

Hello ...  
I'm Nannette



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# What We All Want to Avoid

## The Spectrum of Worst-Case Scenarios



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# Spectrum of Worst-Case Scenarios

## Never Got Off the Ground

- Unsure where to start ...  
Excuses accumulate, delays grow
- AND it all wears thin ...  
Stakeholders lose patience
- Oft due to:
  - Fear of the new/unknown
  - False belief
    - There's 1 right way
    - Confidence will be lost if  
Team doesn't know that 1 way

## Achieved Limited Flight

- Build with the eager ...  
and the Rest will follow
- BUT they don't ...  
Because it doesn't fit
- Oft due to
  - Fear of the scope
  - False belief
    - Looking larger
    - Is boiling the ocean

## Released Perfect “Shelf-Ware”

- Build it and ...  
the Business will come
- BUT when it does ...  
Only with complaint
- Oft due to:
  - Fear of the business
  - False belief
    - End to End instills confidence
    - Through display of  
competence



# Step 1: Define Your Business Need(s)

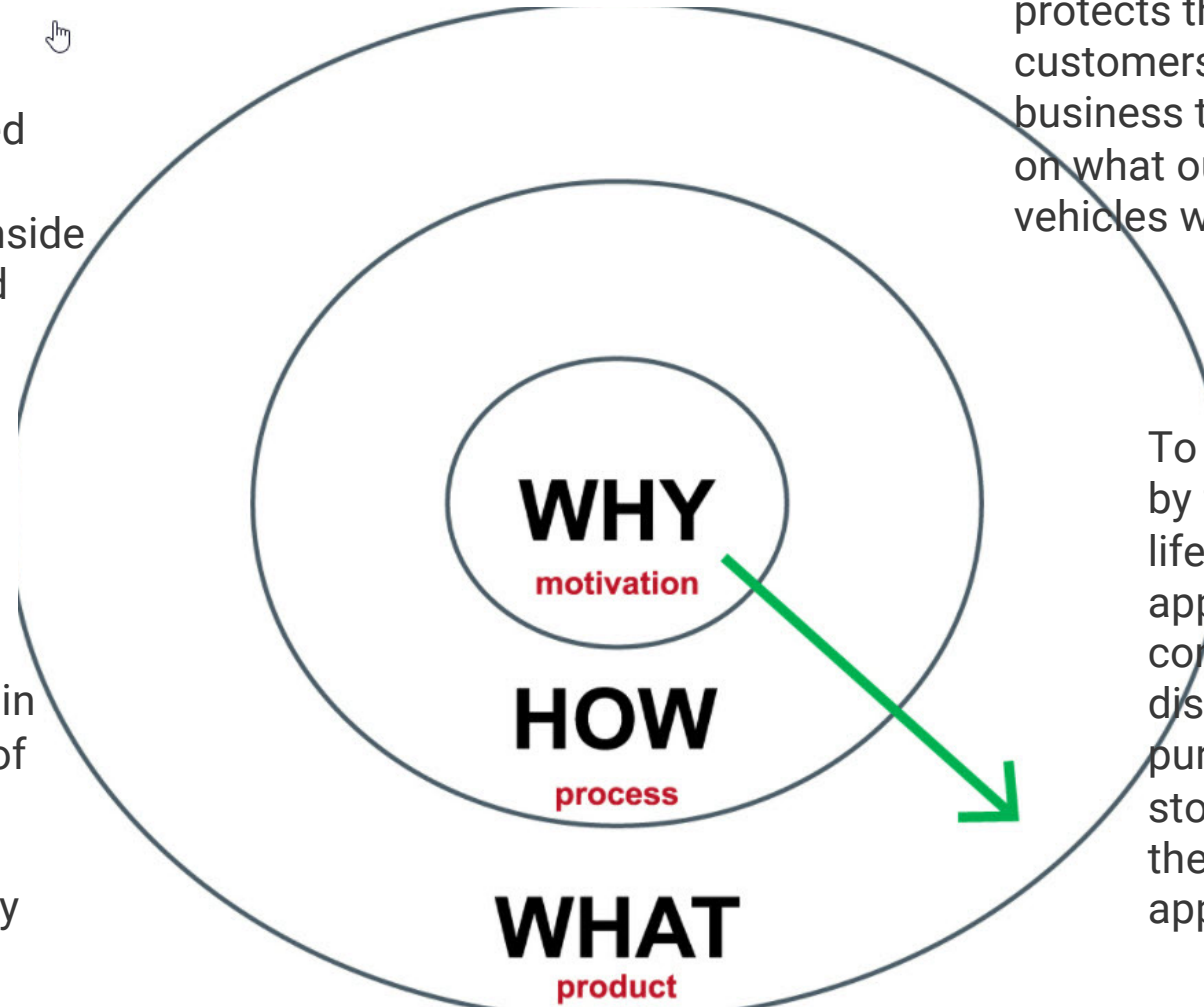
With Accompanying Knowledge Domain(s) and Appropriate Patient 0(s)

