



“Closing The Clarity Gap”

Experience Your Requirements

by

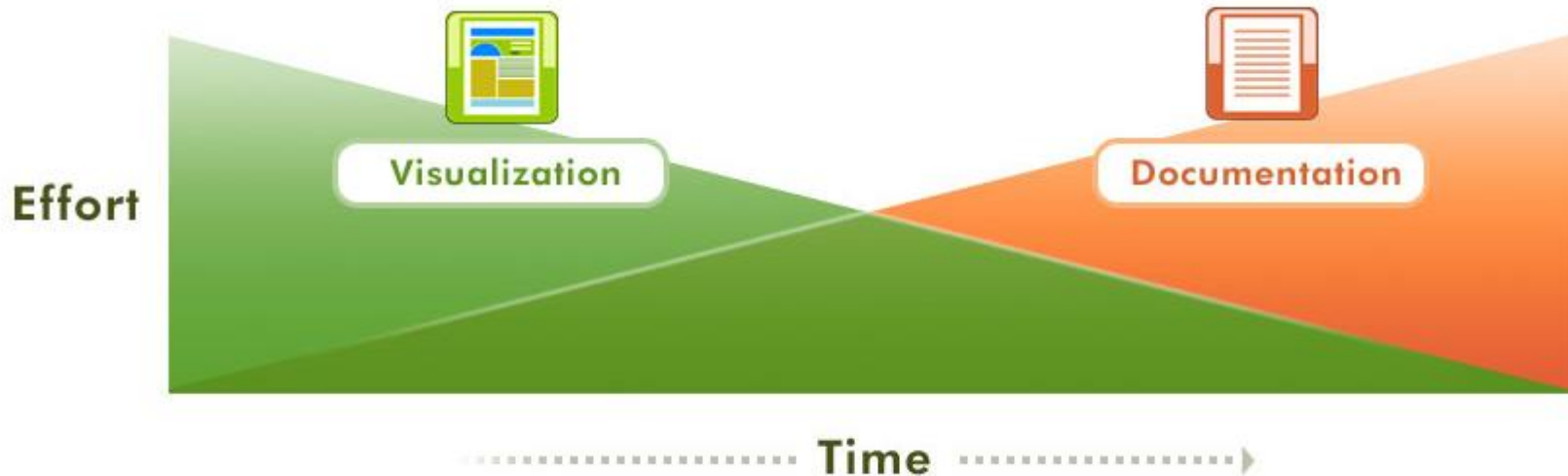
Chuck Konfrst, Director of Branding & Communication

CLARITY

The fundamental problem is a lack of understanding...
OneSpring's goal is to provide **clarity** to the solution



The Stream Process™ is a framework for how to better innovate and collaborate using visualization.



Most SDLC methods provide a representation of the requirements late in the lifecycle that lack the experiential aspect altogether



100% CLARITY

Traditional

The Time to Reach Understanding

The Stream Process™ occurs at the beginning of the lifecycle and provides stakeholders the ability to experience and validate their requirements from the start

Stream Visualization



100% CLARITY

OneSpring

The Time to Reach Understanding

Accelerating the time to understanding provides a far greater
return on investment

The Clarity Gap



We created The OneSpring
JAM Session® to improve
the requirements elicitation
and validation process

A JAM Session allows
stakeholders to *experience*
their requirements



The Joint Application Modeling® (JAM) Session is comprised of these essential “ingredients”...

