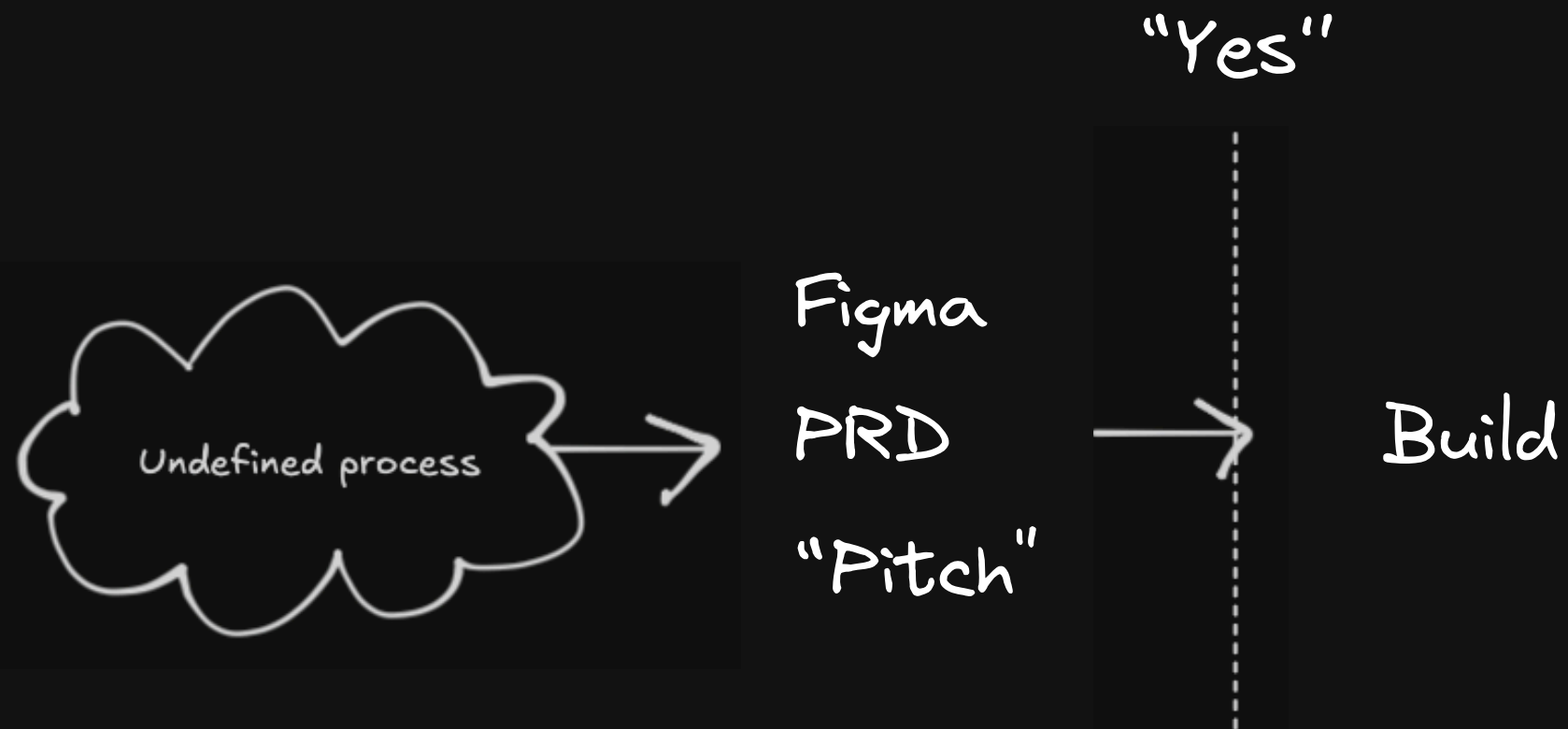


How do we answer
the question...

“What are we building?”

