DrupalCon
GLOBAL 2020

Getting Discovery Right

The foundation of project success

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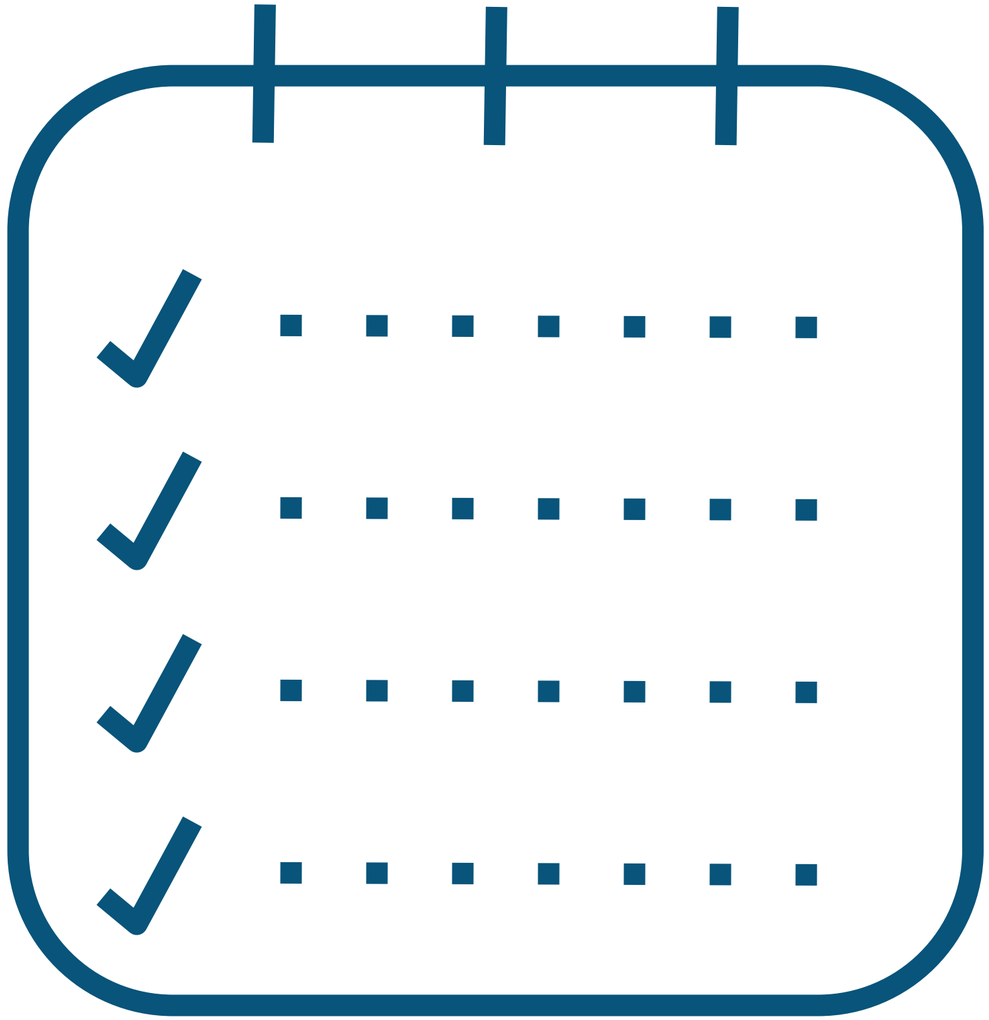
Discovery

Session Outline

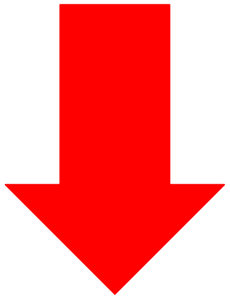


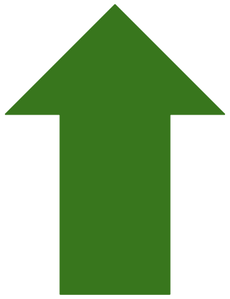
- Discovery - lessons from history
- The role of discovery
- The evolution of agile
- Discovery tools
- Making it happen

