

From Conversation To Software

DevDays Vilnius 2018
Slido.com with #K100



Landwirtschaftsministerium
Bundesministerium für Ernährung und Landwirtschaft

Export donations



Mark

The marketing manager

- Tech savvy
- Set in his ways

A dark, foggy landscape with a railing in the foreground and trees in the background. The scene is dimly lit, with a heavy mist or fog obscuring the details of the environment. In the foreground, a metal railing runs diagonally across the frame. The background features a line of trees, some of which are bare, and a large, dark tree stands prominently on the left. The overall atmosphere is somber and quiet.

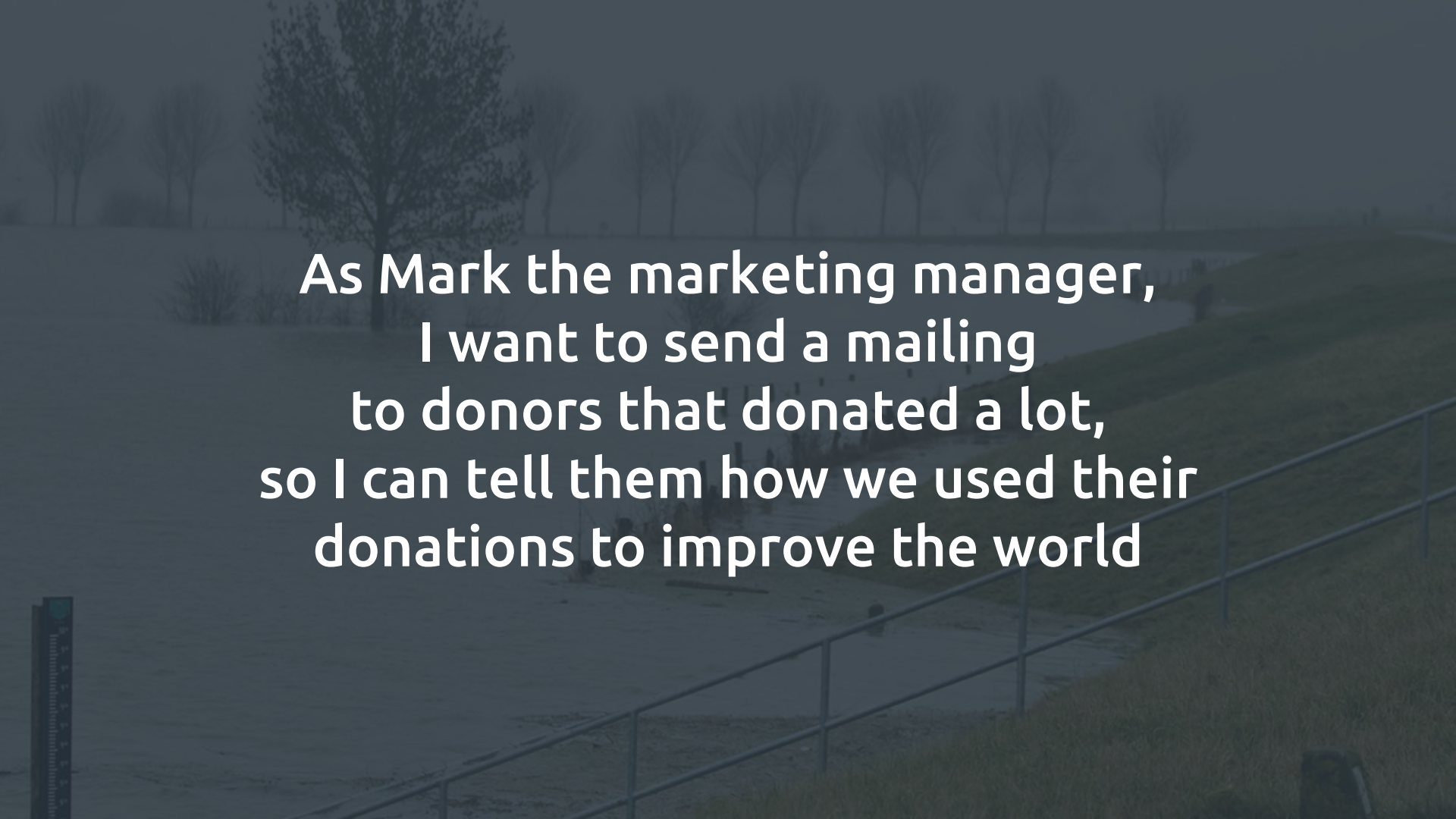
**As Mark the marketing manager,
I want to export donations**

