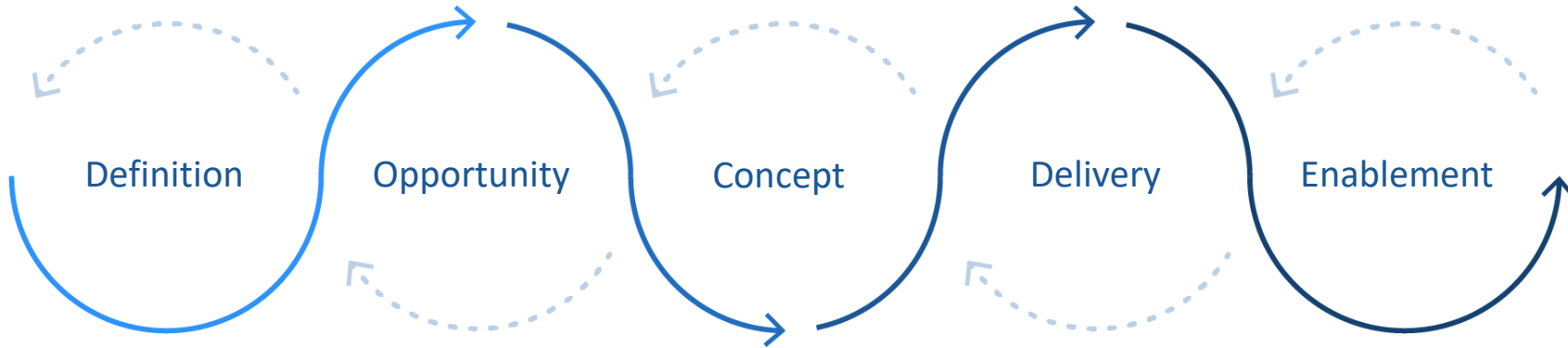Definition   Opportunity   Concept   Delivery   Enablement

Definition

SAMPLE DELIVERABLES

Opportunity Abstract

ACTIVITIES

Business Strategy
Business Goals
Market Analysis
Customer Target

Opportunity

SAMPLE DELIVERABLES

Business Case

ACTIVITIES

Business Metrics
Customer Insights
Technical Portfolio
Value Mapping
Design Thinking
Technical Strategy

Concept

SAMPLE DELIVERABLES

Prototype
Technical POC
Technical Blueprint

ACTIVITIES

Prioritization
Sketches/Wireframing
UX Validation
Regulatory/Compliance
Technical Analysis

Delivery

SAMPLE DELIVERABLES

MVP Release

ACTIVITIES

Prioritization
Design Systems
Architecture
Execution Plan
Design - Development
Quality - Operations

Enablement

SAMPLE DELIVERABLES

Software Releases

ACTIVITIES

Goal Measurement
Insights & Testing
Prioritization
Plan Review
Design - Development
Quality - Operations