How non technical folks can plan a software project

Seven Techniques

Technique List

- System Focused
- I.P.O.
- Business Logic
- Data Model

- Customer Focused
- Actor Analysis
- User Journey
- User Stories

- Combined: Wireframes

Let's think about Curry...
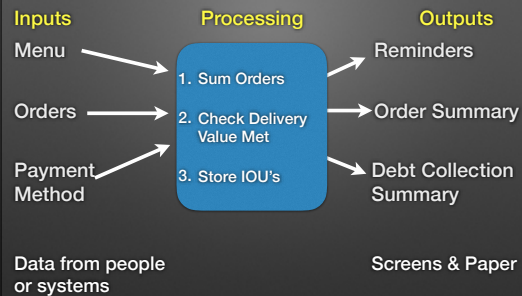
Method #1
Inputs, Processing, Outputs

Method #1
Inputs, Processing, Outputs

Easy & Clear

Whiteboard
Pen & Paper
Word Processor

Inputs, Processing & Outputs

Inputs
Menu

Orders

Payment Method

Processing
1. Sum Orders
2. Check Delivery Value Met
3. Store IOU's

Outputs
Reminders

Order Summary

Debt Collection Summary

Data from people or systems

Screens & Paper

Method #2

Business Logic

Are you good at spreadsheets?

Method #2

Business Logic

Accurate Communication of Rules

Tools:
Spreadsheets

Slide 1

Method #3

Data Model

What data exists for each "thing"

Slide 2

Method #3

Data Model

Saves Time

Tools:
Word Processor /
Spreadsheet

Slide 3

Data Model

Staff

Field Name	Data Type / Comment
First Name	Text up to 15 characters
Last Name	Text up to 40 characters
Email	Text up to 40 characters
Password	Text up to 20 characters (encrypt)

Menu

Field Name	Data Type / Comment
Title	Text up to 30 characters
Description	Text up to 200 characters
Price	Currency

Slide 4

Method #4

Actor Analysis

(1) Who

(2) Tasks To Do

(3) Typical Situation

(4) Desire / Feelings

Slide 5

Method #4

Actor Analysis

Good Details
Customer Empathy

Tools:
Whiteboard
WordProcessor

Slide 6

Actor Analysis - (1) Who

- Aaron - Eats Curry

- Cassandra - Order Manager

- Shirev - Sells us Curry

- Terry - Software Manager

Slide 7

Actor Analysis - (2) Tasks To Do

- Aaron - Eats Curry

  - Place Internal Order (with payment or IOU)

  - Change an Order

  - Pay

  - Pay off IOU

Slide 8

Actor Analysis - (2) Tasks To Do

- Cassandra - Order Manager

  - View All Internal Orders

  - Place Combined Order with Shirev

  - Collect & tick off payments

  - View IOU's
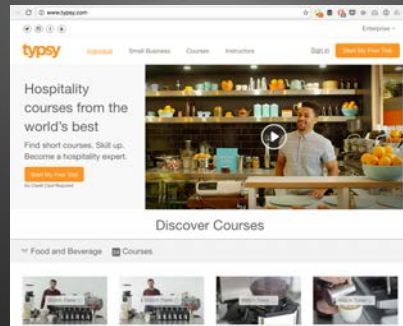
  - Collect IOU's

Slide 9

Actor Analysis - (3) Typical Situation

Actor Analysis - (4) Desire / Feelings

- Cassandra

  - It's a hassle in her world, she's busy, the phones are ringing and quite frankly, she was sick of Curry two years ago.

  - She hates it when petty cash is wrong because she's got to tell her boss and he's a sociopath.

Typsy Example

Typsy Example

- (1) Who - Hospitality Staff

- (2) Tasks to do - Register, Watch Video, Rate etc

- (3) Typical Situation - Mobile Phone, In Breaks or Public Transport

- (4) Desire / Feelings - This is more than a job, it's my craft. I want to show my capability.

Typsy Example

- (1) Who - HR / Training Manager

- (2) Tasks to do - Enrol, Promote Content, Review / Report

- (3) Typical Situation - Desktop computer in the office.

- (4) Desire / Feelings - I need to prove I'm effectively delivering training

Method #5

User Journey

A single users experience from start to end...