A dark, foggy landscape with a railing in the foreground and trees in the background. The scene is dimly lit, with a misty atmosphere. A metal railing runs diagonally across the lower half of the frame. In the background, there are several trees, some with bare branches and one with more foliage. The overall tone is somber and quiet.


**As Mark the marketing manager,
I want to export donations,
so that I can filter donors
that donated a lot**

A dark, foggy landscape with a railing in the foreground and trees in the background. The scene is dimly lit, with a heavy mist or fog obscuring the details of the environment. In the foreground, a metal railing runs diagonally across the frame. The background shows a line of trees, some with bare branches and others with sparse leaves, under a grey, overcast sky. The overall mood is somber and quiet.

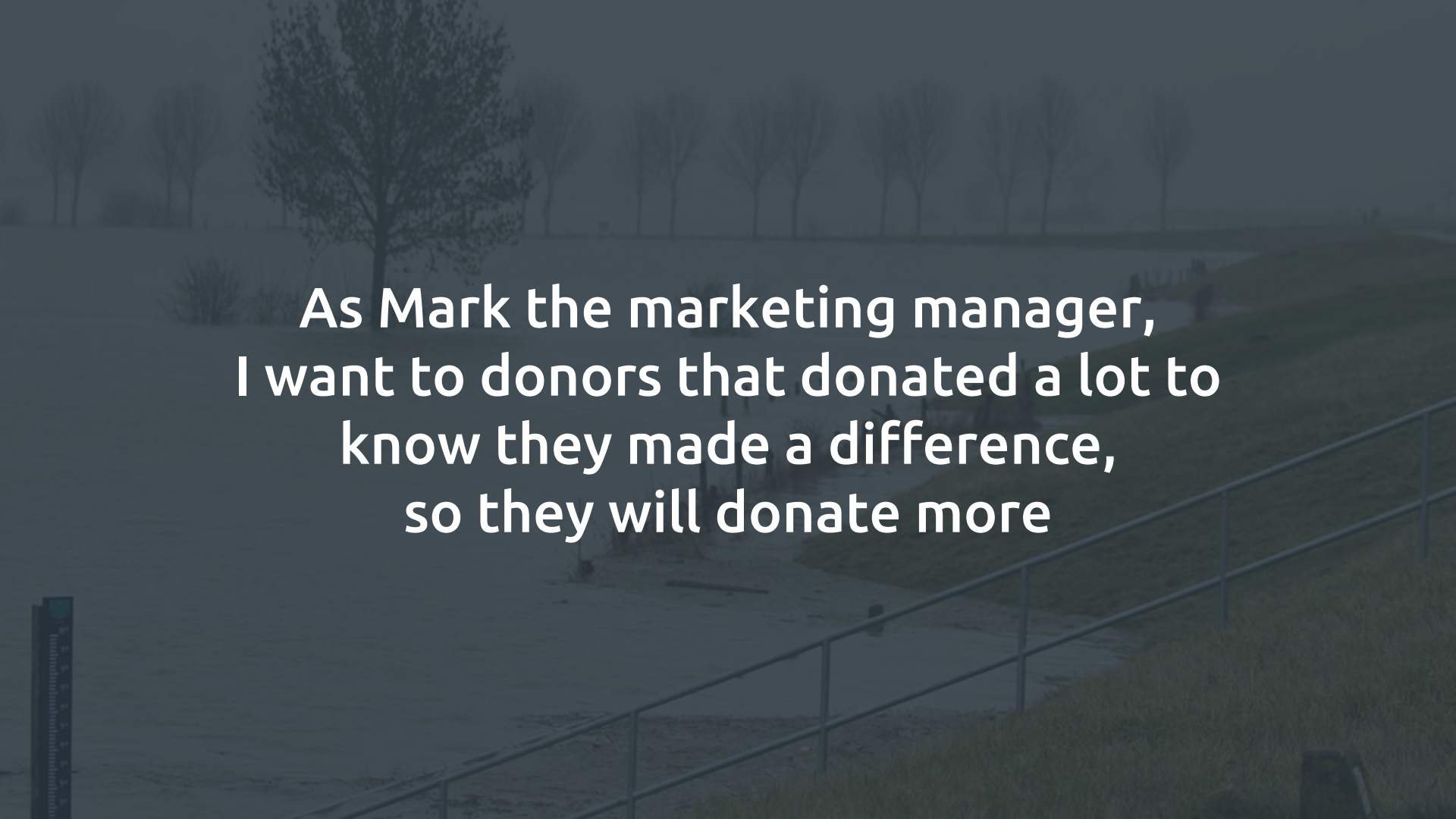
**As Mark the marketing manager,
I want to filter donors that donated a lot,
so I can send them a mailing**




