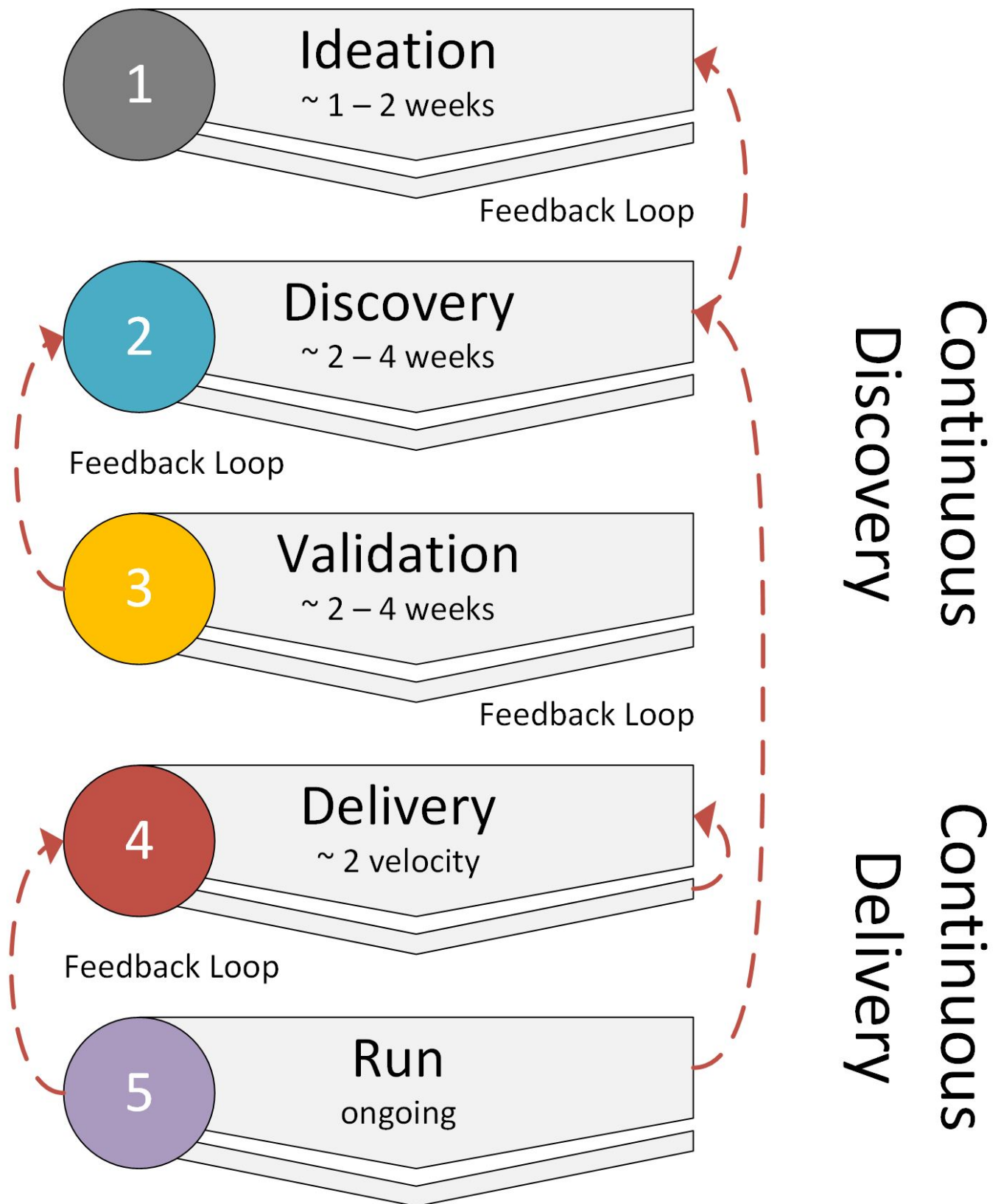


# Outcome Delivery Framework

- [Overview](#)
- [Ideation](#)
- [Discovery](#)
- [Validation](#)
- [Delivery](#)
- [Run](#)

# Overview



# Ideation

~ 1 to 2 weeks

We have lots of insight from multiple sources we think might be worth exploring.

