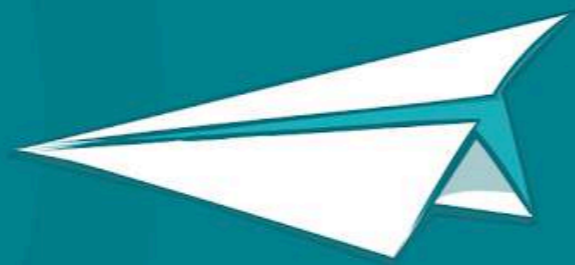




Ottawa-Outaouais

Chapter



OUTCOMES
OVER
OUTPUTS...

OUTCOME DELIVERY

www.outcomedelivery.com

*Michael Lachapelle
Business Model Fulcrum*

**So.....
What is the
problem?**



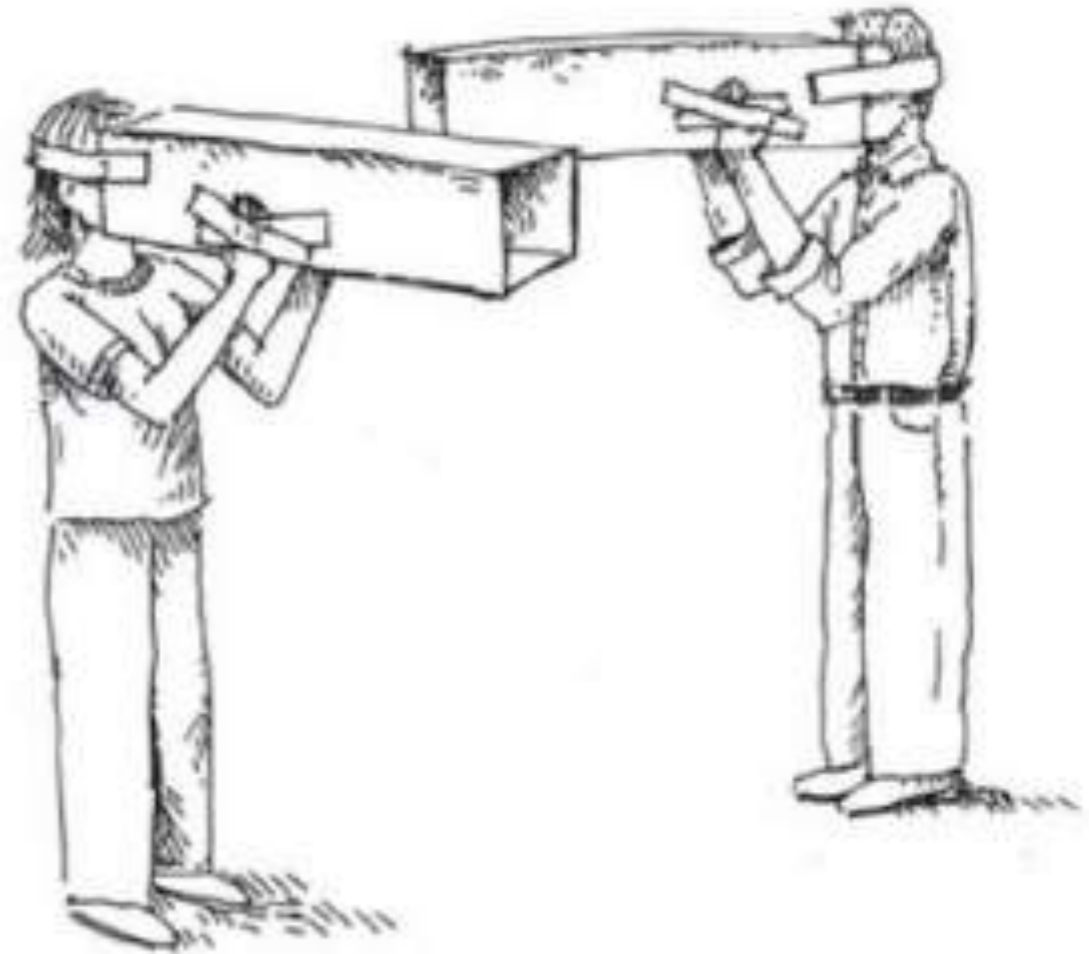
**MORE
PRODUCTS
COMING
SOON!!!**



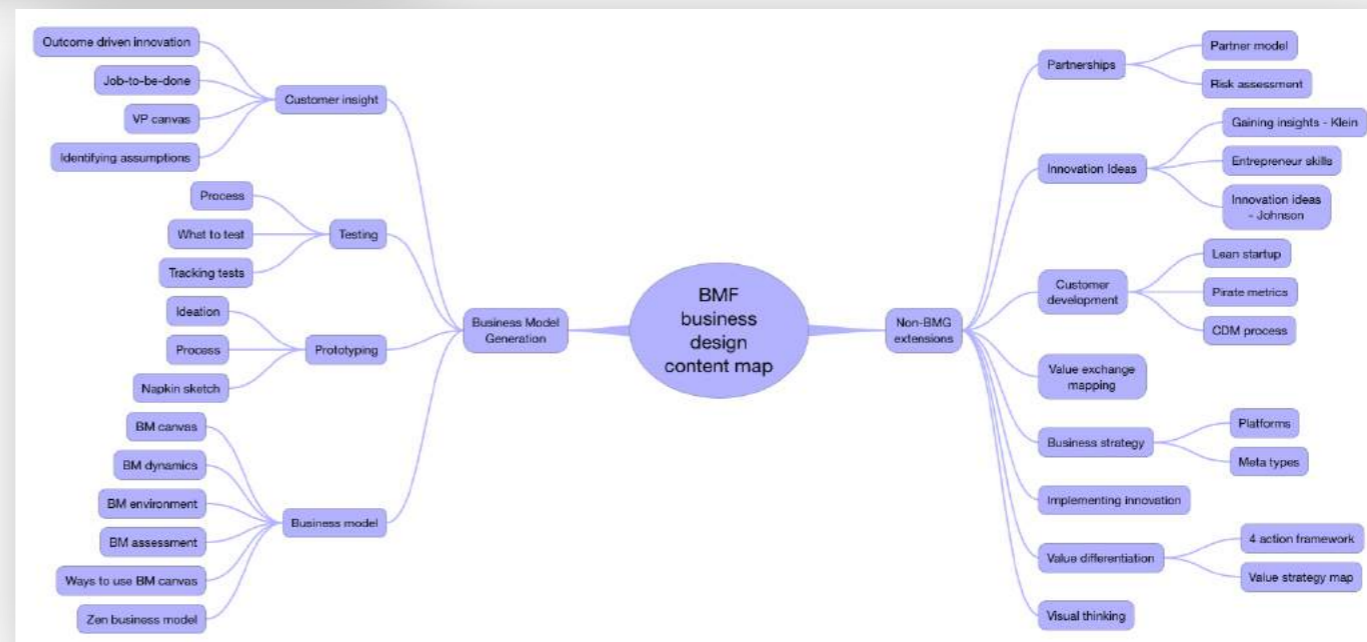
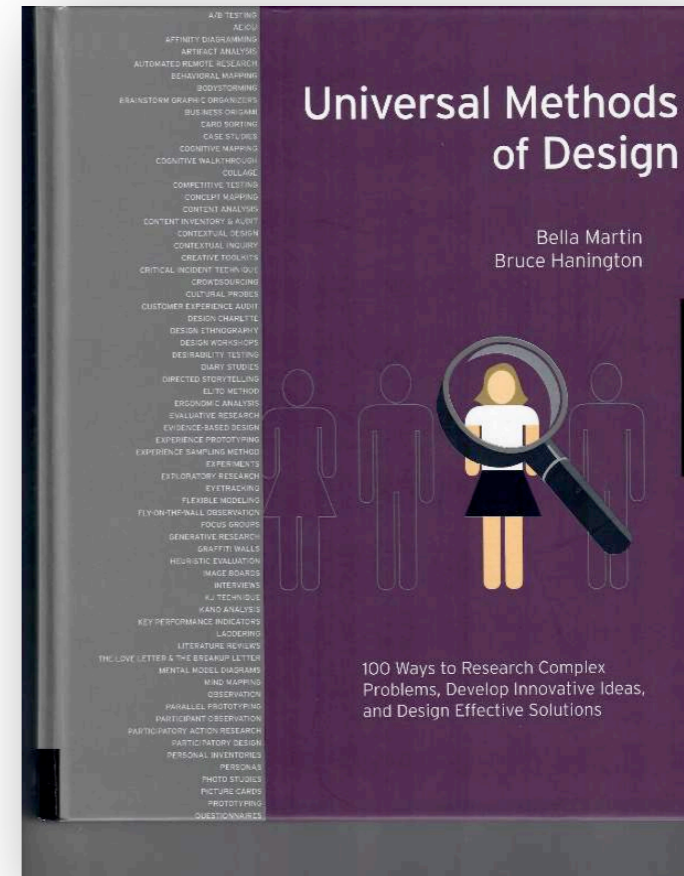
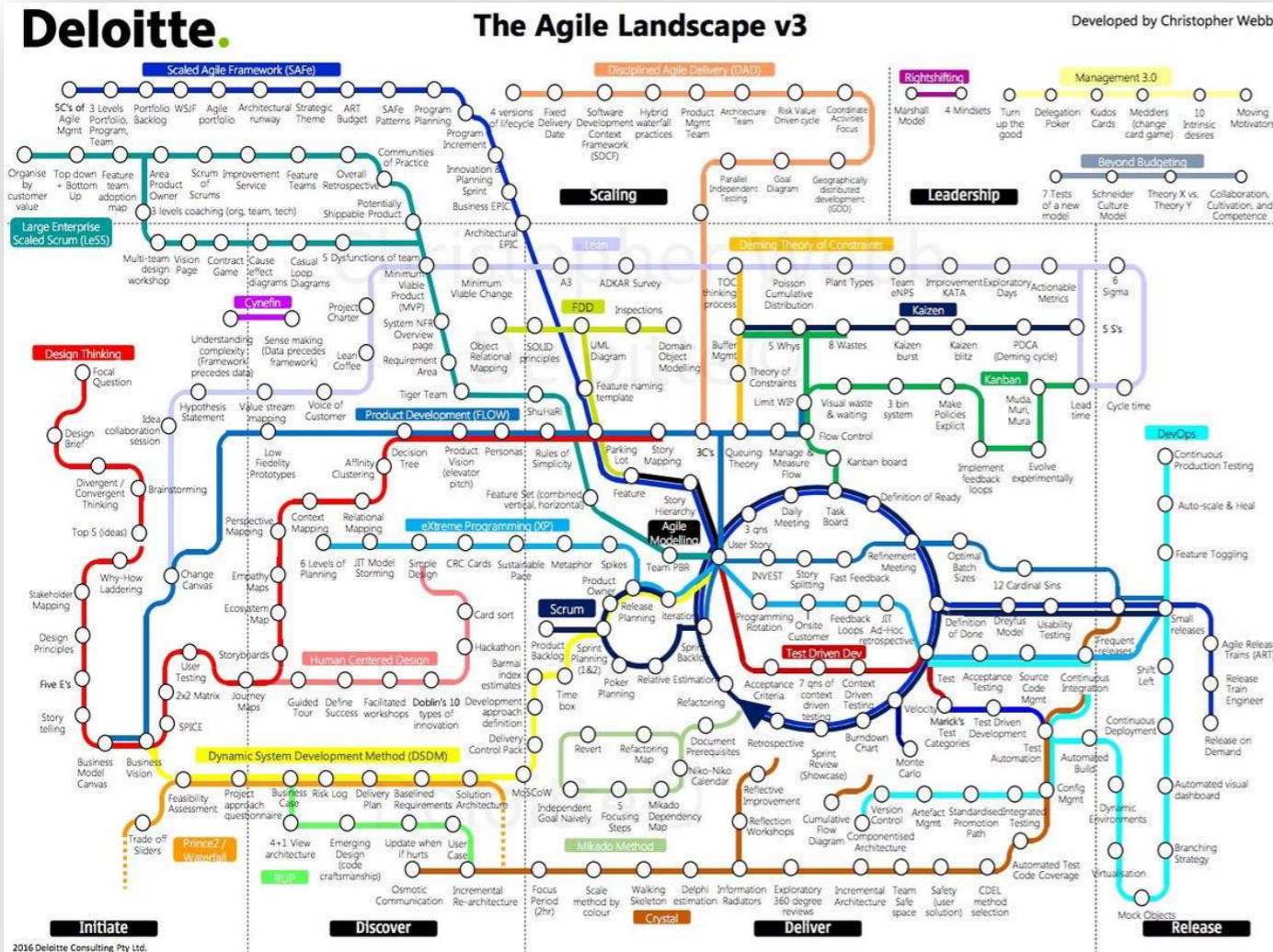
Feature Fixation