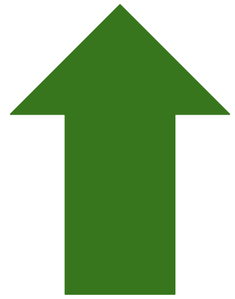
Lessons from history

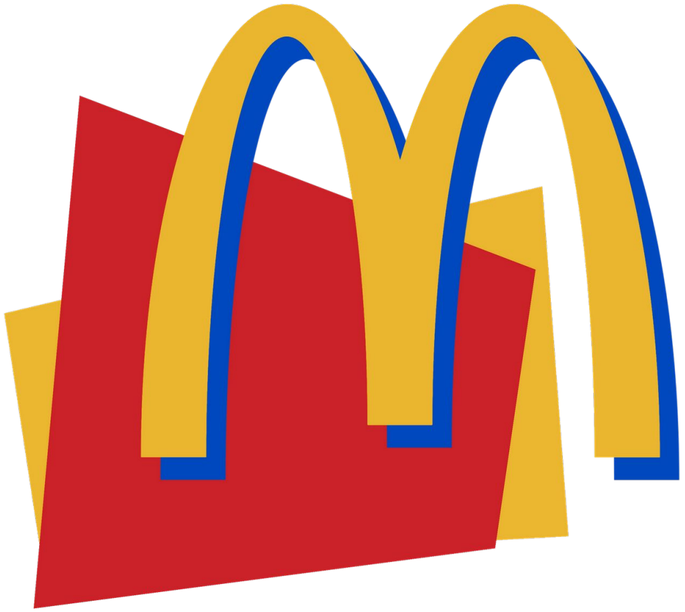
1996

Oak Brook, IL









BURGER
KING
®

QUALITY IS OUR RECIPE
Wendy's
®

ARCH
DELUXE™

$100m+

$150m+

FAIL

Too expensive

Too different

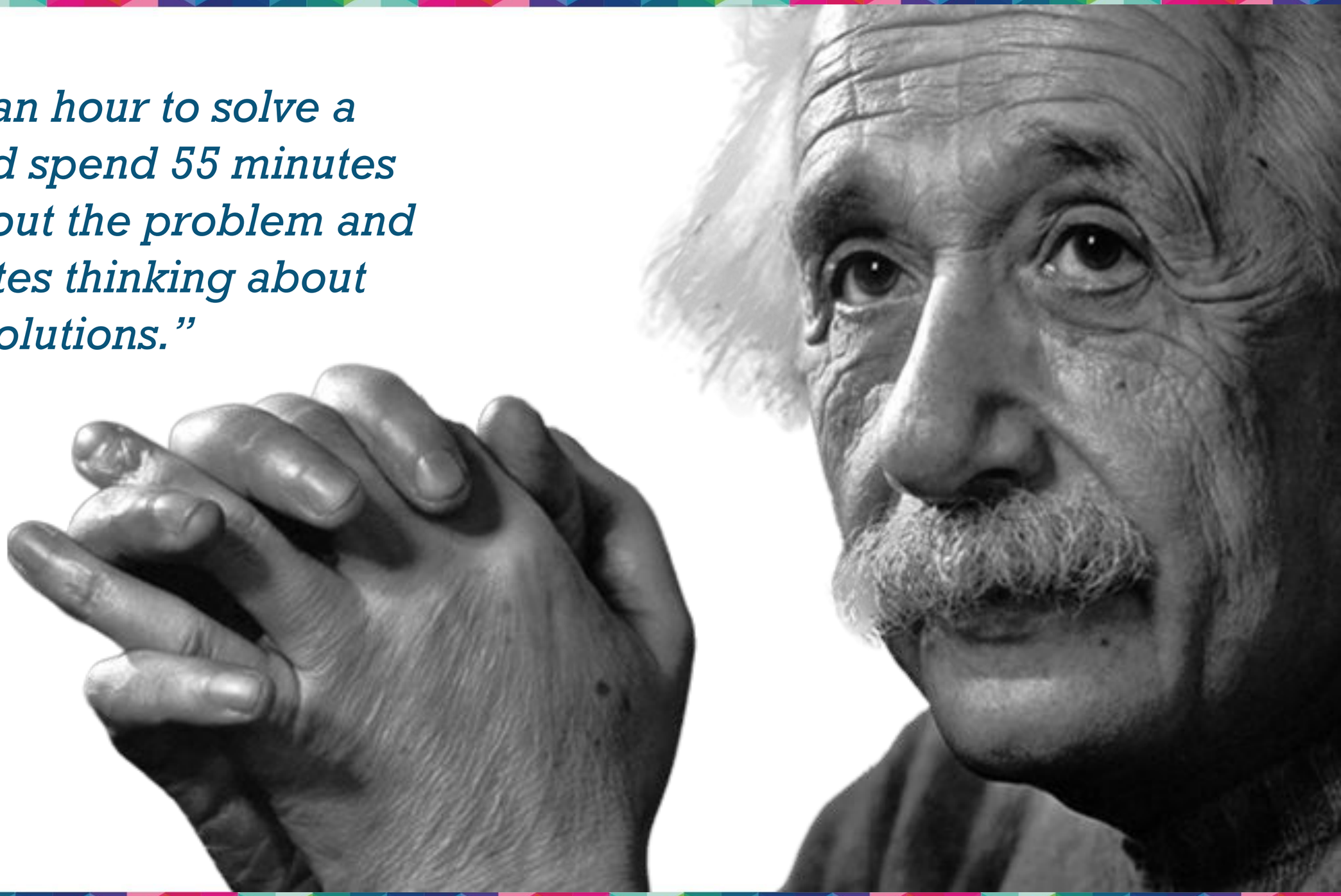
Not different enough

Problem

Solution

The Role of Discovery

“If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions.”



Problem

Solution

The role of discovery...

...is really about the ‘why’

WHAT

will it be?

HOW

are we going to do it?

WHY

do we need this?

