WHO DETERMINES REALITY?
PEOPLE DO
CURRENT AND FUTURE USERS

COMPETITORS

STAKEHOLDERS

DISTRACTORS
PROJECT NEEDS DO
TANGIBLE
Time, resources, skill set, and environment

INTANGIBLE
Personality, politics, ethics, and integrity
Consider both users and the organization.

What is the user doing when? What does the organization have in the works to talk to users?
HOW DO YOU DOCUMENT REALITY?
DIAGRAM IT!
DIAGRAMS FOR HIGH LEVEL INFORMATION

- Mind Map
- Venn Diagram
- Block Diagram
- Quadrant Diagram
- Schematic
DIAGRAMS FOR ALL THE DETAILS

FLOW DIAGRAM

HIERARCHY DIAGRAM

JOURNEY MAP

GANTT CHART

SWIM LANE DIAGRAM
CHOOSING THE RIGHT DIAGRAM

01
SCOPE

02
SCALE

02
TIMESCALE
WHAT IS THE OUTCOME?
AGREEMENT

UNDERSTANDING
THANK YOU.

QUESTIONS?

PLEASE CONTACT:

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