

Conversation Patterns

for Software Professionals

Instead of Intro

Which of these questions will help you benefit from this lecture at the most?

I am wondering what this presentation is about?

What was the most difficult part of my last conversation with the client?

Why do I keep on making the same mistakes when I talk with clients?

What new opportunities would arise if my conversations with clients looked the way I want them to be?

About me



@MichalBartyzel

www.conversation-patterns.com
www.mbartyzel.blogspot.com
www.bnsit.pl

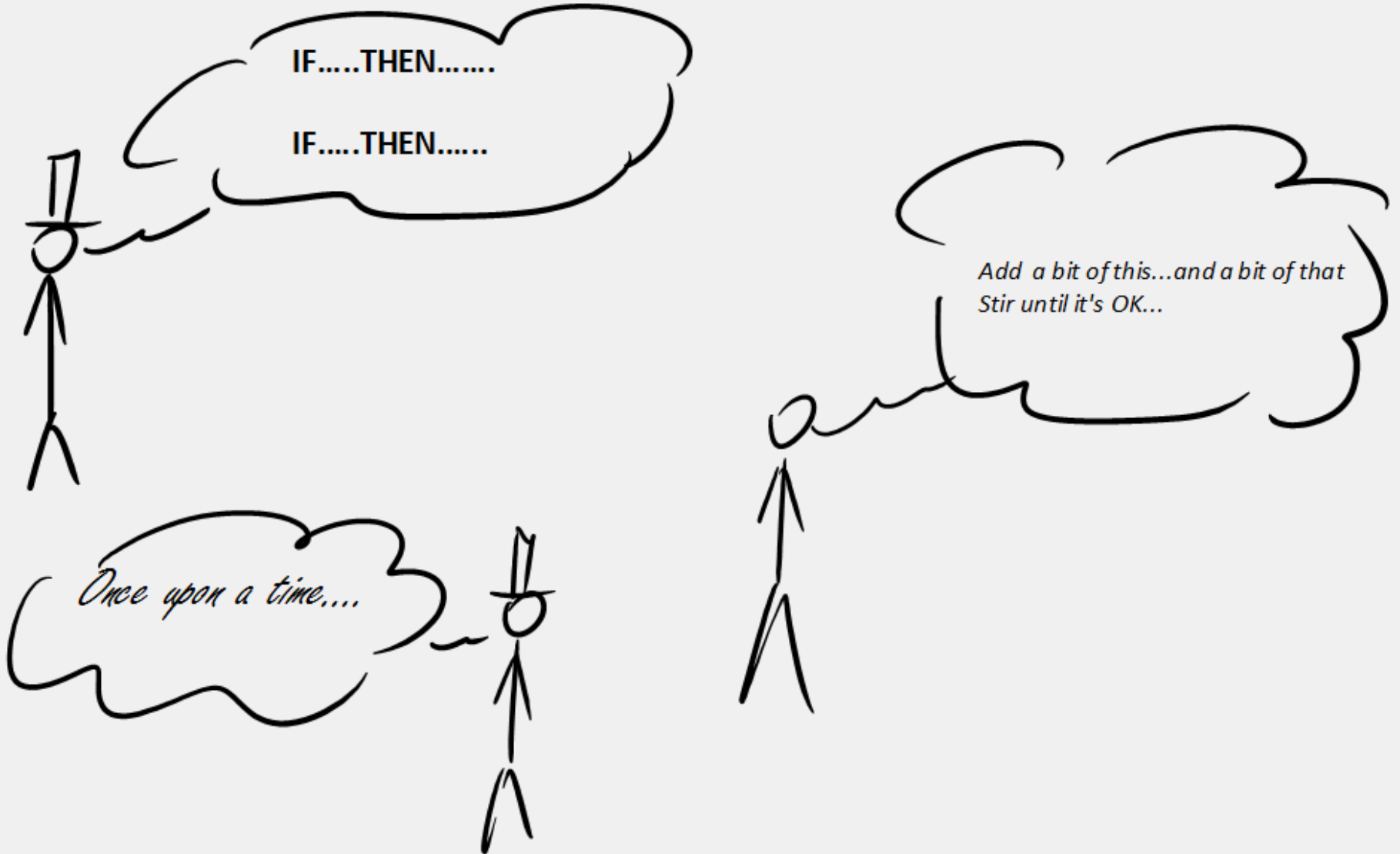


Tailor-made Software

How to talk with clients who don't know what they want? (in Polish)