# Think Like a Product Manager

## Start with Why

To provide our most loyal customers with a “best of breed purchasing and payment experience” that keeps them inside our digital presence longer and reduces the rate at which customers jump out of our experience into another online retailer’s space to comparison shop

To ensure better business continuity during the pandemic, in the uncertain business climate of increasing regulation and gas prices, through better Supplier governance and reduced delivery fees



To maximize per vehicle revenue by ensuring maximum lease, rental, and resale value across each vehicle's lifecycle in a way that protects the privacy of our individual customers and doesn't expose our business to excessive liability based on what our customers do in the vehicles while they have them

To engender better brand loyalty by following a customer's lifecycle and making real life appropriate recommendations, complete with special offers and discounts at the time of purchase, be that purchase in store or online, while browsing the shelves, making a service appointment, or at time of sale



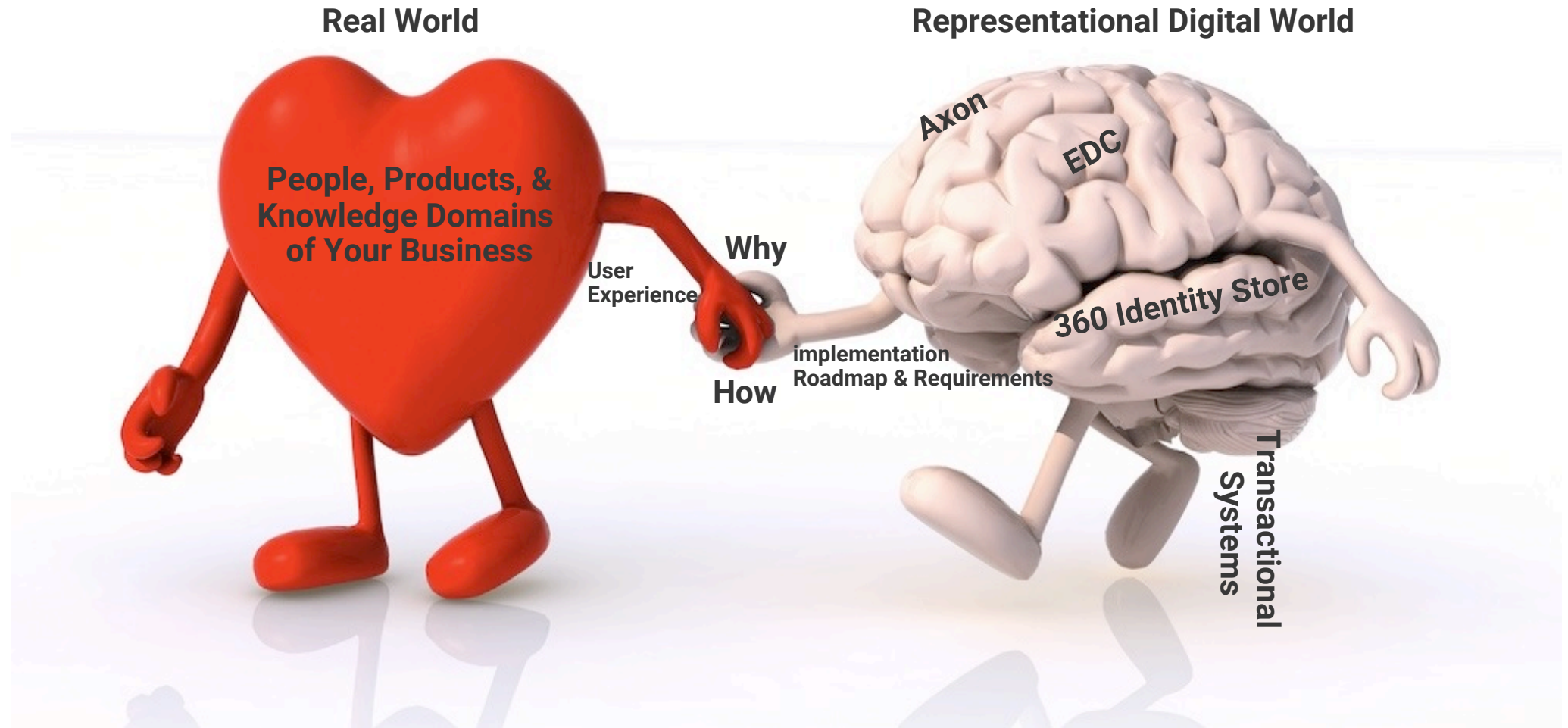
# Act Like a Product Manager

## Channel Customer Input with Focus Group(s)



# Channel Customer Input with Focus Groups

To Make Big Business WHYs Doable





# To Make Big Business WHYs Doable

Ask Your Business to Help Break It Down to Domain, Value, & Risk

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# Step 2: Connect 360 Entities

To Entities and Attributes Required to Achieve Narrowed Why MVP

# What is User Experience

## And Why Do We in IT So Often Overlook It?

User Experience includes everything our business users do that is related to the 360 anchored information system we are implementing, including:

- How it fits into their overall workflow and the steps before and after the system is actually in use.
- How those interactions will change over time as the business user's usage evolves and the system and business change.

