

Course code: **IMPMAP**

Course title: **Effective product development with Impact Mapping**

Days: 2

Szkolenie realizowane we współpracy z firmą



Description:

Course intended for:

The training is intended for all parties involved in the process of production of software. It is recommended, in particular, for persons responsible for business success of the project (product owners, product managers) and persons supporting the team work (coaches, ScrumMasters).

Course objective:

The training objective is to acquire the skills allowing the participants to increase their effectiveness in terms of planning of a product issue on the basis of the Impact Mapping technique.

Impact Mapping visualizes the path from the business objective to the product functionality. It is a technique oriented at cooperation between business and technical employees, bringing results quickly. It visualizes the assumptions with regard to the impact of software on business objectives, allowing for better development of the product.

Associated topics will also be discussed, such as Product-Market fit, User Stories. We will refer to knowledge on Lean Startup and Customer Development.

Course strengths:

A large number of workshops, allowing the participants to exercise the techniques discussed. This will allow them to use these techniques immediately in their projects.

Requirements:

A set of users, which will allow for a radical improvement in adjusting the product to the needs of the client and achieve a common understanding of business objectives.

The participants, who are on the side of software delivery, will be convinced that understanding of business objectives is valuable and impacts their everyday decisions.

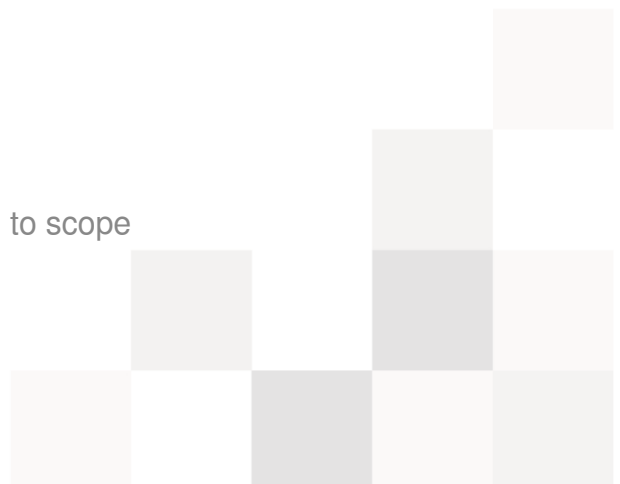
Course parameters:

2*8 hours (2*7 net hours) of lectures and workshops (with a visible emphasis on workshops).

Group size: no more than 8-10 participants.

Course curriculum:

- Users and Product-Market Fit
 - Personas – better understanding of the user thanks to creation of fictional characters
 - Value Proposition Canvas – visualization of user tasks and our proposals for them
- Impact Mapping
 - Software production problems
 - Unused functionalities
 - Excessive functional scope
 - Inadequate solutions
 - Business objectives not known to persons developing software
 - Defining of measurable business objectives
 - Workshop – creation of own maps
 - Impact Map during product development
 - Planning of issues
 - Validation of assumptions
 - Making decisions with regard to scope
- Effective creation of User Stories



- How to divide User Stories
- How to save User Stories – not only "As a ... and want ... so that ..."

How User Stories are related to specifications and documentation

