

# Mobius



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Mobiusloop.com #mobiusnavigator



**Architecture for the people by the people**  
Alastair Parvin TED talk

LOTS OF PRESSURE

**STORY** Defects

time **Cycle** VELOCITY

**Utilization** **points**

**Burndown**  
Function

Milestones





LOTS OF FRAMEWORKS

**Theory of  
constraints**

**LEAN STARTUP**

**Continuous  
delivery**

**ExO**

**AGILE**

**Kanban**

**Scrum**

**Beyond  
Budgeting**

**Complexity  
theory**

**Scrum @  
Scale**

**Design thinking**

**SAFe**

**Business model  
generation**

**OKRs**

**LEAN**

**Management  
3.0**



# DESIGN THINKING

build the right thing



AGILE  
build the thing right



LEFT LOOP THINKERS  
do deep discovery



LEFT LOOP THINKERS  
but risk getting stuck in analysis



RIGHT LOOP THINKERS  
deliver features rapidly



RIGHT LOOP THINKERS  
but risk building the  
wrong thing faster



We need balance



DISCOVER  
Why





DISCOVER  
Why

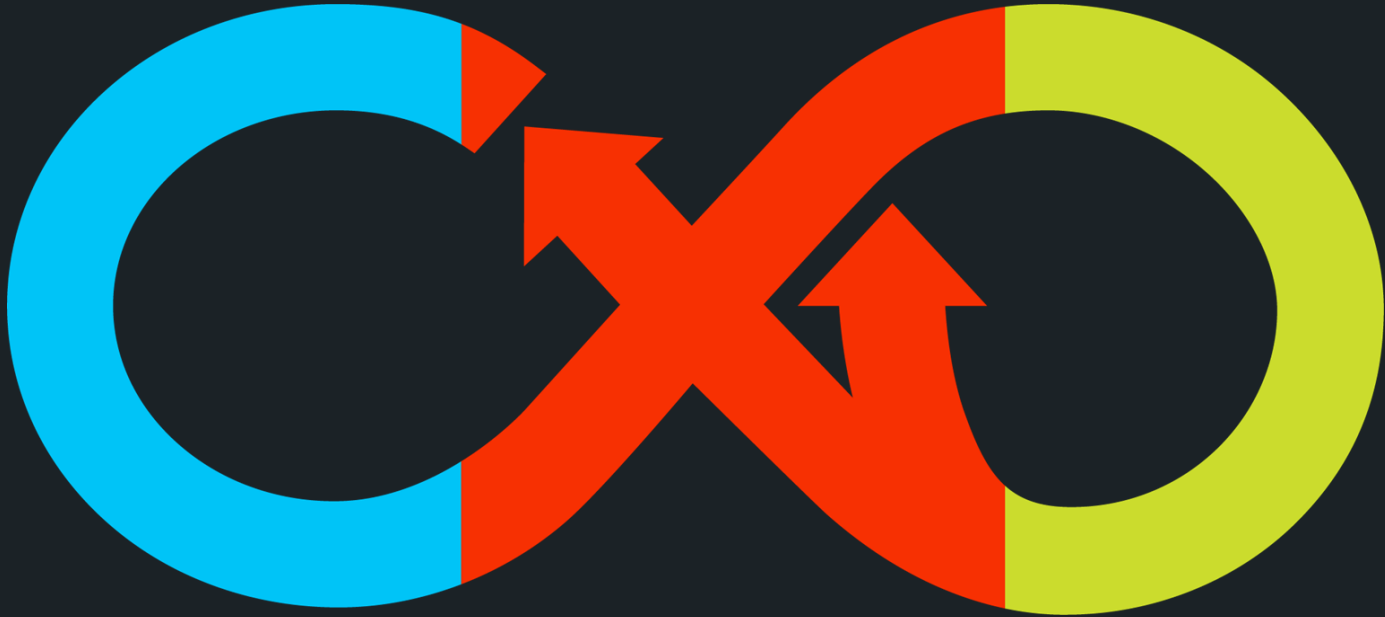
OPTIONS  
What



DISCOVER  
Why

OPTIONS  
What

DELIVER  
How



# Mobius



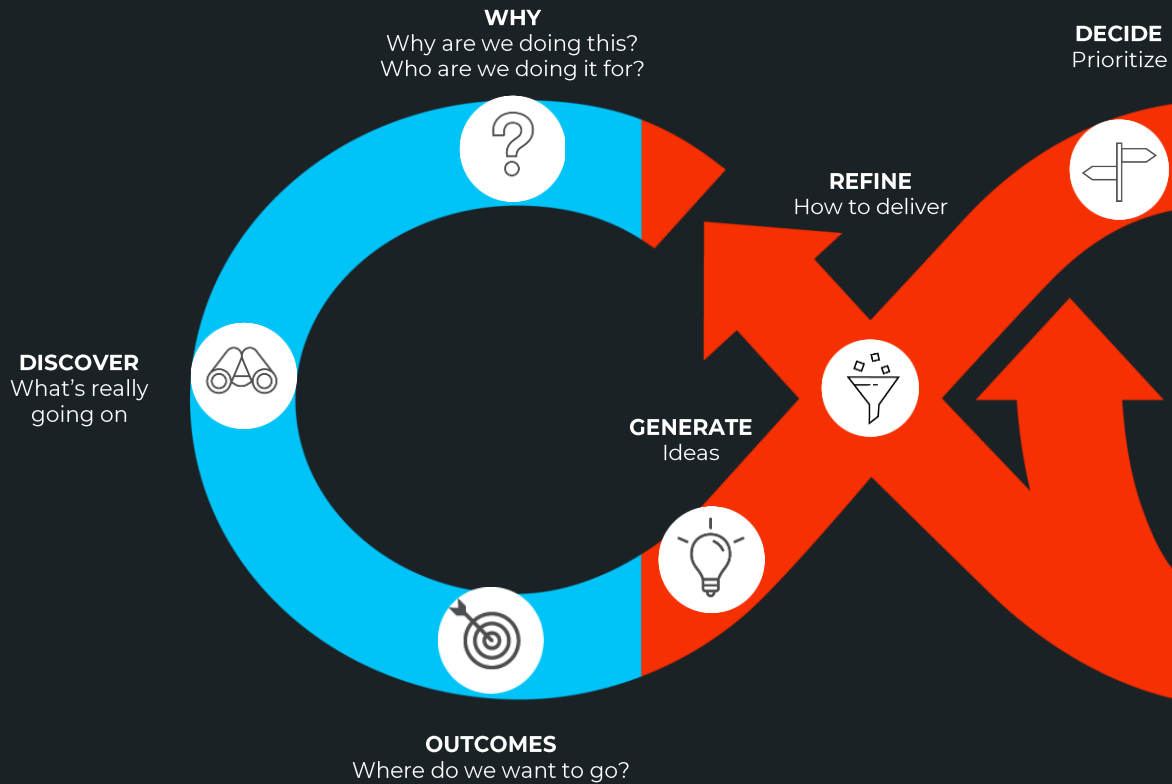
**WHY**  
Why are we doing this?  
Who are we doing it for?

