

ACE 302

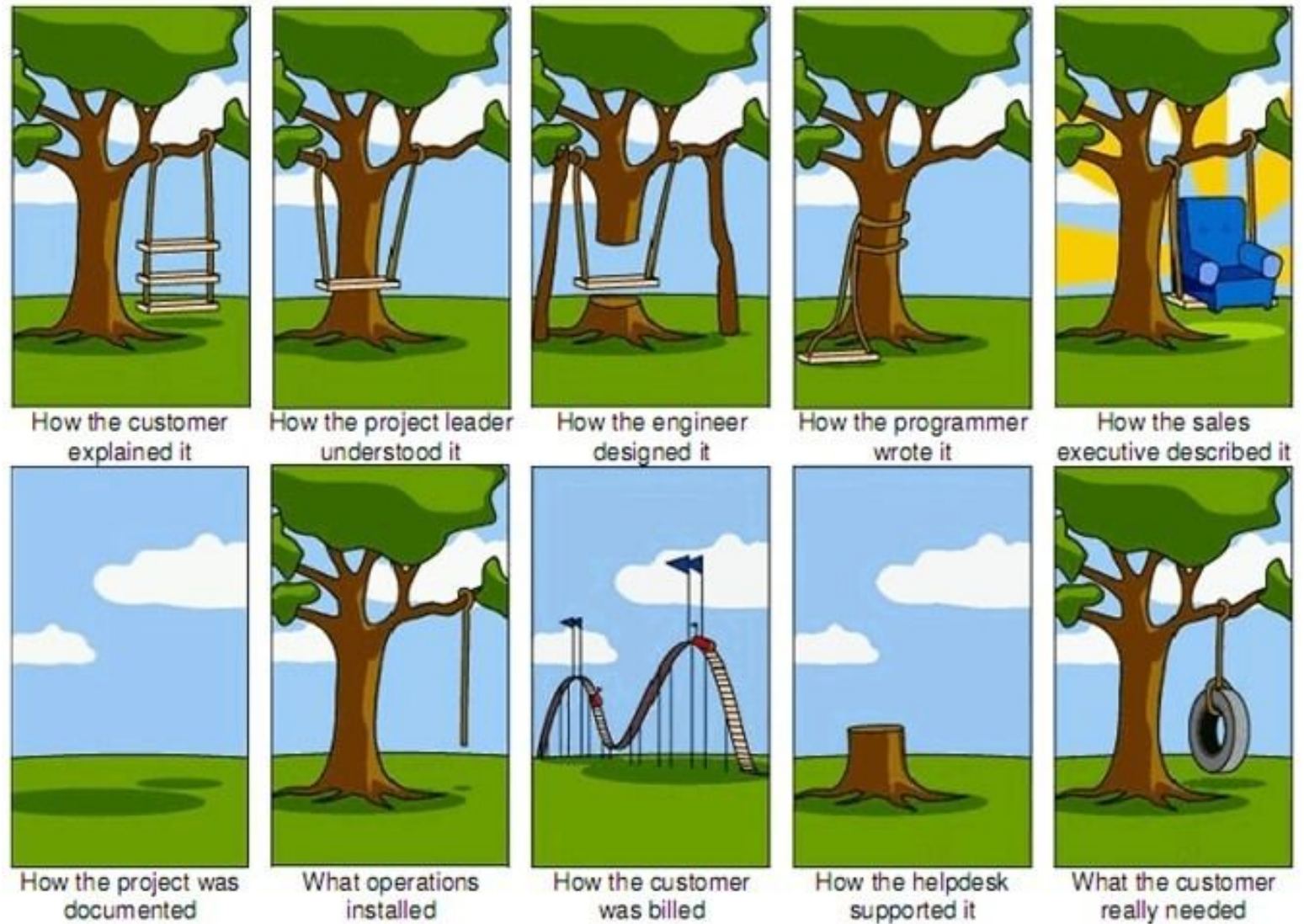
Feature Writing



Agile Center of Excellence

Introduction

- Facilitators
 - Adam



Agreements

- Agreements
- Breaks
- Parking Lot



Agenda

- What Makes a Great Feature
- Feature Writing Exercise




What is a Feature


- Independently deliverable functionality that provides value to an End User
- Incremental, iterative delivery of a tangible output that is available for feedback
- Examples?
 - Textbook vs. Reality