**As Mark the marketing manager,
I want to send a mailing
to donors that donated a lot,
so I can tell them how we used their
donations to improve the world**



**As Mark the marketing manager,
I want to tell donors that donated a lot
how we used their gifts to improve the
world,
so they know they made a difference**



**As Mark the marketing manager,
I want to donors that donated a lot to
know they made a difference,
so they will donate more**



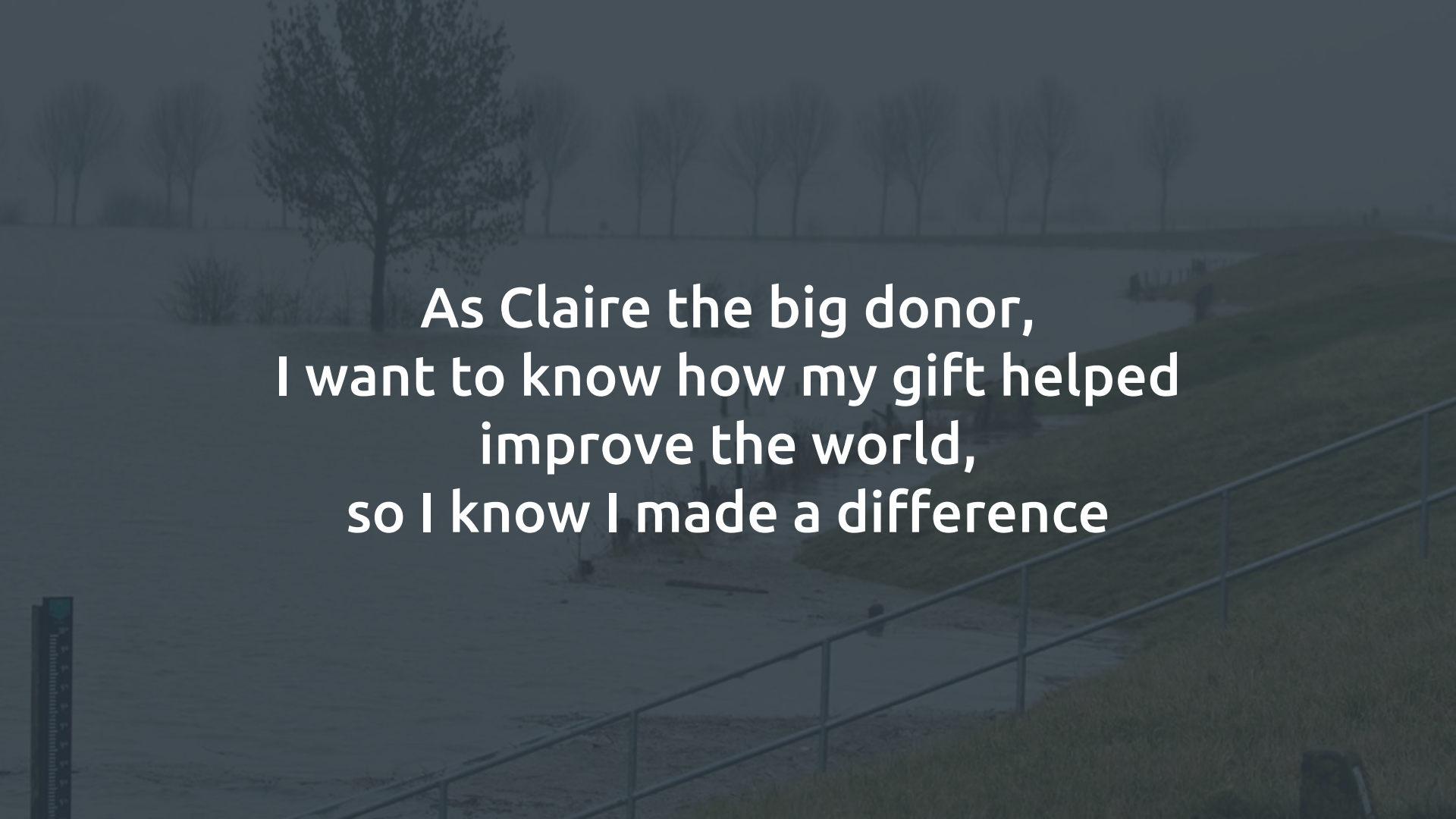
**As Mark the marketing manager,
I want to tell donors that donated a lot
how we used their gifts
to improve the world,
so they know they made a difference**