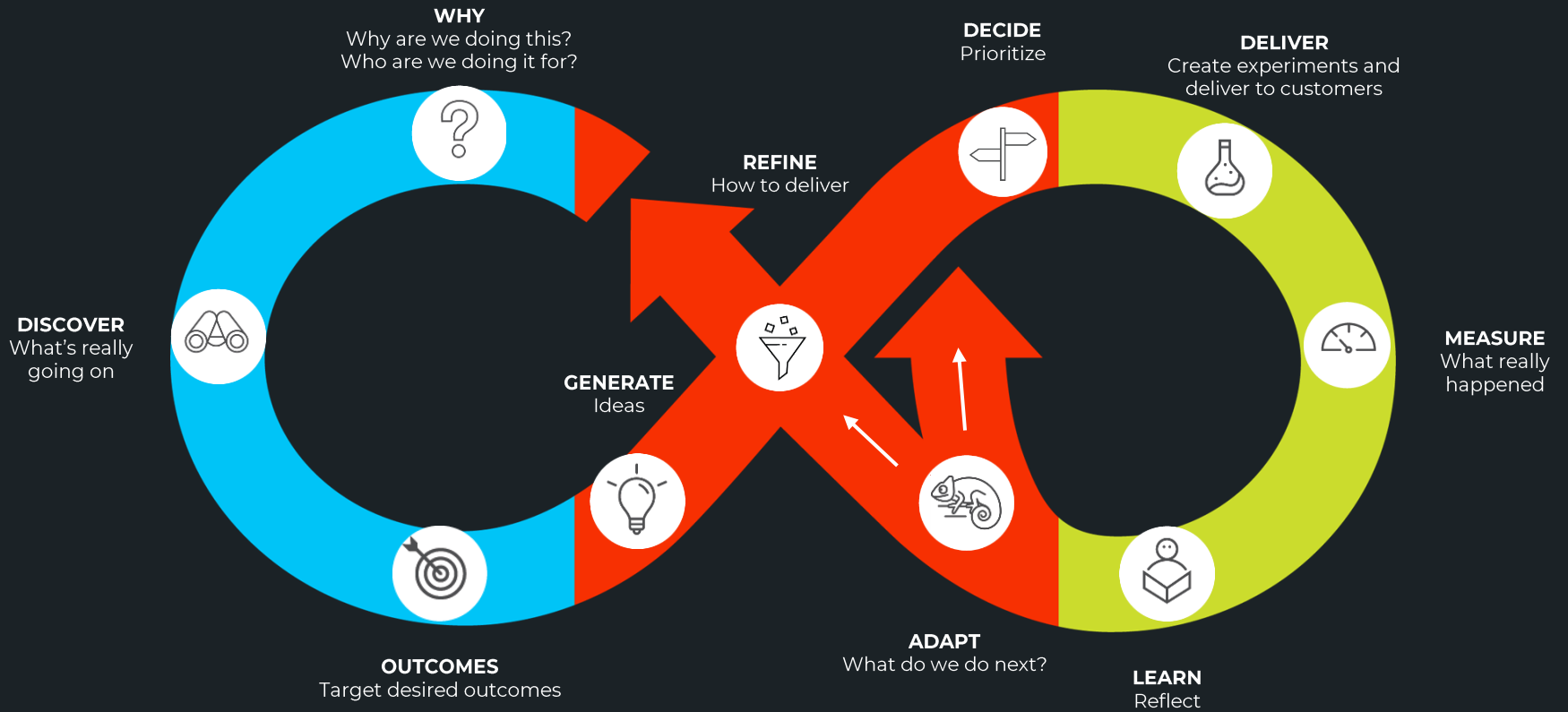


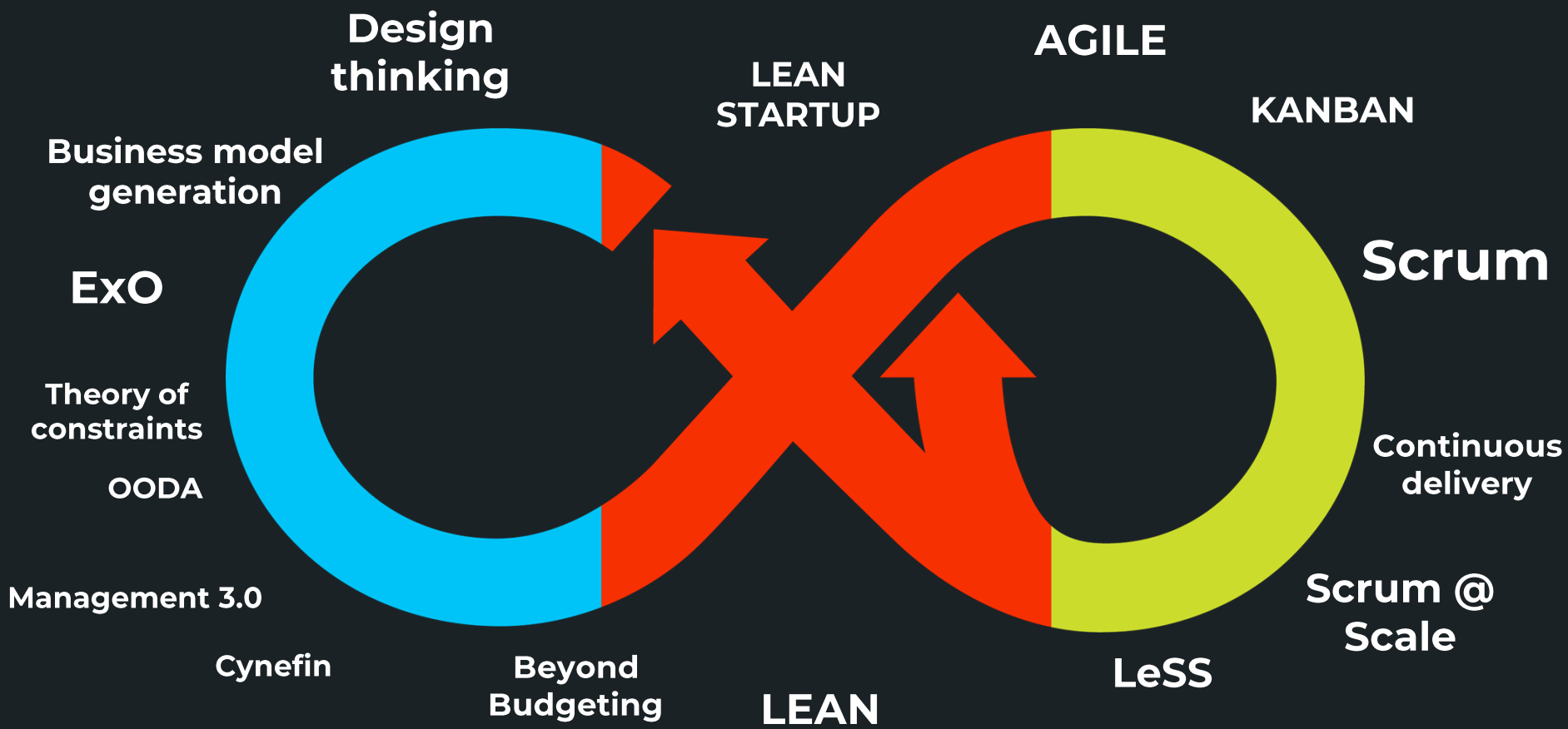
**DISCOVER**  
What's really  
going on



**OUTCOMES**  
Where do we want to go?







# Organizational Strategy



**Products**



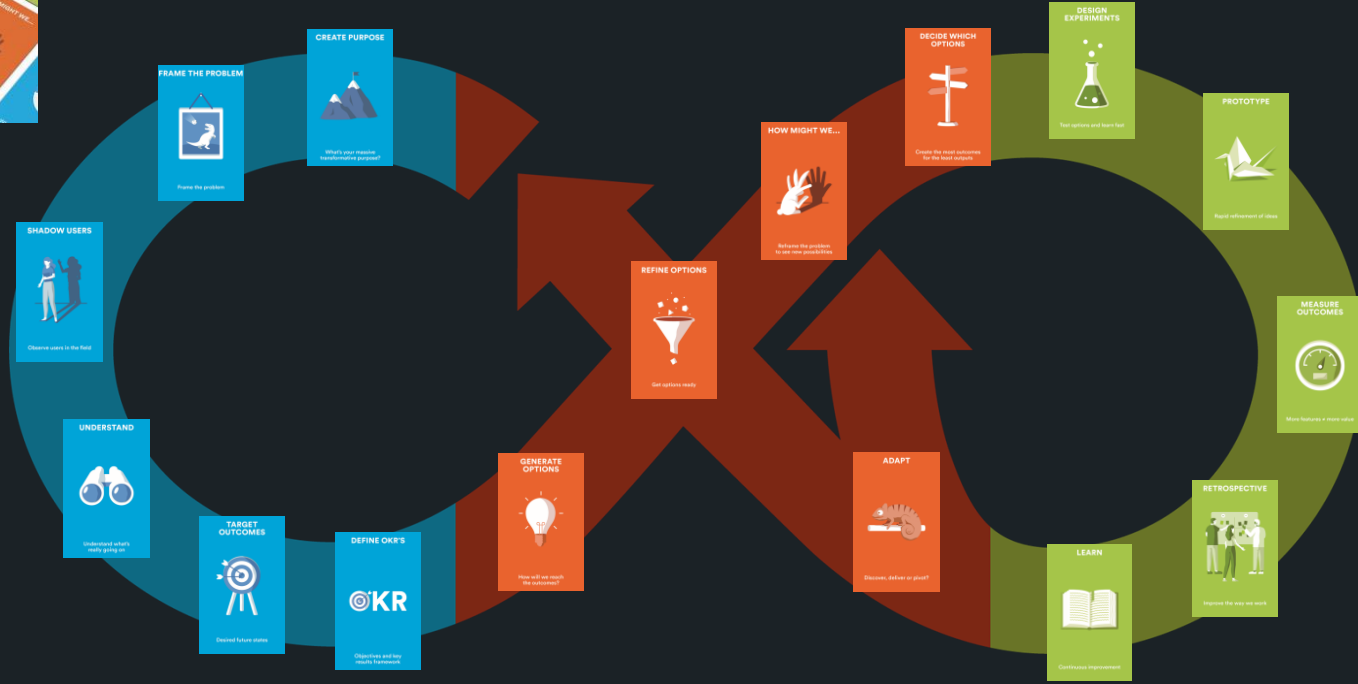
**Services**



**Operations**



# Create your own journey



# Discover

## DISCOVER WHY

Title

Purpose

Date:

Version:

### CONTEXT

Why are we doing this? Why now?



