 1) – 281,888 (solution 2)



The tech team

- Team structure
- Account manager
- UX sr manager + UI specialist
- Technical solution project manager
- Front-end & back-end solution developers
- QA specialist



The tech team

 Project Manager

 Backend Developer

 Front-End Developer

 UI/UX Designer

 MiniApp Developer

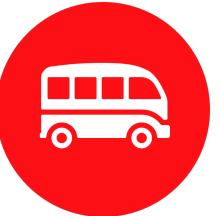
React Native, iOS, Android, Data Architect, QA.. etc..etc..



How do you define success?

Every project needs to have **internal and external** success measurements to evaluate the success of the project and identify processes that can be improved in future projects.

Did you meet the client's expectations?
What feedback did your team receive?
Did you meet the deadlines and project milestones?
Where do you see room for improving efficiency in your team's process?



Project Brief challenge

'Cartier' approaches you to create a new website for its China presence.

Write down the following:

- Five questions to ask the client before beginning the process
- Five questions to ask the IT vendor before beginning the process



Project Brief challenge

What are the main objectives of the project?

Can you incorporate them into the SMART framework?



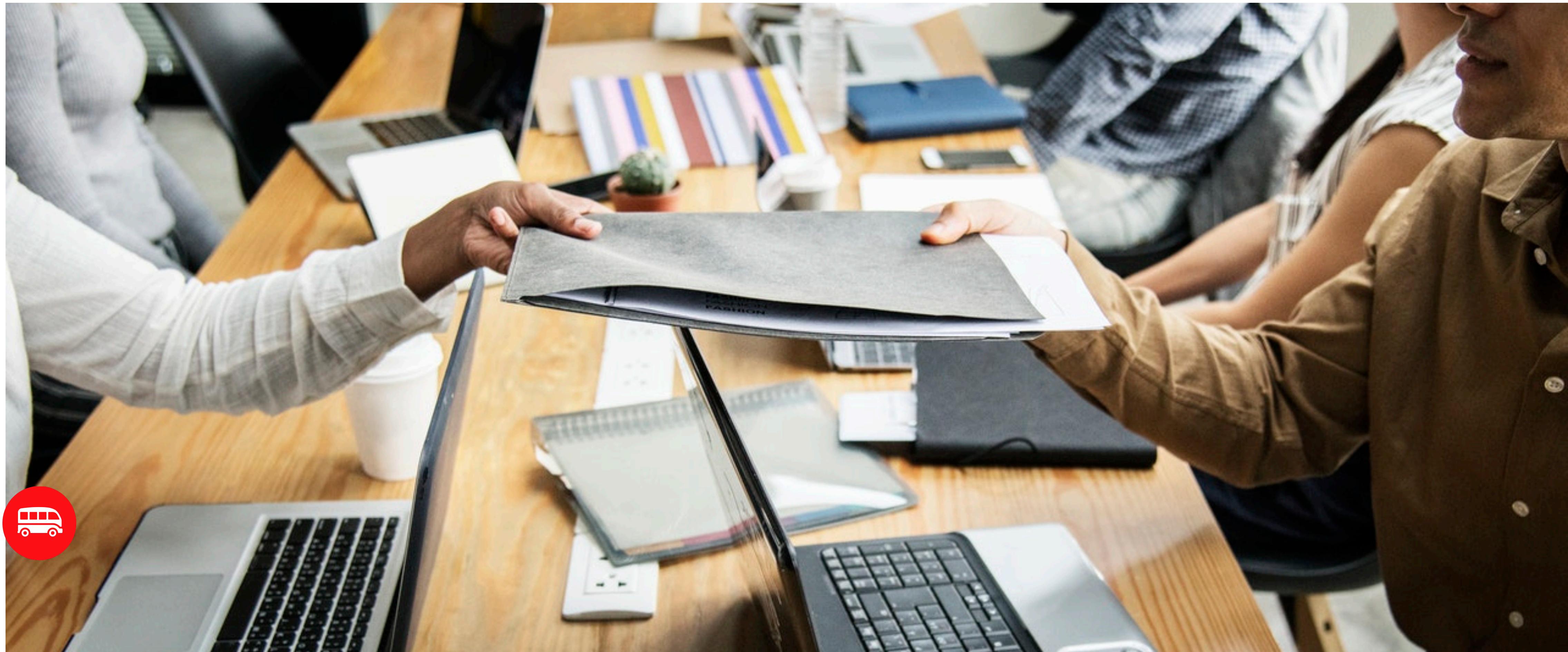
Part II

User stories as the bridge between
you and your technical team



User stories

are natural



“I would like to continue reading the article later when I’m on my way home without needing to find the exact spot where I left off.”

