



# Strategy & Alignment Session Overview

## Goal

The Strategy Session is an explorative and focusing exercise that aims to gain a shared understanding and alignment around: 1) mission, vision, goals, and objectives 2) the people involved and their roles, responsibilities, and goals (pain points & opportunities), and 3) technical capabilities and desires - all to optimize value to the customer and focus project objectives.

## Day 1

### Client Pitch

*Timeframe: 5 - 15 minute pitch & 15 minutes of clarification*

- The client presents the opportunity, current solutions, challenges, and vision in their own words. The Crema team then has an opportunity to ask clarifying questions.
- Information/details/demographics of people and location of where the product will be tested
  - Best practices for specific geographic location - i.e. do we need to support different “normals” across cultures, languages, habits, etc.?
- KPI's - how will we know this is successful?
- Long term vision / Goals

### Real-Life Examples

*Timeframe: 30 minutes to complete first answers & 30 minutes of discussion*

- What does this look like today?

### Sketch Session

*Timeframe: 15 minutes to sketch out examples of what the UI may look like & 30 minutes of discussion*

- Client will design what the user interface looks like in their mind.
- Take a look at everyone's best idea of the what the user interface looks like.
  - Wireframe printouts of phone, laptop, tablet

### Elevator Pitch

*Timeframe: 5 minutes to complete first answers & 15 minutes of discussion*

- Together we complete the elevator pitch template and discuss any differences of opinion. We will make adjustments until the product owner is satisfied.

## **Worst Idea Pitch**

*Timeframe: 15 minutes of discussion*

- Together we discuss why the current solution is bad and throw out other solutions that would also fail to meet our goals, budget constraints, etc. We will stop when we feel satisfied with the discussion or once 15 minutes is up, whichever comes first.

## **Story Spine and User Journey Mapping: Overall Vision And Scope**

*Timeframe: 1 hour of discussion, regroup, and continue for and additional 1 - 2 hours*

- Client explains the current process and Crema facilitator helps elicit information about the conditions and perspective of the customers, internal staff, contractors, clients, and other stakeholders.
- Define and align on product & engagement scope.

# **Day 2**

## **Story Spine and User Journey Mapping: Dive Into Granular Decisions**

*Timeframe: 1 hour of discussion, regroup, and continue for and additional 1 - 2 hours*

- Outline epics/features needed to reach product & engagement scope.

## **Prioritization of Work**

*Timeframe: 1 hour of discussion & 1 hour of story writing and effort commitment*

- What specific work should we start on?
- Build out user stories & prioritize requests.
  - User stories & requests are what you build software or products based off of.
  - Requests are feature ideas or suggestions for the product, that have been provided by internal or external users of the tool.
  - Find more information about user stories [here](#).