### WHO

Who are we doing this for?



### WHY

The problem, need or opportunity



### OUTCOMES

How are the customer and organizational outcomes?



### INSIGHTS

What did we learn?



# Options

## OPTIONS WHAT

Title

One-liner

Date:

Version:

### OPTIONS

What will help us reach the outcomes?

How will we do this? Research, experiment or launch?



### PRIORITY

Decide which options to  
work on first.



### INSIGHTS

What did we learn?



# Deliver

## DELIVER HOW

Title

Date:

Version:

### ACTIONS

What can we get done this  
week to improve the outcomes?

### DOING

Work in progress



### DONE

Ready to review



### IMPACT

What progress did we make  
towards the outcomes?



### LEARN

What did we learn?



### INSIGHTS

What are our next steps?





**Fintech**  
**Medtech**  
**Culture**  
**Life hacks**



**Strategic  
innovation**  
**Sustainability**







Columna Cura – Citizen record of the future

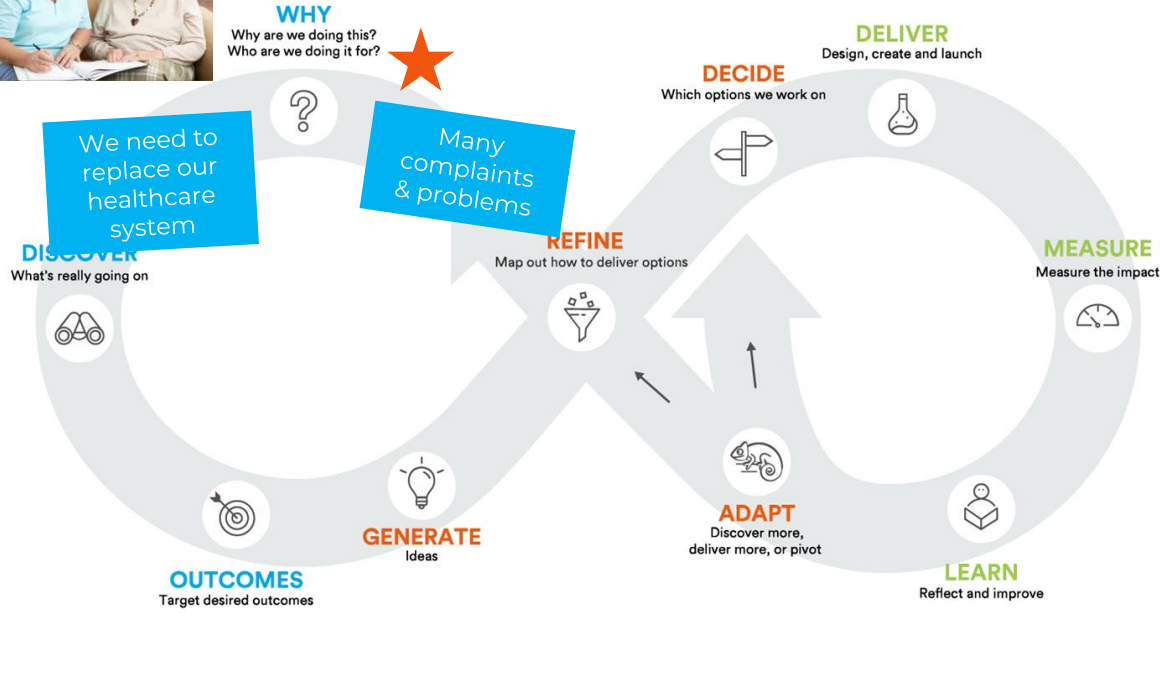
The municipalities of Aarhus and Copenhagen

**WHY**

Why are we doing this?  
Who are we doing it for?

