

# BUSINESS VALUE GAME

Scan-Agile, Helsinki 2009

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# Business Value

- Success = bringing most valuable stuff to customer
- Easy when customer is fully on the team
- How do you find what's best for him?
- How does the customer or product owner decide?



# Roles

- Salesman
- Development team
- Accountant



# Grand Concept

Client: Jonathan



Happiness

5

Jonathan is the CEO of a small company, implements assignments for the European government. Several months ago, he contacted us to see if we could subcontracting for him, because his employees are possibly implement all the orders they have later.



Request: Mars Base


500 € ☺: +5 BV: .....

Done	Released	Stories
		Robot
		Solar Cells
		Aliens



Client Request: Mars Base  
Iteration: 1  
Story:

Robot



Business Value	
Cost Estimate	4
BV / Cost	
Done	

Done 1/3

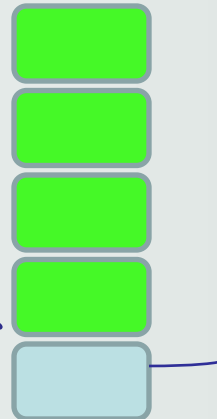
Done 1/3

Done 1/3

ROI



Release card?



# Step1: Assign Business Value

Client Request: **Mars Base**

Client: Peter

Iteration: 1

Income: 1500 €    😊: +5    BV: .....



Done	Released	Stories
		Robot
		Solar Cells
		Aliens

Client Request: Mars Base

Iteration: 1

Story:

**Robot**



Business Value	
Cost Estimate	4
BV / Cost	
Done	

1/3

Done

1/3

Done

1/3

# Step 2. Sort by Value/Cost

Project A

Project B

Project C

500

400

250

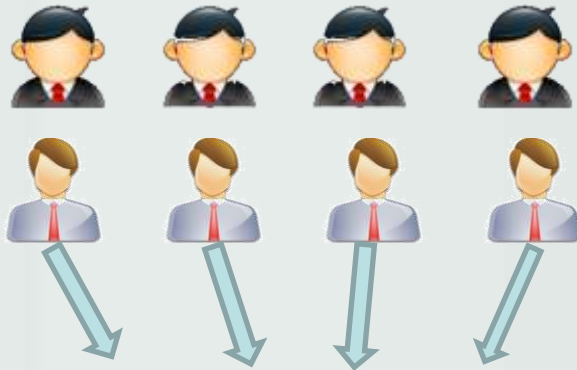
250

125

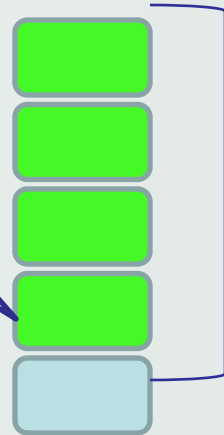
125

125

# Step 3. Prioritize for iteration

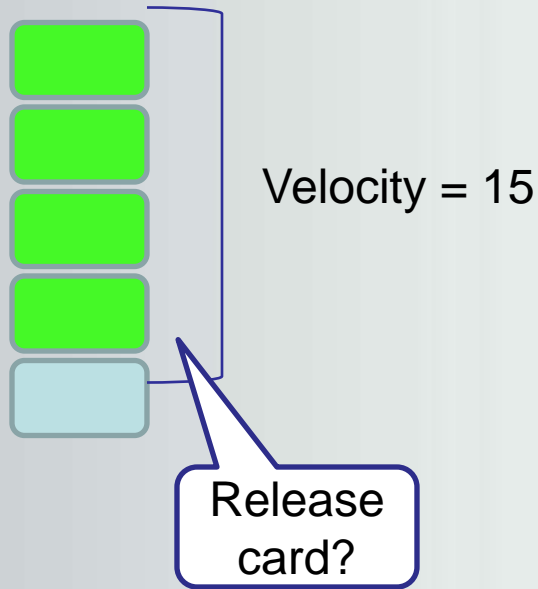


Release card?




Velocity = 15

# Step 4. Implementation



Client Request: Mars Base  
Iteration: 1  
Story:  
Robot



Business Value	
Cost Estimate	4
BV / Cost	
Done	

1/3

Done

Done

Client Request: Mars Base  
Client: Peter  
Iteration: 1  
Income: 1500 €    😊: +5    BV: .....