The Evolution of Agile

Agile Software Development

A brief history

1995 - Scrum

1996 - Extreme Programming

1997 - Feature-Driven Development

2001 - Agile Manifesto

2011 - The Lean Startup

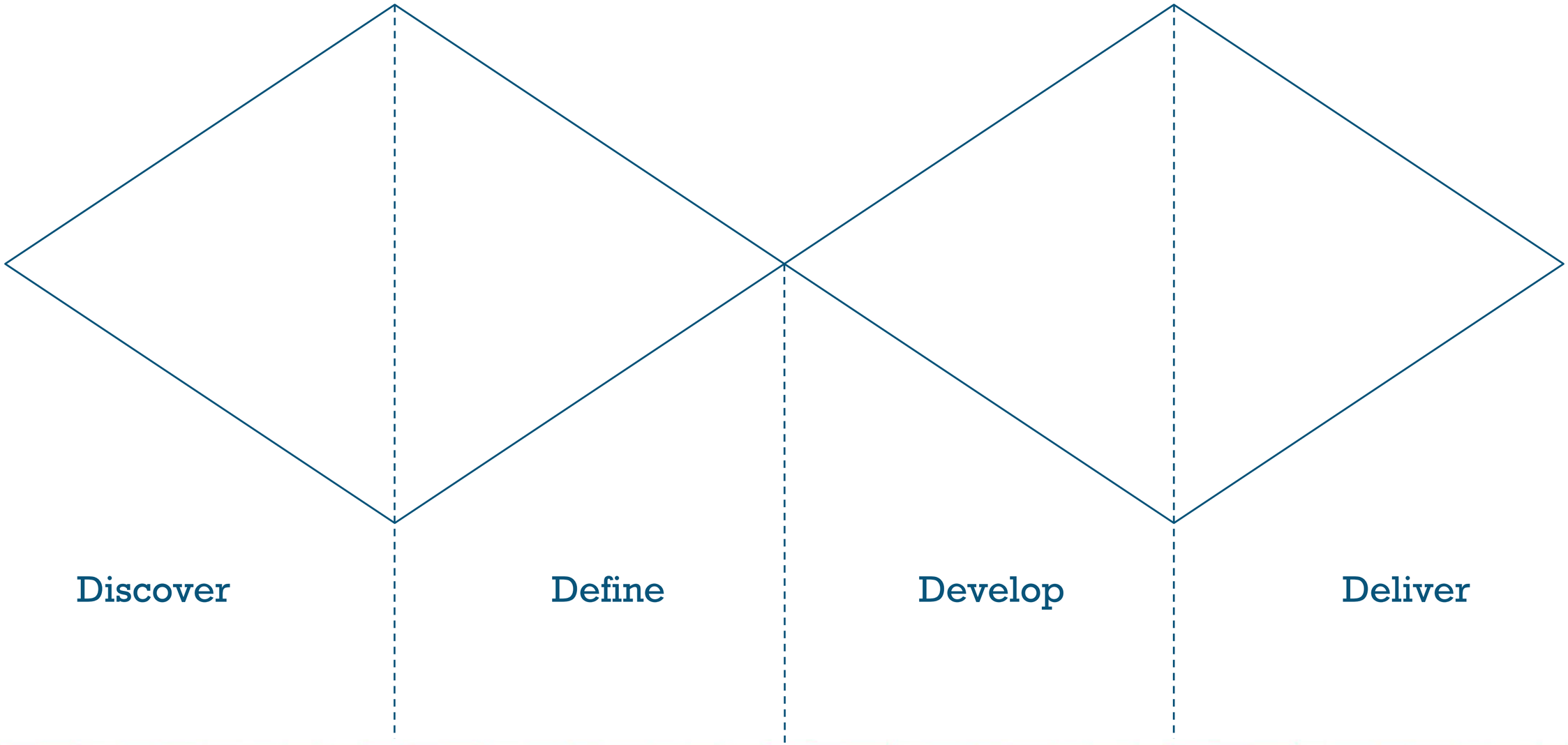
Individual and interactions	over	Process and tools
Working software	over	Comprehensive documentation
Customer collaboration	over	Contract negotiation
Responding to change	over	Following a plan

Agiles Tools

They are great for building stuff!