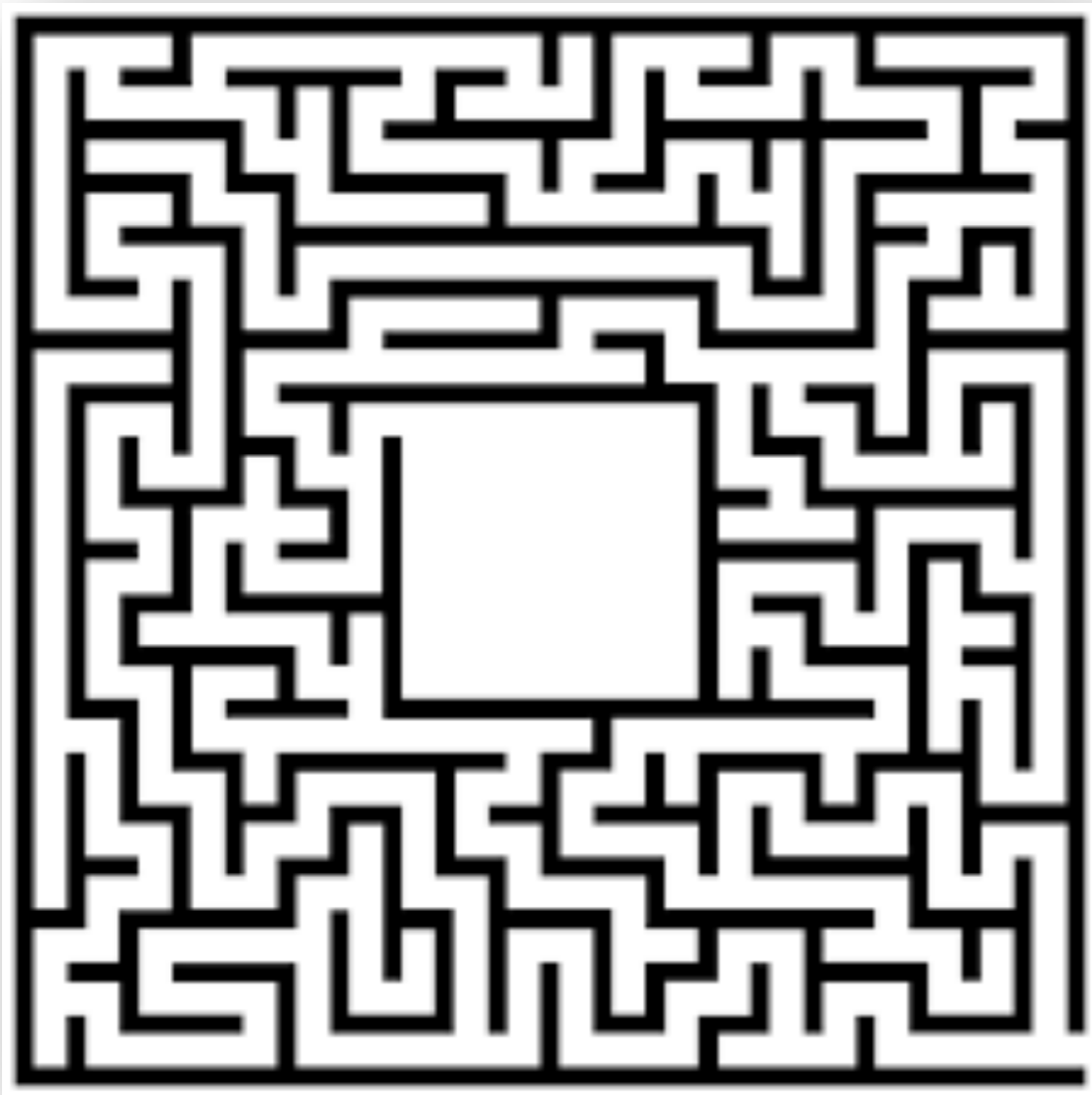


More Features



Practices and Techniques



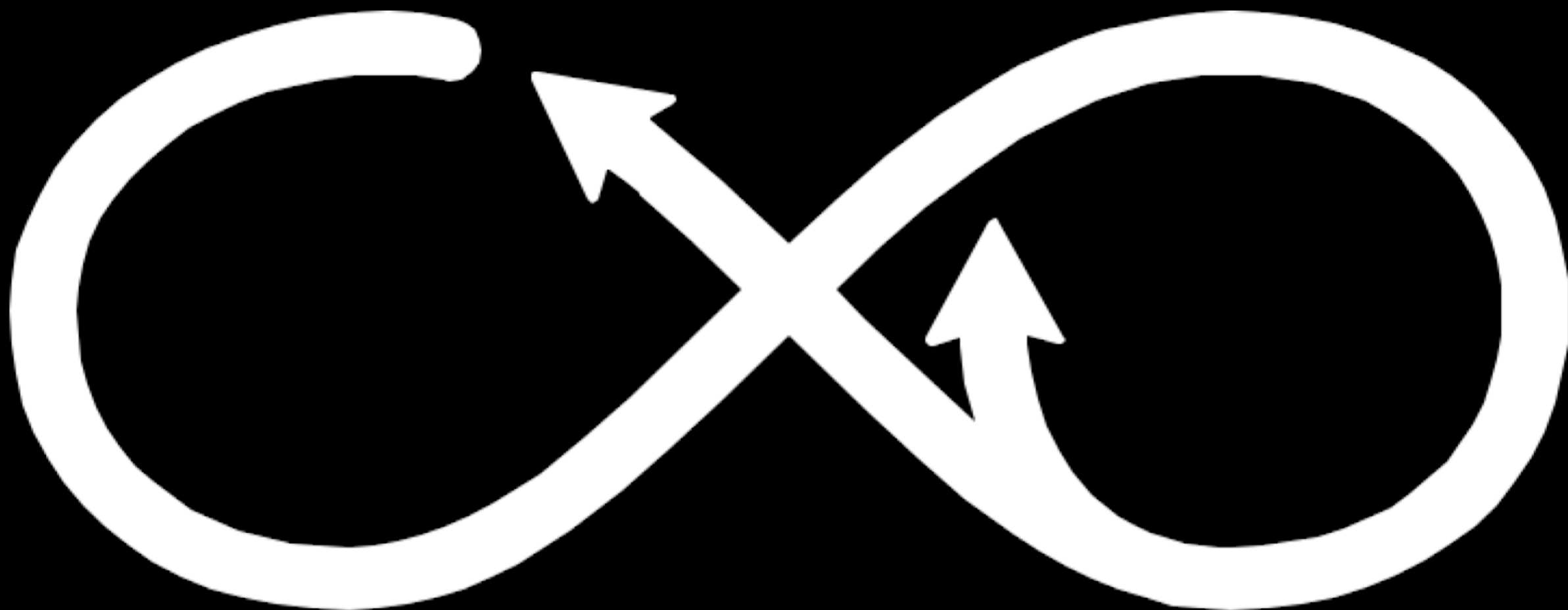


**No clear repeatable
end-to-end path
from idea to delivery**

OUR DESIGN CHALLENGE

HOW MIGHT WE.... Help teams be better at consistently delivering outcomes that matter to both the business and the customers by providing a structured approach without imposing a standard or methodology.