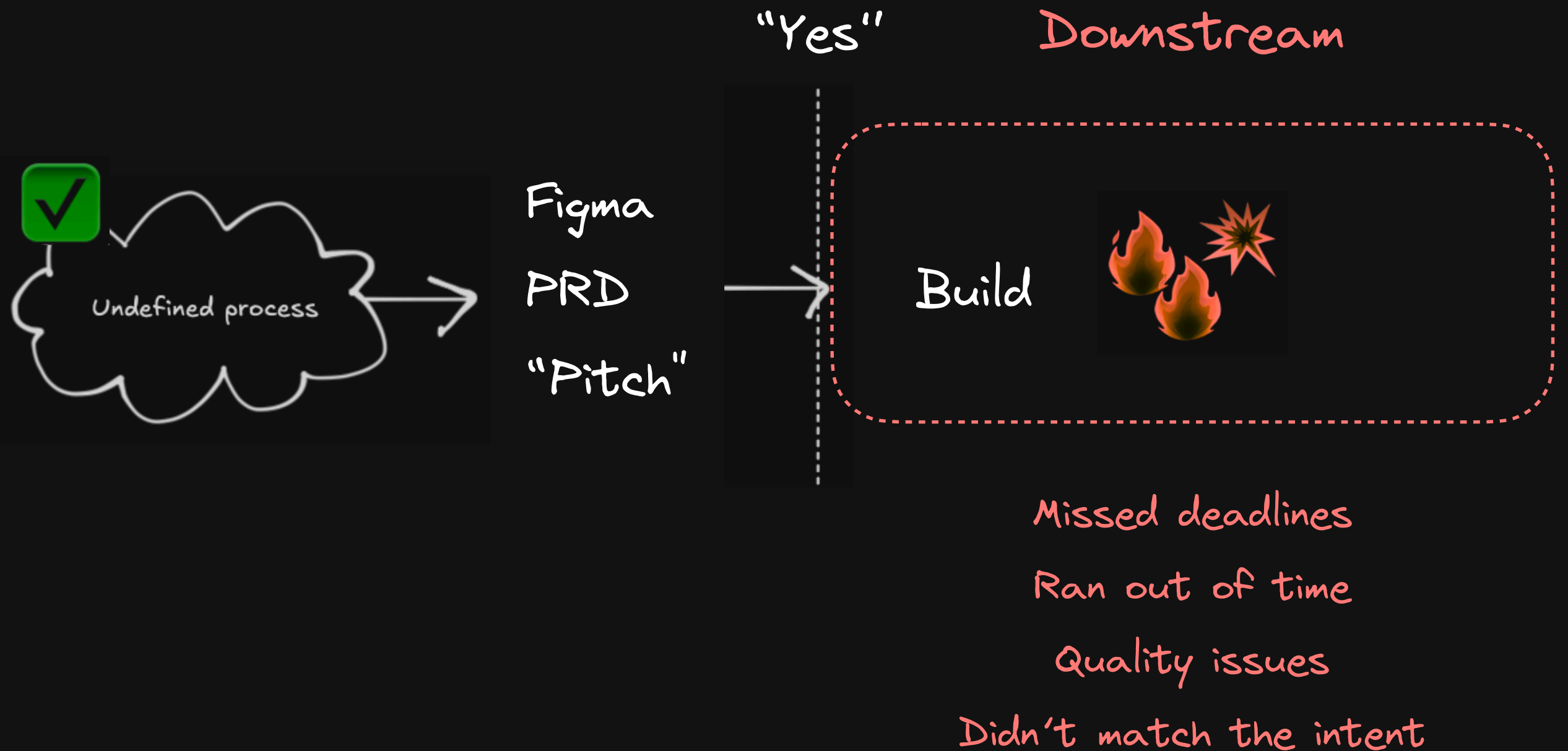
“What are we building” — How do we answer that?

The current process looks something like this...