## ➔ Input

- Customer insights
- Market Landscape
- Technology Landscape
- Business Objectives/ Strategy
- Service performance insight
- Idea capture form

## Output ➔

- Identified sponsor
- Prioritised idea candidates to take forward into discovery
- Draft vision
- Value statement
- Idea description
- Strategic fit (relative value impact on existing OKRs)
- Key customer segments and jobs to be done
- Big assumptions to address
- Ideas backlog

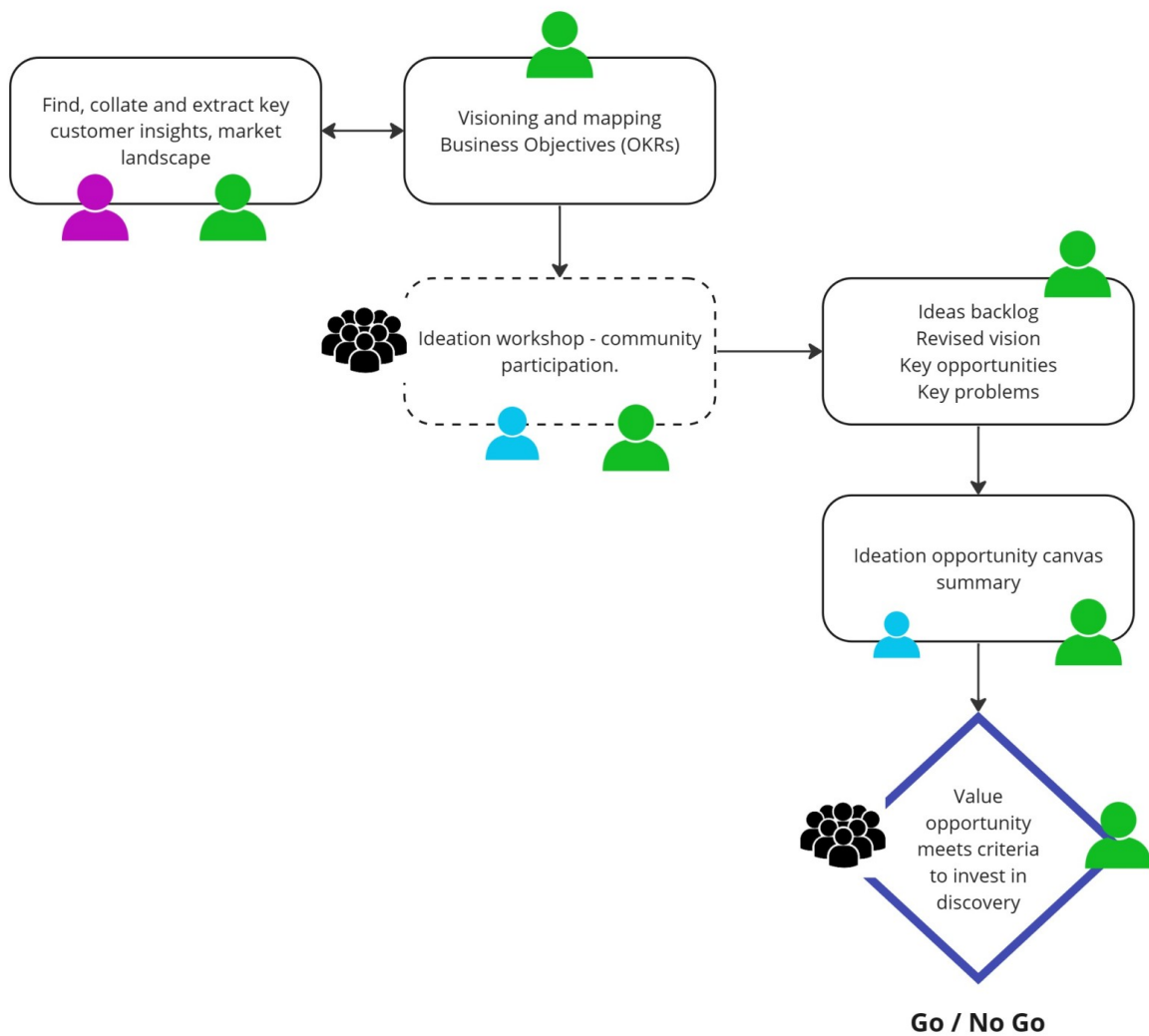
The above outputs are typically summarised within an opportunity canvas