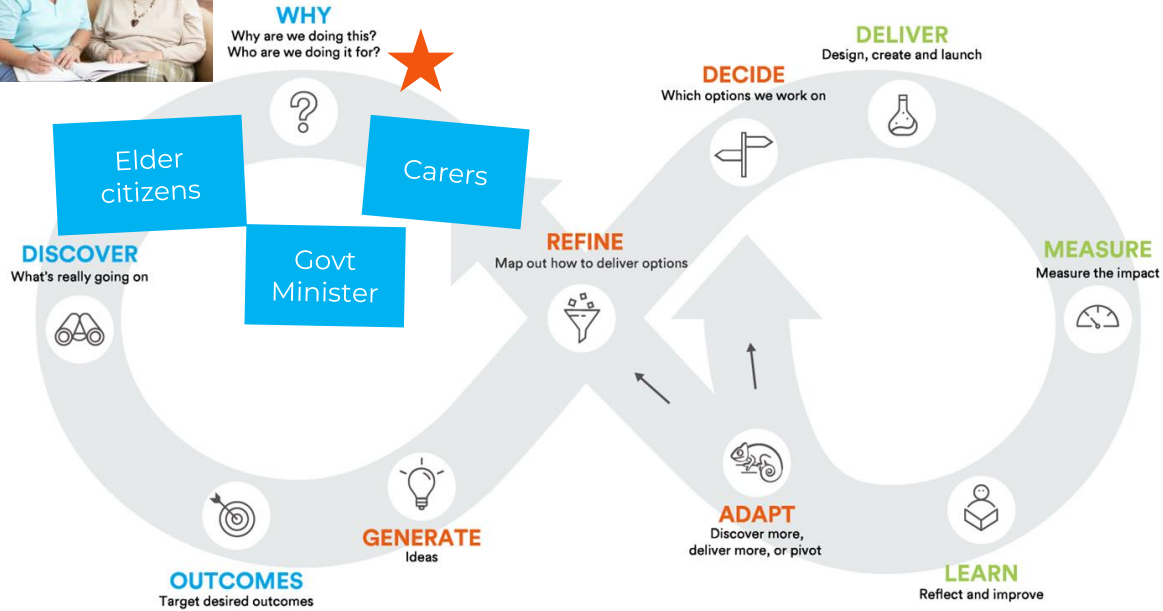


# Mobius Navigator



# Who is this for?

## Mobius Navigator

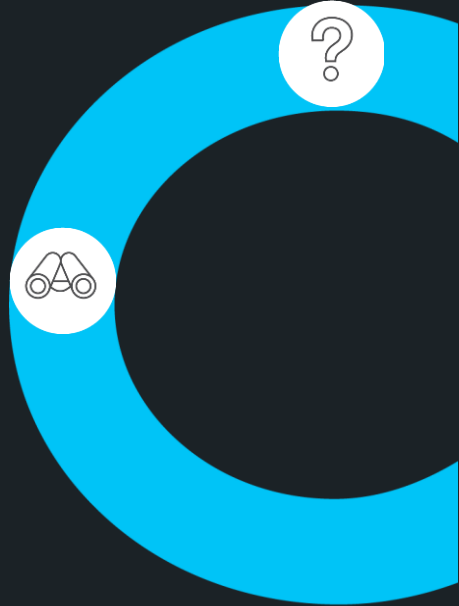




**WHY**  
Why are we doing this?  
Who are we doing it for?



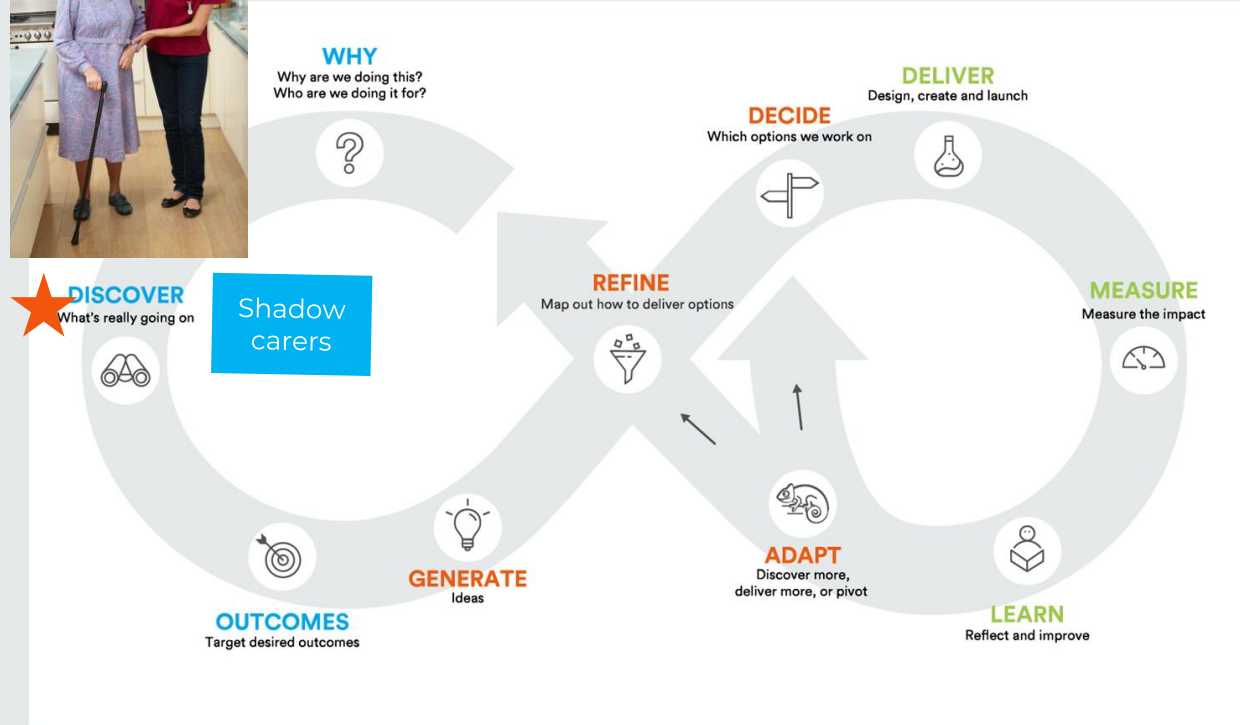
**DISCOVER**  
What's really  
going on



# Discover



## Mobius Navigator





Context

Context

Context

Context

Context

If we stop improving we start going backwards

death. Systematic sin  
day.  
Critical decisions are hard to make and may be a question of f  
that make it simpler for people who make critical decisions ev  
TRUST  
Relationships with our customers and users are bas  
work flawlessly.  
Trust. Our solutions a

FOR  
MANCH  
HINKIN  
customers, partners and employees expect superior results. V  
everything a  
of the lead, there is only one way - forward  
ahead.  
ard, we must

Suppliers asked us for years to **drop the detailed requirements** from the contract, saying we should **focus on value** and the **customer outcomes**.

- *Esben Wolf*



**WHY**  
Why are we doing this?  
Who are we doing it for?



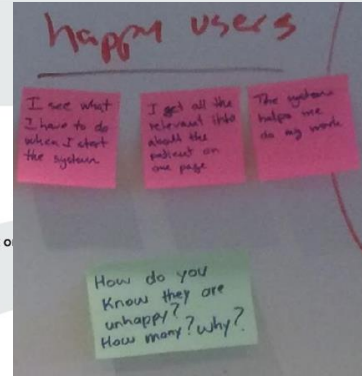
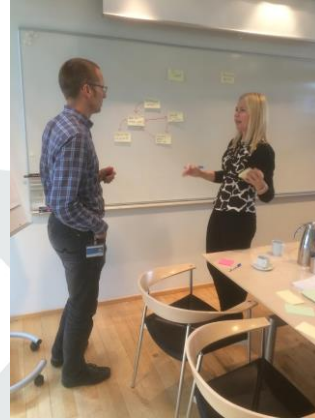
**DISCOVER**  
What's really  
going on



