

500k gespendeerd
aan een gefaald
software project?





Hi, I'm Pieter

“DE” Business

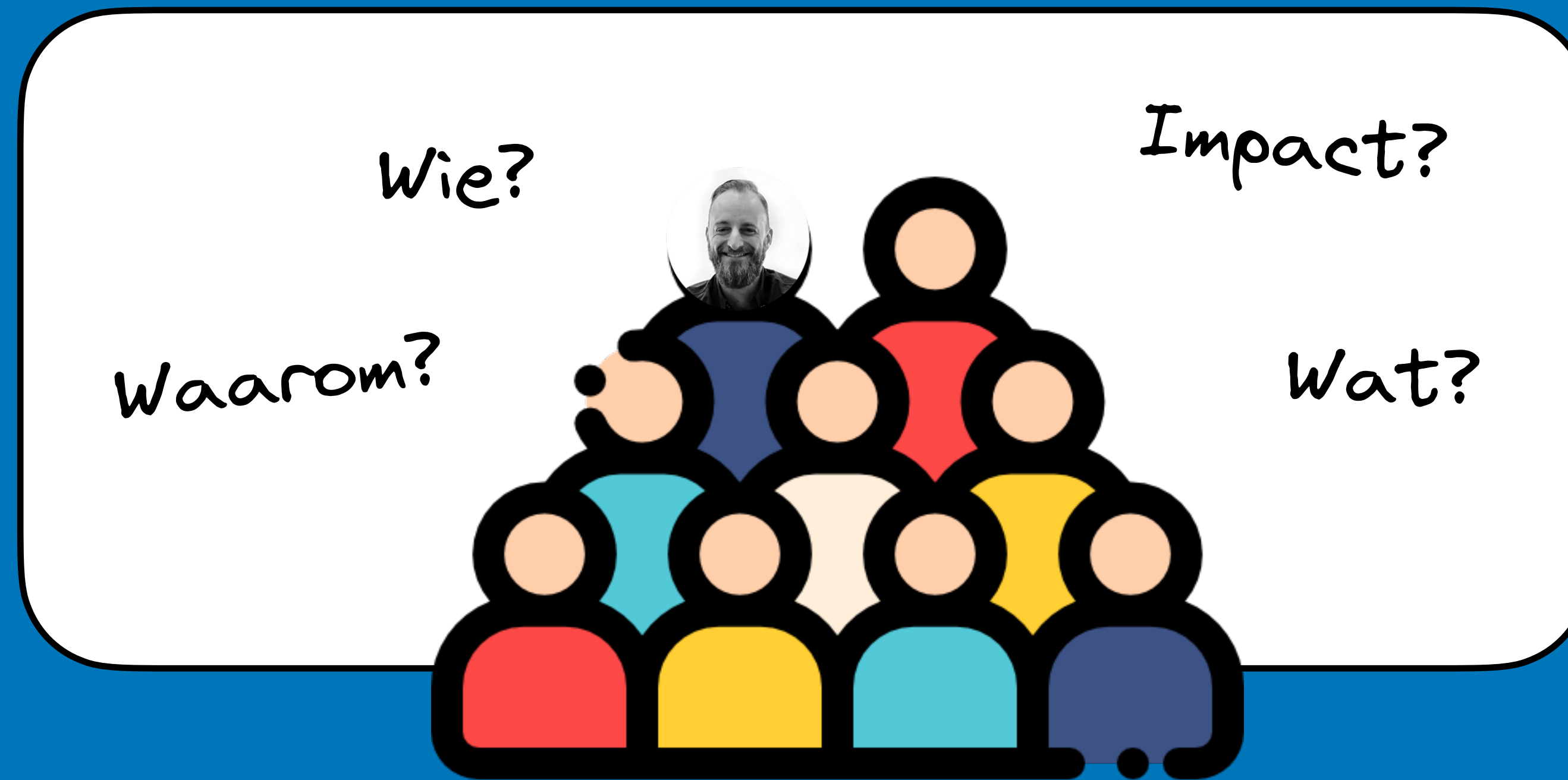
**Business Analyst
Functioneel Analist
Project Manager
Product Owner
Product Manager**



“IT”