Method #5

User Journey

See Lifecycle & Key Moments of Truth
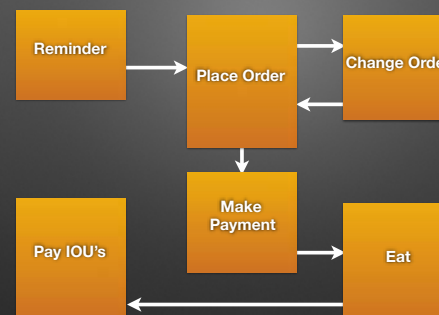
Whiteboard
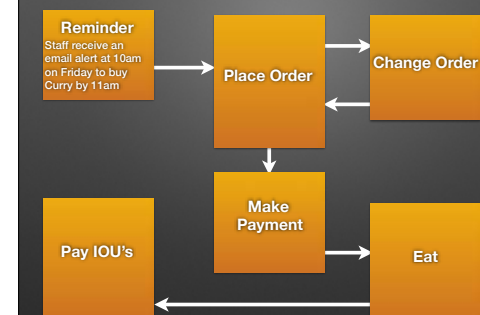Flow Chart or
Illustration Software

Mac: Omnigraffle, Sketch
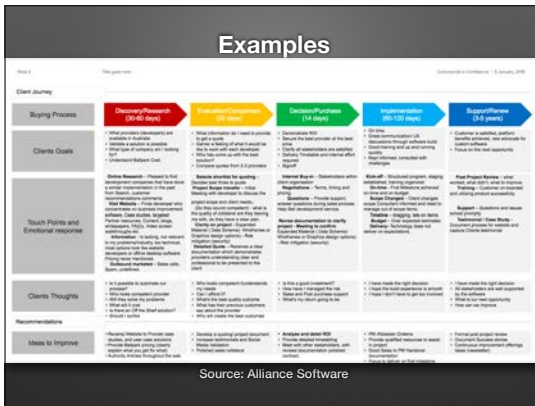Windows: Viso

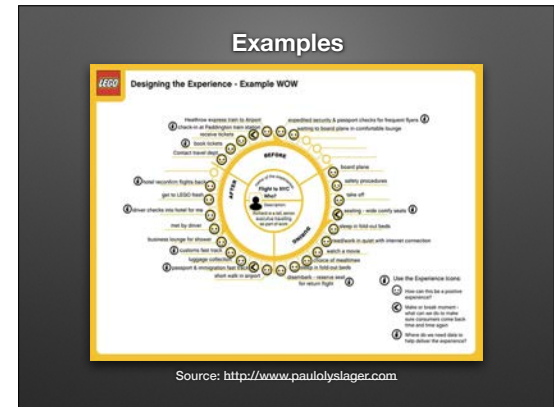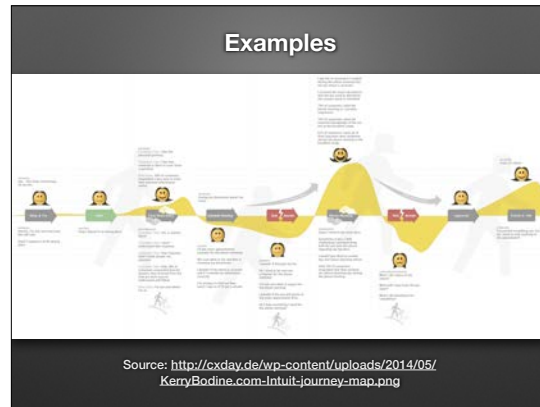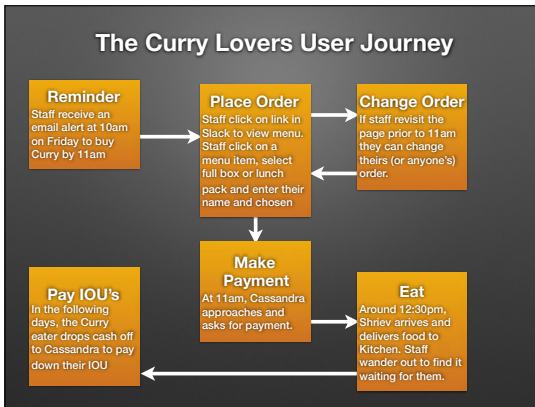## Remember the "(2) Tasks" in Actor Analysis

- Aaron - Eats Curry

  - Place Internal Order (with payment or IOU)

  - Change an Order

  - Pay

  - Pay off IOU

The Curry Lovers User Journey

The Curry Lovers User Journey

The Curry Lovers User Journey

Reminder
Staff receive an email alert at 10am on Friday to buy Curry by 11am

Place Order
Staff click on link in Slack to view menu. Staff click on a menu item, select full box or lunch pack and enter their name and chosen

Change Order
If staff revisit the page prior to 11am they can change theirs (or anyone's) order.