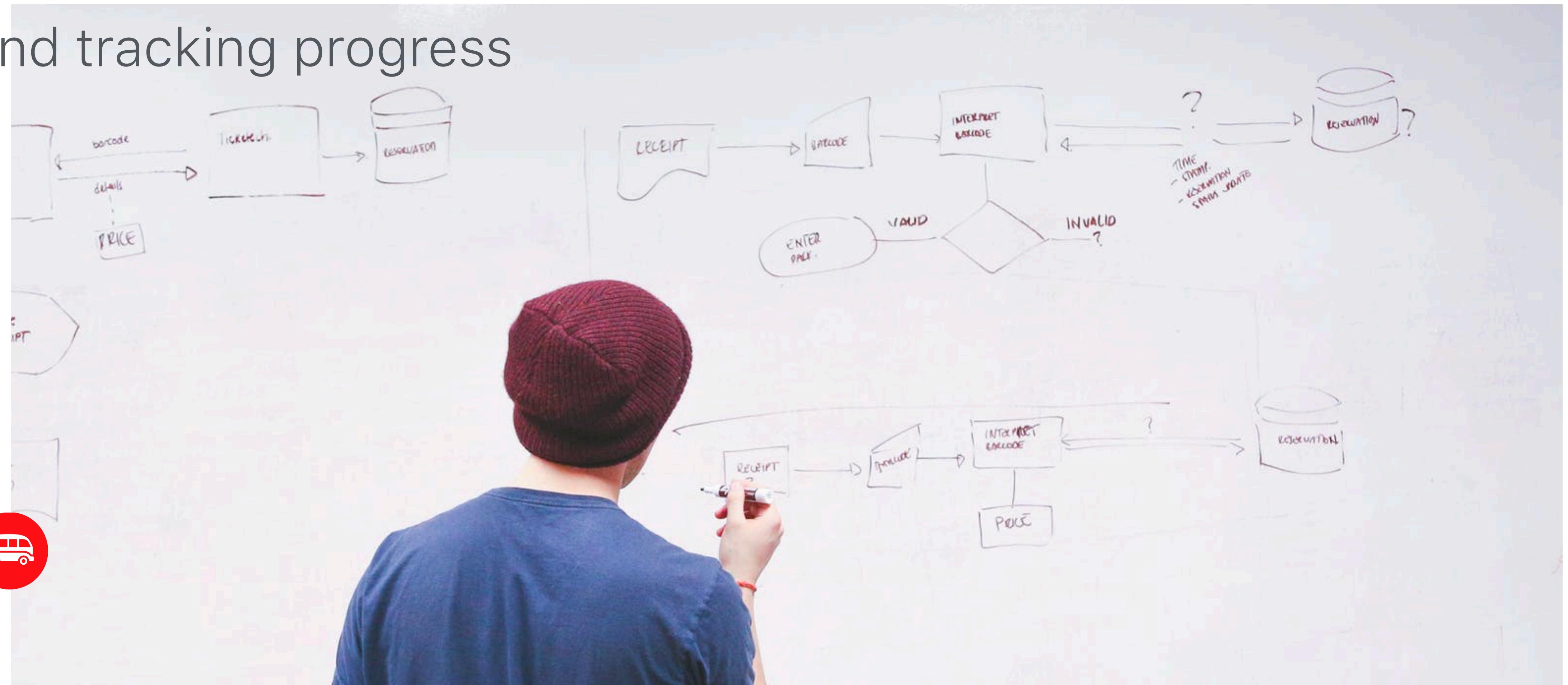


“I would like to be able to log in using my WeChat account to avoid going through time-consuming registration processes.”



User stories

are the fundamental unit of communication
and tracking progress



User Stories

combine the business and the technical



**Replace the “I” in the statement with
a user role**



**“As a buyer on Taobao, I want to see
the cheapest option first”**



**“As a renter on Airbnb, I want to see
the apartments in the city I choose”**



User Story challenge

What are some other user stories you see on websites?



“As a ... I need to ... in order to ..”



Who

a functional role

What

the feature or service

Why

business value



Key **takeaway**

The perspective of the **client** is:

“What **business value** does this user story have for my company?”

The perspective of the **development team** is:

“What is the **implementation** of this user story and how **complex** is it to accomplish?”



User Story challenge

**Create 4 user stories
for a daily task**



A user story must have value to someone

A complete user story will make the project

- Easier to understand
- Have fewer steps
- Collect better information

The highest priority stories are stories that affect the most users



The INVEST Model

Good user stories are...

