

PRODUCT DEVELOPMENT





Product development

I recently had an extremely productive discussion with a software development team (dev team) and an interesting point came out of this discussion.

Firstly, let me highlight that I am an advocator of 'fast delivery' therefore, I am 100% supportive of agile/scrum methodologies, principles and practices and embracing these methodologies within the service management framework to ensure total transparency.

However, it became apparent that the dev team were focusing entirely on the functionality of the application without consideration to related functionalities that make-up a service (end-to-end).

The functionalities missed comprised of those that maximise service provider operational efficiency which in turn reduce operational costs and enhance the consumer journey, such as provision of access rights, setting up new mailboxes, accessing self-help, business intelligence (BI) reports including onboarding and offboarding users etc., None of these were factored into the design. In fact, there were opportunities to adopt a shift left approach and the introduction of automation, but these were never considered.

In conclusion, when designing something we should design with a service mindset, we should map the journey, e.g., we must not forget that a service relationship comprises of both the service consumer and the service provider with a view of co-creating value. Co-creating value is not one-directional, co-creating value is bi-directional or multi-directional. More importantly, dev teams and ITSM teams should work transparently within the same framework, and this also includes project management teams too!

Trevor Wilson

E: twilson@itsmassist.com