Goal • Why are we doing this? Business goal! • Model for business value	• What does the organisation get out of the whole thing? • SMART: Specific, Measurable, Action-oriented, Realistic and Timely • Problem to be solved, not the solution. (Avoid design constraints) • Not an impact on someone's behaviour
Actors/Stakeholders • Who will be impacted by this? • Who can help to achieve the goal? • Who can obstruct?	• Primary actors, whose goals are fulfilled *players of a gaming system* • Secondary actors, who provide services *the fraud prevention team* • Off-stage actors, who have an interest *regulators or senior decision-makers*

Impacts
 	
• How will this impact them?
• How should their behaviour change?
• How can they help?
• How can they obstruct?
	• Behaviour changes:
	  ○ start doing something
	  ○ stop doing something
	  ○ do something differently
	  ○ prevent from doing something
	• This is your sphere of influence
	  ○ Should include key assumptions
	• Impacts are not product features
	  ○ Avoid listing software ideas
	  ○ Avoid implying solutions
	  ○ Focus on business activities

Deliverables • What can we do to cause an impact ?	• User stories, epics, tasks, product ideas • This is your zone of control ○ Should not include assumptions • Options, not commitment

REDUCE TRANSACTION COST BY 10%

GERMAN SETTLEMENT TEAM
- PROCESS IMPORTANT EXCEPTIONS FASTER — IMPROVE EXCEPTION REPORTS / PRIORITISE EXCEPTIONS
- PROCESS FEWER TRANSACTIONS MANUALLY — IMPROVE STRAIGHT-TROUGH PROCESSING

TRADERS
- CAUSE FEWER EXCEPTIONS — INFORM ABOUT POTENTIAL EXCEPTIONS EARLY / DEPARTMENT-LEVEL REPORTS
- REDUCE NON-STANDARD ORDERS — STANDARDISE EXCEPTION CODES / INTRODUCE NEW ORDER TYPES

IT OPS
- RUN SYSTEM CHEAPER — SIMPLIFY ARCHITECTURE / DE-COMISSION HARDWARE — OPTIMISE PERFORMANCE