## ☐☐ Golden Thread Practices


- [Brainstorming](#)
- [Visioning](#)
- [Value definition](#)


## ☐☐ Golden Thread Techniques

- [Amazon PR release](#)
- [Ideation workshop](#)
- [Value proposition canvas](#)
- [6 thinking hats](#)
- [OKR mapping](#)
- [Idea capture form](#)



# Key capabilities

Core Team 

User Research 

Service Design 

UX Design 


Tech Architecture 

Product 

Development 

Operations 

Delivery 

Data / Analytics 

Forum 

# Discovery

~2 - 4 weeks

We have prioritised ideas we want to explore in more detail so we can confirm it solves a real problem for the customer

## ➔ Input

Problems to Solve

or

Ideation output

- Ideas backlog
- Draft vision statement
- Agreed sponsor
- Capacity / Plan
- Opportunity Canvas
- Value statement

## Output ➔

- Defined Problem Statement
- User Segmentation
- Hypotheses
- Research
- Data Insight
- Key unknowns / assumptions
- Indicative size of opportunity
- Baselined vision statement
- Refined Value Proposition
- High level outcome roadmap
- High level current technology baseline

The above outputs are typically summarised within a discovery paper

# ☐☐Golden Thread Practices

- [Visioning](#)
- [Root cause analysis](#)
- [Generative research](#)
- [Human centred design](#)
- [Hypothesis thinking](#)
- [Value definition](#)
- [Value Prioritisation](#)

# ☐☐Golden Thread Techniques

[5 Whys](#)

[Value Proposition Canvas](#)

[Empathy Mapping](#)

[User Journey Mapping](#)

[OKR Mapping](#)

[Problem Definition](#)

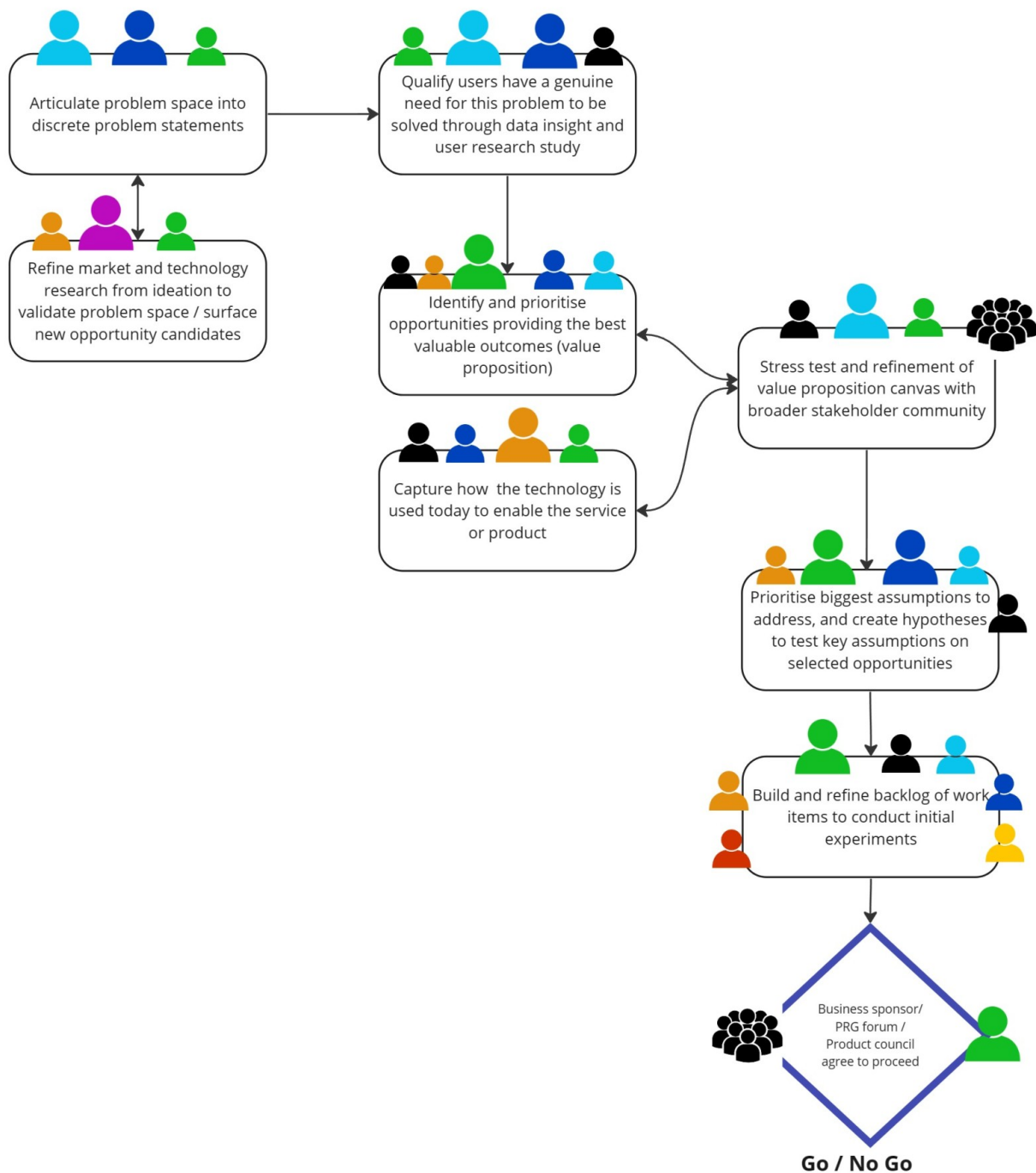
[Opportunity Solution Tree](#)