www.conversation-patterns.com

The Expert KnowledgeE



NEEDS A STRUCTURE

As a <role>
I want <feature/goal>
so that <benefit>

User Story vs. Use Case



*A user story is to a use case as
a gazelle is to a gazebo*

Alistar Cockburn

MY OBSERVATIONS

US, UC are treated as goals on their own

US, UC are used to avoid bothering their author

Instead of cooperating, we focus on acting according to the form

Even when you have US, UC written down, you may not understand the business needs



Discovering THE NEEDS

What is the need behind?

...I want to see the insurance claims adjustment report

...I want to see the insurance claims adjustment report

What is the need behind?

I am responsible for increasing the number of claims adjusted to 600, so...

...I want to see the insurance claims adjustment report

If the number of 200 claims adjusted will remain, they will close down our department, so...

...I want to see the insurance claims adjustment report

The need often remains hidden

I want...

THE NEED
(a motivator)

I want to avoid...

As a U I want the X functionality, because...

...*I am afraid that* the margin will be calculated incorrectly

...that GUI *is not* intuitive

...*I don't want* the user to have the impression that...



I want to achieve...

As a U I want the X functionality, because then...

...we could design the WYSIWIG report

...I will use the salary calculator as soon as possible

...we will test this module in a more accurate way



Why Do we discover needs?

I want...

THE NEED
(a motivator)



The consequences of US template

As a <role>
I want <goal/feature>
so that <benefit>

In order to <benefit>
as a <role>
I want <goal/feature>

US template tracking needs

In order to achieve <expected benefit>

as a <role>

I want <goal/feature>

In order to avoid <problem to be solved>

as a <role>

I want <goal/feature>

Discovering problems To Be solved

Why?

What made you need...?

What is the difficulty in it?

What is to lose?

What do you want to avoid?



Discovering expected benefits

What for?

What will it give you?

What is the purpose of...?

What will it make possible?

What's new or different in it...?



NEEDS ARE individual

As a U I want the X functionality, because then...

*...we could design the WYSIWIG report
..we stop tampering with XML*

*...we will test this module in a more accurate way
...instead of clicking through individual screens...*

*...it will satisfy the Boss;)
...and they will not fire me...*



Which of the needs is the right one?