A woman wearing a pink visor is holding a young girl with braided hair. The girl is looking towards the camera with a serious expression. In the background, a crowd of people is visible, some wearing similar pink hats, suggesting an outdoor event or festival. A semi-transparent dark grey box is overlaid on the left side of the image, containing text.

Claire

The big donor

- Engaged with charity
- Big heart
- Results matter



**As Claire the big donor,
I want to know how my gift helped
improve the world,
so I know I made a difference**

1. As A

I want B

So I can C

2. As A

I want D

So I can E

3. As X

I want Y

So I can Z

4. As Claire the big donor

I want to know how my gift
helped improve the world

So I know I made a different

5. ...

...

...

6. As Mark the marketing
manager

I want to know the success
rate of my campaign

So I can make informed
changes to the next one

7. ...

...

...

...

Todo

Doing

Testing

Accepted

Live

As X I want Y So I
can Z

3

...

?

As Claire...

8

...

?

Todo

Doing

Testing

Accepted

Live

As X I want Y So I
can Z

3

...

?

As Claire...

8

...

?

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Todo

Doing

Testing

Accepted

Live

As X I want Y So I
can Z

3

...

?

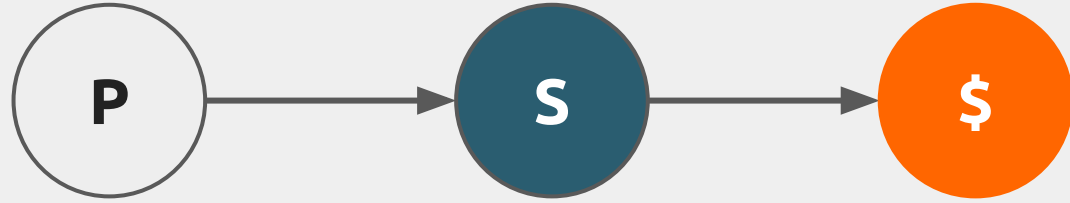
As Claire...