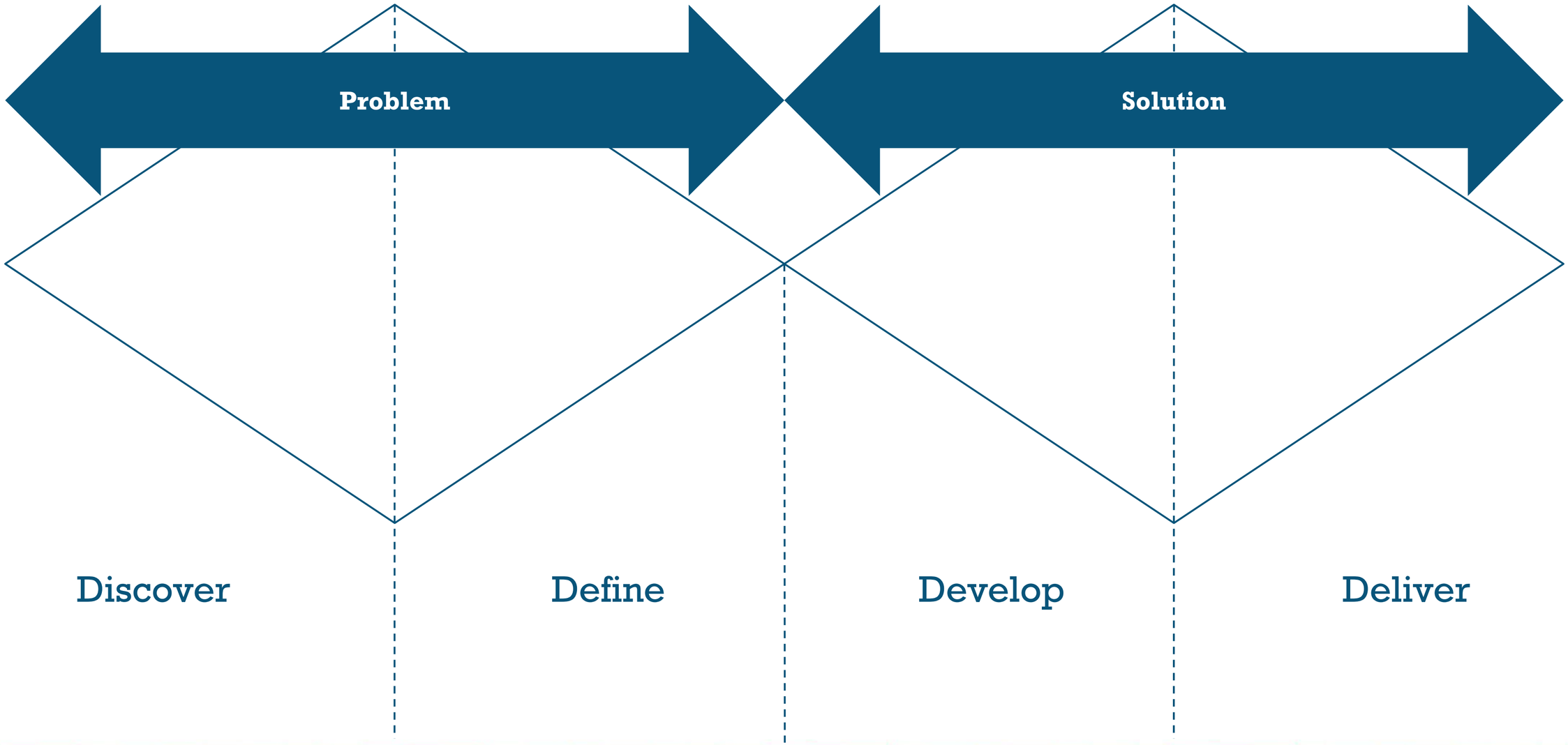
Agile….

It’s not all about ‘how’ or ‘what’!



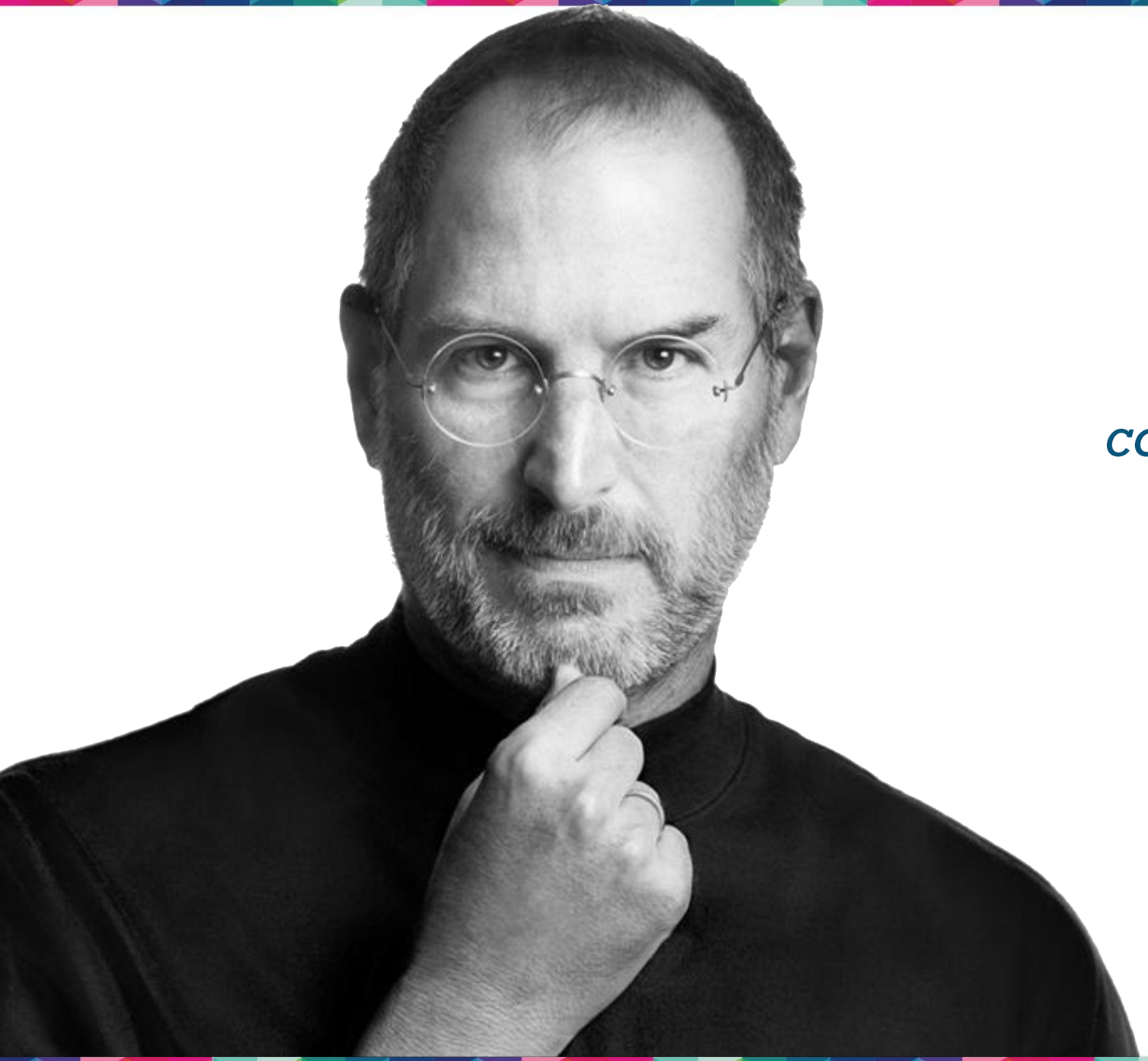
It’s also about why!

