



## A Business Value Focused Model For Story Identification

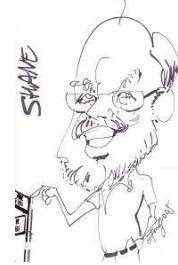
**Shane Hastie MIM, CBAP, CSM**  
Chief Knowledge Engineer

(c) Software Education 2009

1

### Who?

- Software Education – [www.softed.com](http://www.softed.com)
  - Leading provider of software development training in Australasia
  - Training partner with the Agile Academy
  - Agile pioneer in our region
    - Conferences
    - Mentoring/support
    - Training
    - Organisational change management
- Shane Hastie - Chief Knowledge Engineer
  - Doing "IT" since 1982
  - First "agile" project in 1989 – Irrigated Sugar Cane Management System (Swaziland)
  - Applied and taught Agile since 2002
  - Agile enthusiast (evangelist?)



2

(c) Software Education 2009



## Learning Objectives



- Identify the business value elements needed to be delivered on a project
- Understand the five viewpoints used to analyze the processes to be implemented
- Relate these components using the Business Value Model technique
- Identify epics and stories using the model
- Consider the PERFUME of the project
- Practice the technique on a real example

3

(c) Software Education 2009



## What do we do?

Produce models of the system...  
...from a number of viewpoints...  
...using suitable techniques...  
...identifying problems and...  
...resolving conflicts as we  
progress.



4

(c) Software Education 2009



## Identify the Value

- Why is this project being undertaken?
- What does success look like?
- How will we know it has been delivered?
- Where does the value come from?



5

(c) Software Education 2009



## Scope – identify the boundaries

In	Out	Responsibility
	Invoicing	Accountant
Reporting on requests		
	Raising Purchase Orders	Purchasing
Assigning calls to service departments		
Allocation of parts on service calls		

6

(c) Software Education 2009



## Business system viewpoints

- Business Objectives
  - Business Actors
  - Business Events
  - Business Processes
  - Business Data
- ...and the relationships between them



7

(c) Software Education 2009



## Business Objectives

- Mission
- Objectives
- Goals
- Strategy
- Activities – Epics & Stories
- Review results



*Critical success factors (CSFs)  
and critical assumptions*

8

(c) Software Education 2009



## Roles - Actors

🚶 The Actor-Profile Table

Role	Profile
Customer	Person off the street who purchases widgets using the web interface, may be visually or physically impaired.
Order Taker	Person using the software as part of their day to day job taking orders over the telephone
Manager	Person who uses the software occasionally, recipient of exception and status reports



(c) Software Education 2009

## What is an Event?

🚶 Occurrence, something that happens

- Business events
- Temporal events
- Conditional events

🚶 Has an Actor

🚶 A trigger for a process

Every process must be triggered by an event or it will never operate.

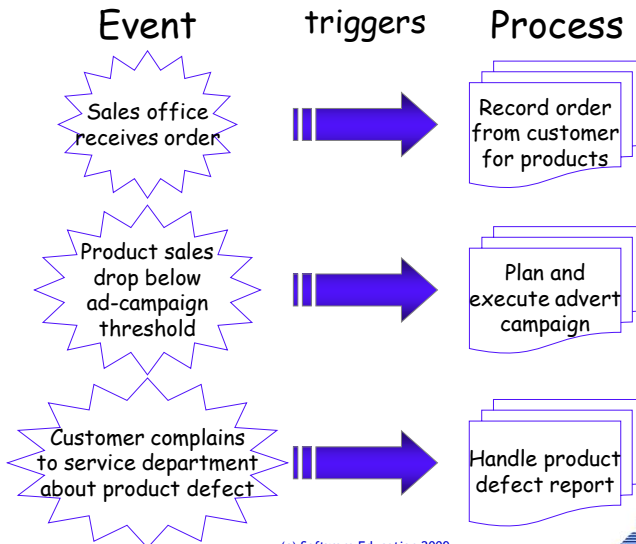


10

(c) Software Education 2009



## Events Trigger Processes



11

(c) Software Education 2009



## Types of Processes

- Business processes
- Elementary business processes
- Manual processes
- Automated processes
- Data management processes
- Stories describe processes



Naming a Business Process:

- "...Do Something About It."
- "Service cash withdrawal."
- "Inspect vehicle for WOF."
- "Check consignment against order."

12

(c) Software Education 2009



## What is Data?

- Things we want to know about (nouns)
- Referred to as entity types
- Represented using entity models
- Managed by database administration or data management



### Business Entity Types (Objects):

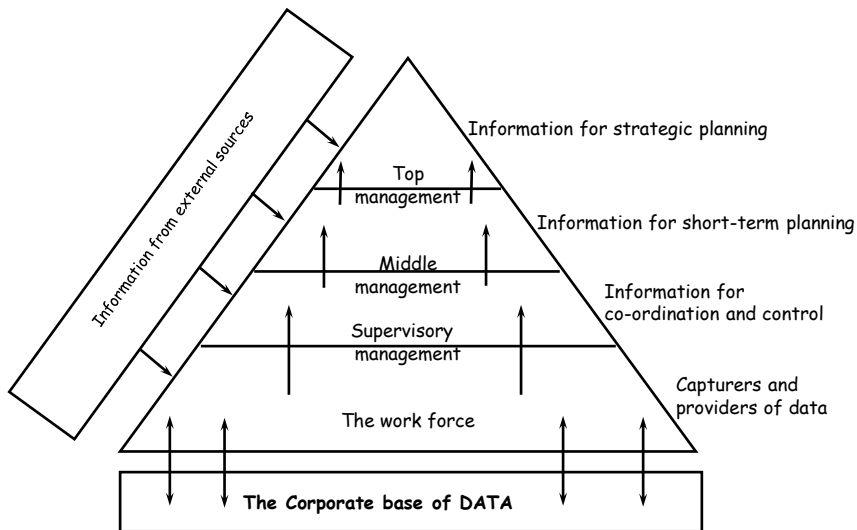
- are types of data affected or used by Business Processes
- are not components of the business itself.