MOBIUS LOOP



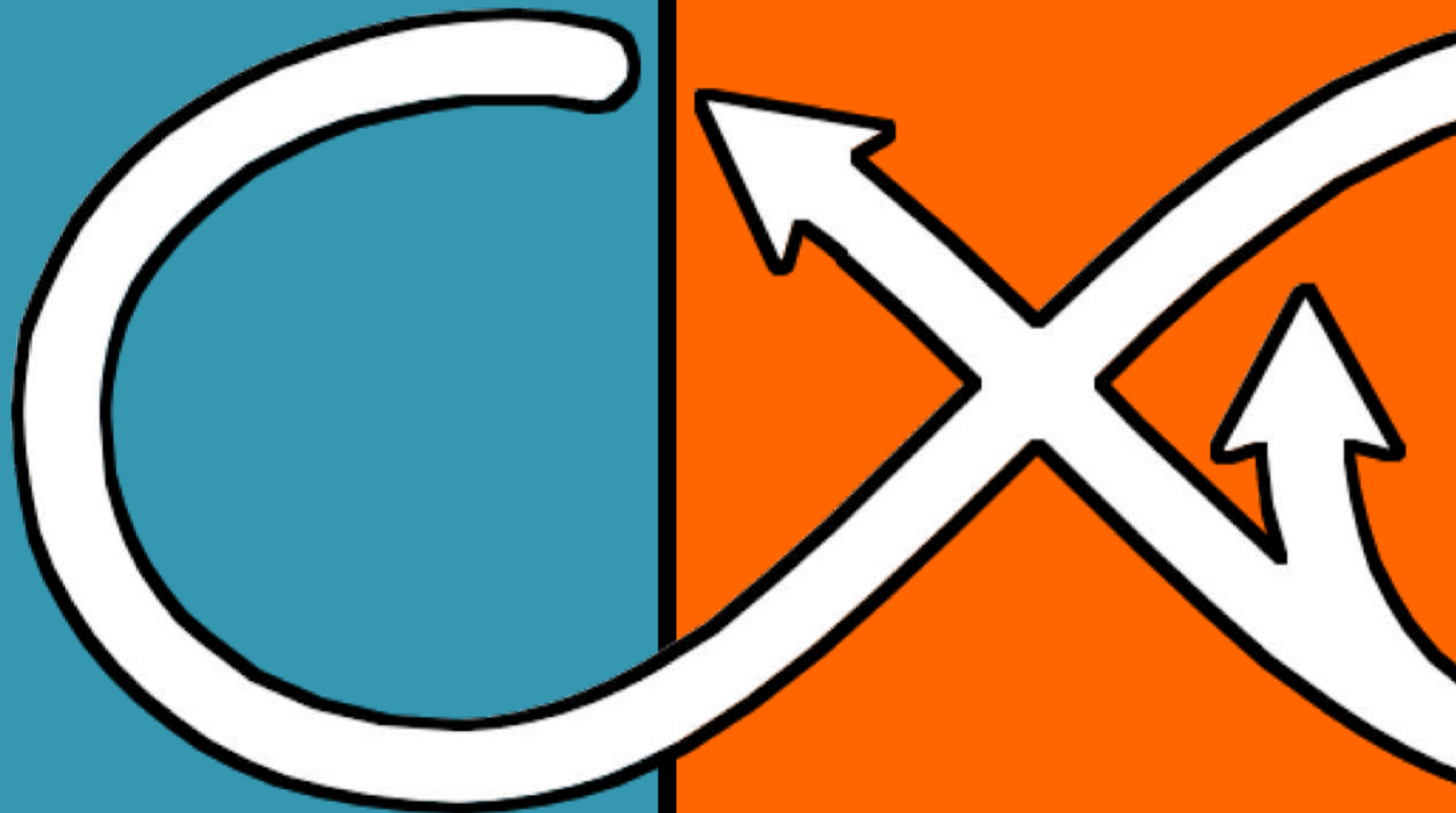
DISCOVERY LOOP



why

DISCOVERY
LOOP

OPTIONS
PIVOT



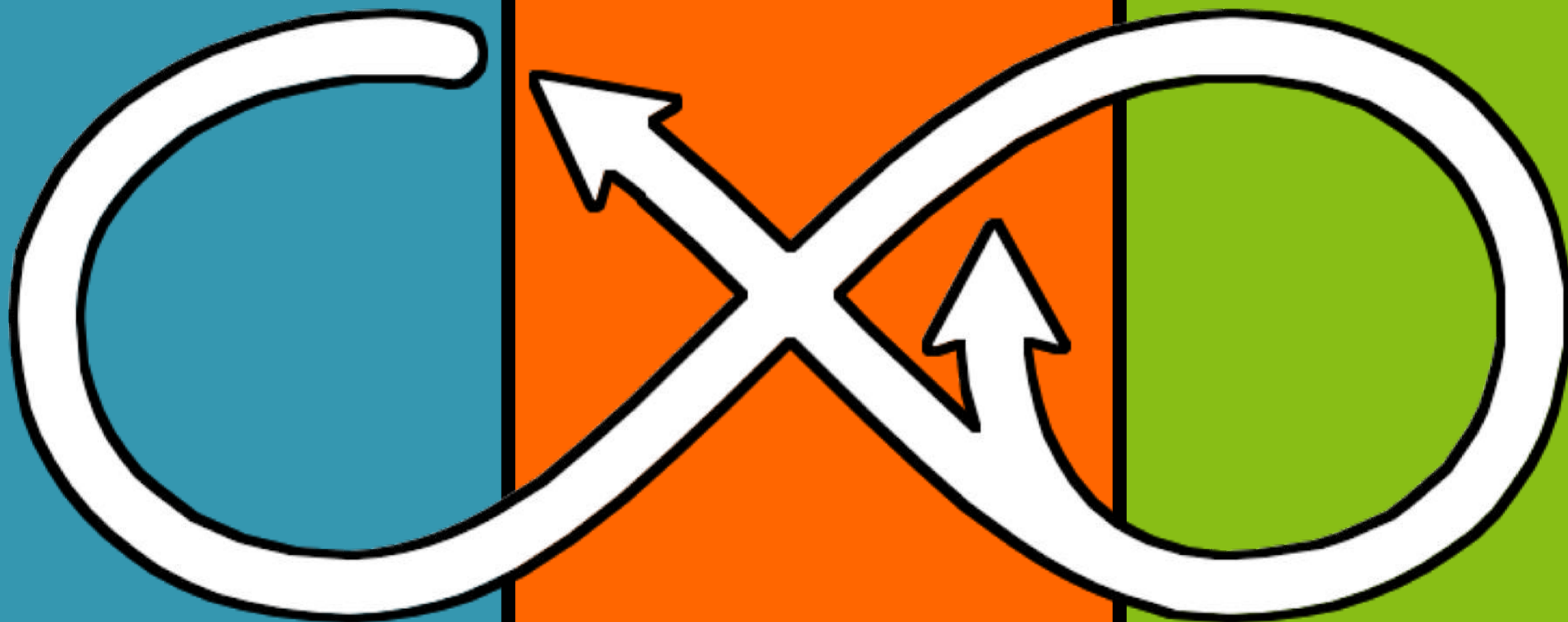
why

how

DISCOVERY
LOOP

OPTIONS
PIVOT

DELIVERY
LOOP



why

how

what

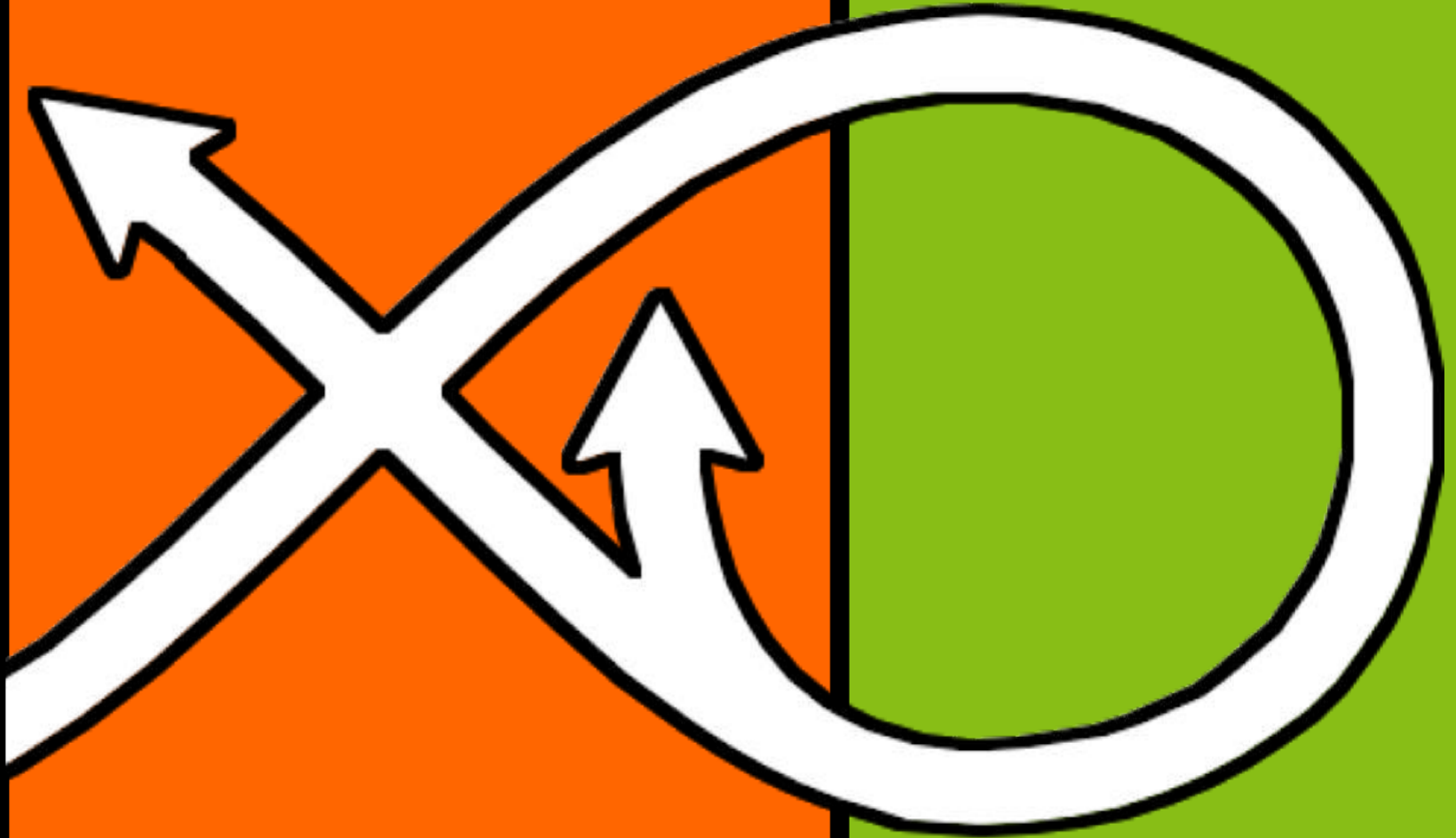
WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



OPTIONS
PIVOT

DELIVERY
LOOP



WHY & WHO

What is the problem to solve or idea to pursue?
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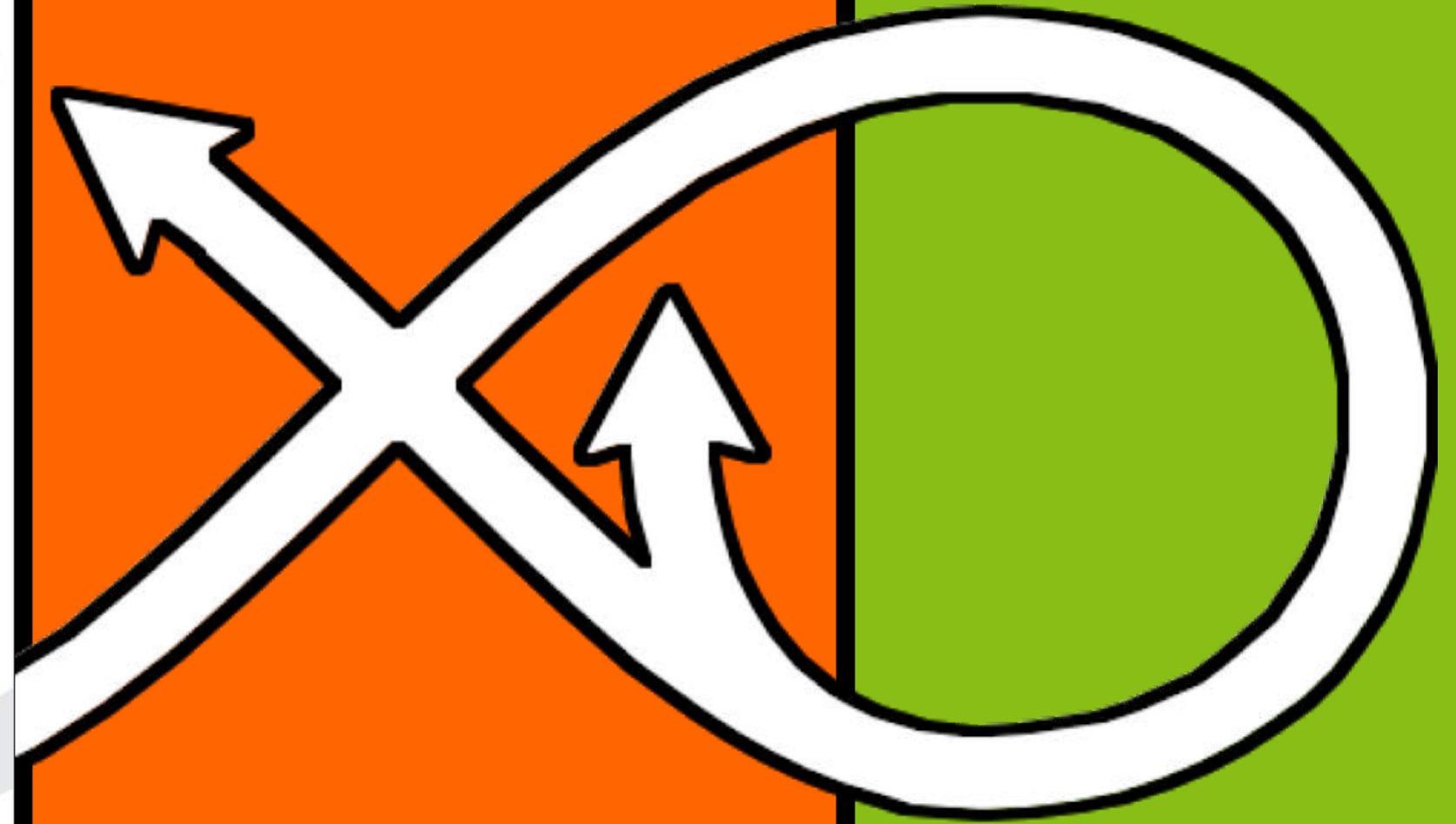