Make Payment
At 11am, Cassandra approaches and asks for payment.

Pay IOU's
In the following days, the Curry eater drops cash off to Cassandra to pay down their IOU

Eat
Around 12:30pm, Shriev arrives and delivers food to Kitchen. Staff wander out to find it waiting for them.

Examples

Source: http://cxday.de/wp-content/uploads/2014/05/KerryBodine.com-Intuit-journey-map.png

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Examples

Source: http://www.paulolyslager.com

Examples

Source: Alliance Software

Method #6

User Stories

As a curry lover, I want to…

Method #6

User Stories

Written Requirements
Customer driven development tasks

Tools:
Paper Cards
Spreadsheet
Kanban Software

User Stories

- Also an extension of *(2) Tasks in Actor Analysis*

- As a <type of user>, I want <some goal> so that <some reason>.

- As a Curry lover, I want to place an order because I'm hungry.

- As a Curry lover, I want to change my order because I'm indecisive.

User Stories

- Be concise

- Contract for a conversation

- Who writes them?

- When are they written?

User Stories

- What's an Epic?

- Acceptance Criteria:

  - Orders are only accepted from people who's IOU's are under $30

  - Orders are only accepted from people who's IOU's are less than 4 weeks old

  - Order Changes are rejected after 11am

Method #7

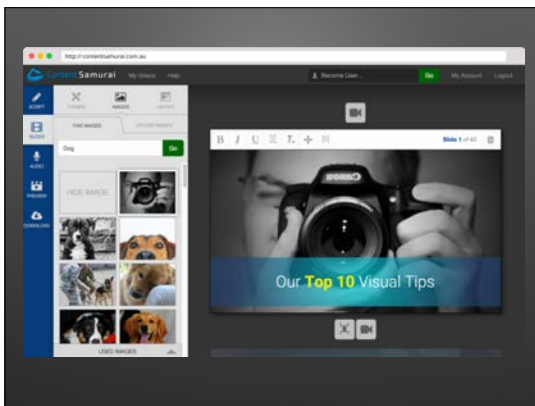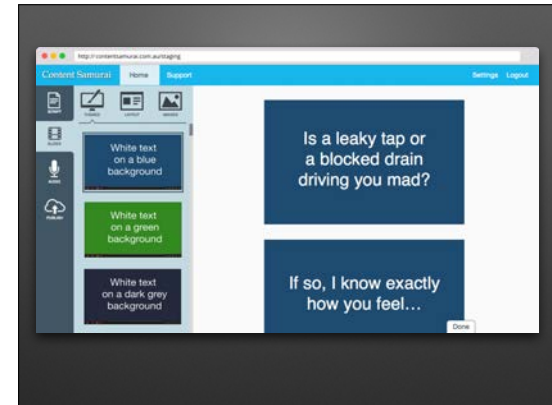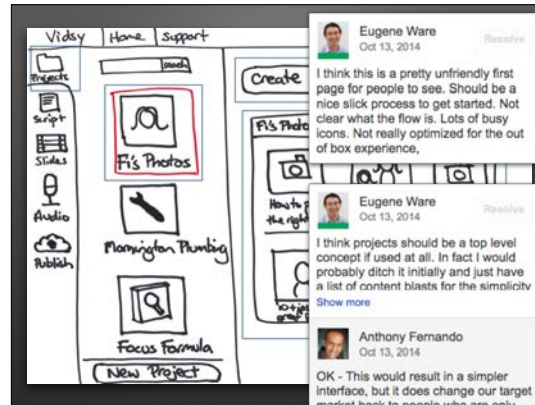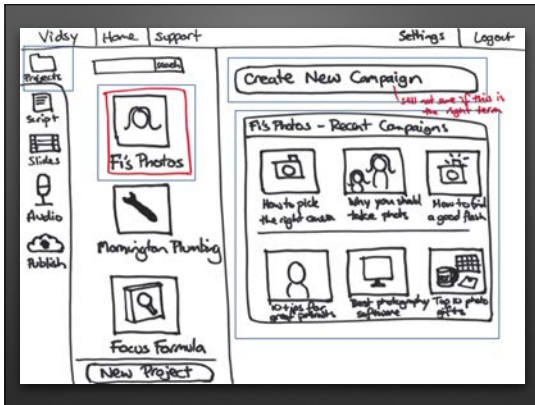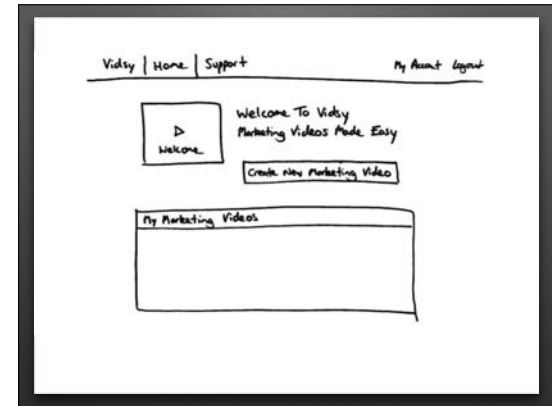**Wireframes & Sketches**