How to Write a Feature

The Customer is ALWAYS #1

- Who is the Customer
 - Demographics
 - Experience
 - Hobbies / Interests
 - Challenges / Issues
 - Technical Expertise
 - Data Sources
 - Goals
- Why is this important

CUSTOMER AVATAR	
AGENCY ERIC	
GOALS AND VALUES Goals: Eric wants to... <ul style="list-style-type: none">- Increase agency business- Increase the capabilities of his team- Scale his business Values: Eric is committed to... <ul style="list-style-type: none">- Professional development for he and his employees- Providing value for his clients- Using "white hat" marketing principles	Age: 40 Gender: Male Marital Status: Married #/Age of Children: 2 (Age 8 & 10) Location: Orlando, Florida
SOURCES OF INFORMATION Books: Good to Great / Think & Grow Rich Magazines: Wired / Fast Company Blogs/Websites: AdAge / DigDay / Social Fresh Conferences: Content Marketing World / SXSW Gurus: Jay Baer / Joe Pulizzi / Christopher Penn Other: Spends time on LinkedIn looking for talent	 Quote: "I surround myself with people smarter than me." Occupation: Digital Marketing Job Title: CEO/Founder Annual Income: \$150,000 Level of Education: College Graduate Other: Spends time on LinkedIn looking for talent
CHALLENGES & PAIN POINTS Challenges: Eric is challenged with... <ul style="list-style-type: none">- Scaling his agency business- Finding, training and retaining top marketing talent- Keep his marketing skills sharp while being CEO. Pain points: Eric's pain points are... <ul style="list-style-type: none">- Fear of losing business to competitors- Fear of his agency falling behind the digital marketing scene	OBJECTIONS & ROLE IN PURCHASE PROCESS Objections to the sale: <ul style="list-style-type: none">- Does the training fit an existing service or a new service he can offer to his clients.- How long he and his team member will be "out of pocket" doing the training Role in the Purchase Process: Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give he and his team an edge in the marketplace.

 DIGITALMARKETER

How to Write a Feature

- Start with the Use Case
 - What is the Customer Issue / Problem / Opportunity
 - What is their desired Outcome / Resolution
 - Identify each step in the Customer Journey
 - What applications or tools could they use
 - Is there more than one way to get the same outcome
 - Is there more than one possible outcome