Positive user experience:

- Entails a smooth and clear beginning experience and clear navigational hierarchy. Users must be able to start using the system and realizing the value as quickly as possible, even when it's a large enterprise offering.
- From here good UX continues refining customer interactions, removing points of friction and minimizing the required steps to complete various tasks. As your system matures beyond MVP, good UX extends beyond it's initial bounds, assisting with related tasks that directly impact the value proposition and satisfaction of the actual system experience, building consistency and providing as much contextual guidance as possible.

# To Achieve Transformational Business Engagement

Ask Your Business to Help Break Their WHY into to Domain, Value, & Risk

To ensure better business continuity during the pandemic, in the uncertain business climate of increasing regulation and gas prices, through better Supplier governance and reduced delivery fees

# Step 3: Enhance User Experience

Tweak & Extend



# Positive User Experience

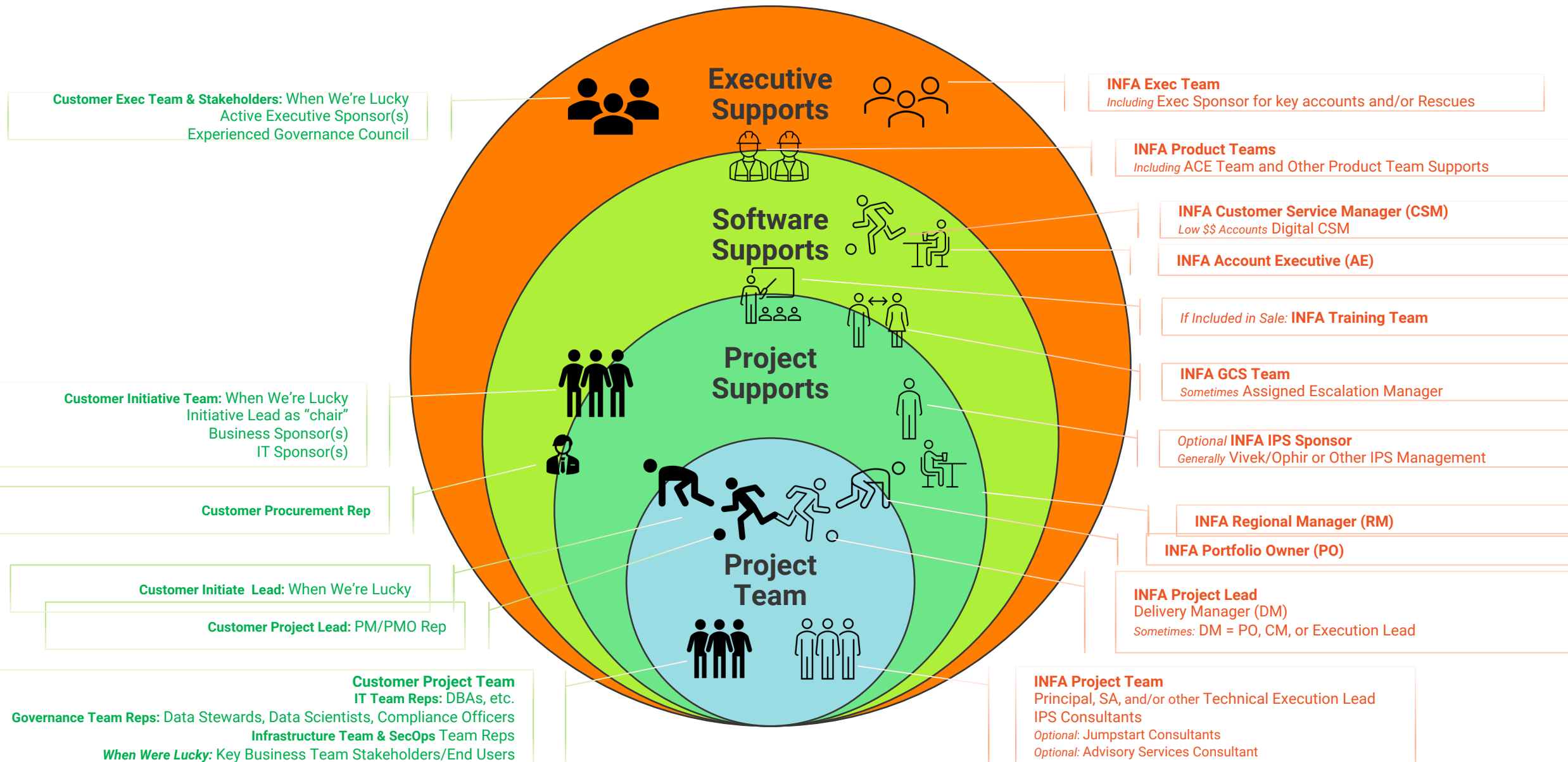
## That Engenders Transformational Business Engagement

