CONVERSATION PATTERNS
FOR SOFTWARE PROFESSIONALS
Which of these questions will help you benefit from this lecture at the most?

1. I am wondering what this presentation is about?
2. What was the most difficult part of my last conversation with the client?
3. Why do I keep on making the same mistakes when I talk with clients?
4. What new opportunities would arise if my conversations with clients looked the way I want them to be?
ABOUT ME

@MichalBartyzel
www.conversation-patterns.com
www.mbartyzel.blogspot.com
www.bnsit.pl

Tailor-made Software
How to talk with clients who don't know what they want? (in Polish)
www.conversation-patterns.com
THE EXPERT KNOWLEDGE...

IF....THEN......

IF....THEN......

Once upon a time....

Add a bit of this...and a bit of that Stir until it's OK...
...NEEDS A STRUCTURE

As a <role>
I want <feature/goal>
so that <benefit>

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A user story is to a use case as a gazelle is to a gazebo

Alistar Cockburn
US, UC are treated as goals on their own

US, UC are used to avoid bothering their author

Instead of cooperating, we focus on acting according to the form

Even when you have US, UC written down, you may not understand the business needs
DISCOVERING THE NEEDS
I am responsible for increasing the number of claims adjusted to 600, so…

…I want to see the insurance claims adjustment report

If the number of 200 claims adjusted will remain, they will close down our department, so...

…I want to see the insurance claims adjustment report
| I am responsible for increasing the number of claims adjusted to 600, so... | ...I want to see the insurance claims adjustment report |
| If the number of 200 claims adjusted will remain, they will close down our department, so... | ...I want to see the insurance claims adjustment report |
THE NEED OFTEN REMAINS HIDDEN

THE NEED
(a motivator)

I want...
I WANT TO AVOID...

As a **U** I want the **X** functionality, because...

...**I am afraid that** the margin will be calculated incorrectly

...**that GUI is not** intuitive

...**I don’t want** the user to have the impression that...
As a U I want the X functionality, because then...

...we could design the WYSYWIG report

...I will use the salary calculator as soon as possible

...we will test this module in a more accurate way
WHY DO WE DISCOVER NEEDS?

THE NEED (a motivator)

I want...
THE CONSEQUENCES OF US TEMPLATE

As a <role>
I want <goal/feature>
so that <benefit>

In order to <benefit>
as a <role>
I want <goal/feature>
US TEMPLATE TRACKING NEEDS

**In order to achieve** <expected benefit>

*as a* <role>

I want <goal/feature>

**In order to avoid** <problem to be solved>

*as a* <role>

I want <goal/feature>

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DISCOVERING PROBLEMS TO BE SAVED

Why?
- What made you need...?
- What is the difficulty in it?
- What is to lose?
- What do you want to avoid?

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DISCOVERING EXPECTED BENEFITS

What for?

What will it give you?

What is the purpose of...?

What will it make possible?

What’s new or different in it...?
As a U I want the X functionality, because then...

...we could design the WYSIWIG report
   ..we stop tampering with XML

...we will test this module in a more accurate way
   ...instead of clicking through individual screens...

...it will satisfy the Boss;)
   ...and they will not fire me...
Which of the needs is the right one?

...because it will be fun

...because it drives me mad
...because it will be fun

...because it will increase the mothly profit

...because it drives me mad

...because it will limit the loss
THE ONE CONNECTED WITH BUSINESS

...because it will be fun

...because it will increase the mothly profit

...because we will get to know the sales figures

...because it drives me mad

...because it will limit the loss

...because we will limit the hidden costs
I want...!

THE NEED (a motivator)

THE NEED

THE NEED

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Which of these questions will help you benefit from this lecture at the most?

1. I am wondering what this presentation is about?
2. What was the most difficult part of my last conversation with the client?
3. Why do I keep on making the same mistakes when I talk with clients?
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conversation-patterns.com
### NEED IN SHORT

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<th>problem to be solved</th>
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<tbody>
<tr>
<td><em>I want to avoid...</em></td>
<td><em>I want to achieve...</em></td>
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<td>Why?</td>
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[conversation-patterns.com](http://conversation-patterns.com)
CASE #1
GEEK MEETS MAN
**A Typical Conversation of Business and IT**

![Window](image)  

<table>
<thead>
<tr>
<th>Business</th>
<th>IT</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want you to add a button to generate partial report here</td>
<td>Where is the data? What to display when there is no data? Is it consistent with the entire process? Have you thought of the consequences of aggregating partial data? It may require large refactoring...</td>
</tr>
<tr>
<td>Oh, so I need to consult...</td>
<td>-</td>
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</table>
STRUCTURE OF THIS CONVERSATION

THE NEED

Criteria of solving the problem
Criteria of gaining the benefit

Alternatives
FOLLOW THE STRUCTURE

Criteria of solving the problem
Criteria of gaining the benefit

Alternatives

I want...
- I want you to add a button to generate partial report here

conversation-patterns.com
The need

- What will you gain having such a report?
- I won't have to wait for the sales figures until the end of the month?
- So the key factor here is the time you wait for the figures?
- Yes

Criteria of solving the problem
Criteria of gaining the benefit

Alternatives
THE NEED

Criteria of meeting the need

- Which figures do you want to see and how often do you need to browse them to stay up to date?