How to Write a Feature

- Frame the Value Statement

- Who / User
- What / Action
- Why / Outcome

- Example

As an Existing Customer

I want to Log Into My Account

In order to Change My Programming

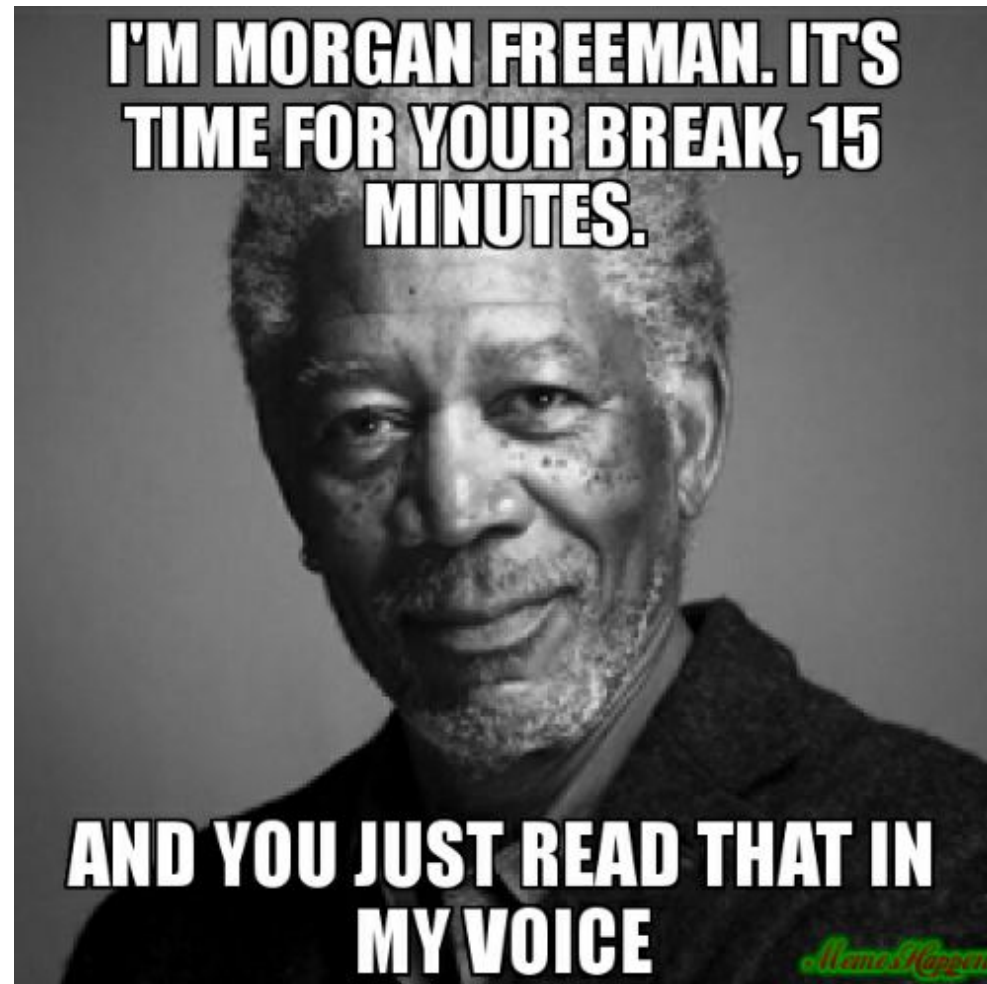
What Makes a Great Feature

- Pre-Conditions / Assumptions
 - Conditions that must be met to qualify
 - Requirements that do not require development
- Acceptance Criteria
 - Steps to Test
 - Validate by Yes / No
- Definition of Done (Optional)
 - Common understanding across all teams and individuals of what must be accomplished in order for any Feature to be considered complete

What Makes a Great Feature

- Other Supporting Information *
- Priority Score
- Sequence Diagram
- UI / UX Wireframes and Mocks
- Images / Screen Shots
- Demand Number
- Impacted Teams (Completed by PM)
- State (Completed by PM)
- Service Codes / Tag Codes (Completed by PO)
- Scope Agreement Date (Completed by PdM)
- Size (Completed by Impacted Teams)
- Milestones (Completed by PM)

* Recommended if appropriate



EXERCISE

Feature Writing Workshop



Agile Center of Excellence

Goals

- Teams
 - Team Name
 - Introductions
 - Jamboard basics
- Each team will create:
 - User Persona
 - Use Case / Customer Journey
 - Feature with:
 - Value Statement
 - Pre-Conditions / Assumptions
 - Acceptance Criteria
 - Definition of Done