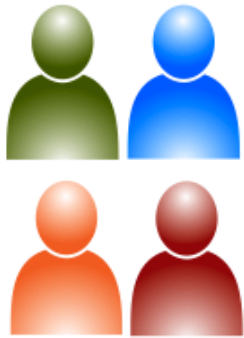


Small Group
Collaboration

Rapid
Iterative
Design

Visualization

Flow

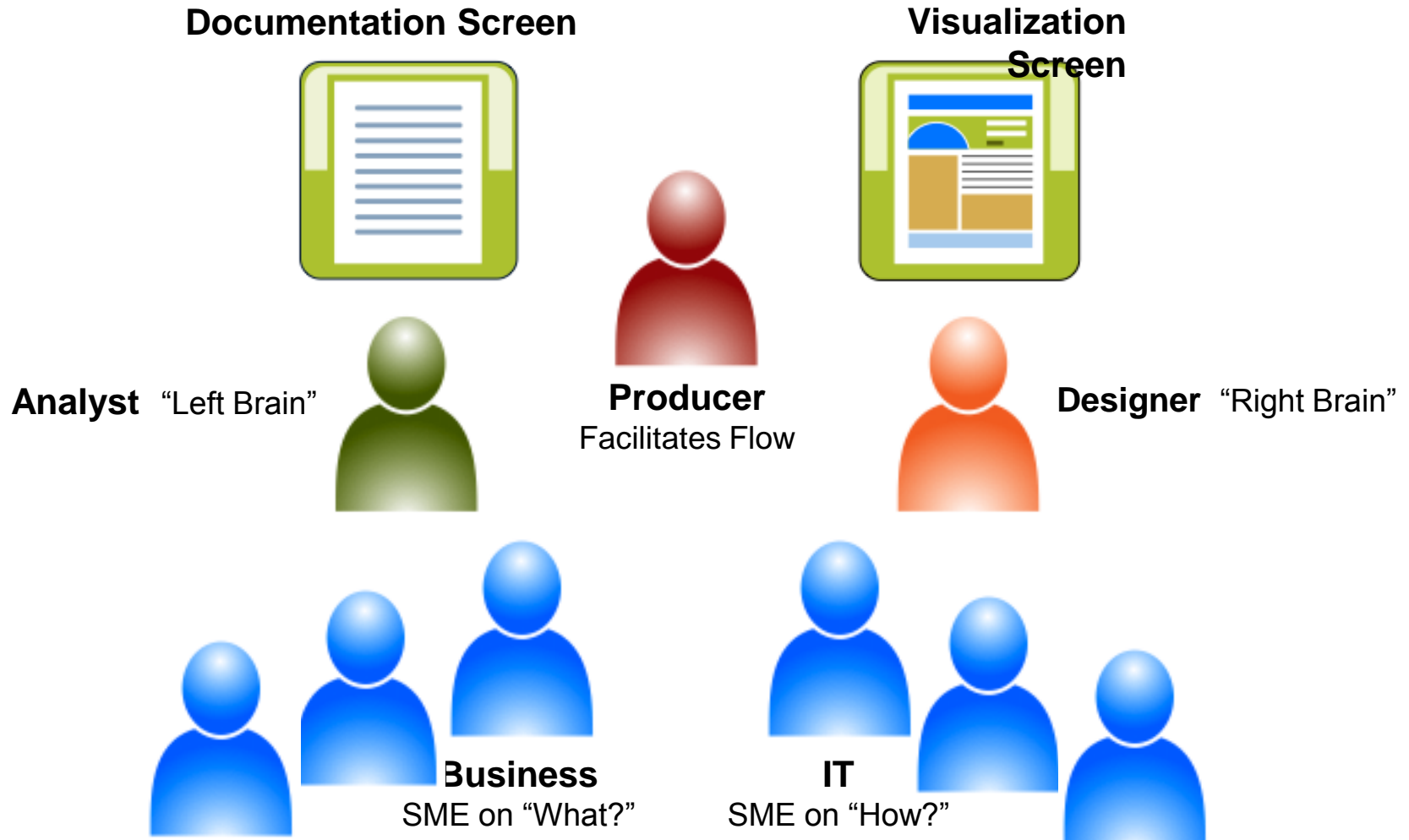


Small Group
Collaboration

Collaboration in small groups provides an effective means of problem solving within a structured environment

Complex problems that go beyond the routine require the communication of shared knowledge to create viable solutions/approaches

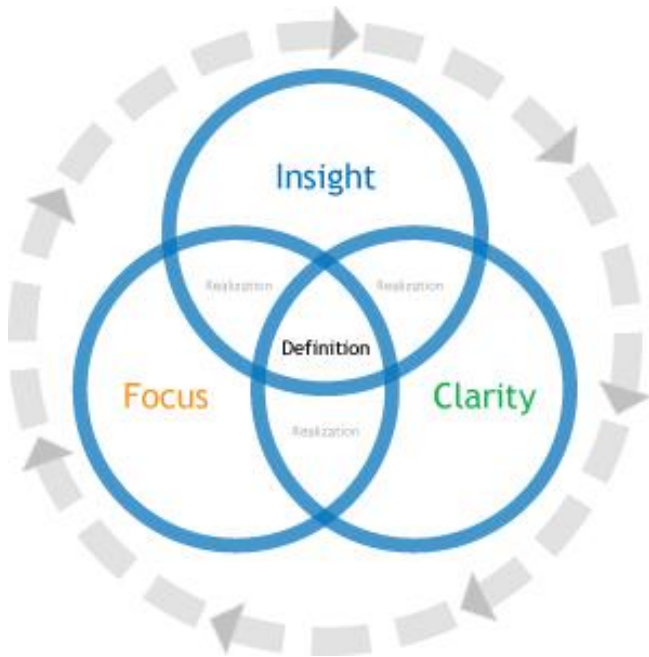
The roles “match” the work environment and support the task flow...



