



Empathie für Fach- Expert*innen

Michael Plöd, @bitboss

INNOQ

all photos © Michael Plöd

Michael Plöd

Fellow at INNOQ in Germany

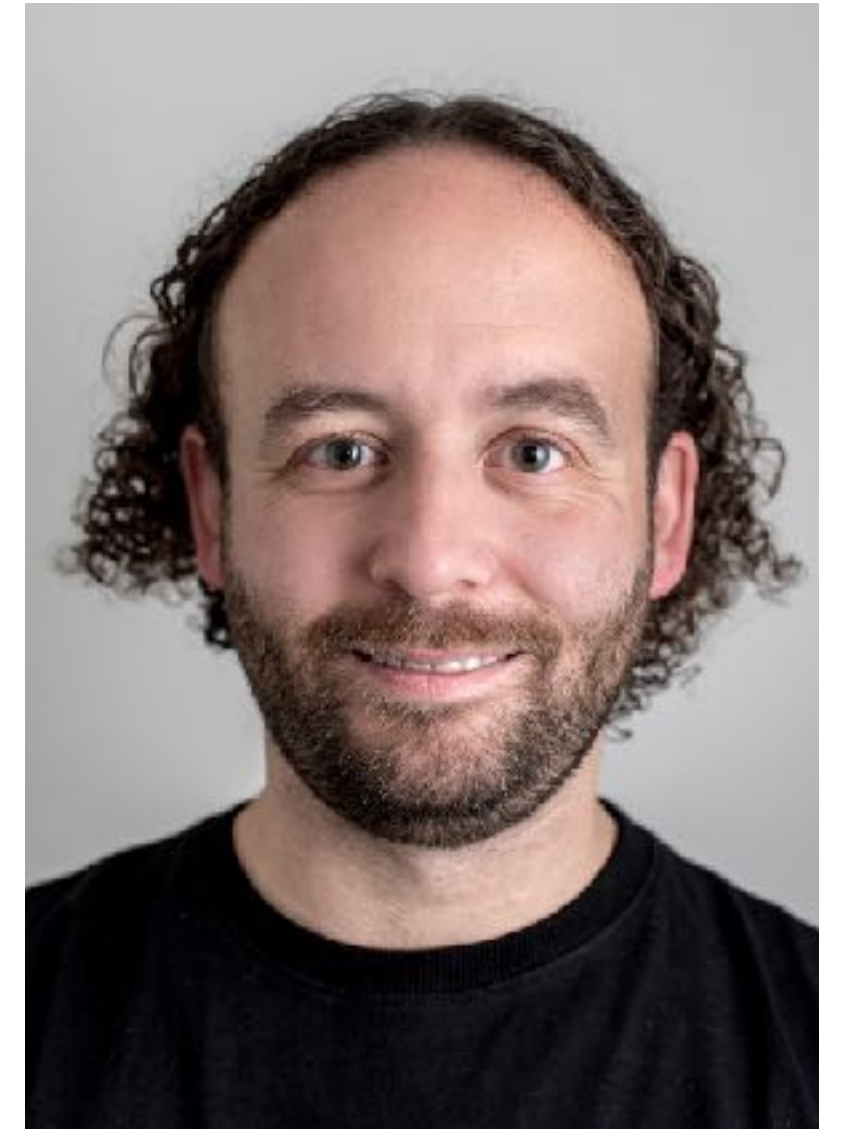
- Pragmatic Software Architect
- Regular conference speaker
- Author of Hands-on Domain-driven Design - by example (on Leanpub)