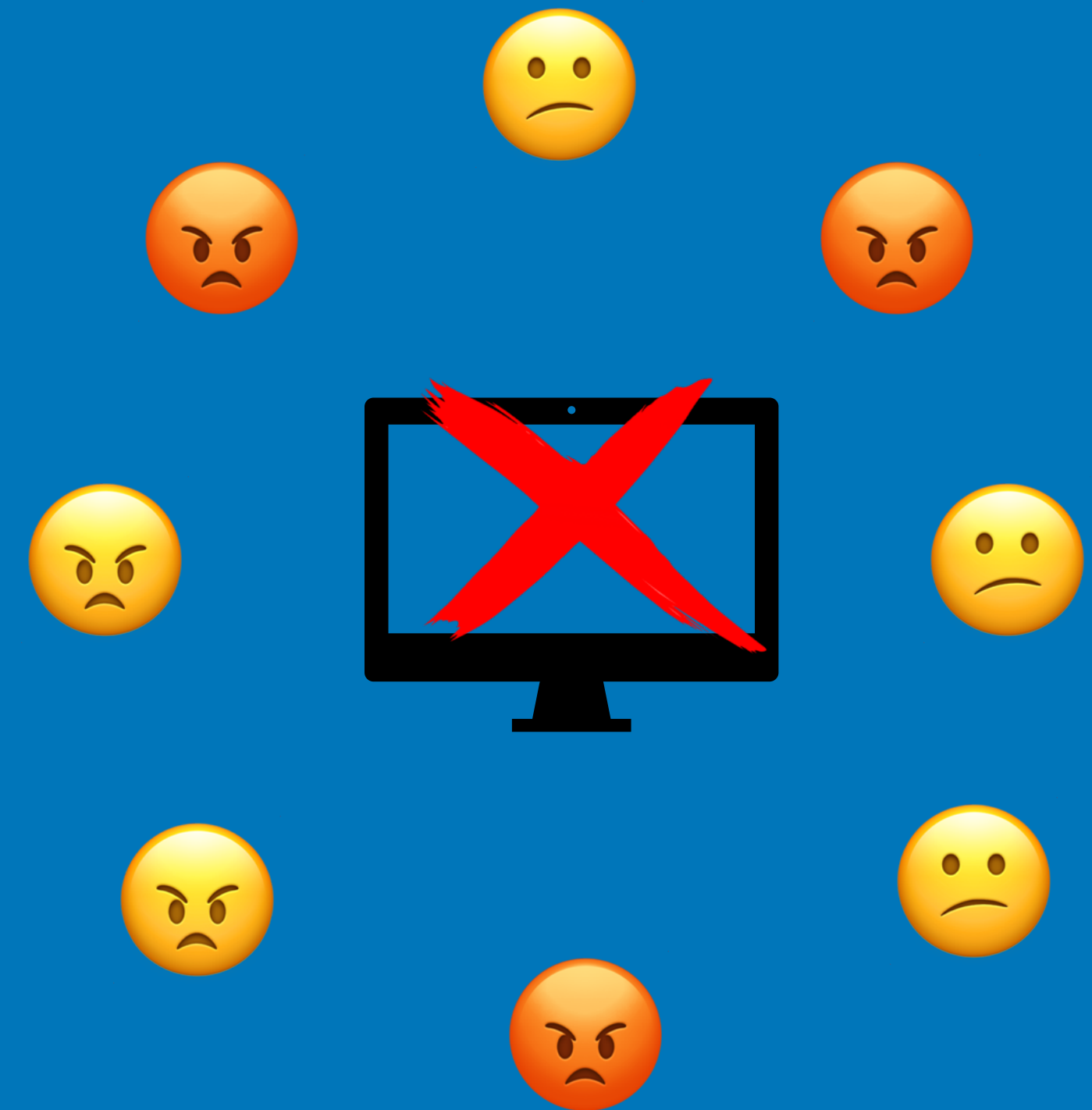
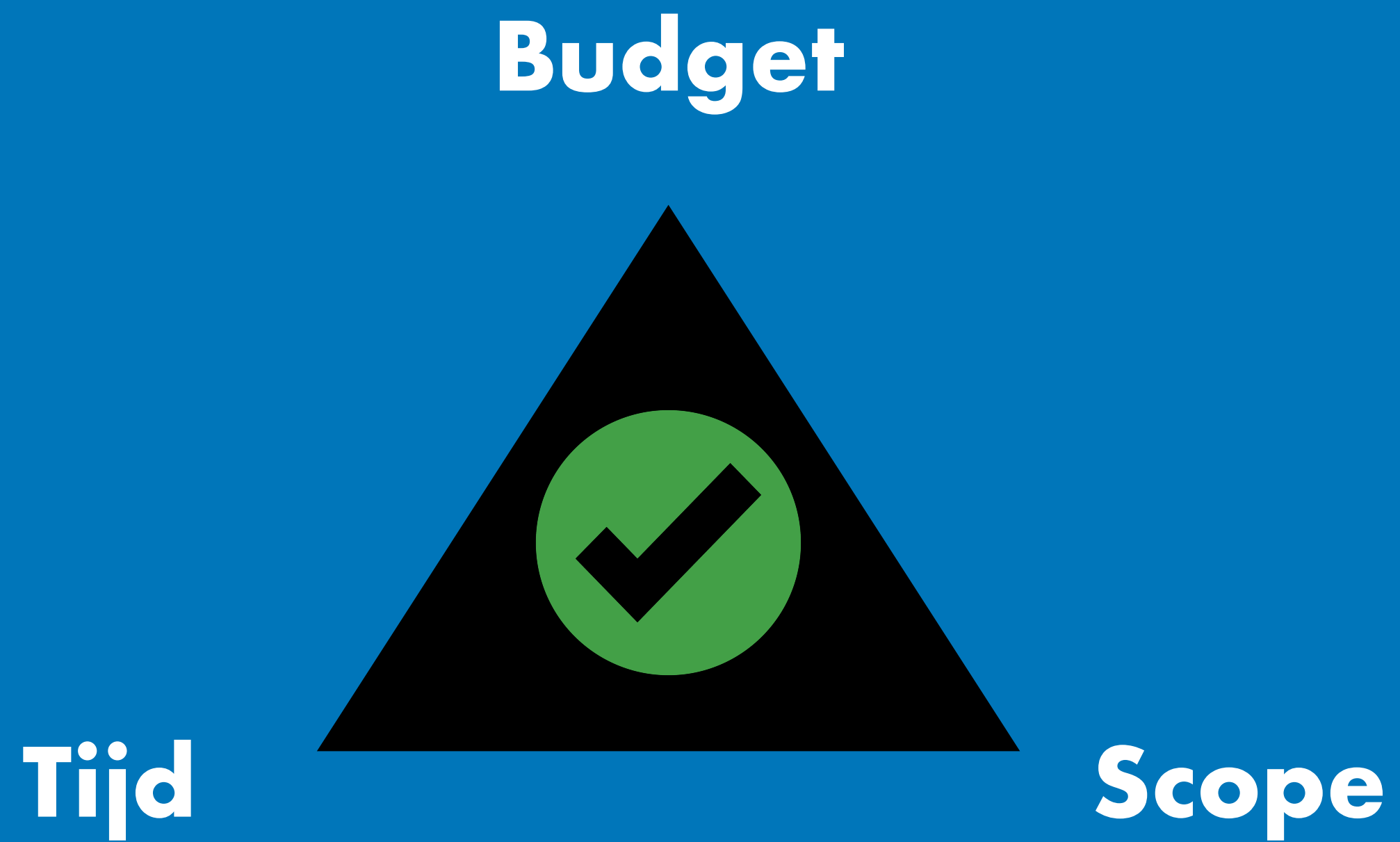