Insight – observation to gain valuable knowledge and context on the business, customer and technologies

Clarity - design activities that crystallize the gathered insights to form a model of the experience

Focus – socialization and measurement of the experience model to provide continuous improvement and validation



The iterative cycle allows us to rapidly visualize the “big picture”, gain stakeholder consensus and **then** drill-down to specific features...





Visualization

From initial sketches to detailed information design, visualization incorporates the use of dynamic imagery as a means of effectively communicating requirements

Visualization not only enhances a “shared understanding”, but is critical in helping stakeholders organize their thoughts and work through problems to collectively build a solution

Both the analytic and synthetic hemispheres of the brain are engaged during the visualization process



Analyst “Left
Brain”

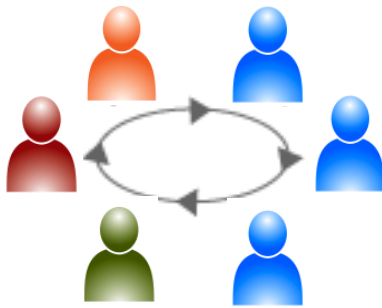
Documentation



Designer “Right Brain”

Modeling

A key aspect to generating the Flow includes both the environment in which the JAM Session takes place and the mental investment by the stakeholders



Flow

Goals are clear

Feedback is immediate

Balance between opportunity & capacity

Concentration deepens

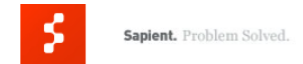
The present is what matters

Control is no problem

Sense of time is altered

Loss of ego

Stream and the JAM Session have worked successfully with numerous clients...





“Hitting the Bull's Eye”

Previsualization for Enterprise Project Definition

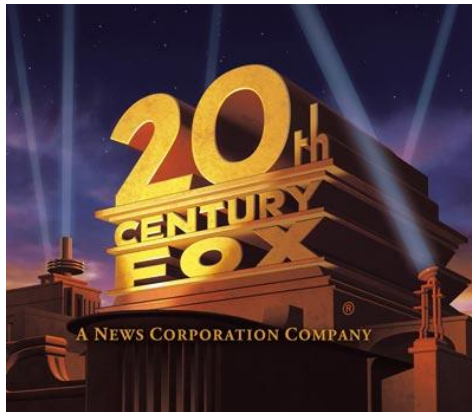
Previsualization

is a collaborative process that generates preliminary versions of application features, functionality and process flows in a low-resolution format.

It enables the project stakeholders to more effectively communicate a shared vision and understanding of a project through visual exploration.

Phase	Pre-Visualization				Visualization			Post-Visualization		Final Review		Project Wrap-Up	
Activity	Research	Pre-Visualization Sessions		Baseline	Visualization Sessions		Final Visualization	Documentation	Final Documentation	Final Review	Pre-Package	Final Package	Knowledge Transfer
Deliverable	Project Brief	Storyboards	High-Level Visualization	Plan	Design	High-Level Requirements	Detailed Visualization	Detailed Requirements		Review Pre-Package		Final Package	Transfer Sessions

Client	Kick-Off	Pre-Visualization Sessions		Visualization Sessions		Final Visualization	Documentation		Final Review	Pre-Package	Final Package	Knowledge Transfer
Proj. Mgr.	Kick-Off	Pre-Visualization Sessions	Baseline	Visualization Sessions		Final Visualization	Documentation	Final Docs	Final Review	Pre-Package	Final Package	Knowledge Transfer
Producer	Kick-Off	Pre-Visualization Sessions	Baseline	Visualization Sessions		Final Visualization	Documentation	Final Docs	Final Review		Final Package	Knowledge Transfer
Designer	Kick-Off	Pre-Visualization Sessions	Baseline	Visualization Sessions		Final Visualization	Documentation	Final Docs	Final Review		Final Package	Knowledge Transfer
Analyst	Kick-Off	Pre-Visualization Sessions	Baseline	Visualization Sessions		Final Visualization	Documentation	Final Docs	Final Review		Final Package	Knowledge Transfer



Low Resolution

<brand logo>
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RESERVATIONS LOCATIONS

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<hotel street address >
<hotel phone and fax numbers>

<local navigation menu - hotel level>

<reservations booking - progress bar >

<page title>

<error messaging>

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Check-In Date (required) Check-Out Date Nights

Rooms Adults Children

PREFERENCES

Room Preference Rate Preference

Smoking Preference

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<content slot b>

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Smoking Preference

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DATES

Check-In Date (required) Check-Out Date Nights

Rooms Adults Children

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Smoking Preference

Rate Preference

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Applicable Benefits

- Mitigate Risk
- Reduce Development Time
- Improved Collaboration

Use Case:

Use Case ID:			
Use Case Name:	View High-Level Account Activity		
Created By:	Wendy Wonsley		
Date Created:	9/8/08		
User:	Club Member Gold Member Platinum Member Ambassador Member		
Description:	User accesses View Account to view account status an activity.		
Precondition:	User has logged into PCR member account		
Post Condition:	System has displayed user account information or print		
Priority:	N/A		
Frequency of Use:	N/A		
Primary Path:	View Account Status		
	User Actions	System Responses	
1.	User selects View Account offer option.	See Alt Path 1 (if first-time View Account log-in) System displays Account Status/Activity page. Use case ends	
2.	See Alt. Path 1, 2, 3, 4	Use case ends	
	Alternate Path 1	New Enhancement – Hotel Bill	
	User Actions	System Responses	
1.		System displays New Enhancement – Hotel Bills page	
2.	User selects desired option.	System defaults to Yes option to activate Hotel Bills feature.	
3.	User Clicks Save button	System displays Login screen	
4.	User logs into account	System displays Account Status/Activity page Use case ends.	
	Post Conditions	N/A	
	Alternate Path 2	Redeem Points	
	User Actions	System Responses	Artifact
1.	User clicks Redeem Points link.	System displays Redeem Points page.	
2.	User selects region	System displays regional Redeem Points category page	
3.	See Personal Shopper UG.		
4.	User selects redemption category	System displays redemption category options.	
5.	User completes point redemption.	Use case ends.	
	Post Conditions	N/A	

1.0 Background

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2.0 Project Description

2.1 Business Requirements Visualization

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Requirements Gathering

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2.2 Requirements Visualization

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2.3 Requirement Definition

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Previsualization provides a transformation of text-based only requirements into an experience that promotes better understanding.

1.0 Background

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2.0 Project Description

2.1 Business Requirements Visualization

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Requirements Gathering

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2.2 Requirements Visualization

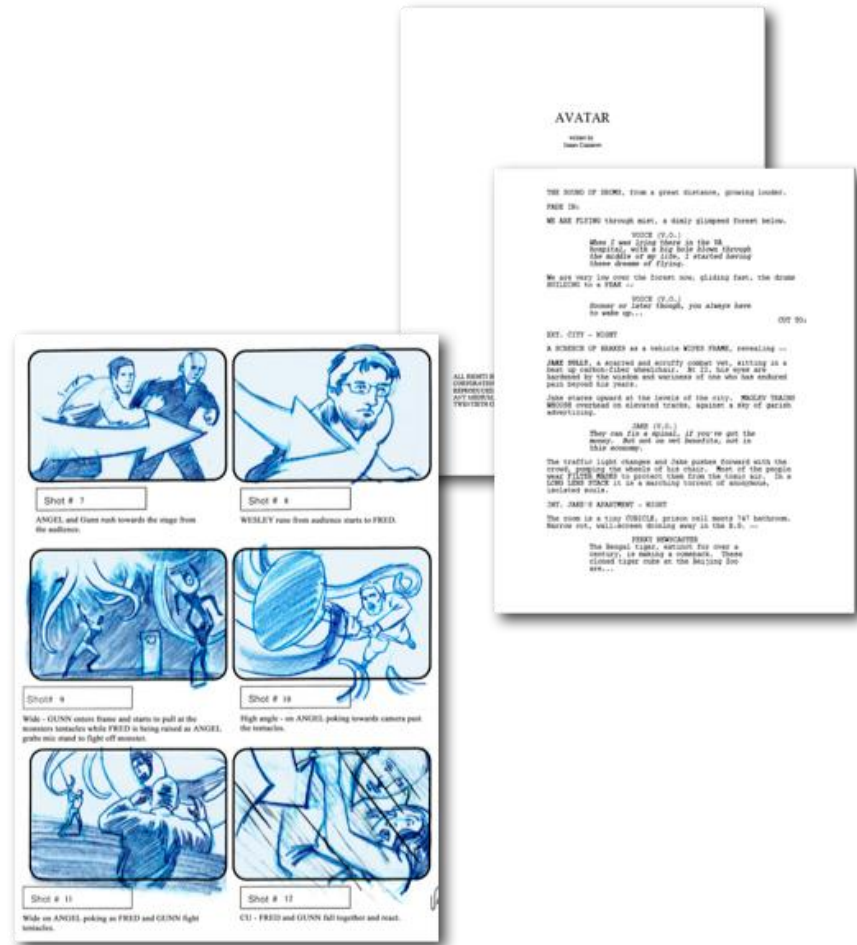
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2.3 Requirement Definition