...because it will be fun

...because it drives me mad



THE ONE SPECIFIC

...because it will be fun

...because it will increase the monthly profit

...because it drives me mad

...because it will limit the loss



The one **CONNECTED** with business

...because it will be fun

...because it will increase the monthly profit

...because we will get to know the sales figures

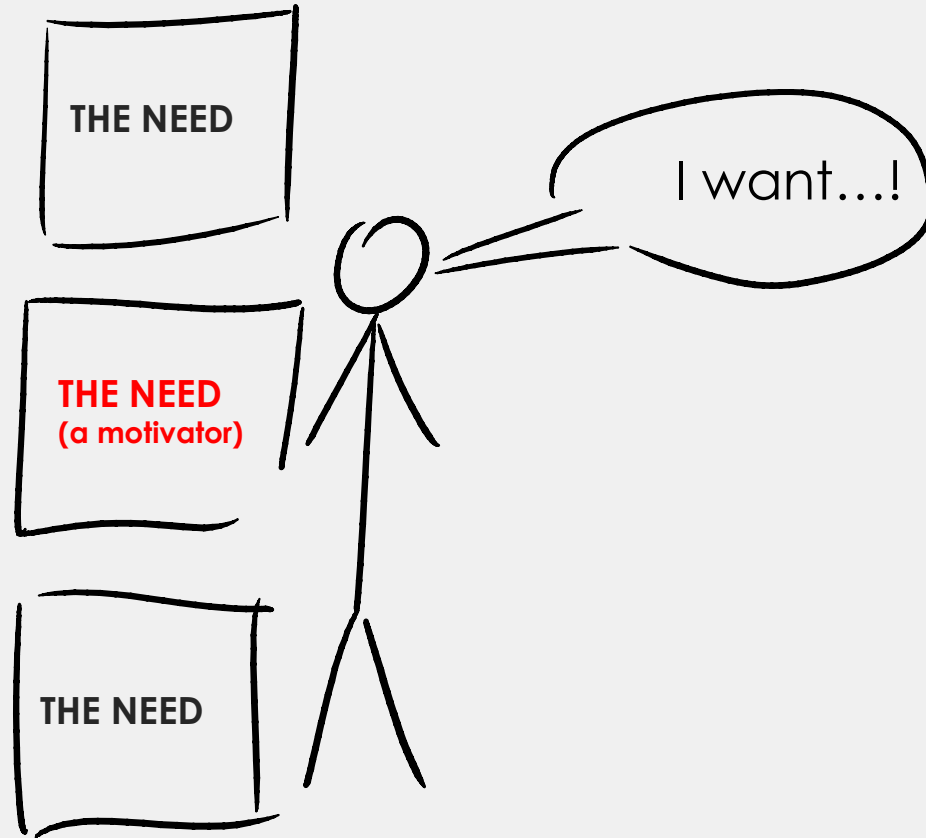
...because it drives me mad

...because it will limit the loss

...because we will limit the hidden costs



The one that DRIVES



Which question?

Which of these questions will help you benefit from this lecture at the most?

I am wondering what this presentation is about?

What was the most difficult part of my last conversation with the client?

Why do I keep on making the same mistakes when I talk with clients?

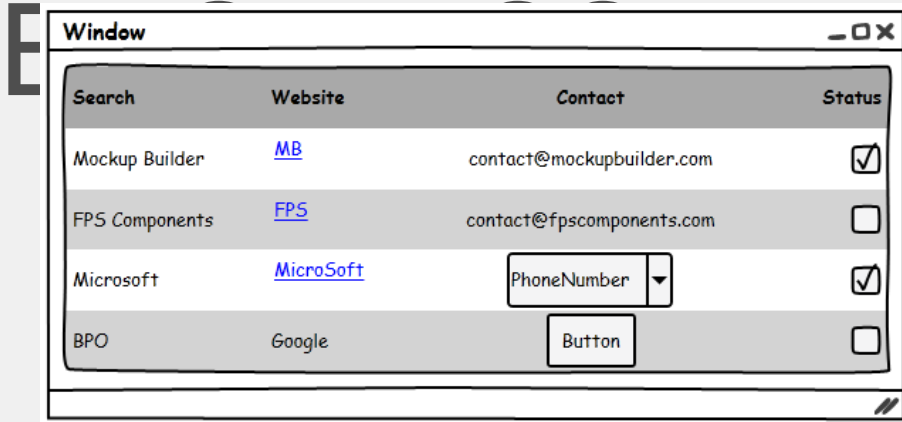
What new opportunities would arise if my conversations with clients looked the way I want them to be?