Pieter Hens
pieter@gokotta.be



“DE” Business

Succes?



Requirements “gath~~er~~ing”



“Oh, what a pretty red requirement we have here!”

ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

AANVAARDING

Requirements
"Gathering"

ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

AANVAARDING

Ja, maar, ...

**Wij zijn domein
experten.**



domain expert $\neq$ eindgebruiker

KITCHEN
PRIVATE



ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

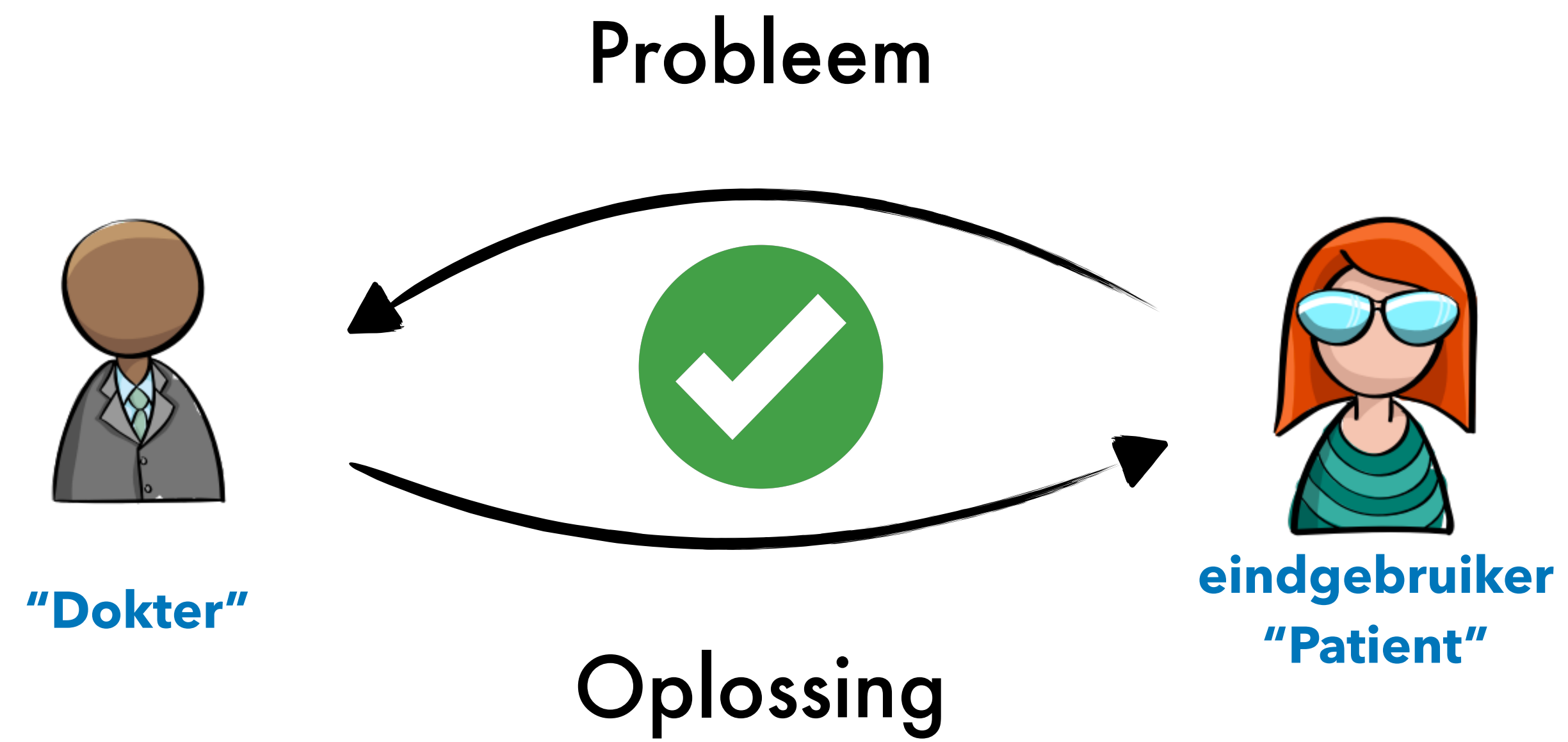
AANVAARDING

Och, ik moet wel...

**De eindgebruikers
weten zelf niet
wat ze willen.**

“If I would have asked people what they wanted, they would have said faster horses.” - Henri Ford





ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

AANVAARDING

Ha! Dat doen we al...

**Ons UX team test een
Wireframe / Design
met de gebruiker**



Letter of intent

++

+

+

Desirability

Feasibility

Viability

Paper prototype

++

++

+

Desirability

Feasibility

Viability

404 Test

++

+

+++

Desirability

Feasibility

Viability

Crowd funding

++++

++++

+++

Desirability

Feasibility

Viability

A/B Test

++

+++

+++

Desirability

Feasibility

Viability

Online ad

+++

+++

+++

Desirability

Feasibility

Viability

Buy a feature

++

+

++

Desirability

Feasibility

Viability

Boomerang / Imposter Judo

++

++

+

Desirability

Feasibility

Viability

Clickable prototype

++

++

++

Desirability

Feasibility

Viability

Explainer Video

+++

++++

++

Desirability

Feasibility

Viability

Data sheet

+

++

+++

Desirability

Feasibility

Viability

Landing Page

++

+++

++

Desirability

Feasibility

Viability

Link Tracking

+

+++

+++

Desirability

Feasibility

Viability

Presale

+++

+++

++++

Desirability

Feasibility

Viability

Discussion Forum

+

+++

++

Desirability

Feasibility

Viability

Feature stub

+

++

+++

Desirability

Feasibility

Viability

Card sorting

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+

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Desirability

Feasibility

Viability

Brochure

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Desirability

Feasibility

Viability

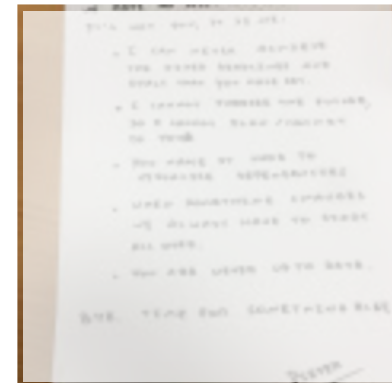




Hi Pieter,

We've received your RecipeScan submission (#135186) and we're working on adding the **recipe** to BigOven.

For your reference, here's the **recipe** image you sent us:



Track the status of your **recipe** request here:

<https://www.bigoven.com/recipe/scanstatus?id=135186>

Questions or comments? Contact us at

support@bigoven.com (**RecipeScan number 135186.**)

Ready to submit another **recipe**? Visit:

<http://www.bigoven.com/recipe/scan>

Happy cooking!