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Use Case:

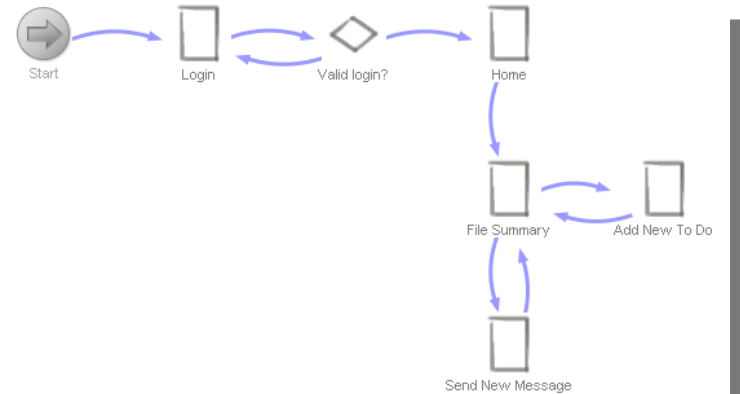
Use Case ID:		
Use Case Name:	View High-Level Account	
Created By:	Wendy Worsley	
Date Created:	8/18/09	
User:	Club Member Gold Member Platinum Member Ambassador Member	
Description:	User accesses View account page.	
Precondition:	User has logged into system.	
Post Condition:	System has displayed account page.	
Priority:	N/A	
Frequency of Use:	N/A	
Primary Path:	View Account Status	
User Actions	System Responses	Artifact
1. User selects View Account offer option.	See Alt Path 1 (if first-time View Account log-in) system displays Account Status/Activity page. Use case ends.	
2. See Alt Path 1, 2, 3, 4		
Alternate Path 1:	New Enhancement - Hotel Bill	
User Actions	System Responses	Artifact
1.	System displays New Enhancement - Hotel Bills page.	
2. User selects desired option.	System defaults to Yes option to activate Hotel Bills feature.	
3. User clicks Save button.	System displays Login screen.	
4. User logs into account.	System displays Account Status/Activity page. Use case ends.	
Post Conditions	N/A	
Alternate Path 2:	Redeem Points	
User Actions	System Responses	Artifact
1. User clicks Redeem Points link.	System displays Redeem Points page.	
2. User selects region.	System displays regional Redeem Points category page.	
3. See Personal Shopper UC.		
4. User selects redemption category.	System displays redemption category options.	
5. User completes point redemption.	Use case ends.	
Post Conditions	N/A	



The process of Previsualization helps clarify both the information and business processes for the end consumer.

AVATAR
Avatar

THE SOUND OF THUNDER, like a great steamtrain, growing louder.
FADE IN:
WE ARE FLYING through mist, a slowly dimmed forest below.
VOICE (V.O.)
When I was flying there in the 38
thousand miles of the West Airline through
the middle of the sky, I started having
these visions of flying.
We get very low over the Indian sea, gliding fast, the storm
disturbance to a side.
VOICE (V.O.)
I never see the same old things again,
the same old things...
OCEAN
SEE: CITY - NIGHT
A SCENE OF RAINBOWS as a vehicle WIPES FRAME, revealing --
JAMIE BRADY, a rugged and surlyly rugged man, sitting on a
bench in a restaurant overlooking the city. He has some one
buried by the window and someone of the who has ordered
food behind them.
A car drives up at the front of the city, WOLFPY TRAINS
around, occupied on constant circles, making a ring of search
monitors.
JAMIE (V.O.)
I don't see it as a thing, if you're not the
story. But not to see something, not to
find someone.
The traffic light changes and the camera follows with the
story, JAMIE BRADY is looking out the window. Most of the people
are looking at the car. The car is a matching color of the car, in a
constant motion.
OCEAN JAMIE'S ADVERTISEMENT - NIGHT
The room is a top FORTUITA, green will have 'at' behind.
BROWN, not, well-known window area in the U.S.
The bright light, and the car over a
country, to make a window. There
glow light over at the bottom of
the...
Shot # 1
ANGEL and Gunn walk towards the stage from
the audience.
Shot # 2
WESLEY runs from audience starts to FRED.
Shot # 3
Wesley enters frame and starts to pull at the
audience towards WESLEY is being pulled at ANGEL,
gets into stand to fight off audience.
Shot # 4
High angle - on ANGEL, poking towards camera past
the audience.
Shot # 5
While on ANGEL, poking on FRED and GUNN fight
audience.
Shot # 6
CU - FRED and GUNN fall together and react.



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