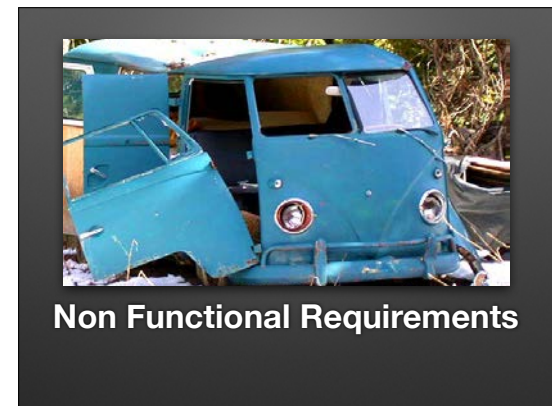Because people are visual

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Method #5

Wireframes & Sketches

Tie everything together
Test solutions
Flush out misunderstandings

Pen & Paper
Presentation Software
Balsamiq Mockups
Drawing Software

Vidsy | Home | Support   My Account Logout

Welcome To Vidsy
Marketing Videos Made Easy

Welcome

Create New Marketing Video

My Marketing Videos

Vidsy | Home | Support   Settings | Logout

Projects
Script
Slides
Audio
Publish

Create New Campaign

I still not sure if this is the right term

Fi's Photos

Fi's Photos - Recent Campaigns

How to pick the right camera
Why you should take photos
How to find a good flash

Mornington Plumbing

Focus Formula

10 tips for great portraits
Best photography software
Top 10 photos of the year

New Project

Vidsy | Home | Support

Projects
Script
Slides
Audio
Publish

Create

Fi's Photos

Mornington Plumbing

Focus Formula

New Project

Eugene Ware Oct 13, 2014   Resolve

I think this is a pretty unfriendly first page for people to see. Should be a nice slick process to get started. Not clear what the flow is. Lots of busy icons. Not really optimized for the out of box experience.

Eugene Ware Oct 13, 2014   Resolve

I think projects should be a top level concept if used at all. In fact I would probably ditch it initially and just have a list of content blasts for the simplicity
Show more

Anthony Fernando Oct 13, 2014

OK - This would result in a simpler interface, but it does change our target market back to people who are only

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Content Samurai   Home   Support   Settings Logout

White text on a blue background

White text on a green background

White text on a dark grey background

Is a leaky tap or a blocked drain driving you mad?

If so, I know exactly how you feel…

Done

Content Samurai   My Videos   Help   Become User... Go   My Account   Logout

FIND IMAGES   UPLOADING IMAGES

Dog   Go

HIDE IMAGE

USED IMAGES

B I U E ⌄ +   Slide 1 of 40

Our **Top 10** Visual Tips

Technique List

- System Focused
- I.P.O.
- Business Logic
- Data Model

- Customer Focused
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- User Journey
- User Stories

- Combined: Wireframes

Non Functional Requirements

Non Functional Examples

- Performance

- Browser Versions

- Responsive

- Hosting Requirements

End Session 2