INDEPENDENT

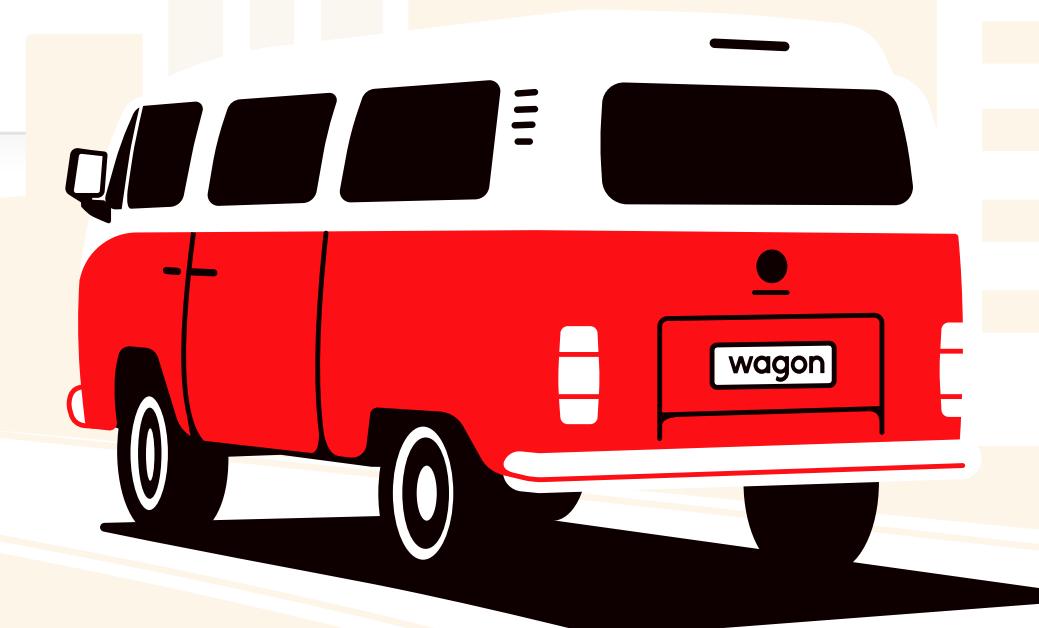
ESTIMABLE

NEGOTIABLE

SMALL

VALUABLE

TESTABLE



Project Brief challenge

You are challenged with creating a mini program for a high-end jewelry brand. The jewelry brand wants the ability to send a personalized video message celebrating valentine's day with purchase through the Mini App.



Project Brief challenge

The Mini App should have 2 functions:

Gift find that helps gift giver to easily find the right video

A function that allows the gift giver to attach a personal video to the card.



Project Brief challenge

Create at least 8 user stories
for your project



Key takeaway

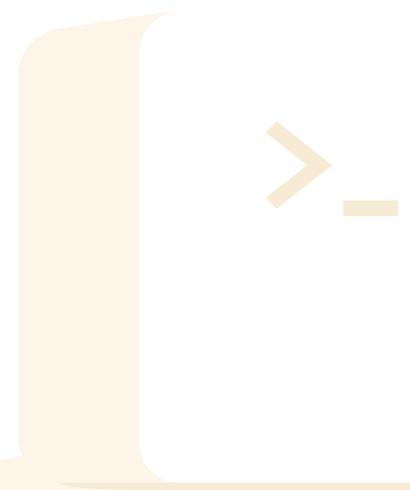
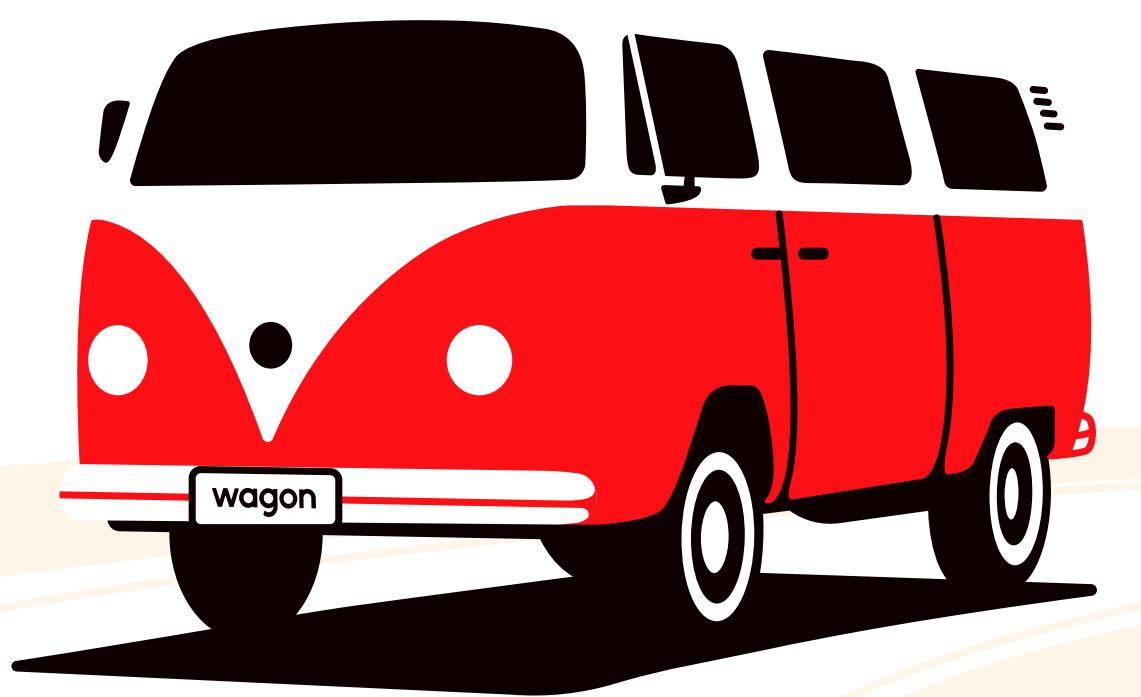
Product owners must have the courage to ask for what they believe their customers/ clients/ stakeholders want

The whole team must focus on the end user's needs

Everyone involved can test the user stories in a shared environment.



Thank you.



Lunch Break.