[User interviews](#)

[Observational study](#)

[Surveys](#)

[Assumption impact quad...](#)



## Key capabilities







# Validation

~ 2 to 4 weeks

We want to find a solution that demonstrably solves a valuable customer problem

## ➔ Input

- Prioritised experiments (test and learn cards)
- Defined Problem Statement
- User Segmentation
- Hypothesis
- Supporting research
- Key unknowns / assumptions

## Output ➔

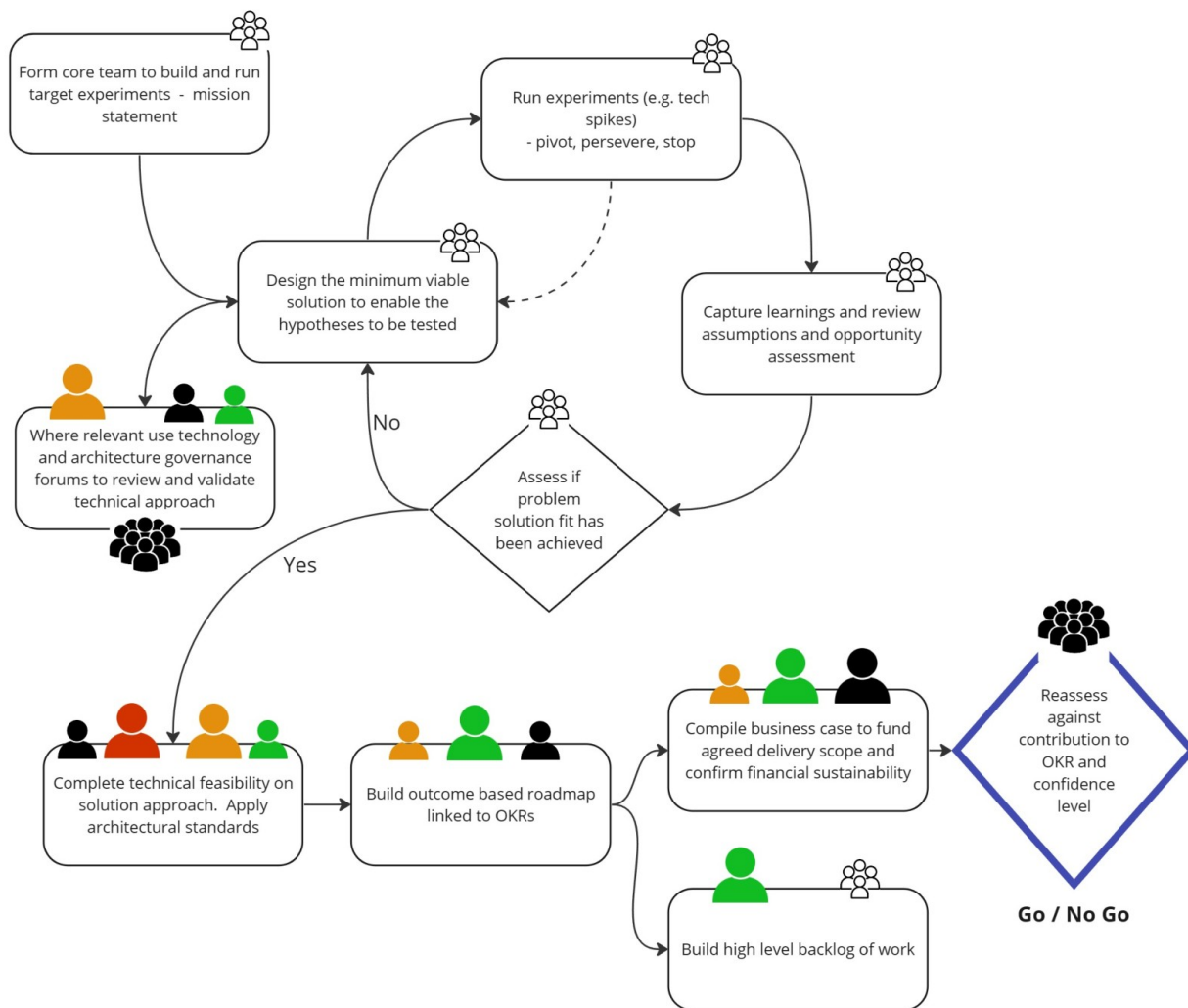
- Business case
- Emergent Hypothesis
- Solution Approach + Options
- Solution architecture design
- Service Design
- Backlog (DEEP)
- Refined outcome roadmap
- Ruthless MVP candidate

## ☐☐ Golden Thread Practices

- [Generative research](#)
- [Backlog refinement](#)
- [Mobilisation](#)
- [Lean experimentation](#)
- [Prototyping](#)
- [Data driven decision m...](#)
- [Value based prioritisa...](#)

## ☐☐ Golden Thread Techniques

- [Team Charter](#)
- [Test and Learn Cards](#)
- [Hypothesis Creation](#)
- [Cost of Delay Prioriti...](#)
- [Effort/Value Matrix \(2...](#)
- [A/B Testing](#)
- [Card Sorting](#)
- [Data Analysis](#)
- [NPS/ CSAT metric](#)
- [Lo-Fi Prototyping](#)
- [Service Design Bluepri...](#)
- [Usability testing](#)
- [User Story Mapping](#)
-



## Key capabilities



# Delivery

Optimal velocity target is ~2 weeks

We prioritise our backlog of committed work to maximise delivery of value to our customers as early as possible

## ➔ Input

- Prioritised Backlog
- Acceptance Criteria
- Test Scenarios
- Release Plan / Road Map
- Reference Solution Architecture
- Wireframe / Assets
- Service Guide / Maps
- Measures for success