Done	Released	Stories
		Robot
		Solar Cells
		Aliens

# Step 5. Calculate the Results

All request stories implemented

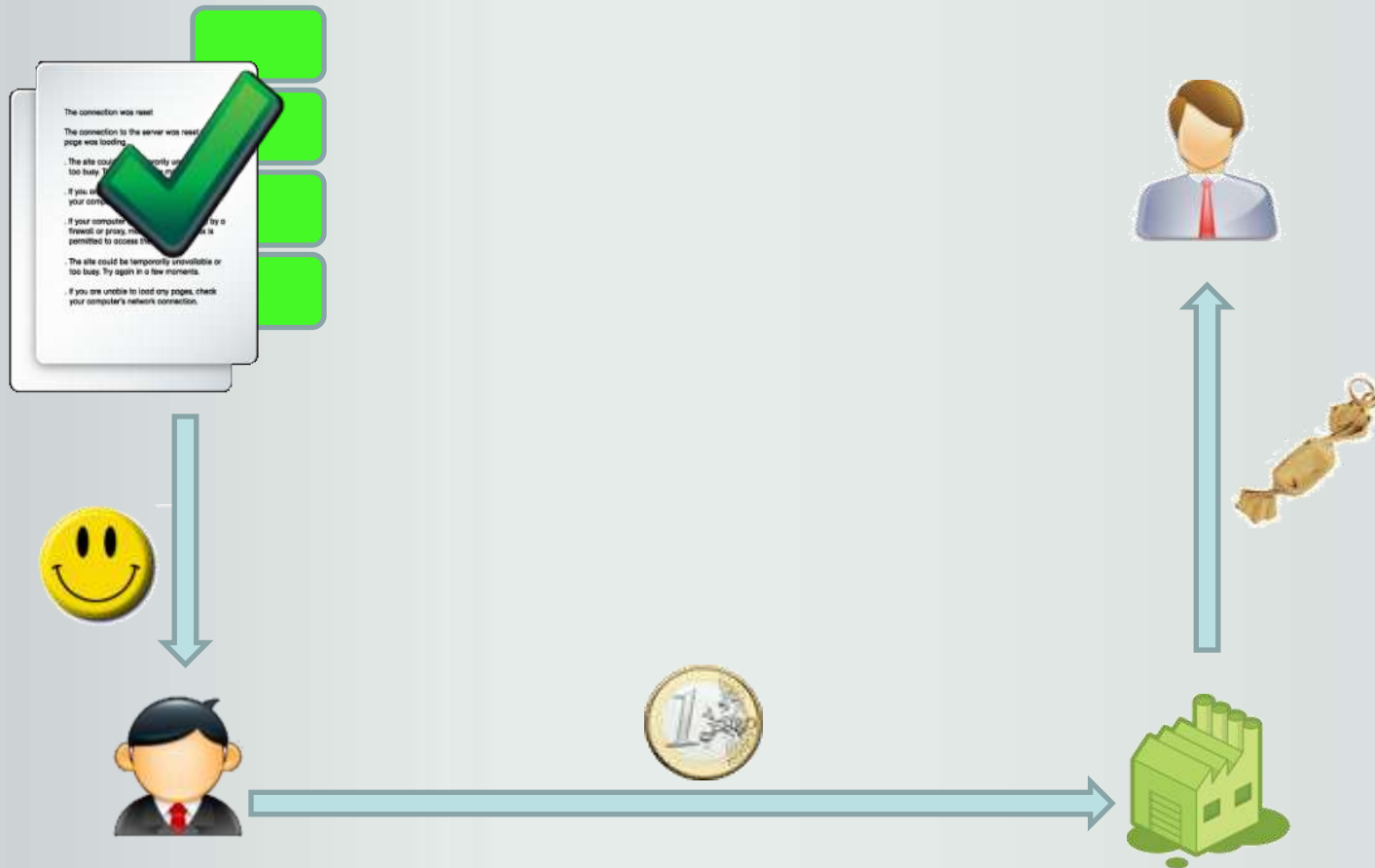


Iteration	Release?	BV points	Potential Value €	Earned Value €	ROI €	Total €	Planned	Actual Velocity
1				→		0	15	15
2	←			↗			15	
3							15	
4								

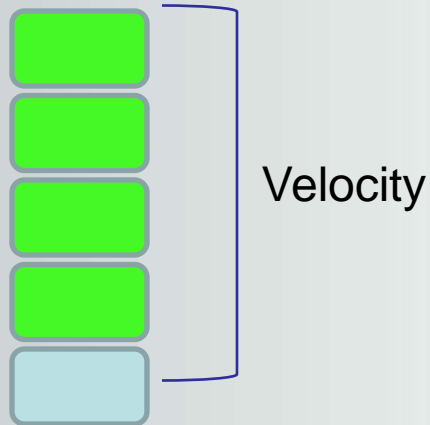
Released



# Happiness and Bonuses!



# Velocity variation



Die throw	Actual velocity
1	Velocity-3
2	Velocity-2
3	Velocity-1
4	Velocity
5	Velocity+1
6	Velocity+2

# Release improvement

Technical Story

Iteration: 2

Story:

## Release Improvement

*When this story is implemented,  
the release cost is decremented  
by 2, starting from next  
iteration.*

Business Value	
Cost Estimate	5
BV / Cost	
Done	



Thank you