Your friends at BigOven

Onzekerheid &
Risico



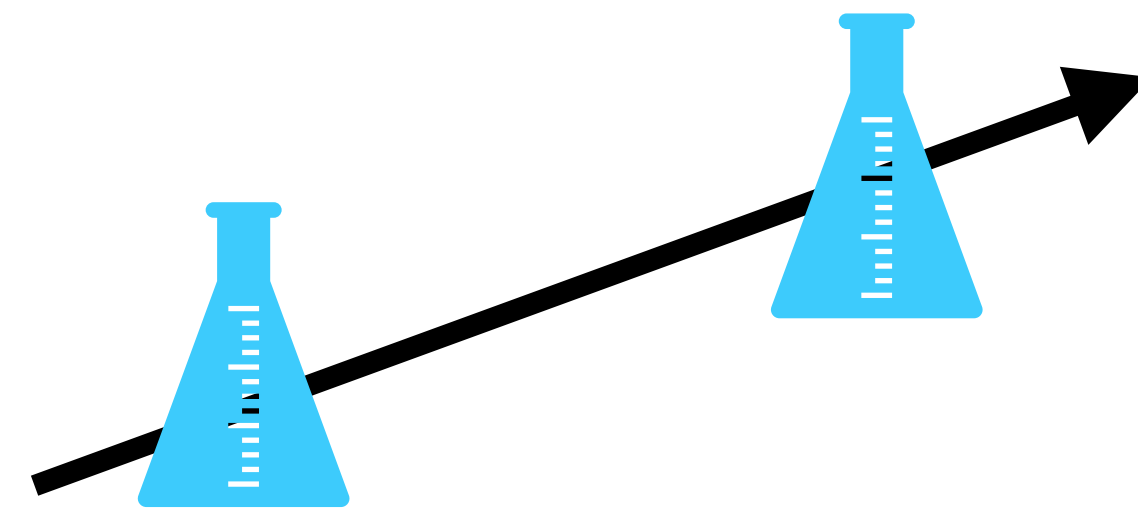
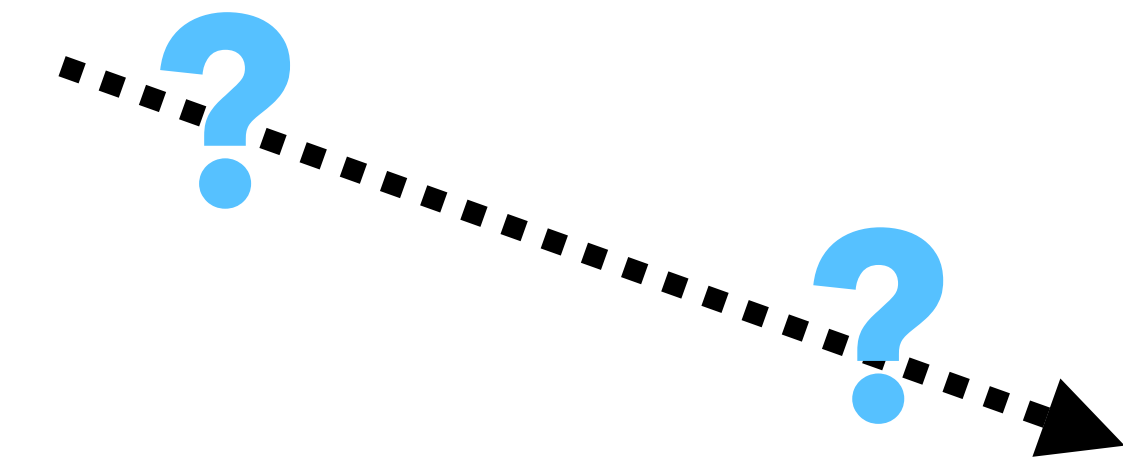
Uitgave /
Kost