## Output ➔

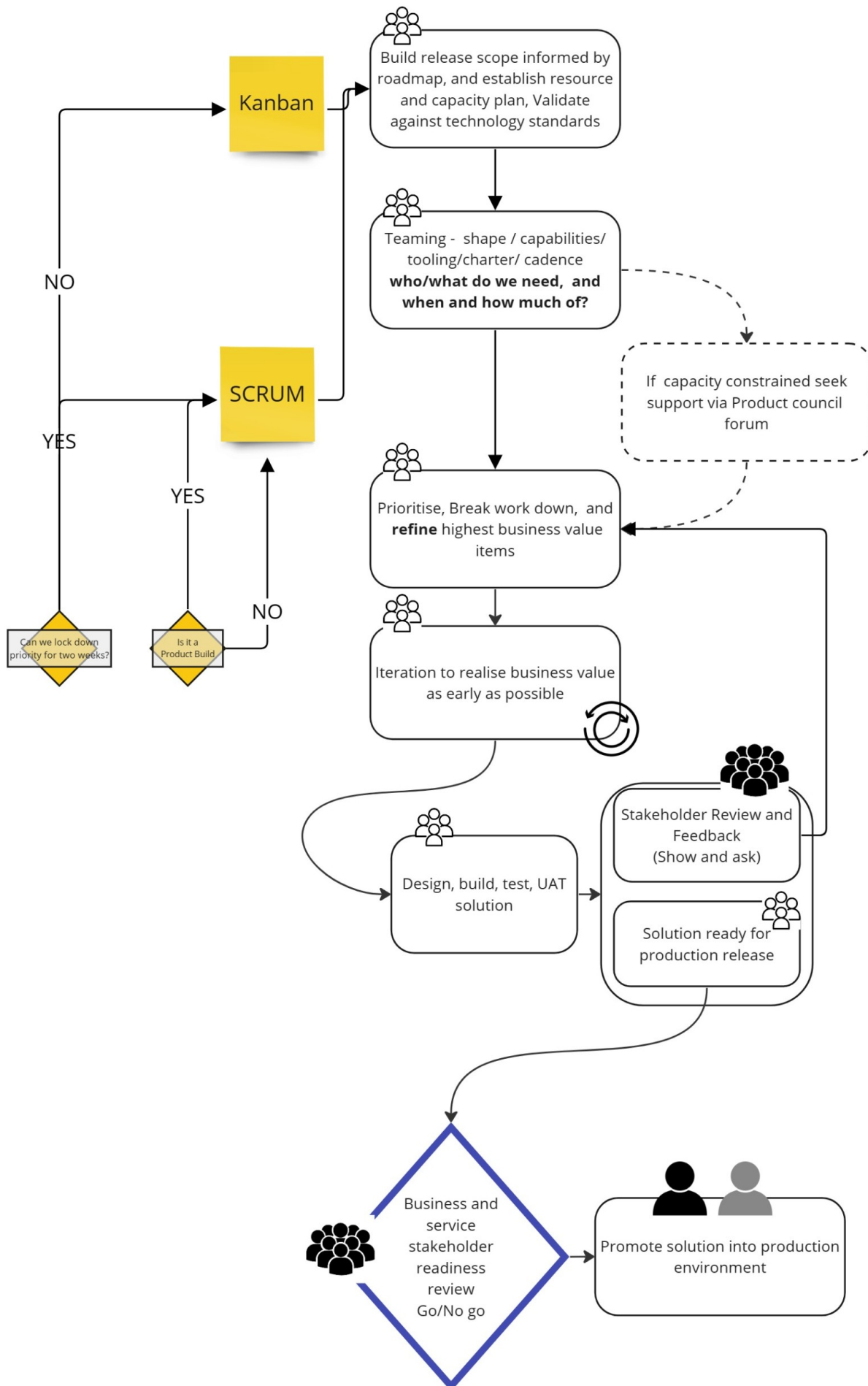
- Deliverable Increment
- Test Cases
- Documentation (Min Viable Doc)
- Solution Architecture
- Service Guides
- Released solution
- End user documentation
- Internal and External Comms

## ☐☐ Golden Thread Practices










- Visualisation
- Value Prioritisation
- Backlog refinement
- Estimation
- Incremental Delivery
- CI/CD Continuous Integ...
- Source Control
- Automated Testing
- Release Management

## ☐☐ Golden Thread Techniques

- User Story Mapping
- 3Cs (Backlog Refinement)
- User Story Writing
- Cost of Delay Prioriti...
- Effort/Value Matrix (2...
- BDD - Behaviour Driven...
- Vertical Story Slicing
- User Story Splitting
- Estimation - Planning ...
- Sprint Planning
- Sprint Retrospectives
- Sprint Review
- Infrastructure as Code...