Define the right problem



The risk of getting discovery wrong

- Confirmation bias discovery
- Partial team discovery
- Outsourced discovery
- Big bang discovery

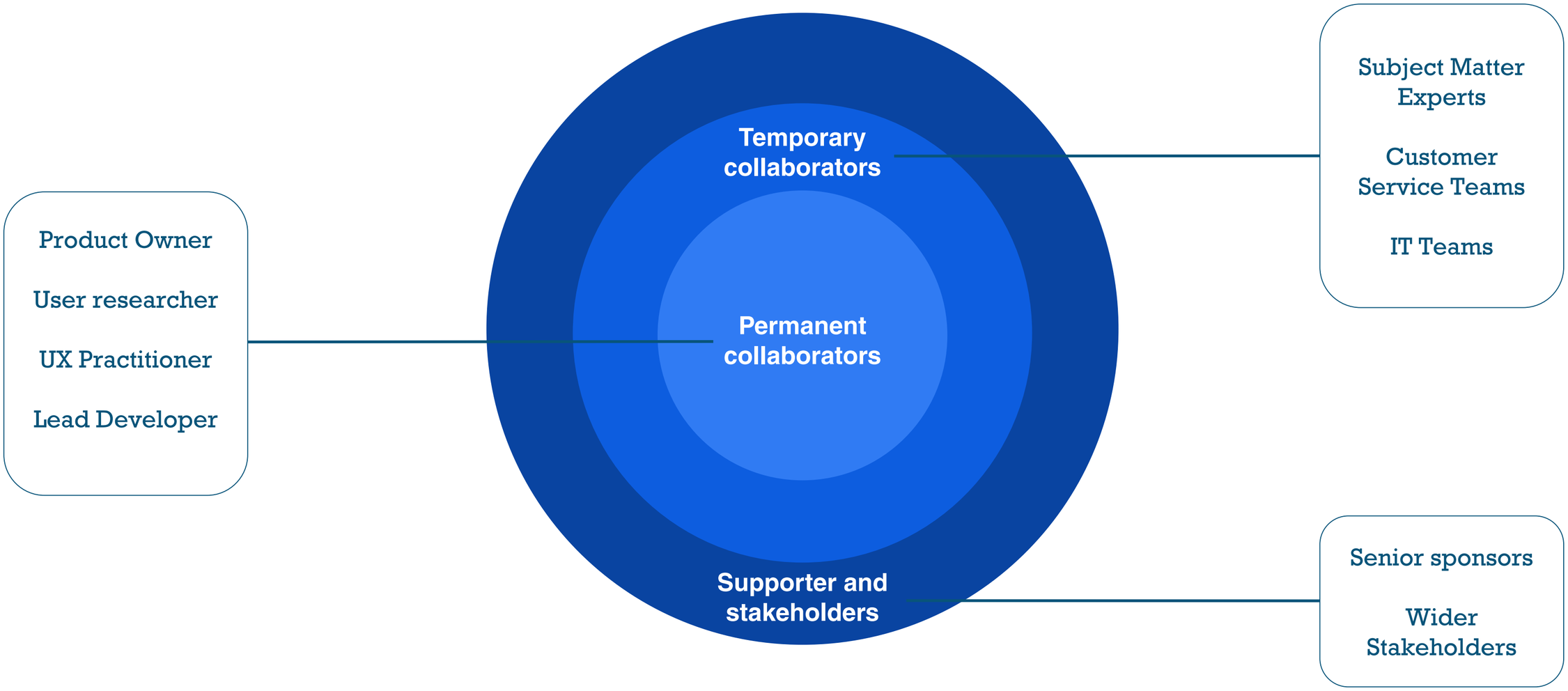


“If you define the problem correctly, you almost have the solution.”