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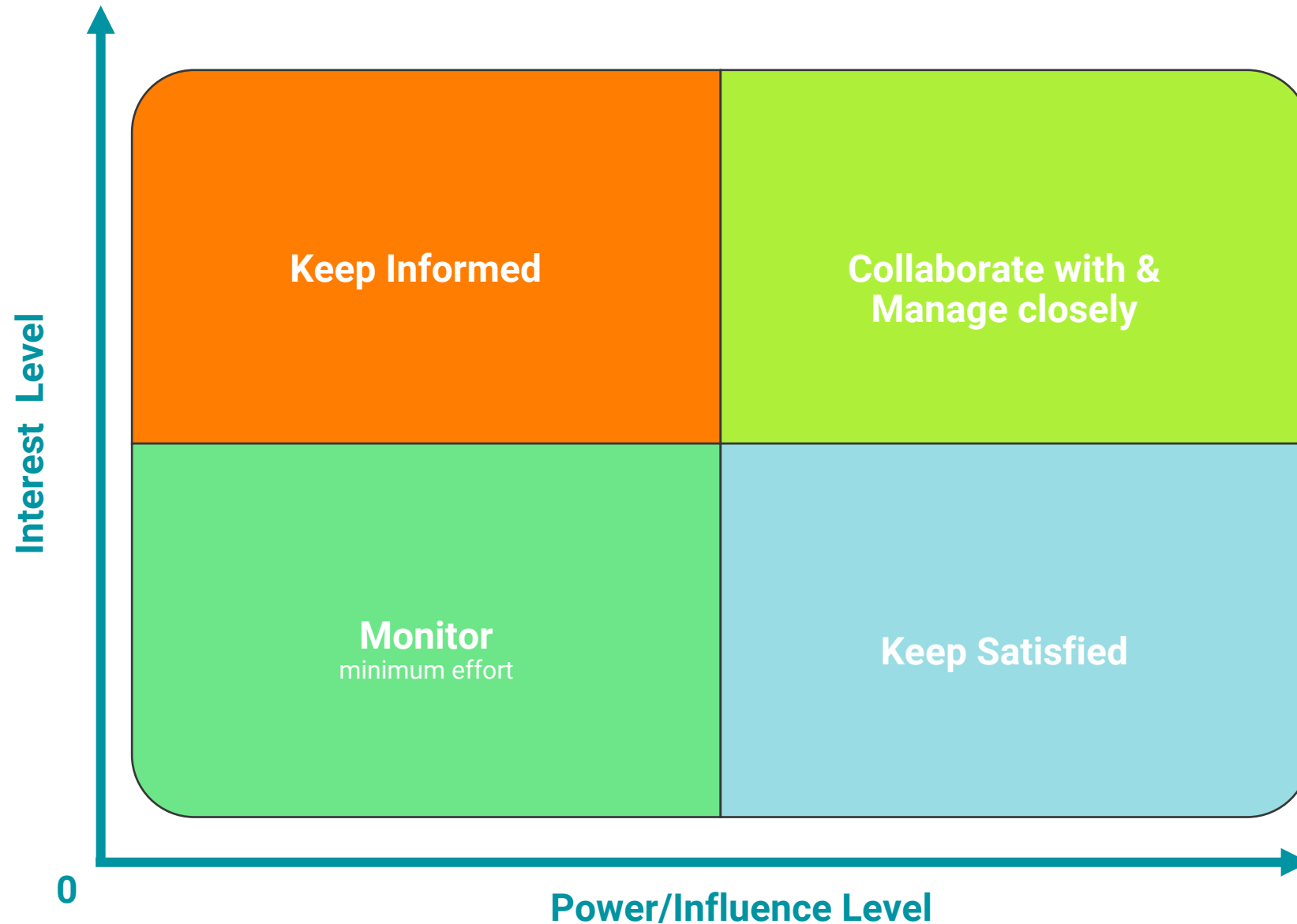
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# Examples

# Onion Diagram – Business and IT Stakeholders



# Power Matrix – Business Motivations & Influence



# Team Open Dialog