Key capabilities

- Core Team 
- User Research 
- Service Design 
- UX Design 
- Tech Architecture 
- Product 
- Development 
- Operations 
- Delivery 
- Data / Analytics 
- Forum 

# Run

and improve through measuring and learning

ongoing

We measure metrics that matter, continually capture customer feedback and proactively identify new opportunities to improve the product experience

## ➔ Input

- Service analytics
- Customer feedback analytics
- Operational analytics
- Customer service insight

## Output ➔

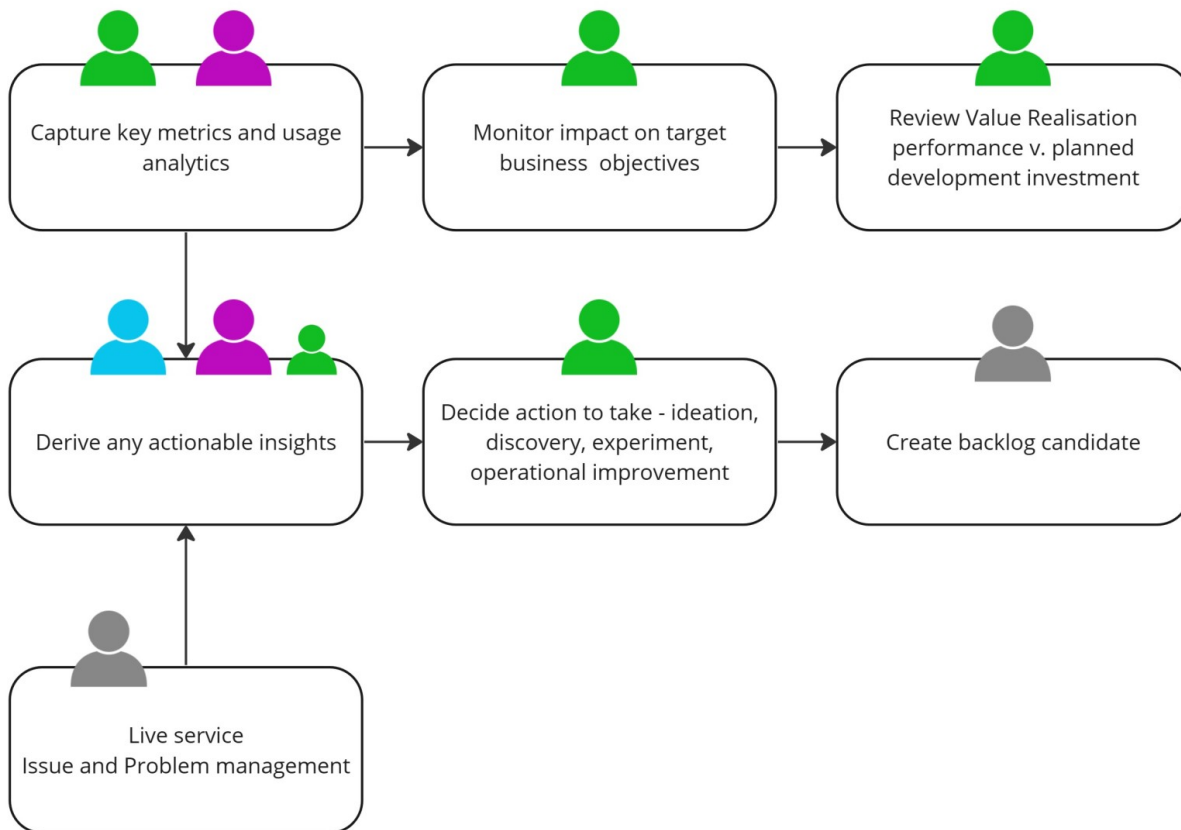
- Idea candidates for discovery
- Defects backlog
- Operational improvements
- Candidates for experiments

## ☐☐ Golden Thread Practices

- [Proactive monitoring](#)
- [Service Operations - I...](#)
- [Continuous Discovery](#)

## ☐☐ Golden Thread Techniques

- [Cohort Analysis](#)
- [Logging and Monitoring](#)



## Key capabilities

