

Pocket Guide: Follow the Journey



I/OBreviti

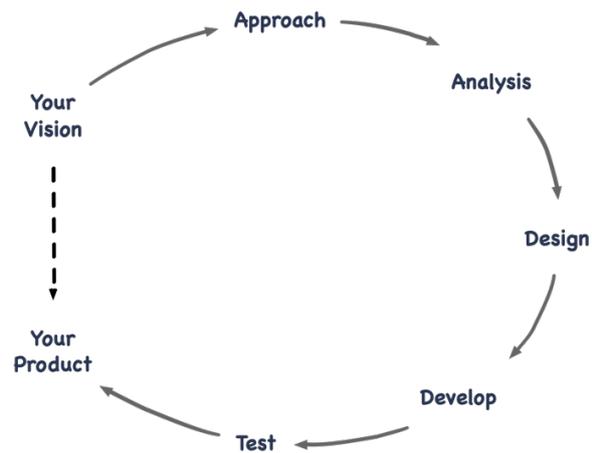
big organisation know-how

The Process

It doesn't particularly matter at which stage of the development cycle you find yourself, the path to completion is essentially the same: think-review-do.

At I/O Breviti, we can help you to step back and apply these principles to your current situation.

The shortest path between two points is not always a straight line!



Your Vision

Your journey begins when you externalise the future you can see in your mind. This is far from straightforward and many struggle to complete the exercise successfully. Painting the picture clearly and vividly is key to knowing where you need to get to.

Make sure that you understand the business issues that you are trying to address, along with the business context. The time you spend understanding the issues up front will pay dividends later on, and will also help you to determine your approach.

Approach

Begin with your vision, develop your vision and allow all possible scenarios to play out – in your mind. You are the expert and you understand the processes, but often it pays to share the vision and the scenarios in an ego-free environment.

Always be prepared to share your ideas and always consider the input of your peers, your managers and your team. If a concern is voiced, it's likely there are reasons for the concern. People generally know what they are doing, and if it looks like there might be a problem, don't ignore it, investigate the reasons for the concerns and resolve them straight away.

Analysis

Less is more, and excessive complexity often obscures misunderstanding. Take the time to step back and walk through your processes. If they don't work on paper, they're not going to work in the real world, and paper is less expensive.

Analysis Paralysis, constantly revisiting the same questions but making little progress, is usually an indicator of a blurred vision and inadequate decision making rather than poor quality thinking. The thinking is telling you that you're going round in circles.

Step back, revisit the vision and the approach, identify the issue and resolve it.

Considered analysis delivers simplicity ... think about it.

Design

Products are designed to be used. Products need to satisfy the needs of the users functionally, aesthetically and psychologically. Product design is complex and whilst users might not know exactly what they want, they know pretty well what they don't want, but only after they've seen it.

Good design is about producing something useful. Whether it's a physical product, a service or a feature of a service, designing is so much easier when you know what you are designing.

Good design is dependent on a pragmatic approach and an appropriate level of analysis.

Develop

Development isn't cheap, and it certainly isn't the time to identify and fix logical and operational issues that remained hidden during the early stages of realising your vision.

The recommended approach for issues that are found during development is to step back, analyse the issue and then re-assess the original analysis. This is true for any development methodology but the impact on an agile delivery model will be considerably less than for a waterfall approach, assuming that the original vision was assessed robustly and sufficiently.

Successful development is the result of an intense exercise in analytical thinking.

Test

Testing is supposed to find bugs. Bugs are the little things that were overlooked or mis-keyed by the developers during the development process. Bugs are not the systematic failure of logical processes that then need to be redeveloped. If your bugs are revealing logical errors, then the analytical processes leading up to the development need to be looked at.

The amount you are going to spend on testing and remedial work is inversely related to the amount you spent on pre-development thinking. You get what you pay for, and the money has already been spent; if you find yourself in this position it's going to cost you.

Your Product

There's no direct line from Vision to Product. You need to look at the product, look at the features and then look at the environment. Only then can you start to unpick the requirements and begin feeding them into the development cycle. If you are working in a waterfall environment, then you will need all the requirements before you begin the analysis; if you are working in an agile environment, you will need to have grasped the underlying operating model and have described the features you are going to deliver.

There is a development cycle: think-review-do. This is applied to the whole project and to every task in the project. Whenever you do anything – think.

When you began your journey, you could only see where you were heading with your eyes closed. Now, when you open your eyes, you can see that you've arrived at your destination.

Who Are We?

We are I/O Breviti.

I/O Breviti is whatever you need it to be, when you need it. We help “notsobig” organisations to define and deliver new products and services, and new ways of approaching old tasks. Talk to us, we can bring our curated, collective, ‘big organisation know-how’ to you ... to benefit you and your projects.

Our combined “know-how” has been developed and refined over many years of experience gained across a broad set of diverse commercial landscapes.

So, when you don’t have the luxury of big teams at your disposal, or you don’t have the capacity to spare, we can provide you with the benefit of just the right experience and know-how to set you on your way, quickly and effectively.

- You have an idea but you don’t know where to begin; let us give you a head start.
- You’re stuck in a cycle of good intentioned indecision and you’re losing sight of your goals; take a step back and let us help you get back on track.
- You’re short on resources and need some help now; we won’t turn your short-term need into our long-term future.



Contact Us

info@iobreviti.uk
<https://iobreviti.uk>