**OUTCOMES**  
Where do we want to go?

# Outcomes

## Mobius Navigator



### DISCOVER

What's really going on



Zero problems



Happy Carers

Happy Citizens

### MEASURE

Measure the impact

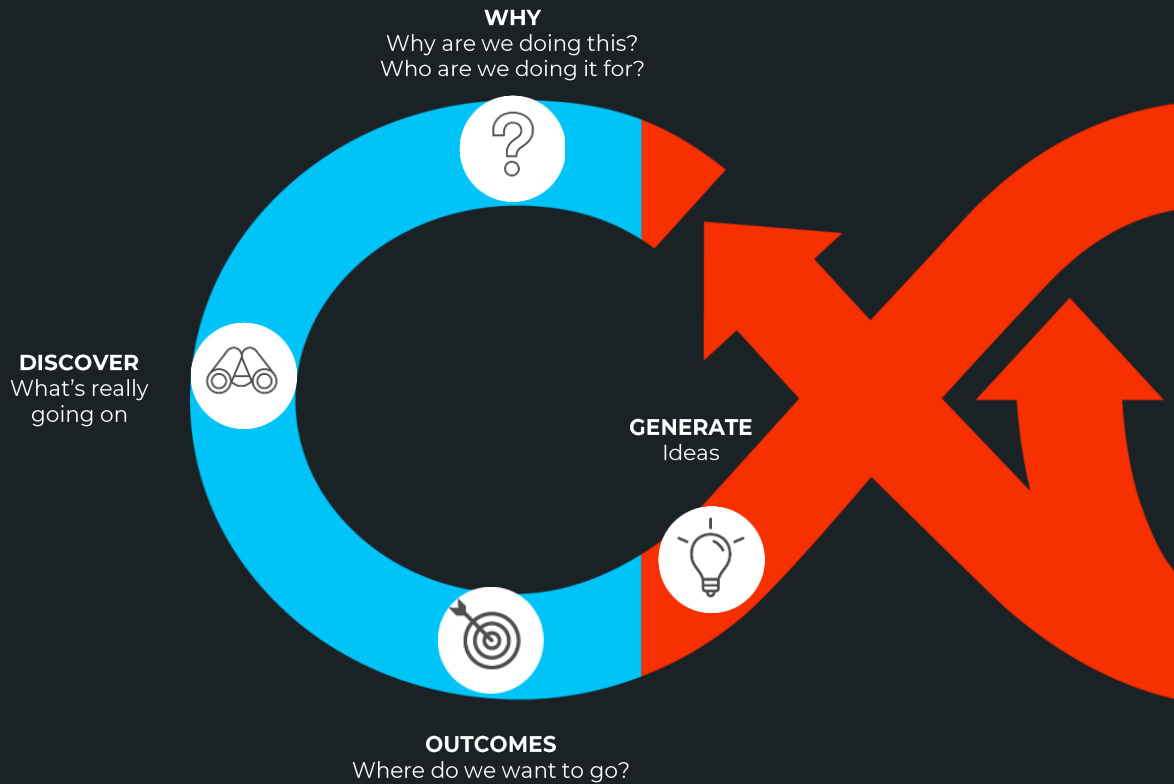


ADAPT  
Discover more,  
deliver more, or pivot



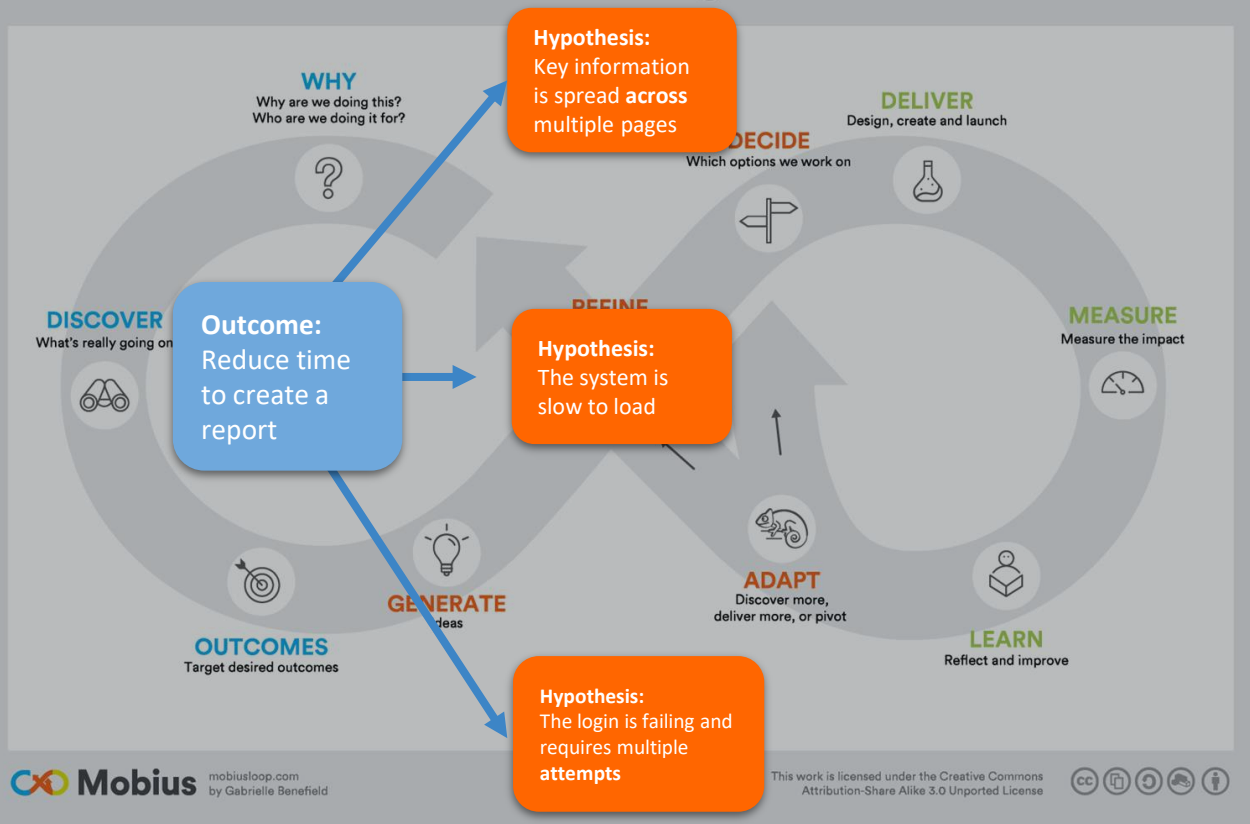
### LEARN

Reflect and improve

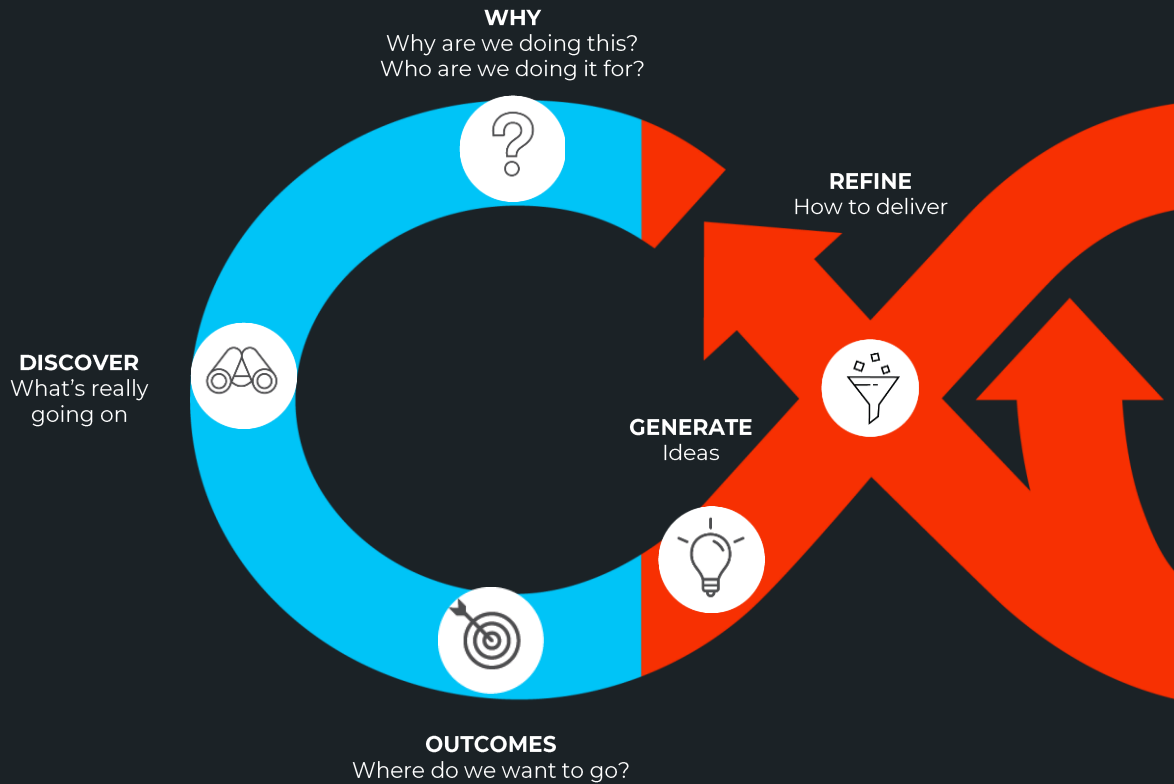


# Generate Options

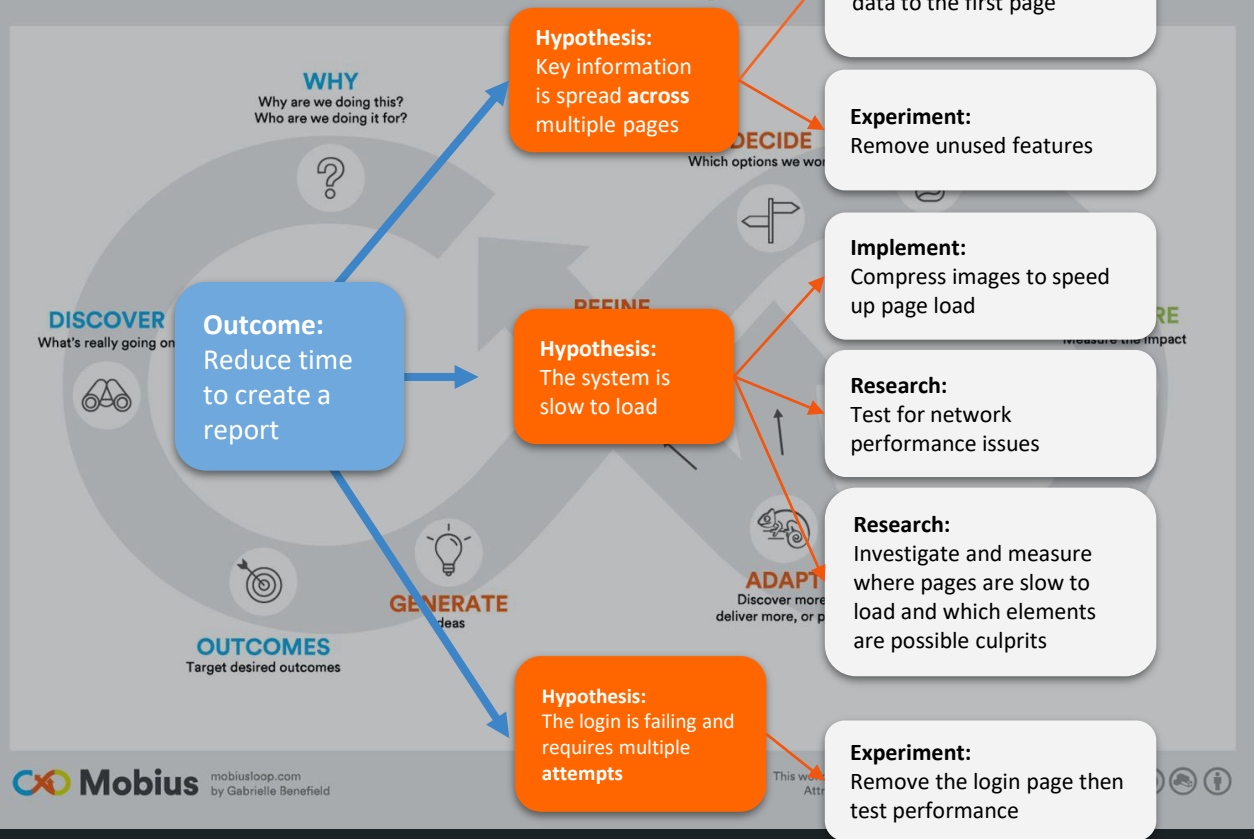
## Mobius Navigator

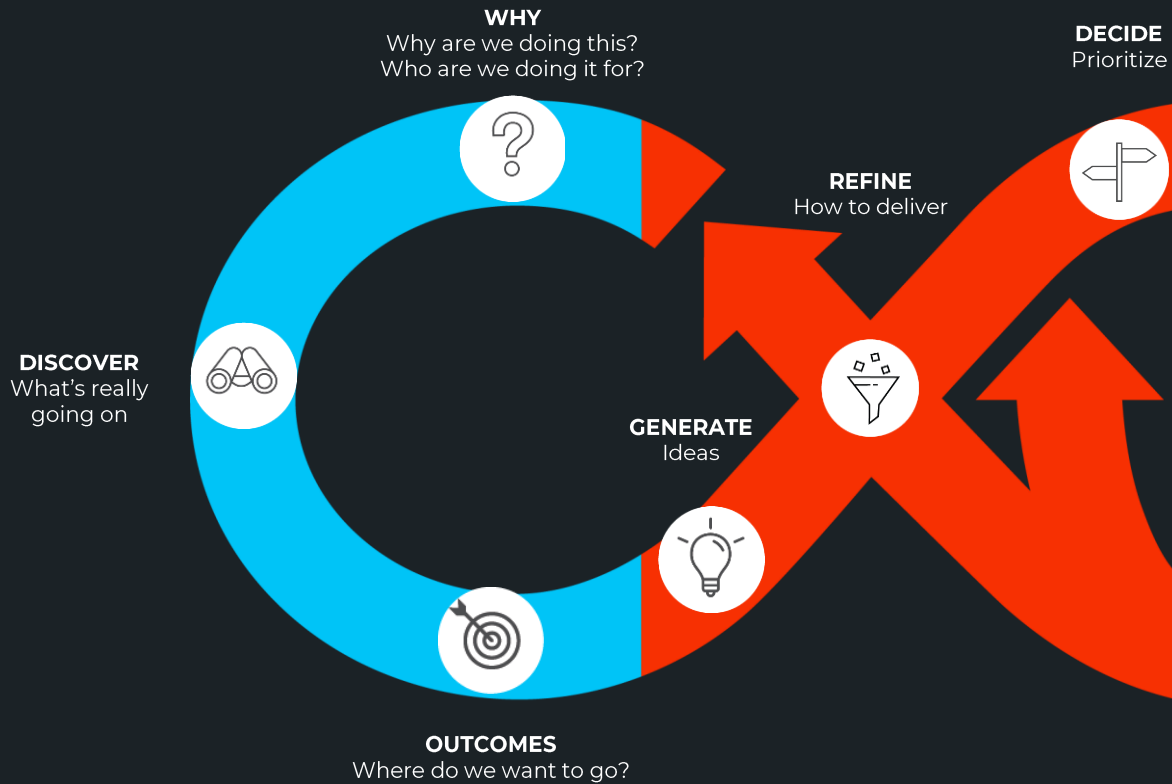






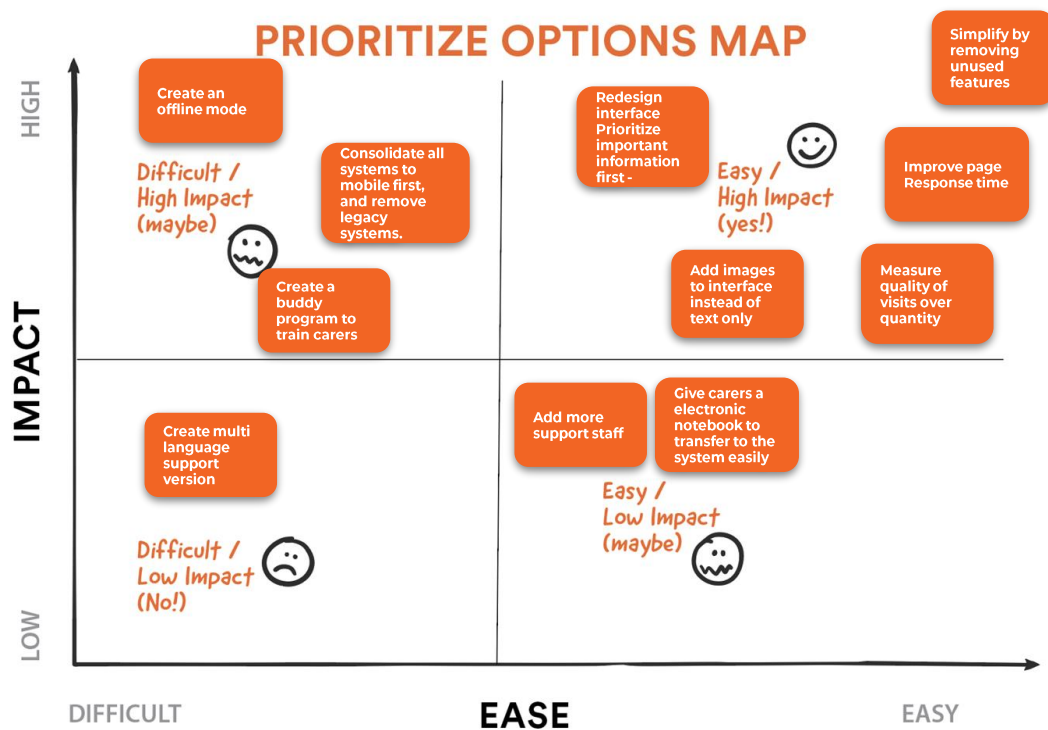