13

(c) Software Education 2009



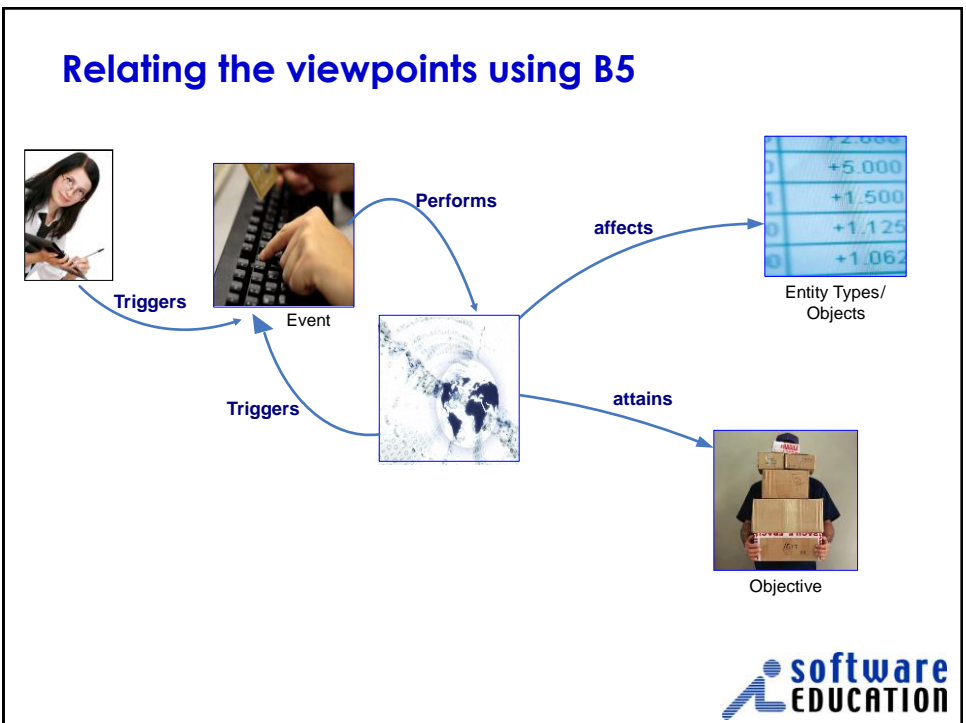
## Data and Information Flows



14

(c) Software Education 2009





### The Model

Actor <As a>	Event <When>	Process <I want>	Object <Using>							Objective <so that>
			Guest	Reserv ation	Resort	Room Type	Room Availability	Account	Food Order	
			Guest	Reserv ation	Resort	Room Type	Room Availability	Account	Food Order	Make Money by selling hotel space
Reserva- tions	Reservation Requested	Record New Reservation	Record Details	Record Reserv ation	Check Location	List Types	Update Availability Details			Efficiently service reservation requests
Reception	Guest arrived	Check in a guest	Check details	Check Details			Update Status	Open Account		Meet and greet our guests
Reception	Guest ordered meal	Take a room service order						Check Validity	Record Food Order	Service food orders efficiently
Kitchen	Order Received	Cook the food							Food Ready	Prepare meals to the highest standard
Reception	Food Delivered	Charge for meal						Update account	Get value	Ensure all charges are recorded
Clock	Nightly Charge Time Passed	Charge for accommoda tion						Update account		Ensure all charges are recorded

(c) Software Education 2009

## Add The CRUD

Actor <As a>	Event <When>	Process <I want>	Object <Using>							Objective <so that>
			Guest	Reserv ation	Resort	Room Type	Room Availability	Account	Food Order	Make Money by selling hotel space
Reserva- tions	Reservation Requested	Record New Reservation	Record Details <b>C</b>	Record Reserv ation <b>C</b>	Check Location <b>R</b>	List Types <b>R</b>	Update Availability Details <b>U</b>			Efficiently service reservation requests
Reception	Guest arrived	Check in a guest	Check details <b>R</b>	Check Details <b>R</b>			Update Status <b>U</b>	Open Account <b>C</b>		Meet and greet our guests
Reception	Guest ordered meal	Take a room service order						Check Validity <b>R</b>	Record Food Order <b>C</b>	Service food orders efficiently
Kitchen	Order Received	Cook the food							Food Ready <b>U</b>	Prepare meals to the highest standard
Reception	Food Delivered	Charge for meal						Update account <b>U</b>	Get value <b>R</b>	Ensure all charges are recorded
Clock	Nightly Charge Time Passed	Charge for accommodat ion						Update account <b>U</b>		Ensure all charges are recorded

(c) Software Education 2009

## How do your stories smell?

- & The Value of quality
  - Performance
  - Efficiency
  - Reliability
  - Functionality
  - Useability
  - Maintainability



## Putting it into practice

👤 A practical exercise



19

(c) Software Education 2009



## How did that go?

👤 Contact me

- [shaneh@softed.com](mailto:shaneh@softed.com)
- [www.softed.com](http://www.softed.com)
- <http://softwareeducation.wordpress.com>
- Twitter: @shanehastie



20

(c) Software Education 2009