Progressie

Onzekerheid &
Risico

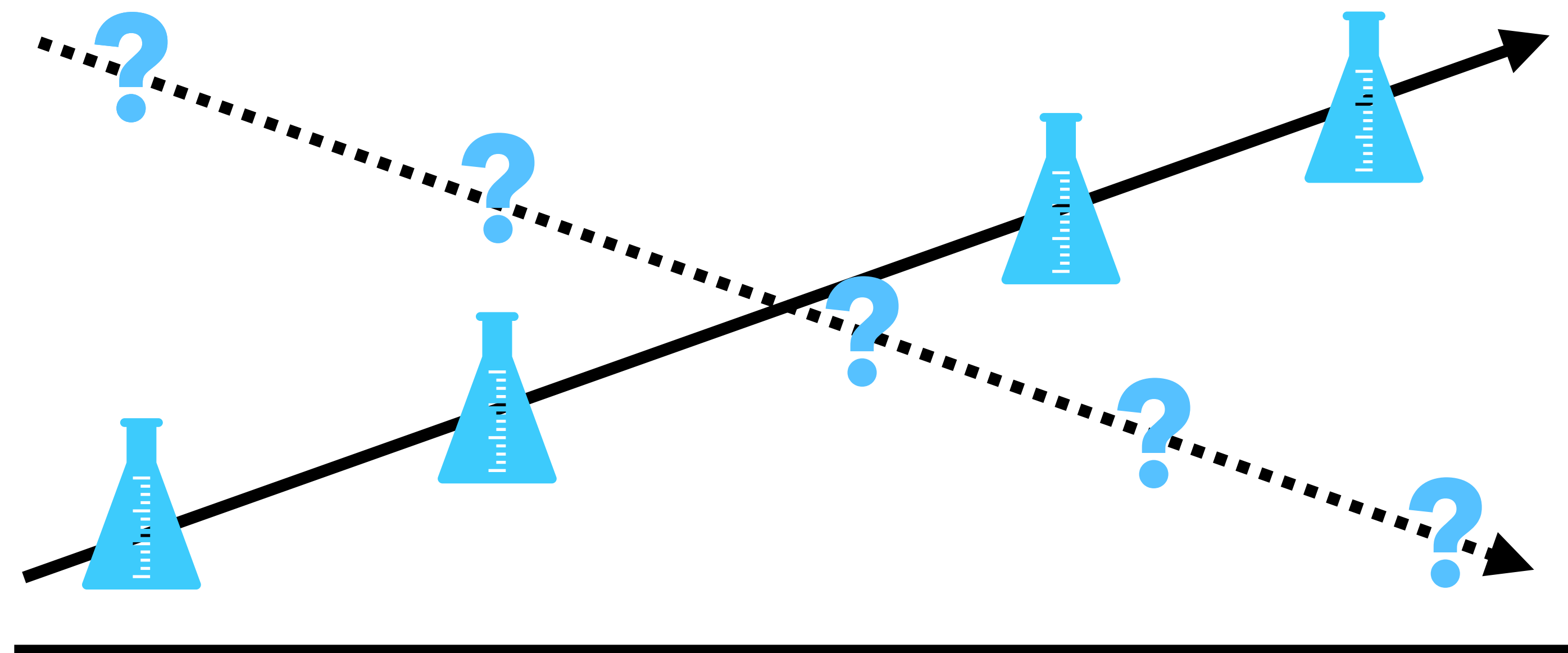
Uitgave /
Kost



Progressie

Onzekerheid &
Risico

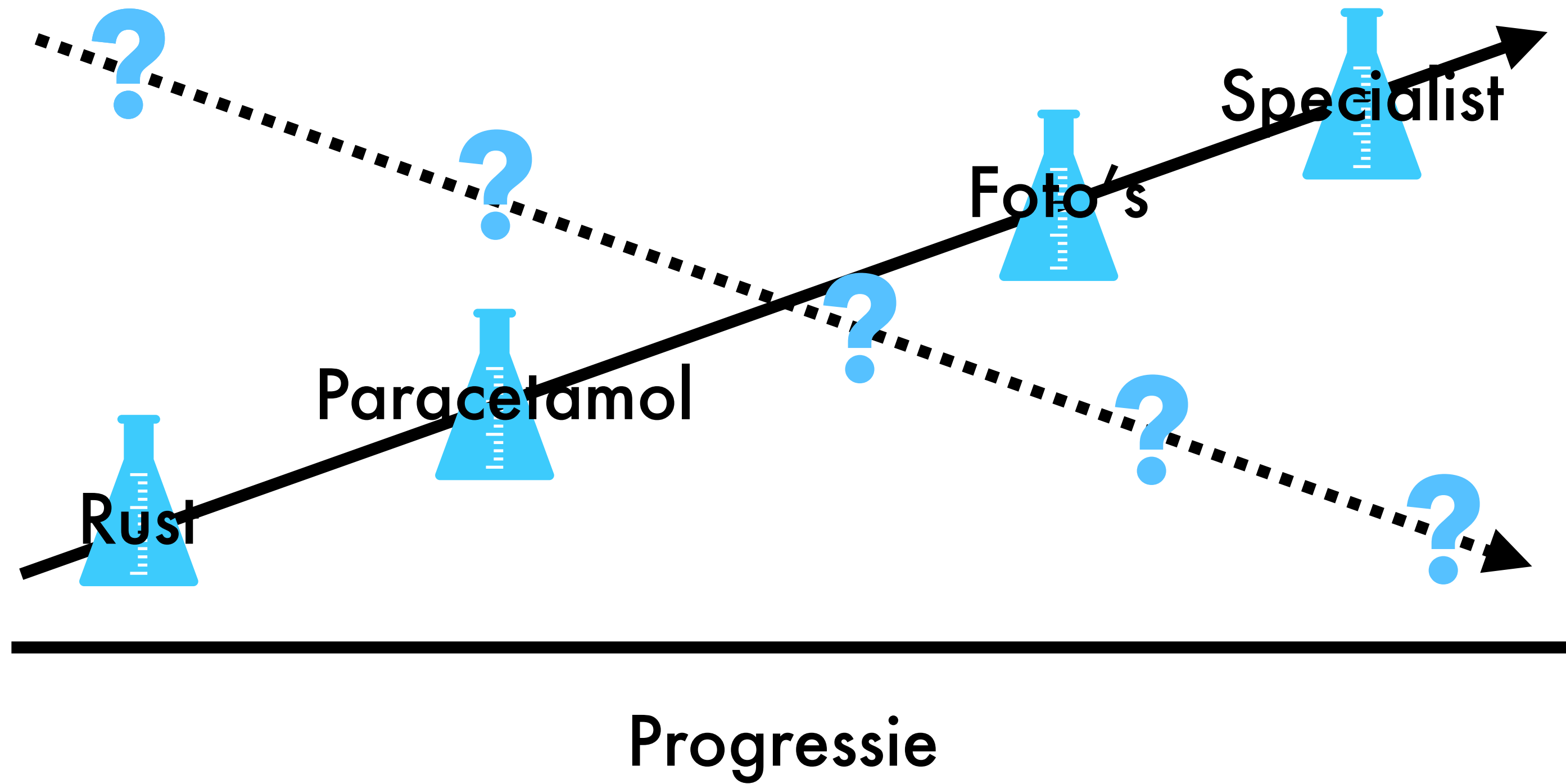
Uitgave /
Kost



Progressie

Onzekerheid &
Risico

Uitgave /
Kost



ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

AANVAARDING

Tijdverlies!

**We gaan meestal toch
door met ons origineel
idee.**

Kill your darlings...



We are only human...

Confirmation Bias

HARKing

Anchoring

Bandwagon effect

Sunken cost fallacy

Experiment Design

Experiment Design

We believe

What hypotheses do we want to prove / disprove?

To verify that, we will

Which experiment will you run?

With the following people

Who and how many are participating?

We will find these people by

How do you recruit the participants?

We will measure

What data / signals will we collect?

Experiment Design

We will run the experiment for

How long will the experiment last?