Discovery Tools

Assembling your Discovery Team

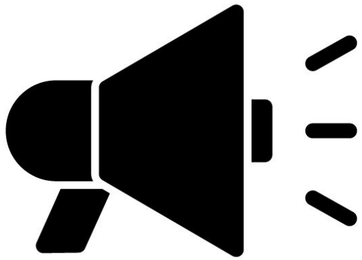
Nurturing cross functional collaboration from the start



Communication

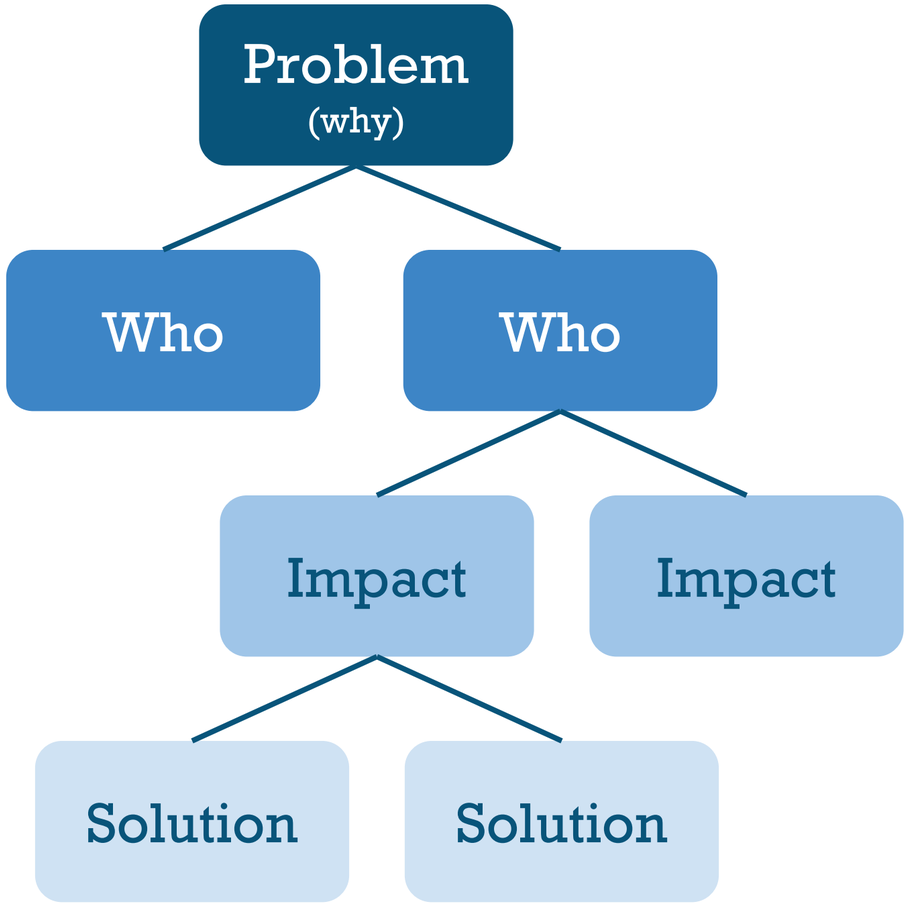
Nothing beats listening!

- End users
- Stakeholders
- Team members
- TIP: work hard to reach marginalised groups



Impact Mapping

Helping to focus on the right outcomes

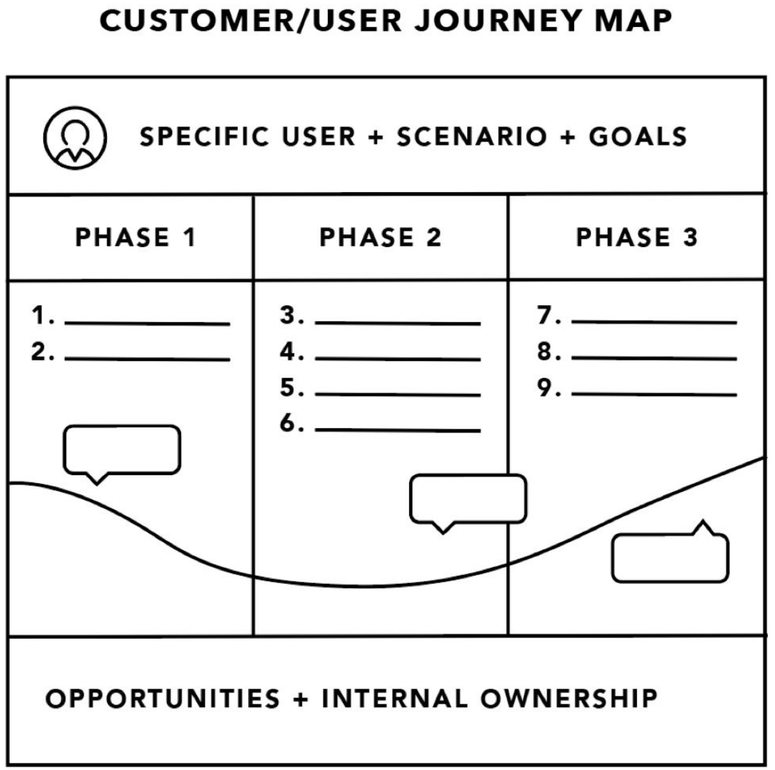


- Outcome oriented
- User centred
- Highlights assumptions
- Fast & Efficient planning process