# Mobius Navigator

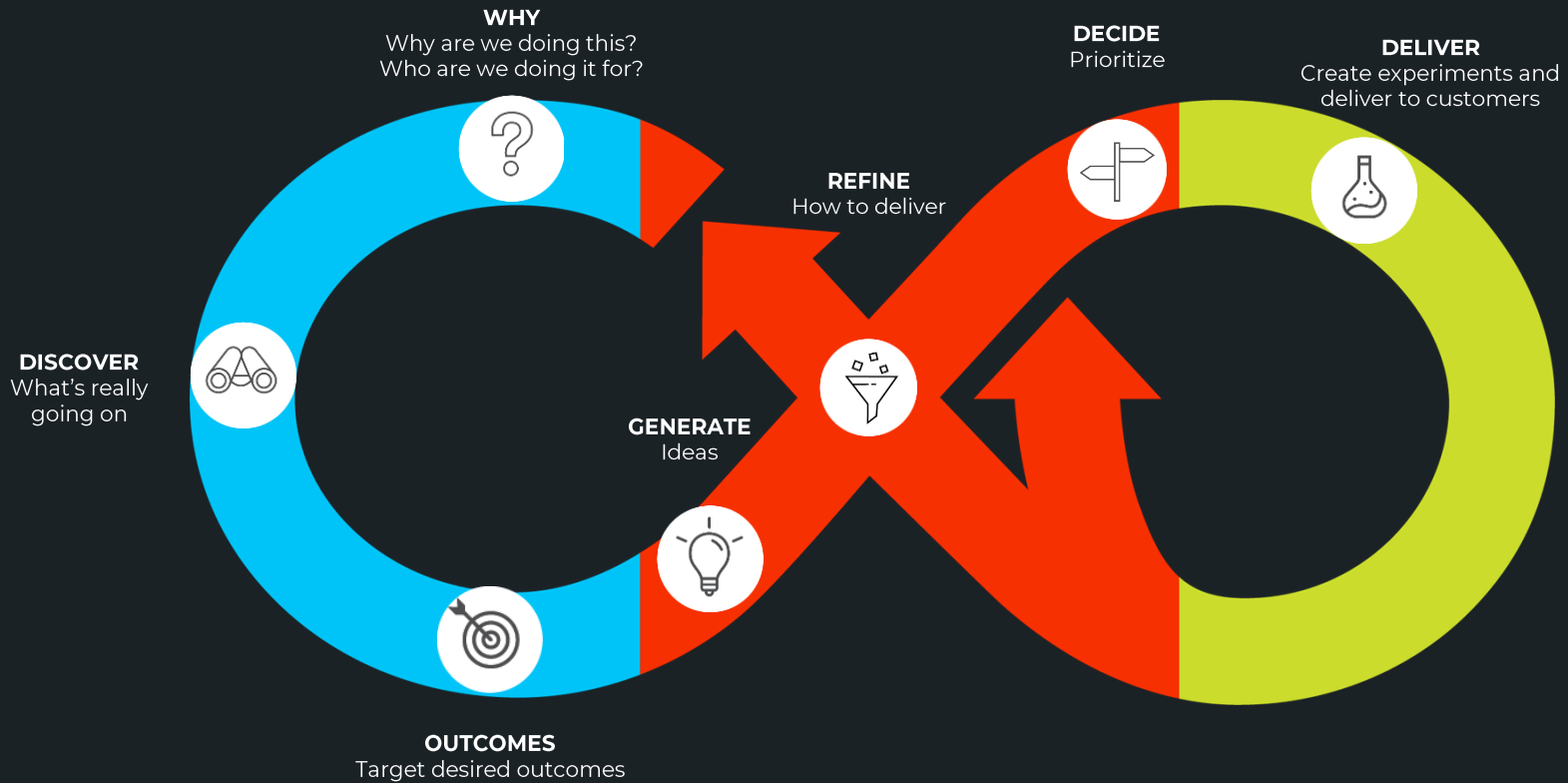




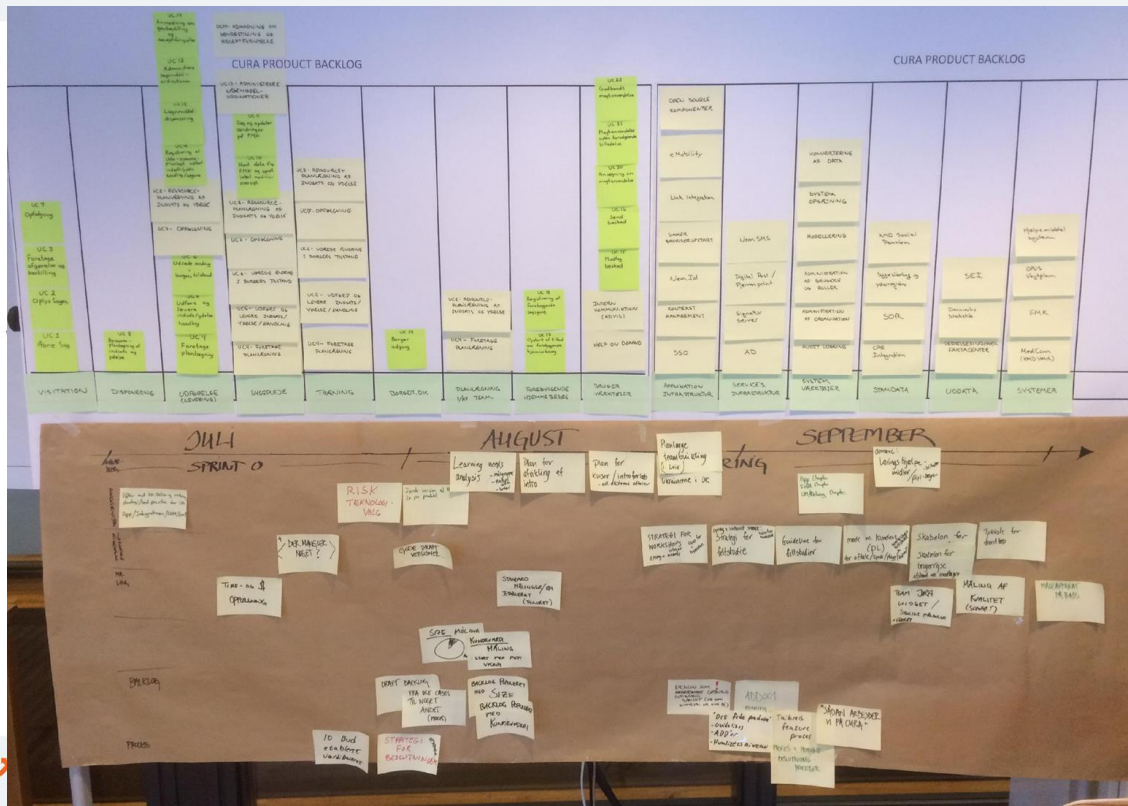


## PRIORITIZE OPTIONS MAP



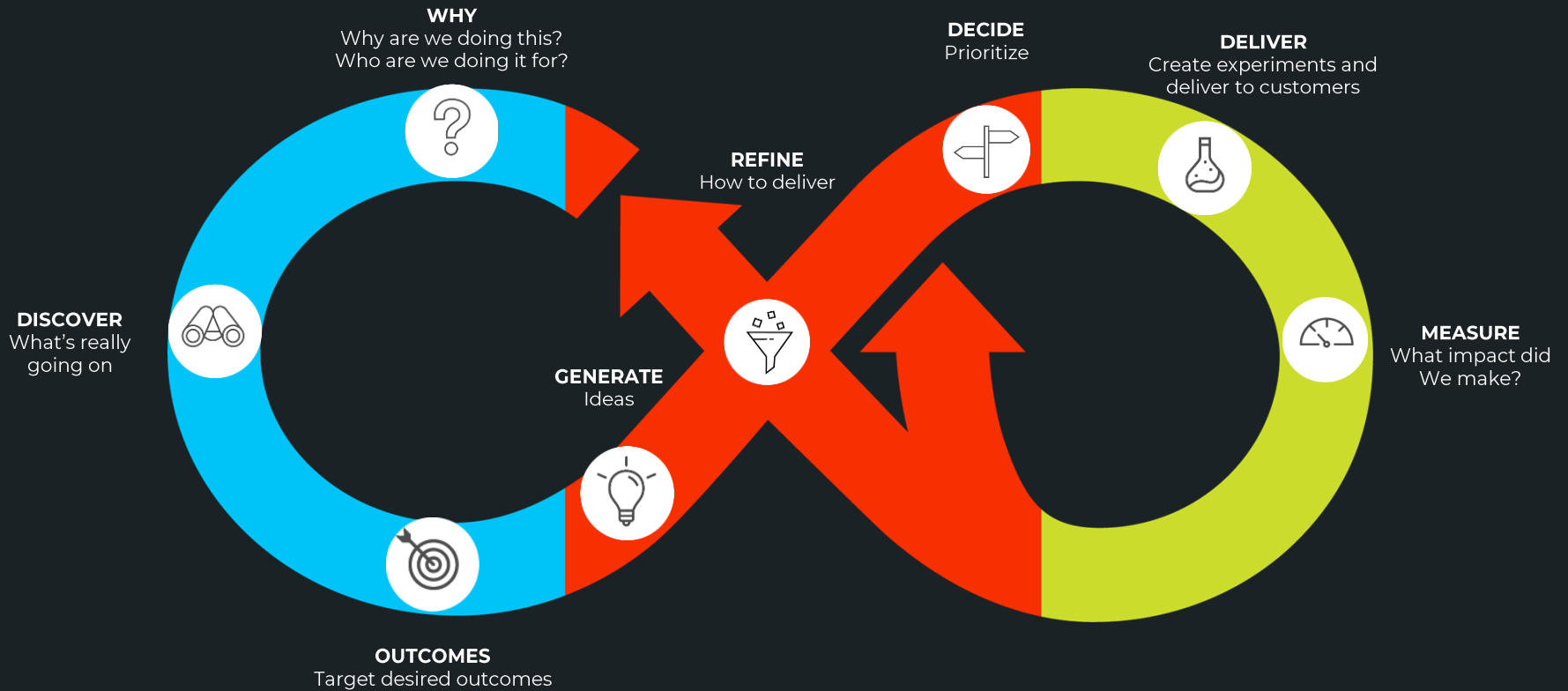


# Mobius Navigator



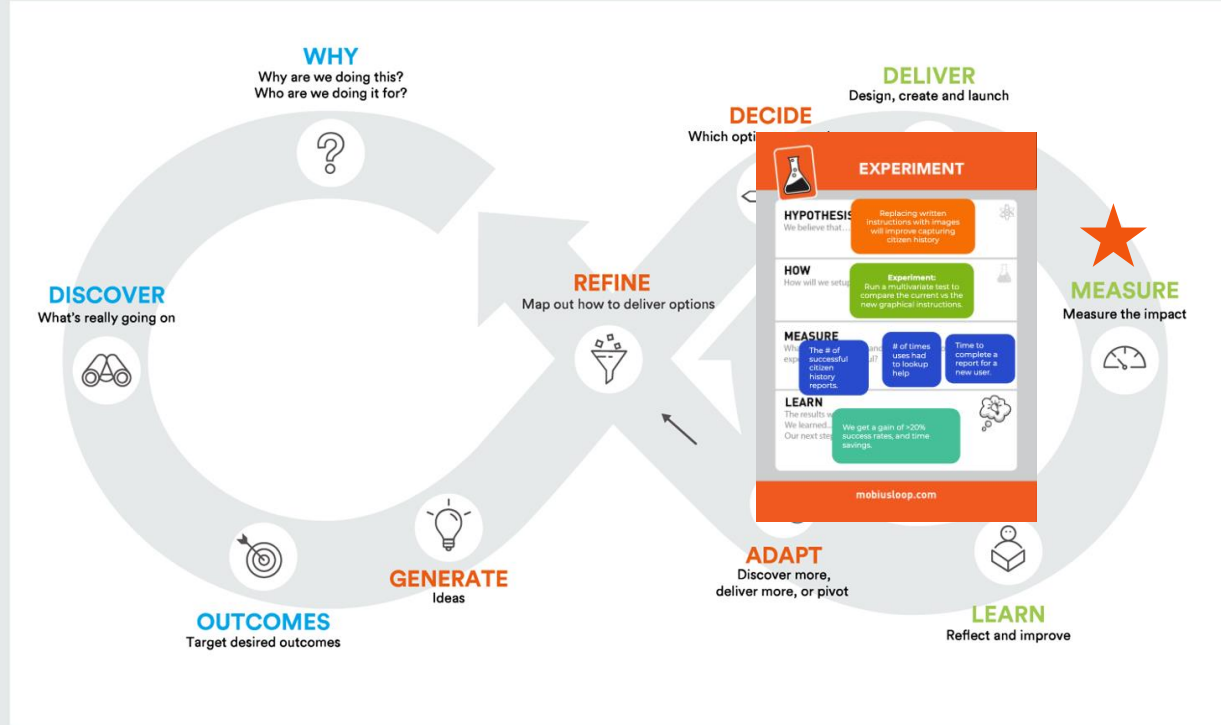
RE  
pact





# Measure

## Mobius Navigator







# From Strategy to Delivery

Danish health care

Care with a human touch

## DISCOVER WHY

### CONTEXT

Why are we doing this? Why now?

We need to replace the citizen record and logistics system

It doesn't scale well and meet our needs

### WHO

Who are we doing this for?

### WHY

The problem, need or opportunity

### OUTCOMES

How are the customer and organizational outcomes?

Caregivers

The system is complicated and slow

Increase quality time with citizens

Not Mobile friendly

Improve Mobile support

Admins

Reduce admin time

Retired citizens

Home visits feel rushed

Improve quality of care

Health municipal

Difficult to make changes

Improve citizen happiness

Expensive to maintain and not scalable

Reduce costs

### INSIGHTS

What did we learn?

## OPTIONS WHAT

### OPTIONS

What will help us reach the outcomes?  
How will we do this? Research, experiment or launch?