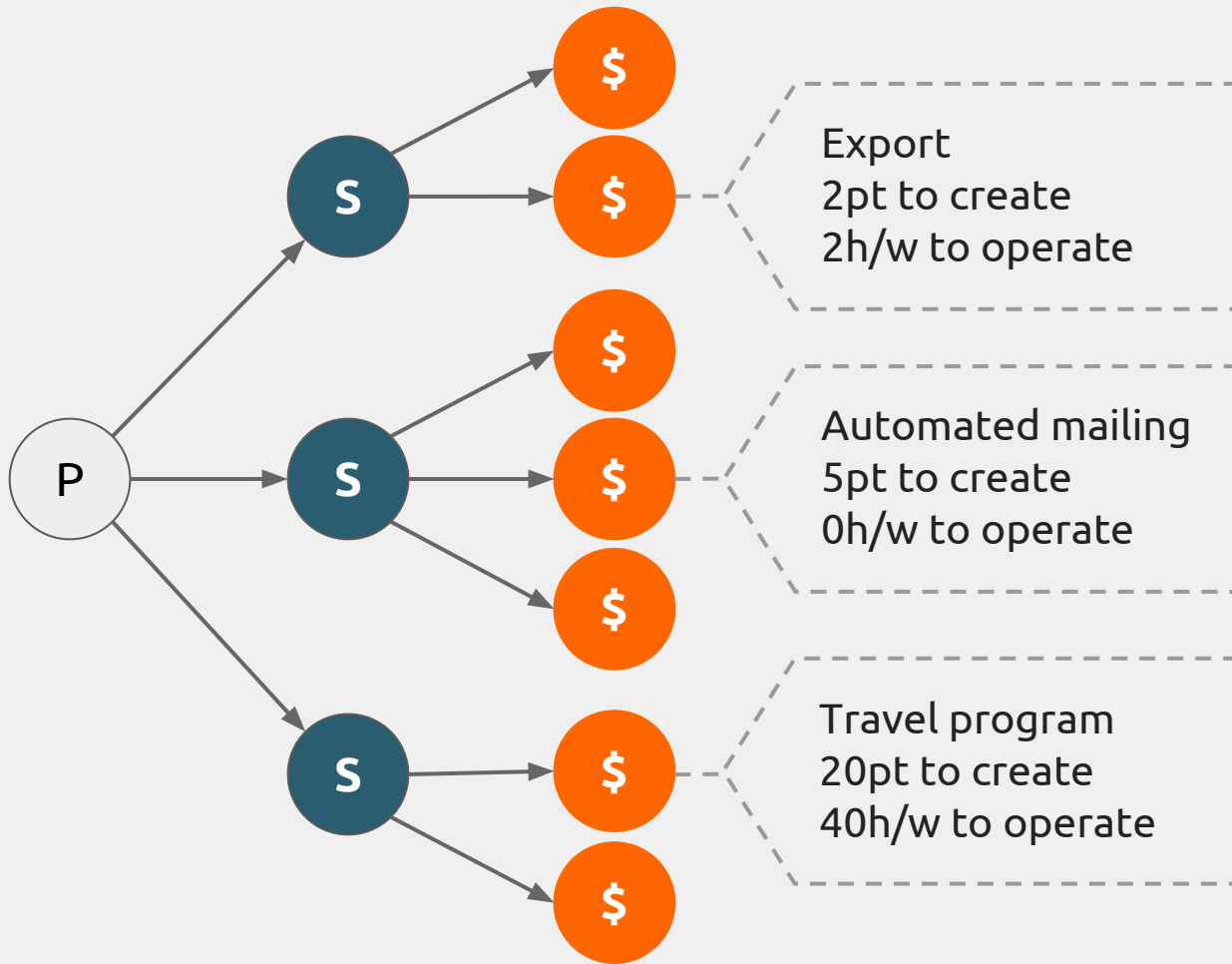
8

...

?







Donations

Finance

Donate
new us

Donor retention

Export donations

As Claire the big donor,
I want to know how my gift helped improve the world,
so I know I made a difference

Sprint #1

Online
form

Sprint #2

Mailing
payme
referenc

Sprint #3

Travel program

Link donations
automatically

8

5

13

20

5

1. Online donation form

Donate as a new user

Donations

2. Export donations

Donor retention

Donations

3. Import mt940

Import bank transactions

Finance

4. Mailing with payment references

Donate as a new user

Donations

5. Automated mailing

Donor retention

Donations

6. Link donations automatically

Import bank transactions

Finance

7. Travel program

Donor retention

Donations

...