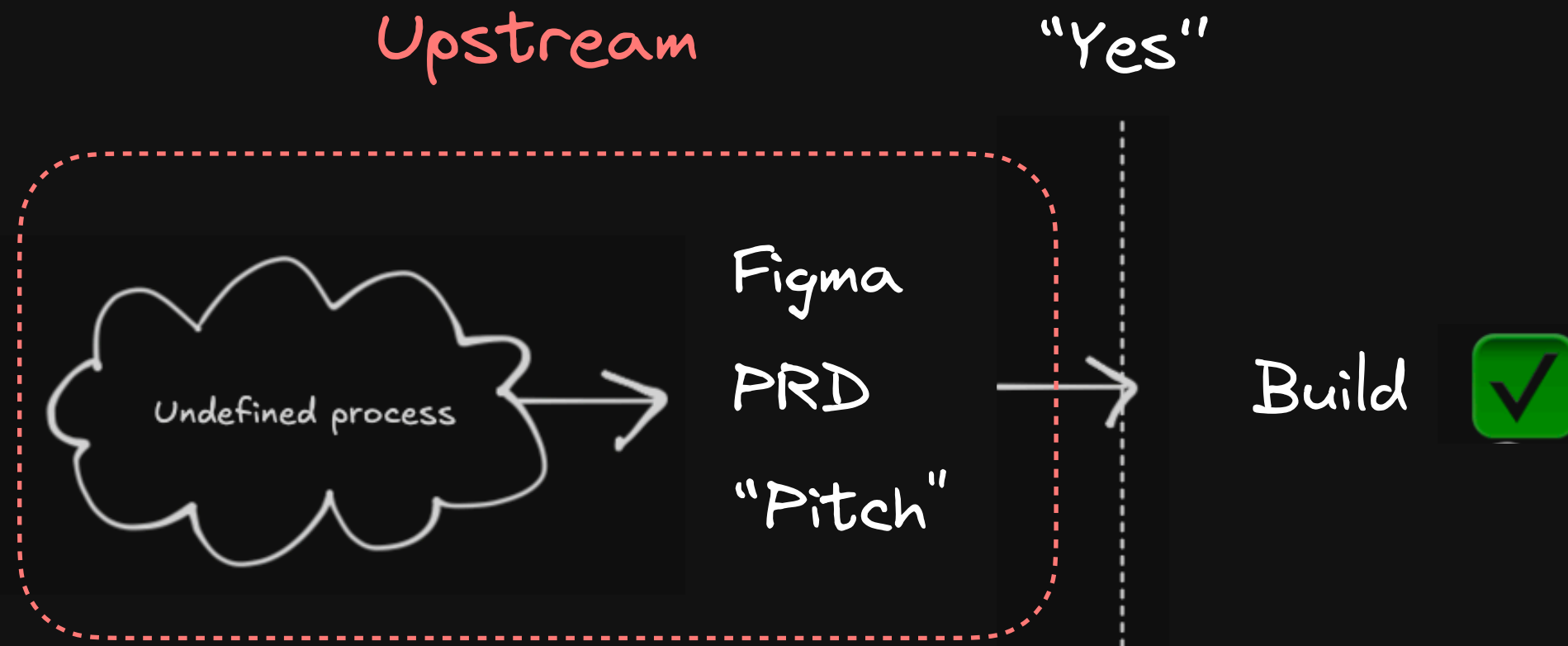
Where are the problems?

On some projects, everything seemed fine until after we started building.



Where are the problems?

Maybe the building went fine, but something wasn't right upstream.