OUTCOMES

How will we measure the customer and business needs?

OPTIONS
PIVOT

DELIVERY
LOOP



WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



OPTIONS

How will we deliver the outcomes?



OUTCOMES

How will we measure the customer and business needs?

DELIVERY LOOP



WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



OPTIONS

How will we deliver the outcomes?

DELIVER

Run experiments and deliver to customers



OUTCOMES

How will we measure the customer and business needs?



WHY & WHO

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Who are the target customers and what do they need?



OPTIONS

How will we deliver the outcomes?

DELIVER

Run experiments and deliver to customers



OUTCOMES

How will we measure the customer and business needs?



MEASURE & LEARN

Measure the impact and learn what we should do next



WHY & WHO

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OPTIONS

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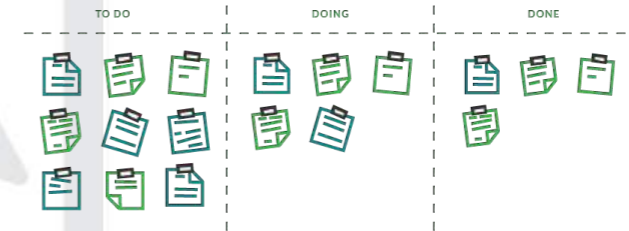


OPTIONS

How will we deliver the outcomes?

DELIVER

Run experiments and deliver to customers



OUTCOMES

How will we measure the customer and business needs?



MEASURE & LEARN

Measure the impact and learn what we should do next

AGILE

WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



EMPATHIZE

DEFINE



OUTCOMES

How will we measure the customer and business needs?



OPTIONS

How will we deliver the outcomes?

IDEATE

DELIVER

Run experiments and deliver to customers



PROTOTYPE

TEST



MEASURE & LEARN

Measure the impact and learn what we should do next

WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?

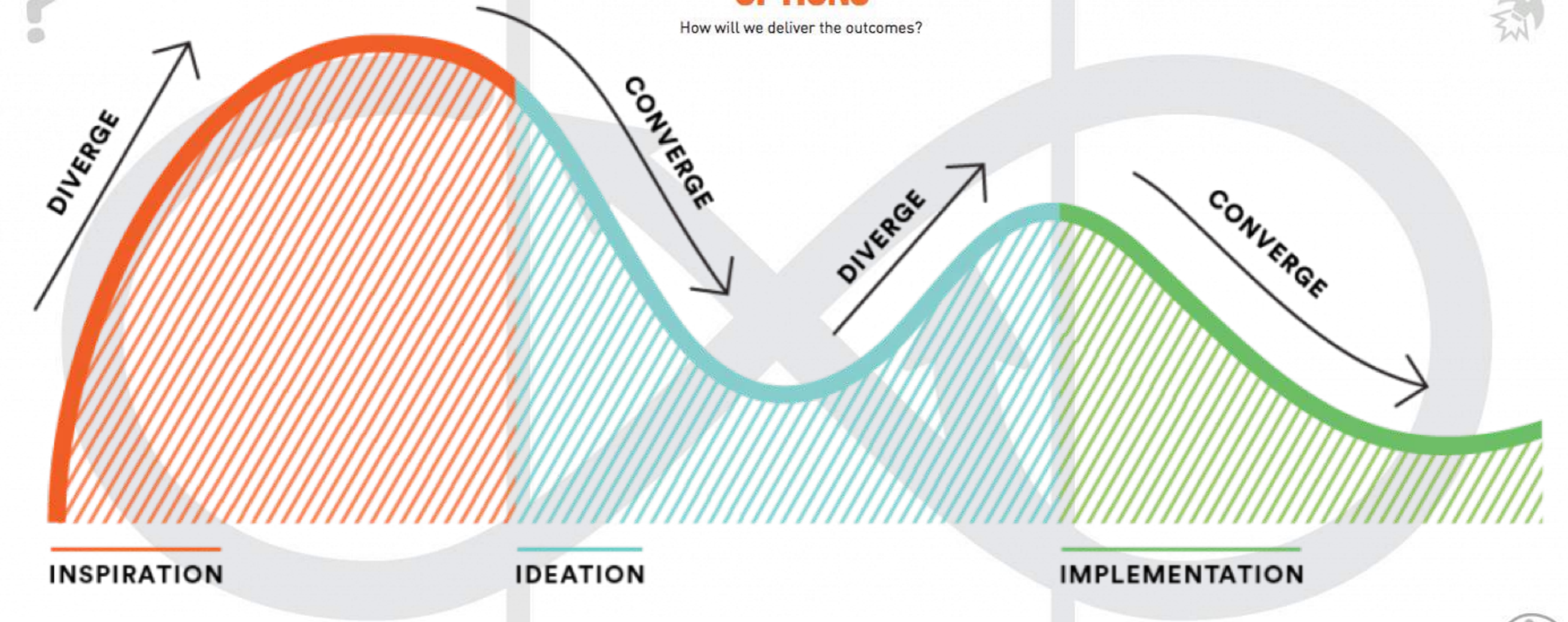


OPTIONS

How will we deliver the outcomes?

DELIVER

Run experiments and deliver to customers



OUTCOMES

How will we measure the customer and business needs?



MEASURE & LEARN

Measure the impact and learn what we should do next

HUMAN CENTRED DESIGN - IDEO

WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



OPTIONS

How will we deliver the outcomes?