- I need the key client sales figures. I'd like to browse through it twice a week.
FOLLOW THE STRUCTURE

THE NEED

Criteria of solving the problem
Criteria of gaining the benefit

Suggested alternatives
- I see! So we can do it this way... that way... or this way... Which of these functionalities will help you avoid waiting for the sales figures until the end of the month?
- That looks interesting...
WE NEED YOU TO DRAW SEVEN RED LINES...
CAN YOU DO THAT?

Watch this
CAN YOU DO THAT?
CASE #2
DIGGING DEEPER
TURNING THE PROBLEM INTO A BENEFIT

What you will gain when [a problem expr.] will gone?
# TURNING THE PROBLEM INTO A BENFIT

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<td>I don’t want it to take so long</td>
<td>How you could make it short?</td>
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TURNING THE BENEFIT INTO A PROBLEM

What is NOT [benefit expr.] with that?
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<td>After three days of refactoring we will improve our code :)</td>
<td>What would you gain if you didn't touch the code?</td>
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PROBLEMS, BENEFITS
CASE #3

CONVERSATION HAS A STRUCTURE
IMAGINE A CONVERSATION

Generalities

Specifics
IMAGINE A CONVERSATION

Need

Generalities

Specifics
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![Diagram showing the relationship between Prescription Form, Prescription, and Med dose]
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<td>software should be flexible as well. By the way, my stuff have problems with the</td>
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### Diagram

- **Prescription**
  - **Prescription Form**
  - **Med dose**
- **Flexibility**
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- **Prescription**
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  - **Med dose**
- **Flexibility**
- **Problems**
You: Yes, I have. You know, a paper form is very flexible. I may write down whatever I want. So new software should be flexible as well. By the way, my stuff have problems with the software...
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**Diagram:**

- **Prescription**
  - Prescription Form
  - Med dose
  - Flexibility

- **Current Software**
  - Problems
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**Diagram**

- **Prescription**
  - Prescription Form
  - Med dose

- **Medicine Cabinet**
  - Current Software
  - Problems

*conversation-patterns.com*
A CONVERSATION

You
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### Diagram

- **Prescription**
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  - **Med. Cabinet Policies**
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CONSEQUENCES

Lots of information and no knowledge

Lack of understanding business domain and issues

Chaotic notes

You feel you should do something, but you are not sure what has to be done
STRUCTURE OF THIS TALK
STRUCTURE OF THIS TALK

Need concept
STRUCTURE OF THIS TALK

Need concept

Problem to be solved
Structure of this talk

Need concept

- Problem to be solved
- Expected benefit
STRUCTURE OF THIS TALK

Need concept

Problem to be solved

Expected benefit

‘Why?’ question
STRUCTURE OF THIS TALK

Need concept

- Problem to be solved
  - ‘Why?’ question

- Expected benefit
  - ‘What for?’ question
STRUCTURE OF THIS TALK

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- US Templates
STRUCTURE OF THIS TALK

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US Templates

Cases
STRUCTURE OF THIS TALK

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Geek meets man

Cases

Discover the need first
STRUCTURE OF THIS TALK

- Need concept
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      - Seven red lines
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  - Wath your mouth
    - Stretching
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Words refers domain

Wath your mouth
STRUCTURE OF THIS TALK

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Conversation Structure

Control the flow
STRUCTURE OF THIS TALK

Need concept
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  │          └── Geek meets man
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  │                    └── Stretching
  │                         └── Wath your mouth
  │                              └── Conversation Structure
  │                                   └── Control the flow
  │                                        └── Downward Specification
  └── Cases

STRUCTURE OF THIS TALK

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CONVERSATION PATTERNS
FOR SOFTWARE PROFESSIONALS

# bns it
WWW.BNSIT.PL

I'M A SPEAKER AT AGILE 2014 ORLANDO
ORLANDO, FL, USA • JULY 28 - AUG 1

@MICHALBARTYZEL CONVERSATION-PATTERNS.COM