<https://github.com/mploed>

<https://speakerdeck.com/mploed>

<https://leanpub.com/ddd-by-example>

Twitter: @bitboss





The biggest challenges

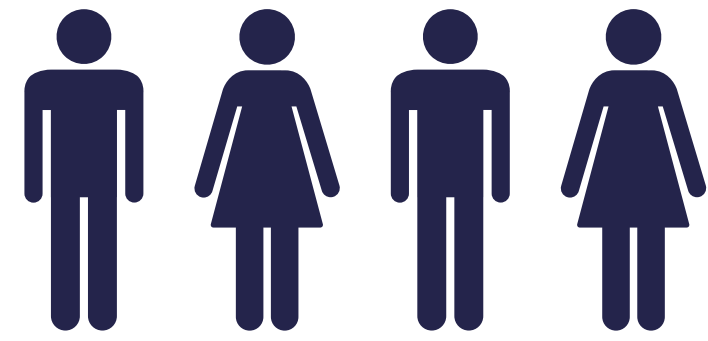
are not

technological

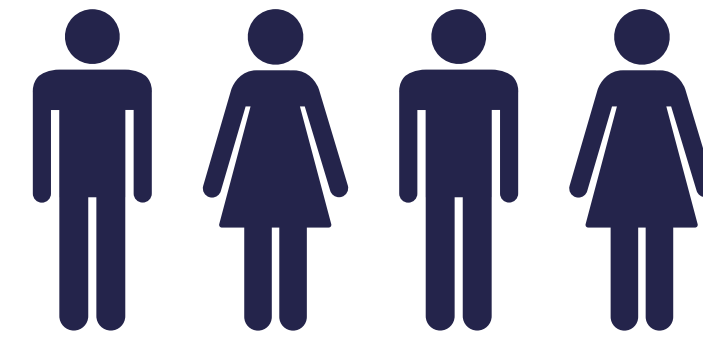


**We as architects and
developers
are not alone
in our projects**

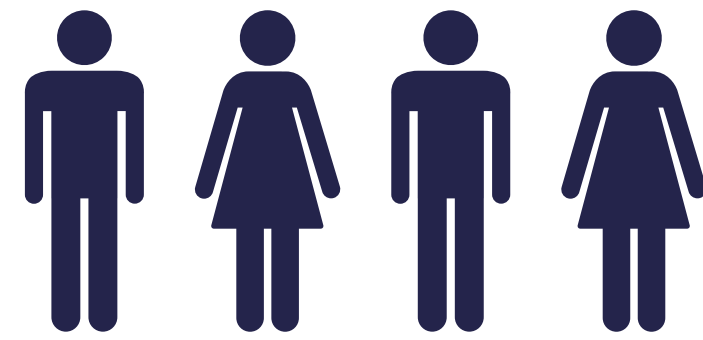
Let's talk about stakeholders