User Journey Mapping

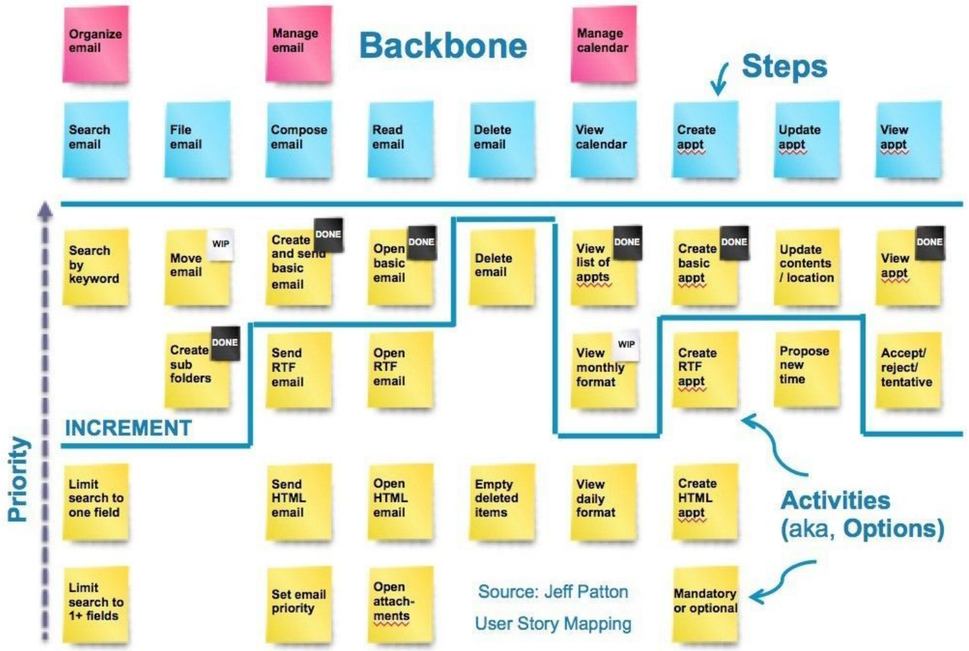
Keeping the focus on the user

- User centric stories
- Encourages collaboration
- Demands research
- Visual output