NEED in short

problem to be solved	expected benefit
<i>I want to avoid...</i>	<i>I want to achieve...</i>
<i>Why? What made you need...? What is the difficulty in it? What is to lose? What do you want to avoid?</i>	<i>What for? What will it give you? What is the purpose of...? What will it make possible? What's new or different in it?</i>
<i>In order to avoid <problem> As a <role> I want <goal/feature></i>	<i>In order to achieve <benefit> as a <role> I want <goal/feature></i>

When to explore more needs

A typical conversation of



IT

Business	IT
<i>I want you to add a button to generate partial report here</i>	-
	<i>Where is the data? What to display when there is no data? Is it consistent with the entire process? Have you thought of the consequences of aggregating partial data? It may require large refactoring...</i>
<i>Oh, so I need to consult...</i>	-

STRUCTURE OF THIS CONVERSATION

Criteria of solving the problem
Criteria of gaining the benefit

THE NEED

Alternatives

FOLLOW THE STRUCTURE

Criteria of solving the problem
Criteria of gaining the benefit

THE NEED

I want...

*- I want you to add a button to
generate partial report here*

Alternatives

FOLLOW THE STRUCTURE

The need

- *What will you gain having such a report?*
THE NEED
- *I won't have to wait for the sales figures until the end of the month?*
- *So the key factor here is the time you wait for the figures?*
- *Yes*

Criteria of solving the problem
Criteria of gaining the benefit

Alternatives

FOLLOW THE STRUCTURE

THE NEED

Criteria of solving the problem Criteria of gaining the benefit

Criteria of meeting the need

- *Which figures do you want to see and how often do you need to browse them to stay up to date?*
- *I need the key client sales figures. I'd like to browse through it twice a week.*

Alternatives

FOLLOW THE STRUCTURE

Criteria of solving the problem
Criteria of gaining the benefit

THE NEED

Suggested alternatives

- *I see! So we can do it this way... that way... or this way... Which of these functionalities will help you avoid waiting for the sales figures until the end of the month?*
- *That looks interesting...*

PROBLEM OR
BENEFIT?

Turning the problem into a BENEFIT

I don't want it to take so much time

- What will speed it up?

This report should not be here

- What can we do when it disappears?

This process is inefficient

- What will you gain if you improve its efficiency?



Turning the BENFIT into a problem

We need to improve the efficiency of this process

- What's inefficient in it?

We have to shorten the time needed to execute individual tasks

- What if we don't do it...?

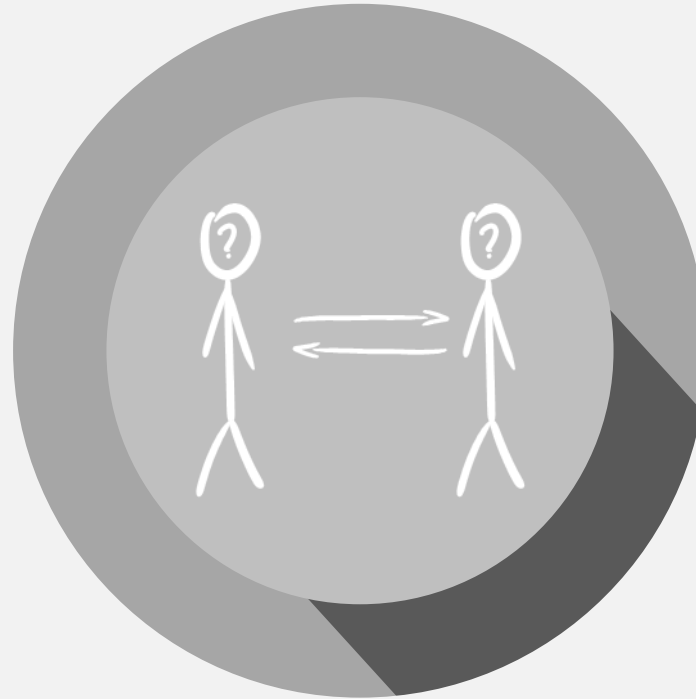
We need three days for refactoring

- But what if you don't touch the code?



Conversation Patterns

for Software Professionals



}
bns it
www.bnsit.pl

@MichalBartyzel

conversation-