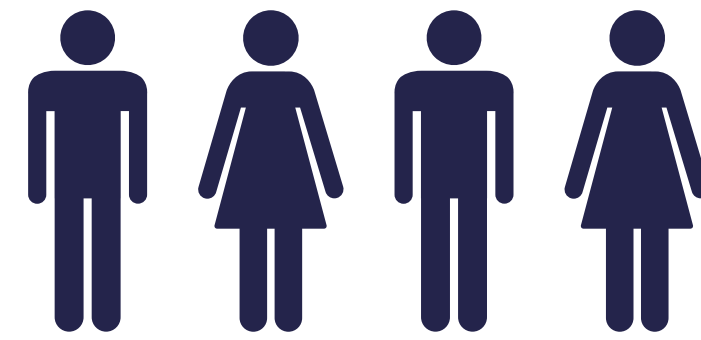
Senior
Management



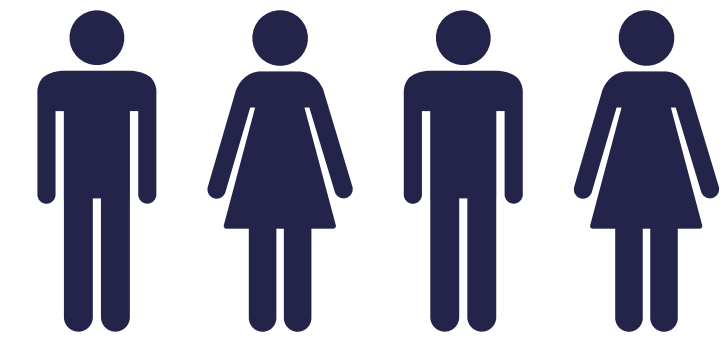
Project
Management



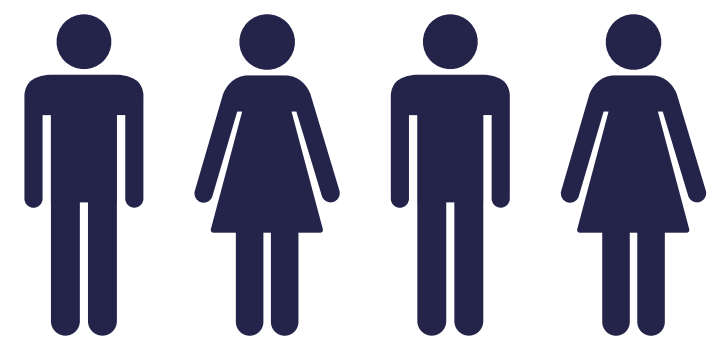
Developers
Architects



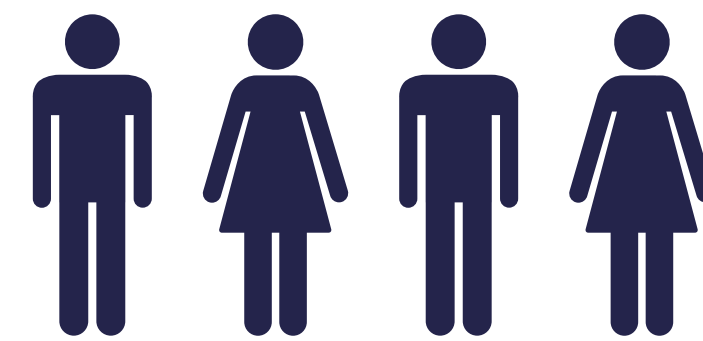
Requirements
Engineering



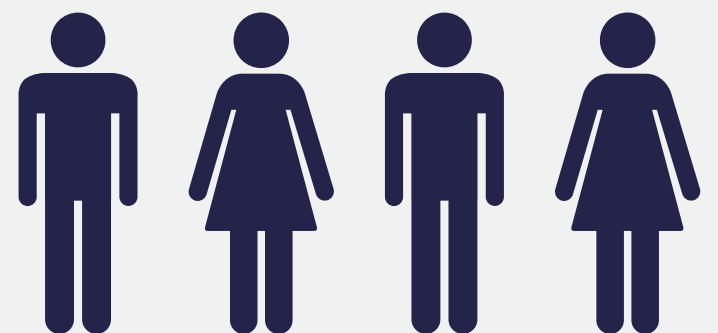
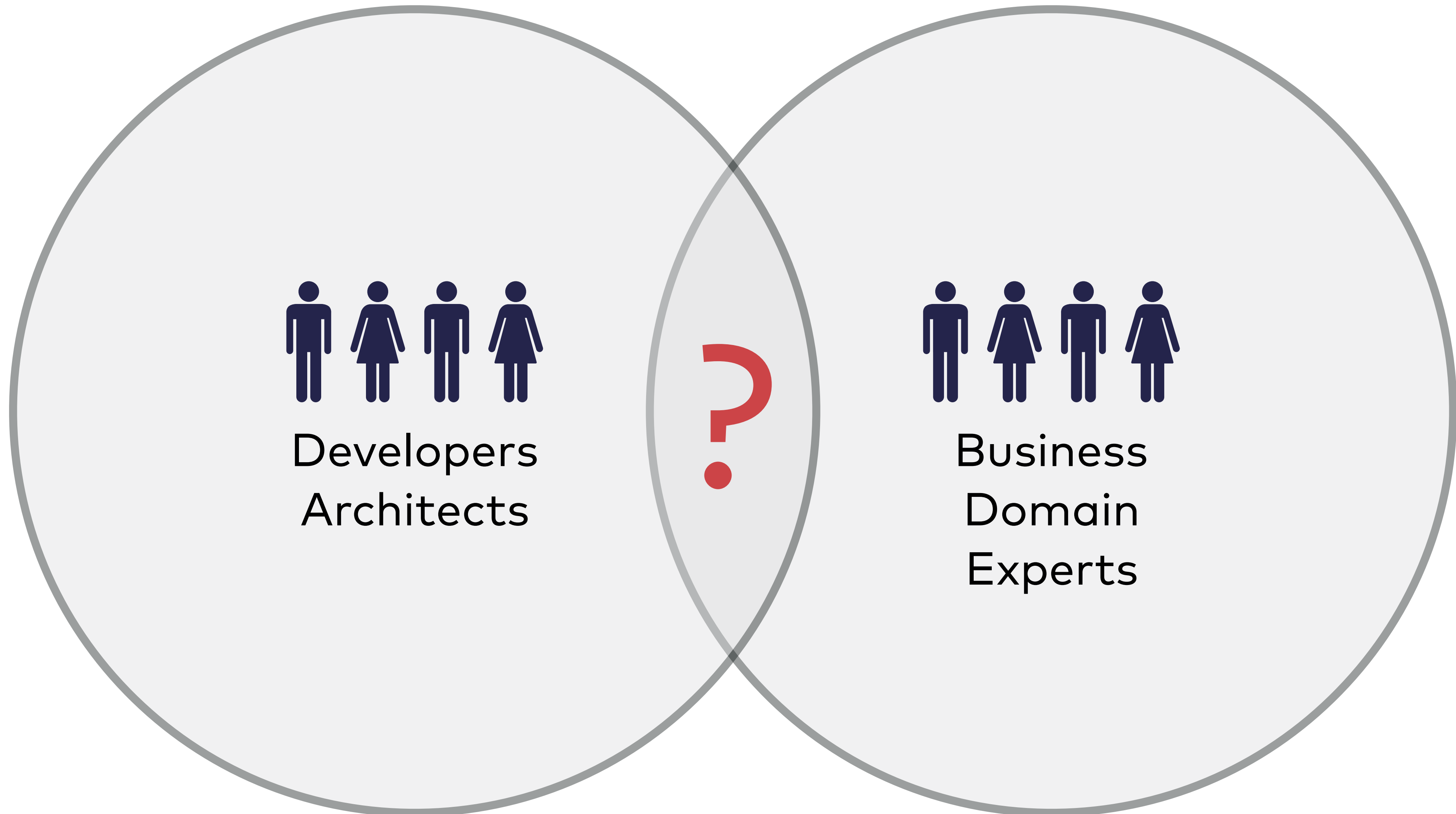
Business
Domain
Experts