We are right if

Which amount of 'signals' do we need to consider the hypothesis true?

We will take the following action

If the hypothesis fails

What will we do?

If the hypothesis passes

What will we do?

ONTKENNING

WOEDE

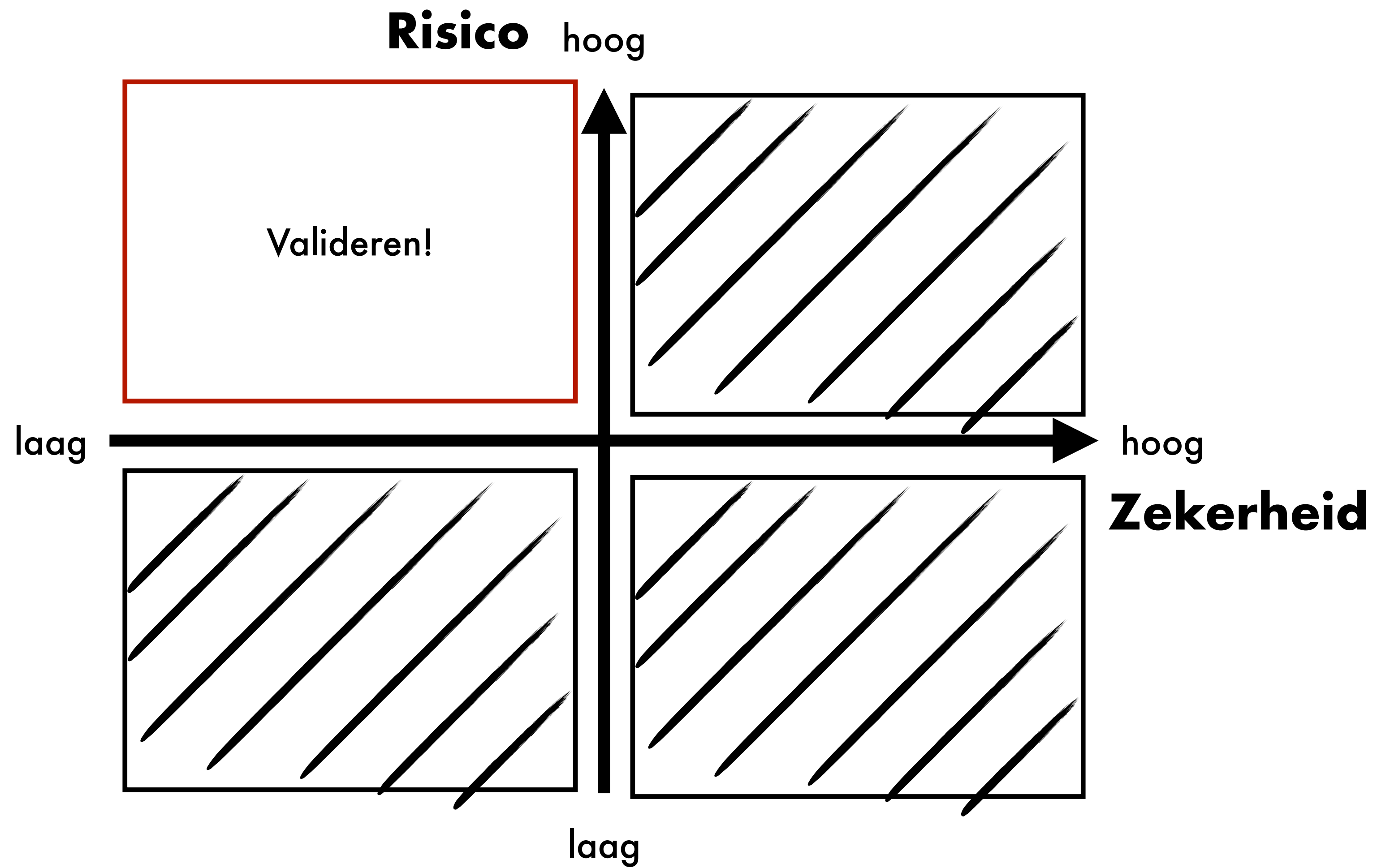
Maar, maar, er is zoveel dat we niet weten...

ONDERHANDELEN

**We kunnen toch
niet alles aftoetsen?**

DEPRESSIE

AANVAARDING



ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

AANVAARDING

Ok, ok, maar...

**Wat met de dingen
waarvan we niet
weten dat we ze
niet weten?**

Bekend — Onbekende
Onbekend — Onbekende

Evaluatief onderzoek

Generatief onderzoek

To boldly go where no man has gone before



Wie zijn ze?

Wat drijft hun?

Waarom?

Causaliteit?





ONTKENNING

WOEDE

ONDERHANDELEN

DEPRESSIE

AANVAARDING

Pfff, zoveel werk...

