

Why

Business Goal

At the start the business goal; it answers the most important question: The Why
What is the goal?
Why are we doing this?

Who

Actor

Actors who can make an impact on the outcome
What can obstruct?
Who can produce the desired effect?
Who will use our product?
Who will be impacted?

How

Impact

Business goal has (positive/negative) impact on Actors behavior
It puts in perspective the actors and the business goal
How can the actors help us to achieve the goal?
How can they obstruct us from succeeding?

What

Deliverables

Deliverables to spark impact and to achieve goal: Epics, Features, User Stories
What can we deliver?
What are the high level features?