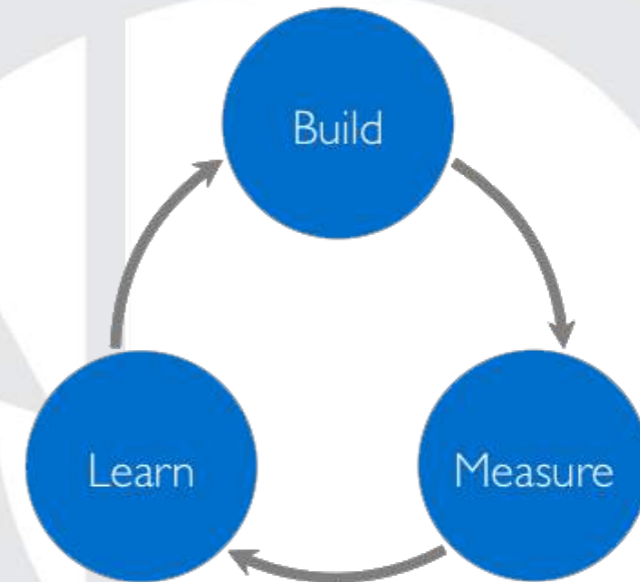
DELIVER

Run experiments and deliver to customers



OUTCOMES

How will we measure the customer and business needs?



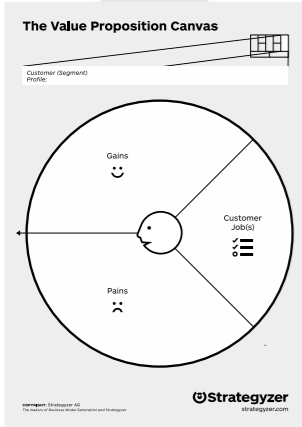
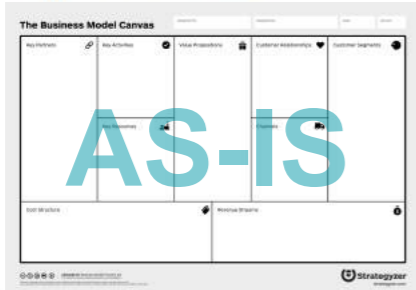
MEASURE & LEARN

Measure the impact and learn what we should do next

LEAN STARTUP

WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



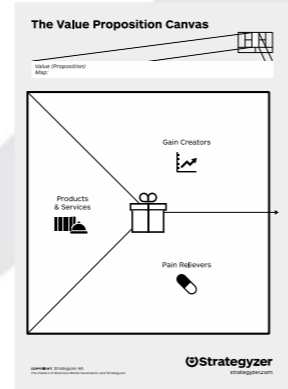
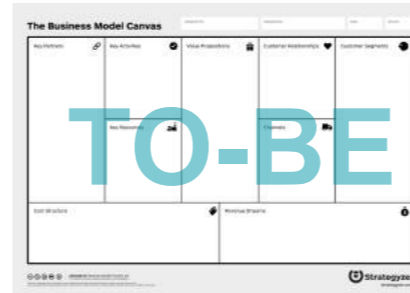
OUTCOMES

How will we measure the customer and business needs?



OPTIONS

How will we deliver the outcomes?



DELIVER

Run experiments and deliver to customers



MEASURE & LEARN

Measure the impact and learn what we should do next



WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?



VISION MANTRA
FRAME THE PROBLEM
VALUE STREAM MAPPING
3 HORIZONS
A3 THINKING
GROWTH STRATEGIES
COMPELLING QUESTION
8 WHYS
EMPATHY MAP
CUSTOMER TARGET MAP
SHADOW YOUR USERS
JTBD PRIORITIZATION
RESEARCH QUESTIONS
JOB MAP
ETHNOGRAPHY
CUSTOMER NEED
SEGMENTATION MAP
OUTCOME TRACKER
OUTCOME INTERVIEWS
CUSTOMER OUTCOMES
BUSINESS OUTCOMES

OUTCOMES

How will we measure the customer and business needs?

OPTIONS

How will we deliver the outcomes?

COST OF DELAY
IMPACT ESTIMATION
OPTIONS PIPELINE
OPTION
CONSTRAINTS
R.E.I.
RESEARCH
OPTIONS TETRIS
KANO PLUS
CONTAINMENT
DESIGN STUDIO
HYPOTHESIS

DELIVER

Run experiments and deliver to customers

GUERRILLA RESEARCH
LEARN EARLY QUICKLY CHEAPLY
PROTOTYPE
EXPERIMENT
IMPLEMENT
INVEST ON DEMAND
JOB STORY
EST-BASED DESIGN
STORY MAPPING
CANARY LAUNCH
DARK LAUNCH
DAILY STANDUP
SIMPLE PATH MAP
RELEASE STRATEGY
CONTINUOUS INTERACTION
TOGGLES
WALKING SKELETON
RISK
EMOTIVE MAP
OPTIONS TRACKER
A/B SPLIT TESTING
GUERRILLA TESTING
MULTI-ARMED BANDIT TESTING
MULTIVARIATE TESTING
OUTCOME FORECASTER
PIRATE METRICS
PLAYBACK
RETROSPECTIVE

MEASURE & LEARN

Measure the impact and learn what we should do next

WHY: DISCOVER

Name: _____

Purpose: Why are you doing this?

WHY
What is the current situation and context?
What problem are you trying to solve?
What is the driving need?

WHO
Who are your target customers?
What motivates them?
• Problems & Jobs?
• Pains & Gains?

CONSTRAINTS
What are the risks, and constraints?
Are the constraints fixed, firm or flexible?

CUSTOMER OUTCOMES
What do the customers care about?
How will you measure their outcomes are met?

BUSINESS OUTCOMES
What are the business outcomes?
How will you measure them?

DISCOVERY CANVAS
capture insights from discovery

OBSEERVE ORIENT

OUTCOME DELIVERY.COM
Gabrielle Benefield

HOW: OPTIONS

Product Name: _____ Date: _____

HYPOTHESIS / OUTCOME	RESEARCH	EXPERIMENT	IMPLEMENT	SCORE

OPTIONS PIVOT

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Gabrielle Benefield

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WHAT: DELIVER

Product Name: _____ Date: _____

NEXT UP	IN PROGRESS	REVIEW	DONE

RISKS
Any issues to flag?

PROGRESS
What's the latest?

