WHAT? ORGANISE TEAMS BY CUSTOMER VALUE

| CUSTOMERS (END USER) | CUSTOMER CENTRIC ITEMS IN BACKLOG | FEATURES TEAMS | VALUE DELIVERED TO CUSTOMER |

AS A USER I WANT...

...TO UPDATE ADDRESS DETAILS ONLINE

PBI: UPDATING ADDRESS ONLINE

FEATURES TEAMS GROUP A

AS A USER I WANT...

...VOICE RECOGNITION FOR AUTHENTIFICATION

PBI: VOICE RECOGNITION

FEATURES TEAMS GROUP B

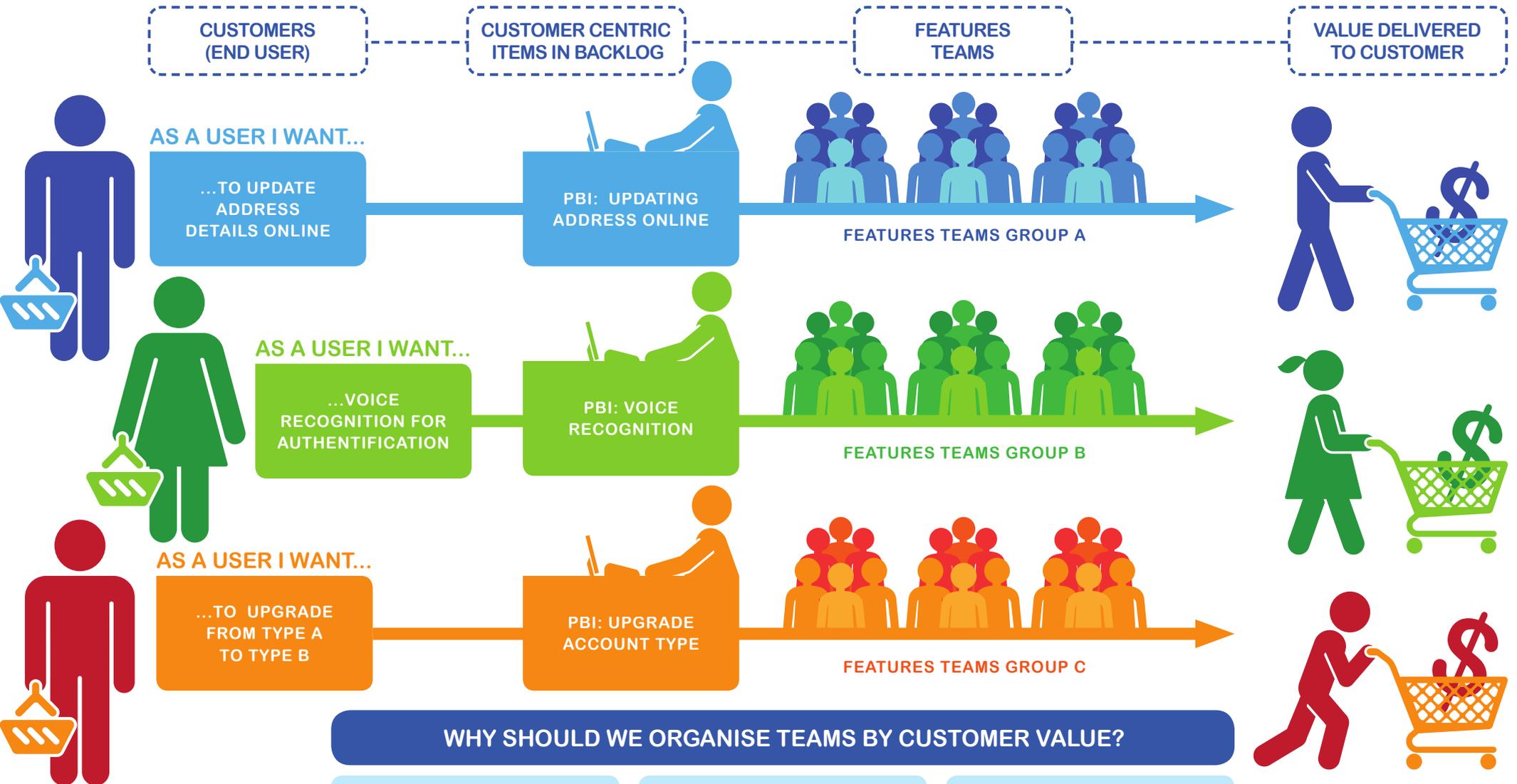**AS A USER I WANT...**

...TO UPGRADE FROM TYPE A TO TYPE B

PBI: UPGRADE ACCOUNT TYPE

FEATURES TEAMS GROUP C

WHY SHOULD WE ORGANISE TEAMS BY CUSTOMER VALUE?

- Features teams deliver end-to-end "Done" features
- Increases shared responsibility and avoid blame game
- Avoids localised thinking and lost system focus
- Avoids waterfall development mentality
- Avoids dependency on a few experts
- Reduces communication gap when teams speak customers language
- Removes hand-offs by increasing collaboration with real users
- Collaboration intum increases empathy leading to better solutions and results