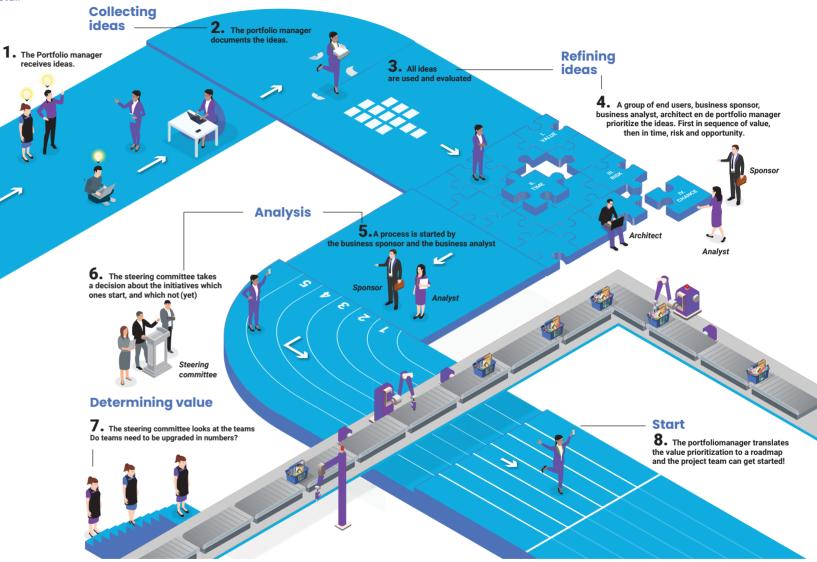# From Idea to Project

Implementation of Outsystems applications within retail

The goal of Product League is to make companies future-proof by optimizing and digitizing core processes. We do this by developing future-proof digital products.

Collaborate with Product League

Are you wondering what we can do for your organization?

Send a message to Max Ebenhoch, or check out our website for examples of detailed **case studies**. You can also read more about the **technologies** we are working with and meet **our team of specalists**.

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Collecting ideas

2. The portfolio manager documents the ideas.

1. The Portfolio manager receives ideas.

3. All ideas are used and evaluated

Refining ideas

4. A group of end users, business sponsor, business analyst, architect en de portfolio manager prioritize the ideas. First in sequence of value, then in time, risk and opportunity.

I. VALUE

II. TIME

III. RISK

IV. CHANCE

Sponsor

Architect

Analyst

Analysis

5. A process is started by the business sponsor and the business analyst

Sponsor

Analyst

6. The steering committee takes a decision about the initiatives which ones start, and which not (yet)

Steering committee

Determining value

7. The steering committee looks at the teams Do teams need to be upgraded in numbers?

Start

8. The portfoliomanager translates the value prioritization to a roadmap and the project team can get started!

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Roadmap

Our work is done based on a roadmap. The first thing to do is to put all ideas together in a list through a creative session. Then, the collected ideas are arranged by value for the organization, looking at the time the development takes and the additional risks and opportunities. From this ranking, the top 5 ideas will be analyzed to determine which initiative will be started and which not (yet). When it is determined with what idea will be started, the executive team will be compiled, after which the roadmap will be worked out, and the project can be executed.

The steering group

There are always many different initiatives within an organization that one wants to start up. Therefore, it is important to be the first to have a clear goal in mind before an idea can be worked out. When this goal is determined, all initiatives that contribute to achieving this goal will be considered. The other initiatives will not be further developed. To control these initiatives, it is the best practice to put together a decision-making unit. This decision body creates a steering group with the right people from the organization to carry out the initiatives. This steering committee meets periodically to:

- Keep communication transparent between the steering committee and the Product League executive team;
- Make and implement strategic choices;
- View the overview of the progress of the project and provide support where necessary;
- Sharing successes and insights;
- Scaling up and down teams;
- Stop projects.

Collecting ideas

Everyone within an organization has a voice. This means that employees' ideas (that can contribute to the strategic goal) are included in the process. A digital portfolio board is used to keep an overview of all ideas. It puts ideas in which it describes the strategic purpose it serves and the value for the organization when the idea is executed.

Refining ideas

When an idea seems to be valuable, a Business Analyst will research to develop the idea further. In addition, the portfolio manager looks at the entered value to determine which idea is interesting. For validation, the organization's current process is analyzed to determine to what extent the existing application is still connected to this and to what extent technology plays a role in this. To prevent too many ideas from being worked out simultaneously, and the focus is lost, the portfolio board works with a limit of several ideas that can be worked out at the same time. Every idea is developed one after the other. Fibonacci scores given to the different ideas determine how much time should be spent per idea to implement them. During prioritizing the ideas, the business value, the time the implementation, and the Refining ideas risks and opportunities are considered. The final score is determined by adding and dividing the weight, time, and risk reduction by the amount of work score.

Analysis

When the above is clear, the analysis of the idea can be started. Here too, there are limits to ensure that too many analyses are not being worked on simultaneously. The steps that do not contribute to the value are removed from the process, reducing the variation between the different processes. It is essential to get structure by inventorying, evaluating, and documenting during the analysis for a new process. In this way, an overview is created by gaining insight into those involved, watching theimplementation, and modeling. Modeling a process can be done in various ways; this must be done in a constant practice that is understandable to all stakeholders. The portfolio is an important part of the whole and must remain visible to the entire organization. This gives everyone insight into the roadmap of the projects.

Teams and stakeholders

The team and stakeholders of the projects can be divided into four different groups: the managers of the portfolio, the scrum team, the end-user, and the service desk. It depends on the organization and the project which is in which group. The portfolio managers are already initiating a process before the project is started. The managers are also the steering group and have a helicopter view of the project from the organization. The scrum team consists of all the people needed to achieve the project and works autonomously via the scrum method. Such a team works through several process agreements, within which they can decide how they work. In addition, there is a lot of collaboration, where the team members sit together or meet virtually. The roles within the teams are as follows:

- The Product Owner (PO) is the person who has a good idea of the client's strategic vision and leads the scrum team.
- The Business Analyst (BA) supports the Product Owner with elaborating and investigating the wishes, mapping the processes, and testing the software.
- The User Experience Designer (UX) is responsible for the user experience, conducts user research, and designs possible solutions.
- The Developer is the link between the wishes and needs and the already existing software. Developer develops the software that the end-user will use.
- The Technical Lead is responsible for the architecture of the application it's quality. It provides support to the Business Analyst in elaborating the technical solutions to the functional requirements.
- The Tester is responsible for ensuring the quality of the developed applications and the entire process.

If you are curious about the members who are part of the scrum teams, and the rest of our colleagues, please meet them at: product-league.com/about.

Support Team and Service Desk

The fourth is the Service Desk Support Team. This is the team responsible for the moment that something goes wrong with the software at the end-user. In addition, this group is the face of the customer. The support team is responsible for implementing and managing the new functionality and answers questions from the user about the application.

End-user

The end users are the third group and play a very prominent role. The final product is tailored to the wishes of this user. Each iteration in the Scrum process is used to see how well the developed functionality fits the wishes and needs. At such a time, feedback can be given, which will be included in the next sprint.

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