DELIVERY CANVAS
capture learning

OUTCOME DELIVERY.COM
Gabrielle Benefield

WHAT: LEARN

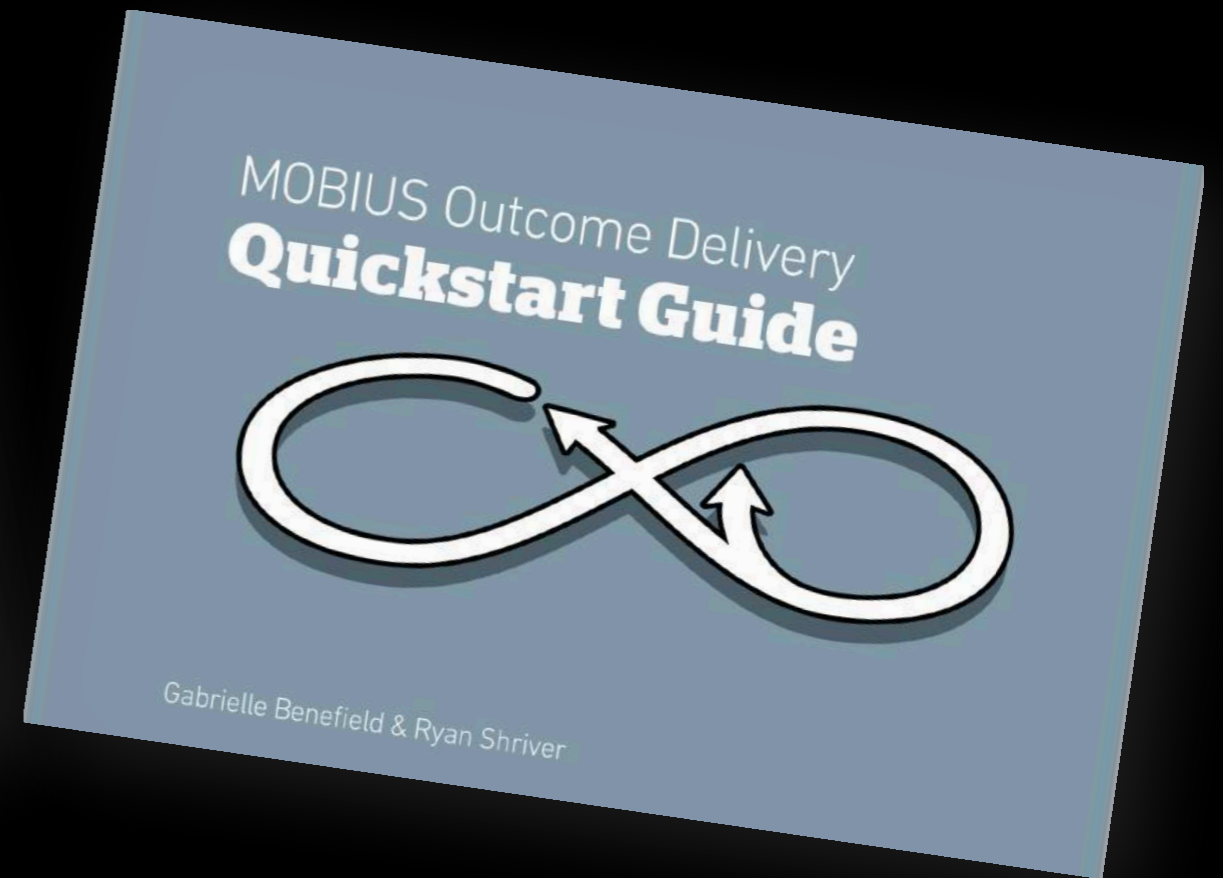
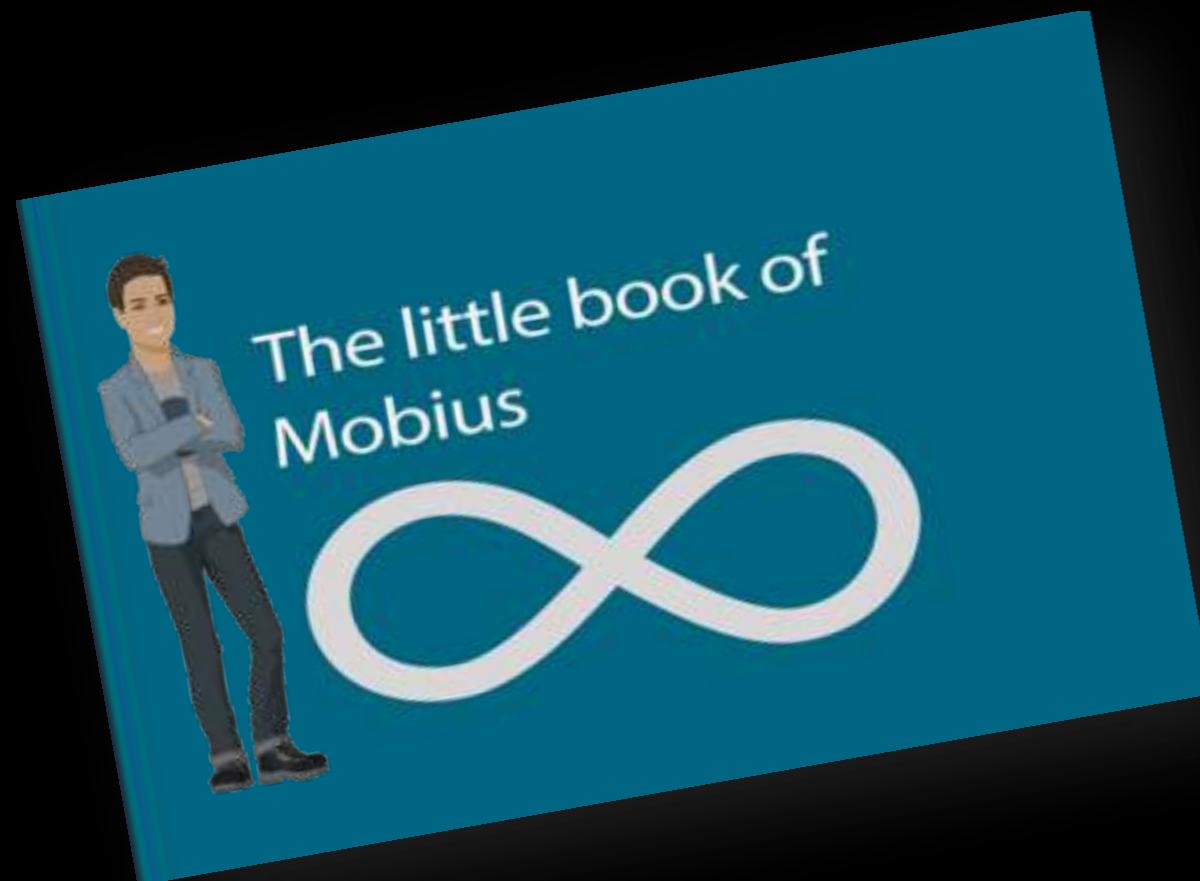
Product Name: _____ Date: _____

OPTION	IMPACT	INSIGHTS	ADAPT
What did you try?	What impact did you make to the Outcomes?	What have you learned?	What are the next steps?

DELIVERY CANVAS
capture learning

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Wrap Up



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