Title

One-liner

Date

Version:

### PRIORITY

Decide which options to work on first

Outcome: Reduce time to create a report

Hypothesis: Key information is spread across multiple pages

Experiment: Move the top 20% of citizen data to the first page

1

Experiment: Remove unused features

2

Implement: Compress images to speed up page load

3

Research: Test for network performance issues

4

Research: Investigate and measure where pages are slow to load and which elements are possible culprits

5

Experiment: Remove the login page then test performance

Hypothesis: The system is slow to load

Hypothesis: The login is failing and requires multiple attempts

### INSIGHTS

What did we learn?

## DELIVER HOW

### ACTIONS

What can we get done this week to improve the outcomes?

### DOING

Work in progress

### DONE

Ready to review

### IMPACT

What progress did we make towards the outcomes?

### LEARN

What did we learn?

Experiment: Move the top 20% of citizen data to the first page

Research: Test for network issues

Launch: Compress images

Reduce admin time 20%

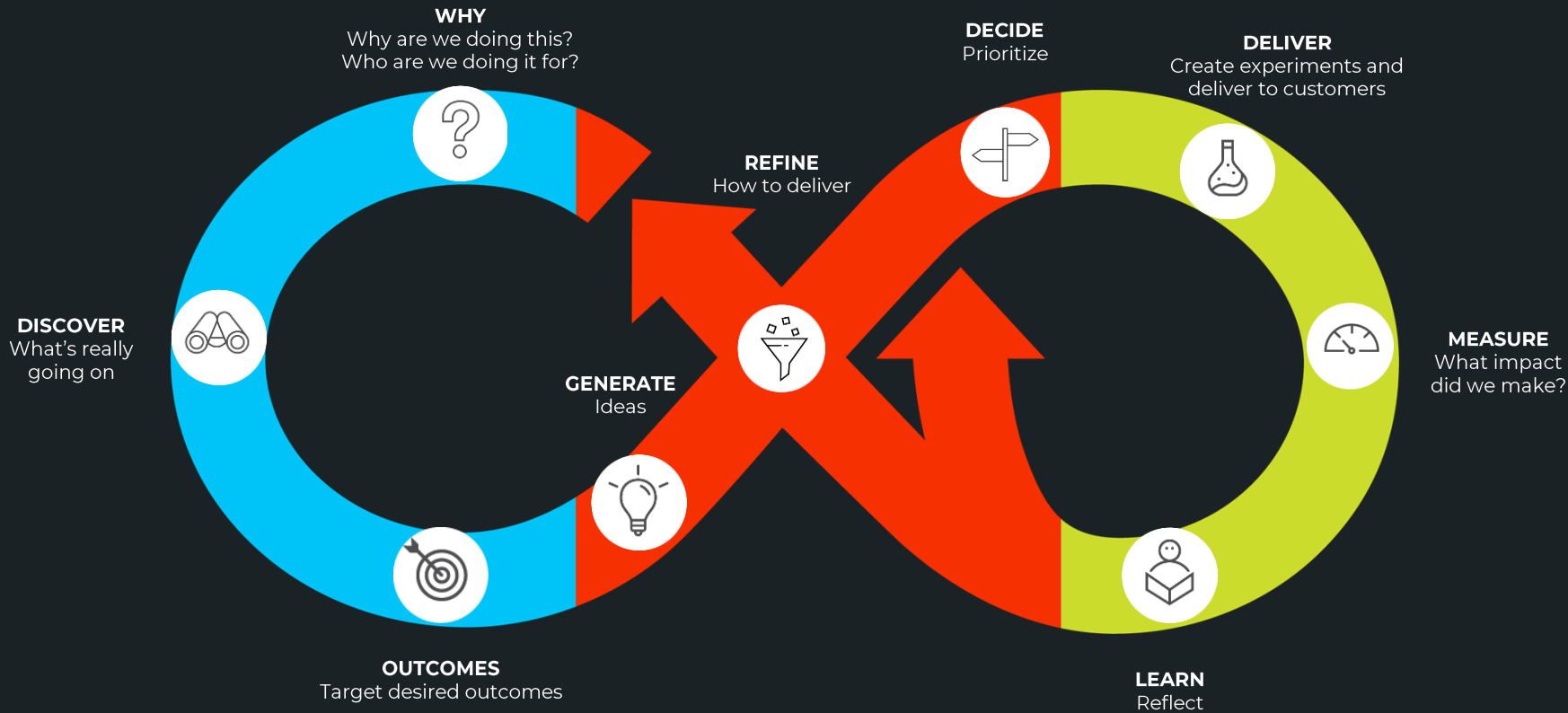
Experiment: Remove the login page then test performance

Research: Investigate and measure where pages are slow to load and which elements are possible culprits

### INSIGHTS

What are our next steps?





# Learn

## Mobius Navigator



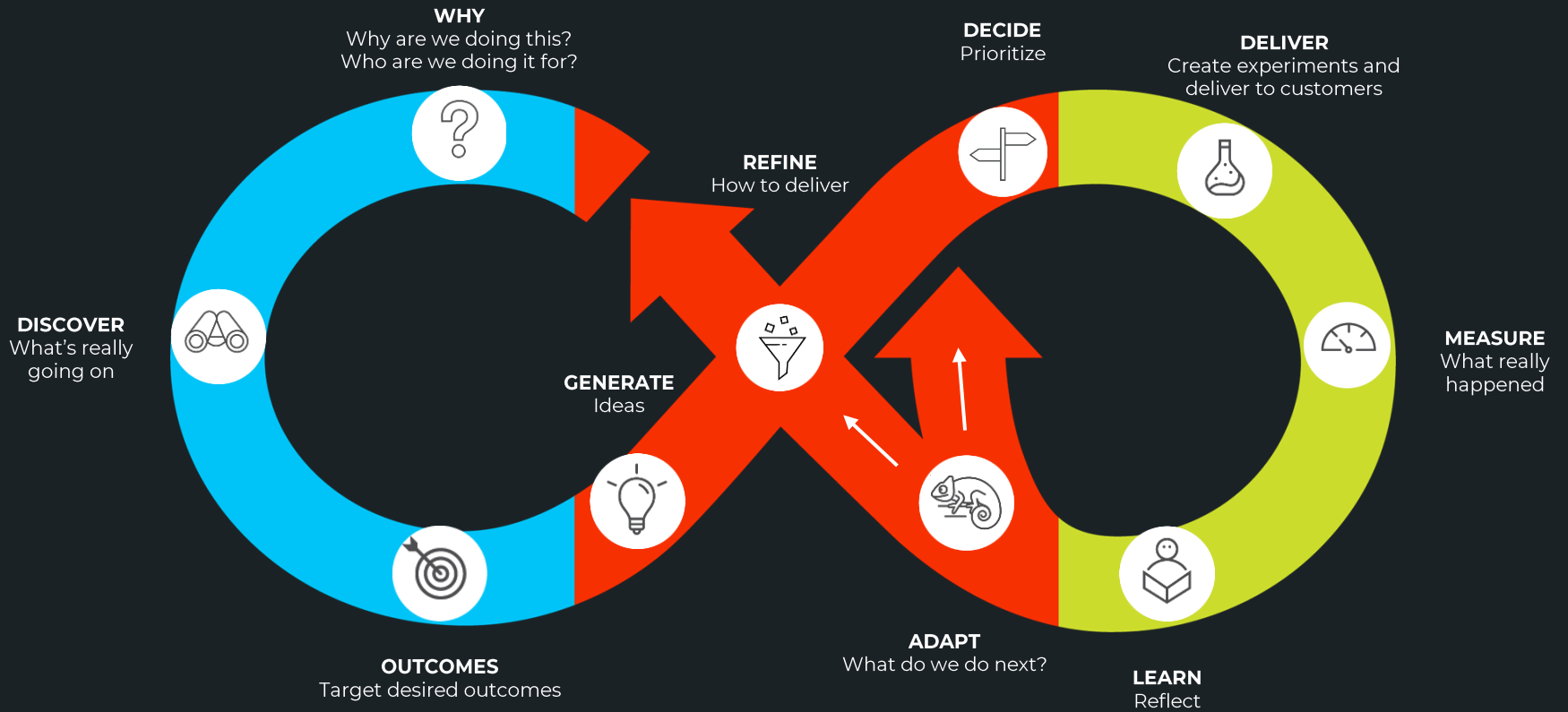
**DELIVER**  
Design, create and launch



**MEASURE**  
Measure the impact



**LEARN**  
Reflect and improve

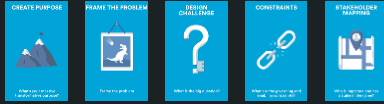


# Mobiusloop.com



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## Why? Frame the problem



## Decide



## Design, create and launch



## Discover motivations



## Refine



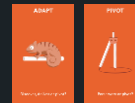
## Measure impact



## Generate ideas



## Discover, deliver or pivot



## Reflect and learn



## Target outcomes