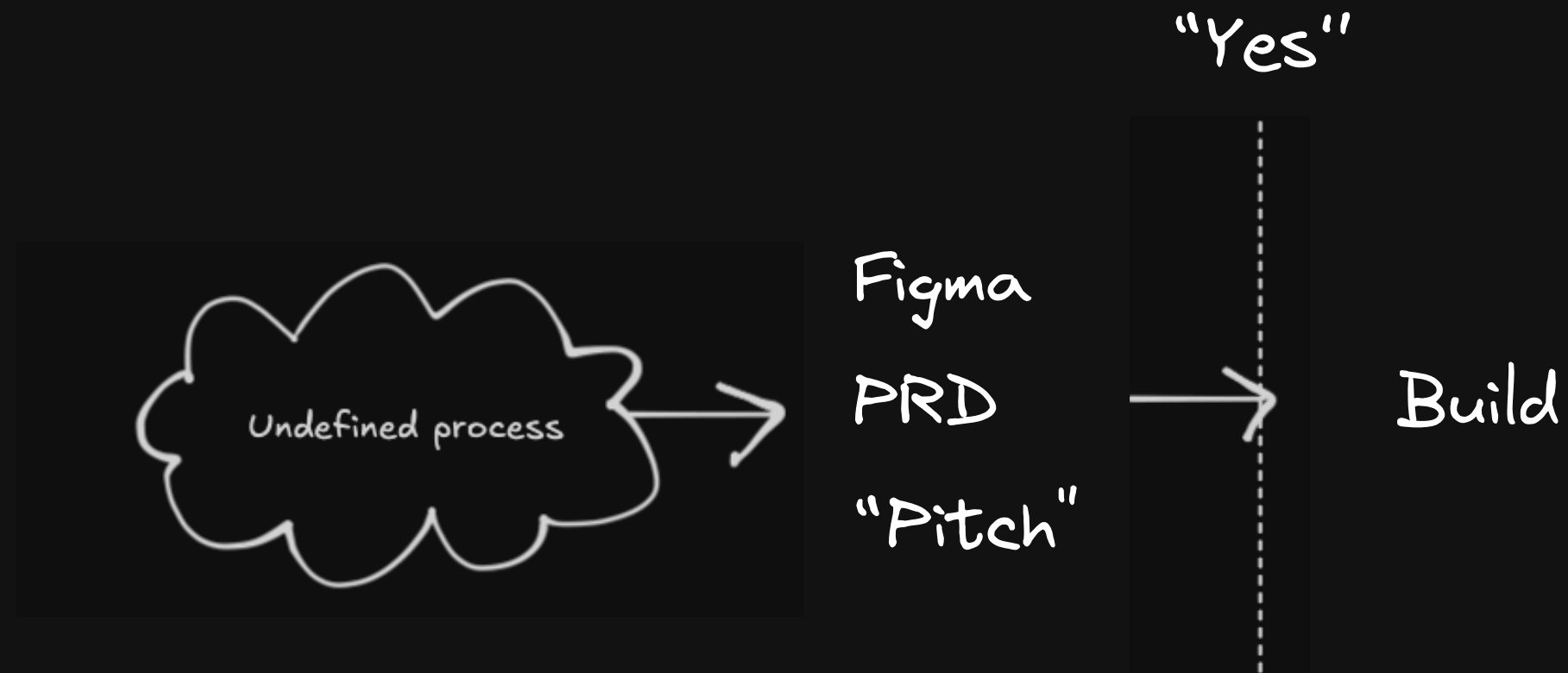


Disagreement on priority

Not enough impact

Didn't define what "done" meant

To start debugging, let's unpack...



To start debugging, let's unpack...

Vision /
Broader
Strategy



"Yes"



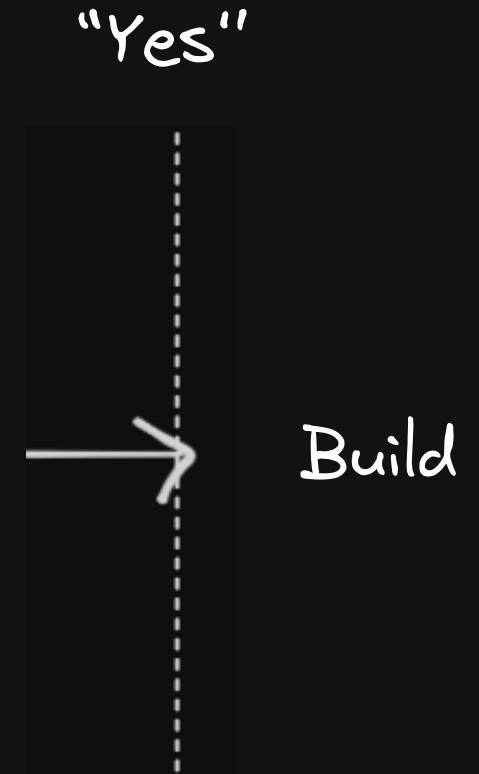
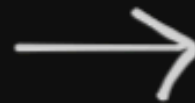
Build

To start debugging, let's unpack...