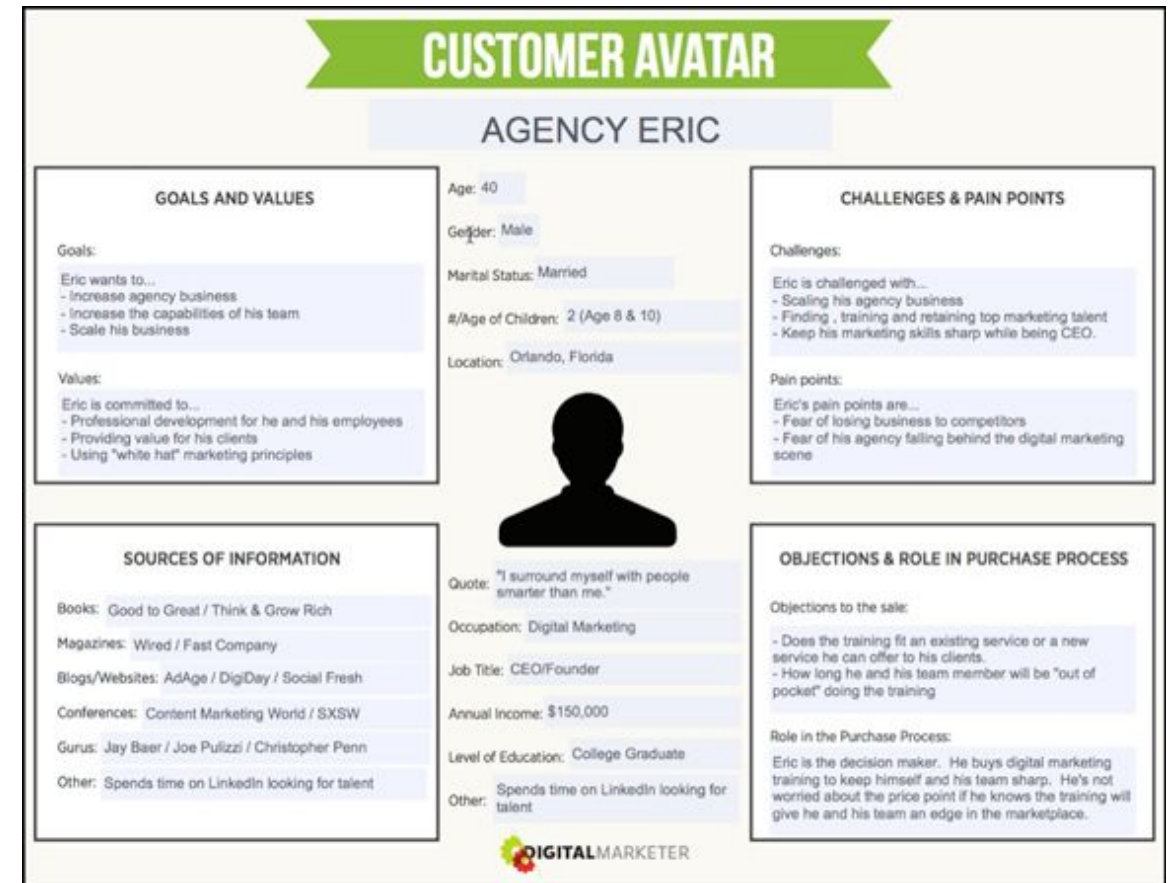


User Persona

The Customer is ALWAYS #1

– Who is the Customer

- Demographics
- Experience
- Hobbies / Interests
- Challenges / Issues
- Technical Expertise
- Data Sources
- Goals



Brainstorming

- Project Name
 - New Offer / New Service / TBD
- Portfolio
 - Sales / Marketing / Retention / CXO / TBD
- Problem / Opportunity
 - TBD
- Benefit / Value
 - TBD



Use Case / Customer Journey

- Identify each step in the Customer Journey
 - a. What is the Customer Issue / Problem / Opportunity (List)
 - b. What is their desired Outcome / Resolution (List)
 - *NOT a solution, but an outcome, not how, but what*
 - c. Walk through the Customer Journey (Whiteboard)
 - d. What applications or tools could they use (Sticky Notes)
 - e. Is there more than one way to get the same outcome (Swimlanes)
 - f. Is there more than one possible outcome (Swimlanes)

Use Case / Customer Journey

- Action-Oriented Statement
 - Value Statement
 - Clearly define the outcome you want the End User to receive
- Pre-Conditions / Assumptions
 - Eligibility Requirements
- Acceptance Criteria
 - Specific, Testable, Yes / No Criteria