Todo

Doing

Testing

Accepted

Live

...

?

...

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Online donation
form

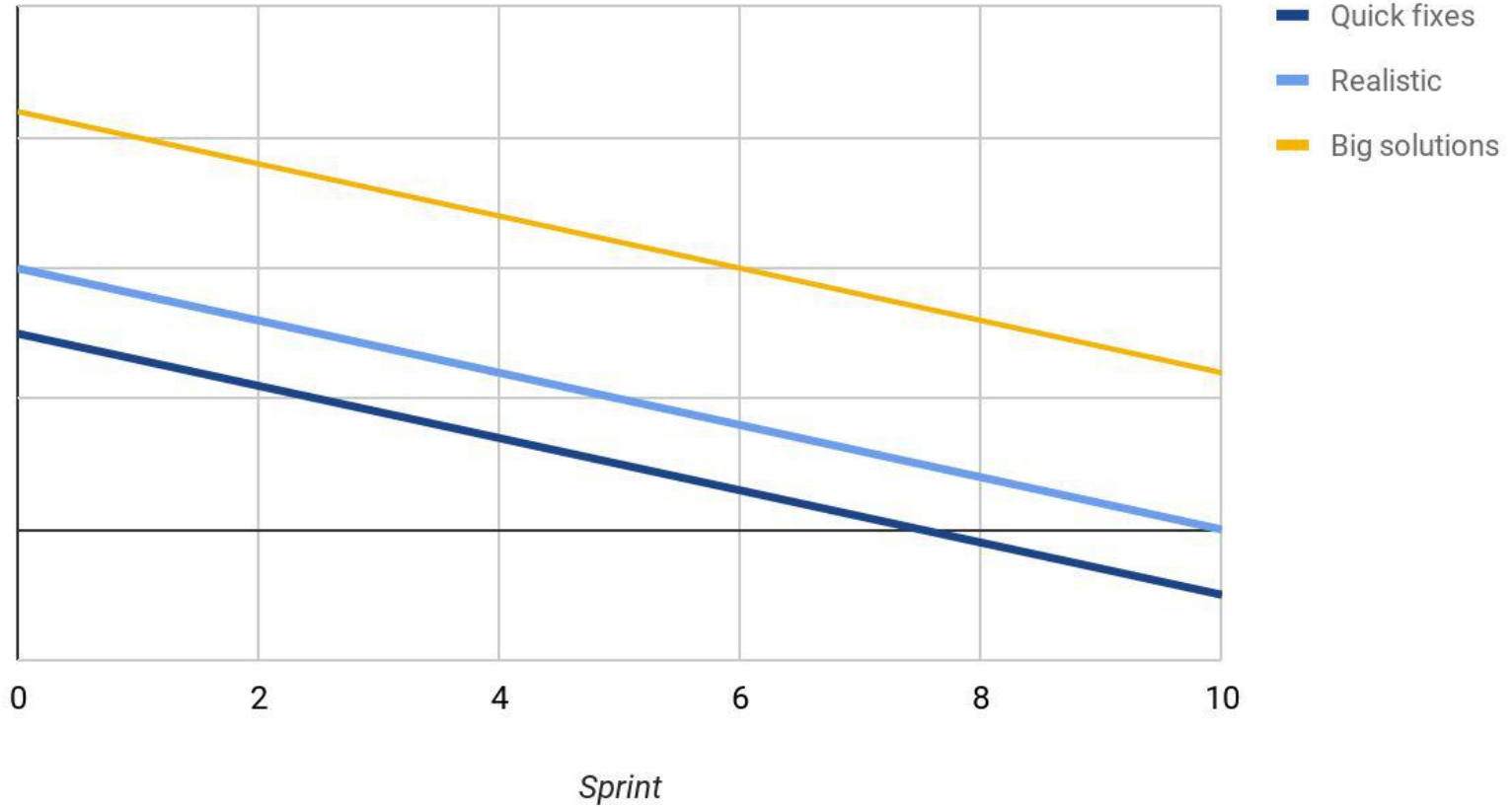
2

Export
donations

2

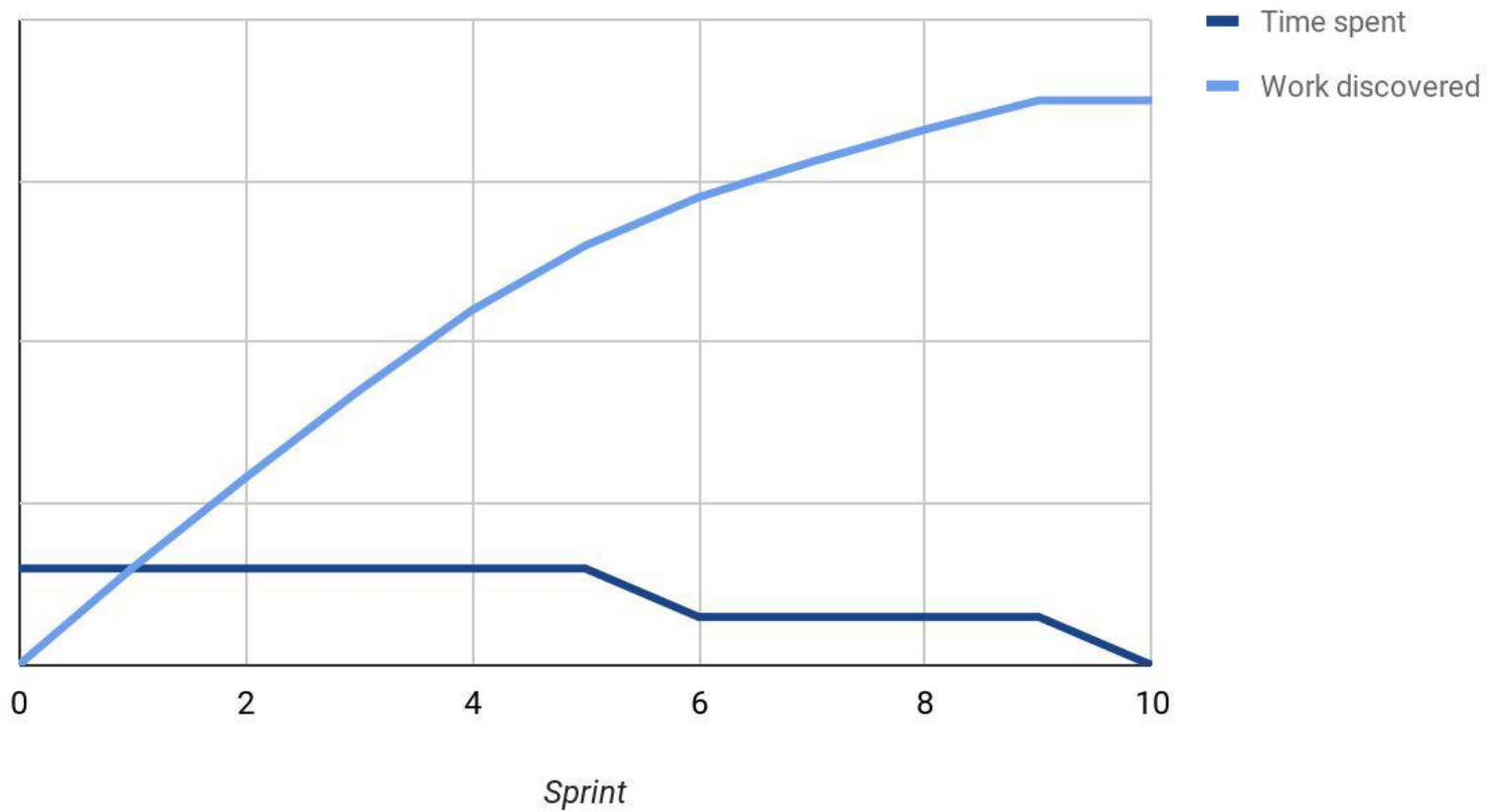


Work left





Discovery





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<https://speakerdeck.com/pelshoff/from-conversation-to-software>

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