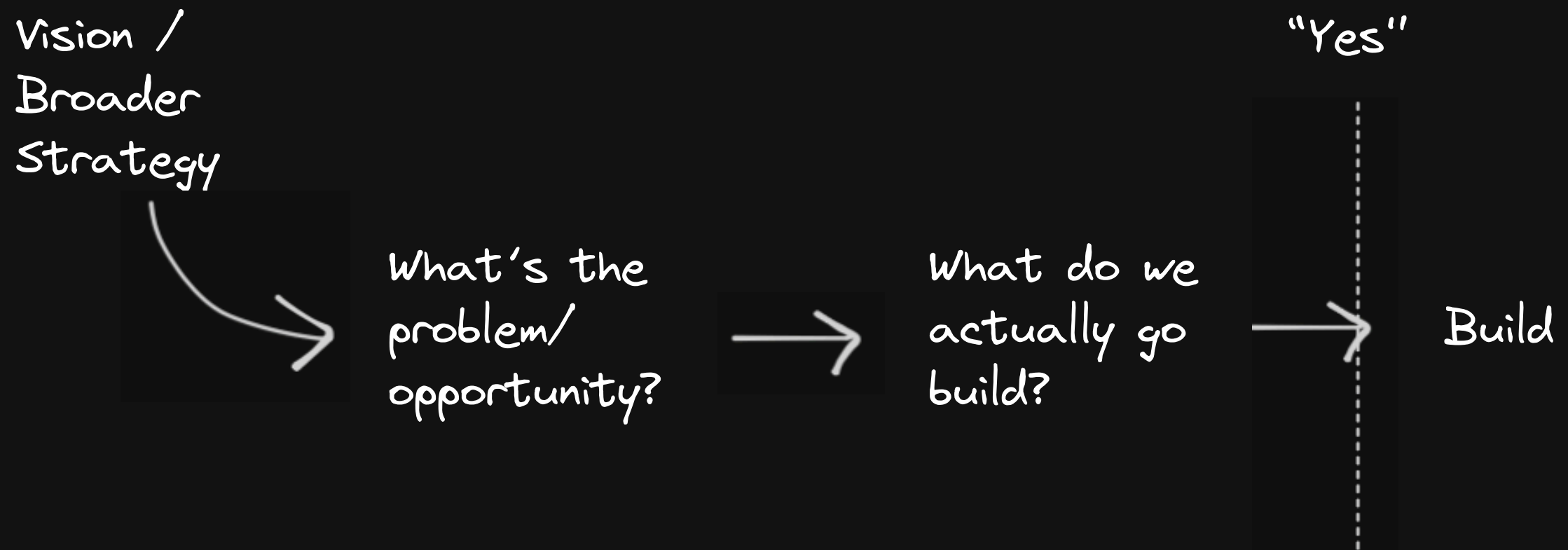
Vision /
Broader
Strategy



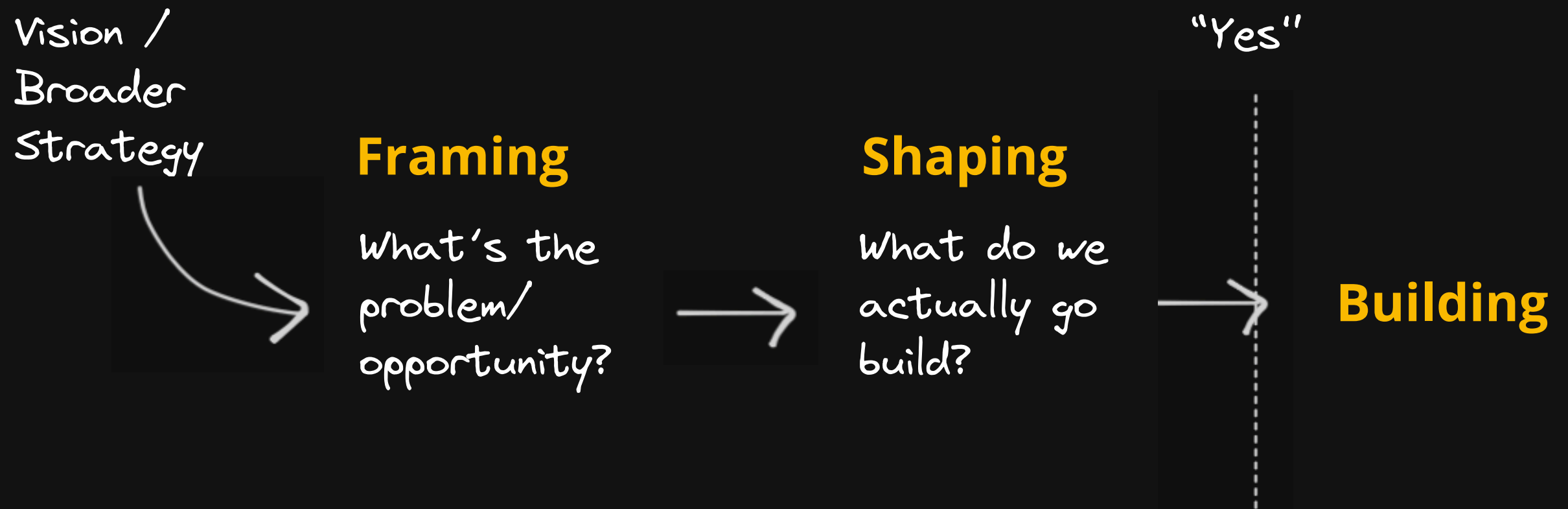
What's the
problem/
opportunity?



To start debugging, let's unpack...



To start debugging, let's unpack...



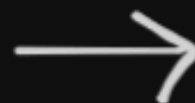
To start debugging, let's unpack...

Vision /
Broader
Strategy



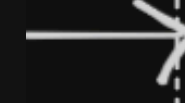
Framing

What's the
problem/
opportunity?



Shaping

What do we
actually go
build?



"Yes"



Building

Narrowing down
the problem

Why this instead
of other things

Time / Budget
(Appetite)

To start debugging, let's unpack...

Vision /
Broader
Strategy



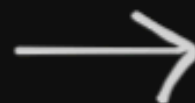
Framing

What's the
problem/
opportunity?

Narrowing down
the problem

Why this instead
of other things

Time / Budget
(Appetite)



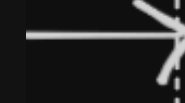
Shaping

What do we
actually go
build?

What solution are
we building

Not just the
surface UI

Technical moving
parts



"Yes"



Building

Vision /
Broader
Strategy



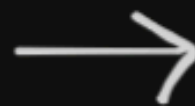
Framing

What's the
problem/
opportunity?

Narrowing down
the problem

Why this instead
of other things

Time / Budget
(Appetite)



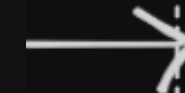
Shaping

What do we
actually go
build?

What solution are
we building

Not just the
surface UI

Technical moving
parts



"Yes"



Building

Choose a project that went well.
What happened?

Vision /
Broader
Strategy



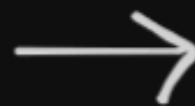
Framing

What's the
problem/
opportunity?

Narrowing down
the problem

Why this instead
of other things

Time / Budget
(Appetite)



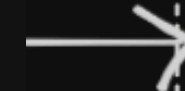
Shaping

What do we
actually go
build?

What solution are
we building

Not just the
surface UI

Technical moving
parts



"Yes"



Building

Choose a project that *didn't* go well.
What happened?

Structure to help us