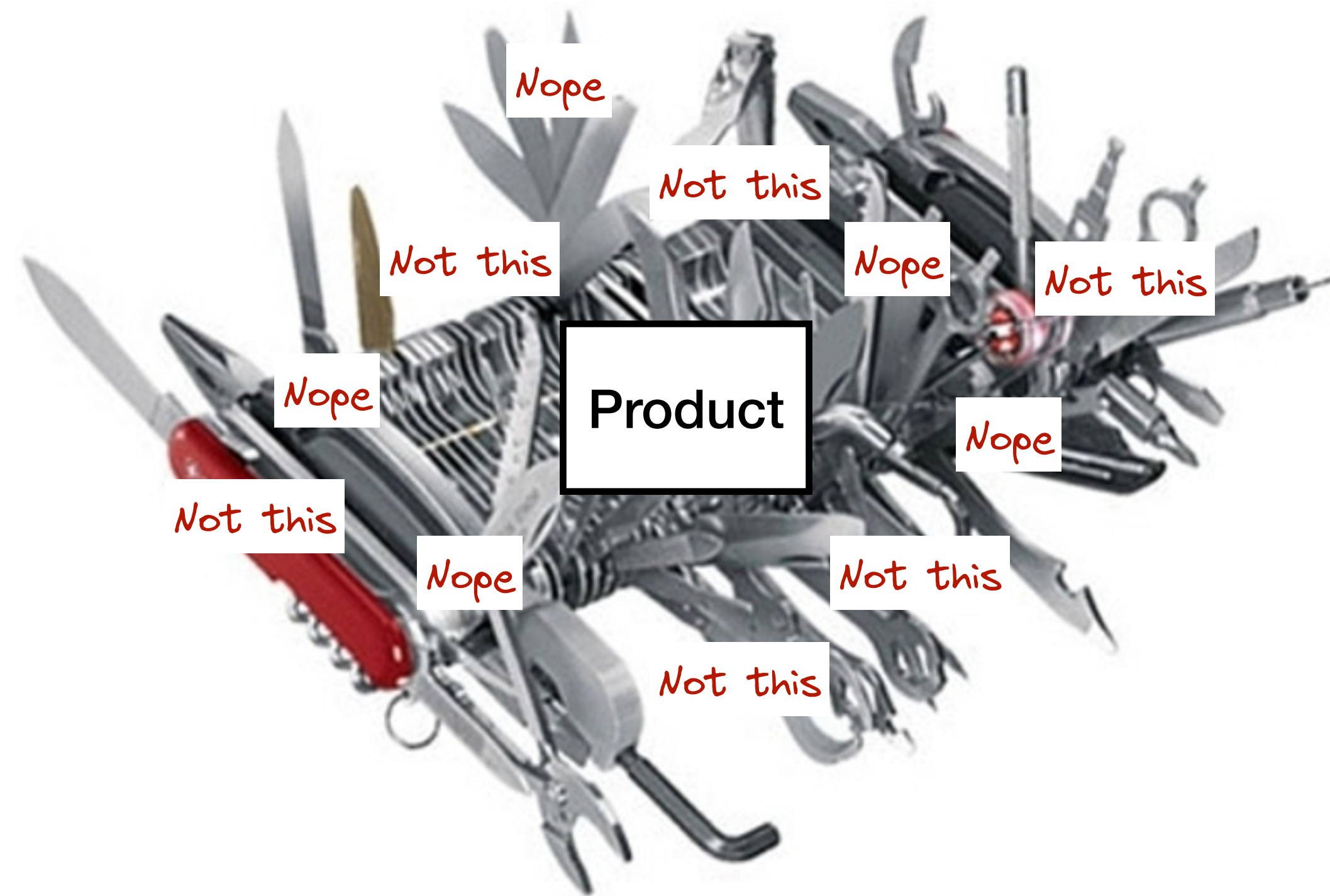
**Nu moet ik ALLE
problemen van mijn
eindgebruikers
oplossen?**



Doelpubliek?

Job-to-be-done?

Differentiator?



WOEDE

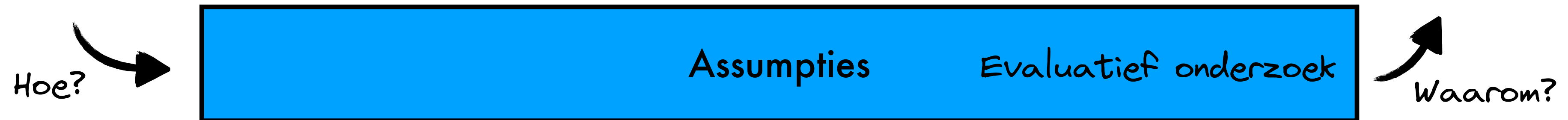
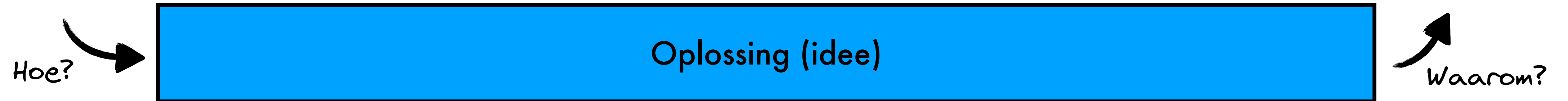
ONDERHANDELEN

DEPRESSIE

AANVAARDING

Yes!

Recap



Vragen?