User Story Mapping

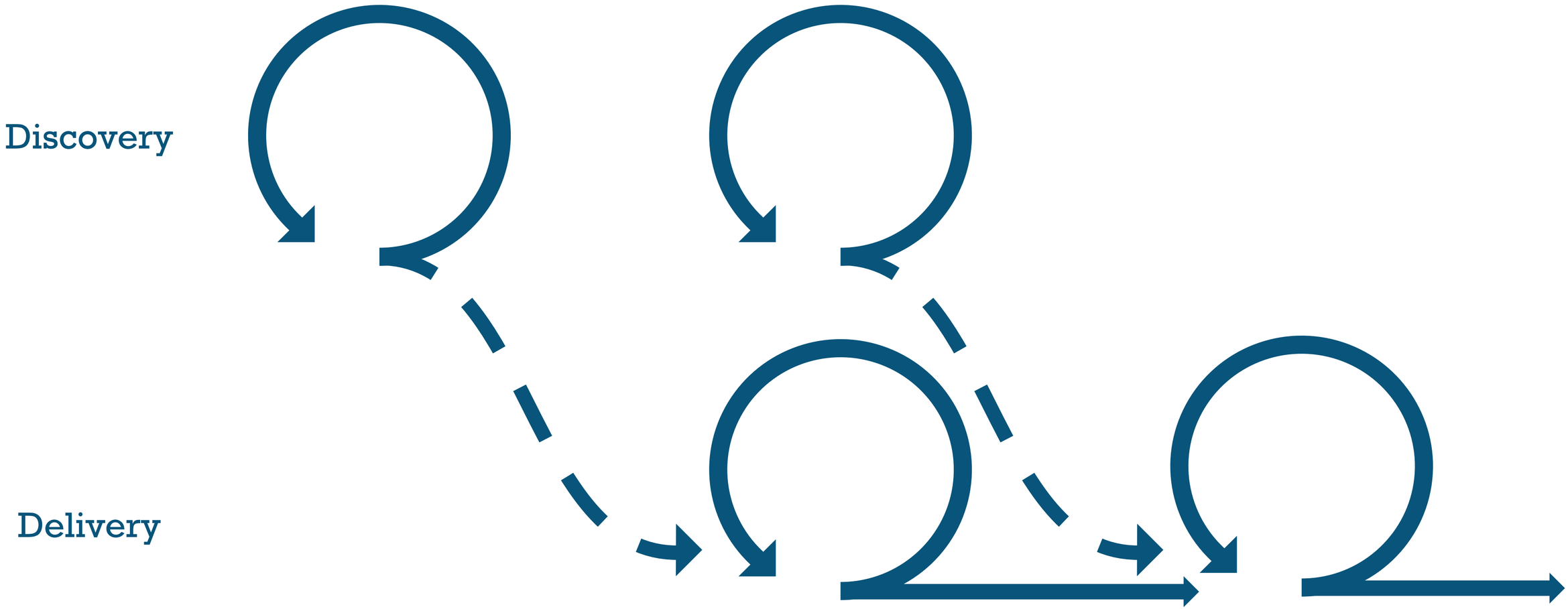
Helping to focus on the bigger picture



- Outcome oriented
- User centred prioritisation
- Focus on end to end journeys
- Fast & Efficient planning process

Continuous Discovery

Instilling the behaviours of discovery throughout the Agile Lifecycle



Making it Happen

2012

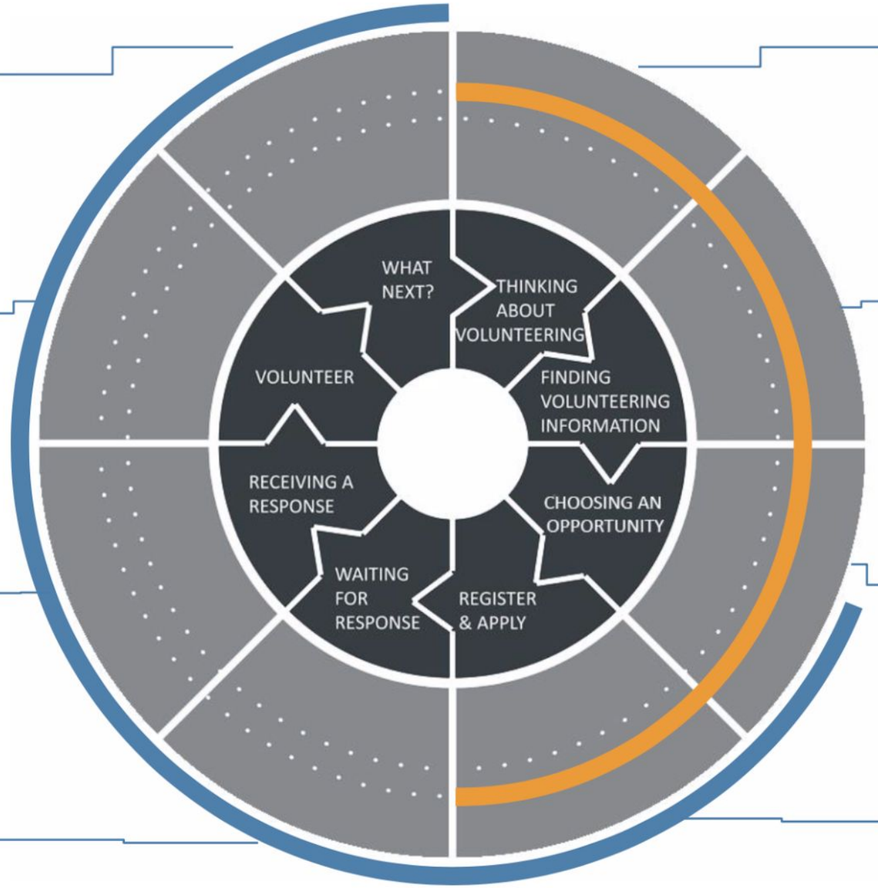
London 2012

London 2012

3075

2018

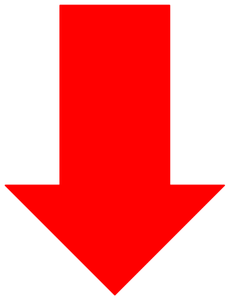
- Original motivation influences what people want post-volunteering
- Knowing what to expect impacts volunteering experience
- Channel preference for response is sometimes driven by need
- Setting expectations early is important
- *“Not knowing is the worst”*



- People’s expectations are driven by motivation, not age
- Motivation influences what and how they search
- Current Search options do not match expectations
- Location, time, flexibility and adaptability is key to selecting a role
- Applying for a role should not feel like applying for a job

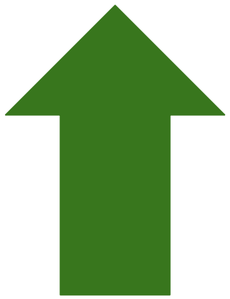
Engagement

+34.1%



Bounce Rate

-23.3%



Conversion Rate

6.7%

So....

"Successful problem solving requires finding the right solution to the right problem. We fail more often because we solve the wrong problem than because we get the wrong solution to the right problem."

Thankyou

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