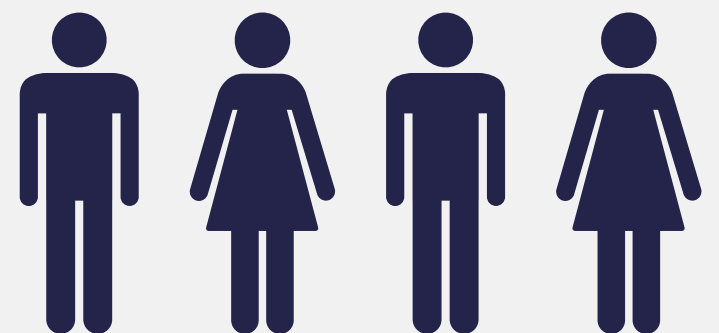
Operations



Testing



Developers
Architects



Business
Domain
Experts

Software Engineering Domain Know-How

What could
possibly go
wrong?

How the business folks name things

How the IT folks name things

Window

TransparencyFactory

Painting

DecoratorImpl

TV

EntertainmentProviderSingleton

Desk

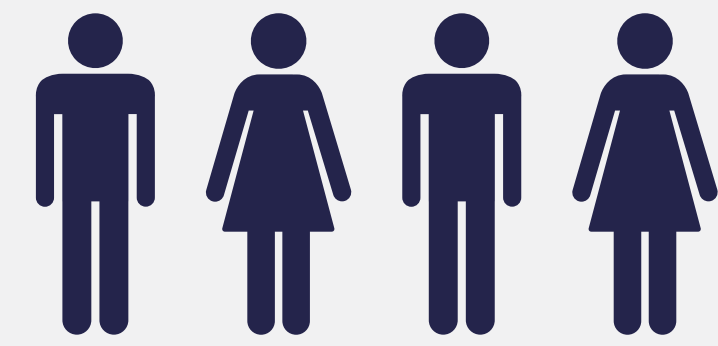
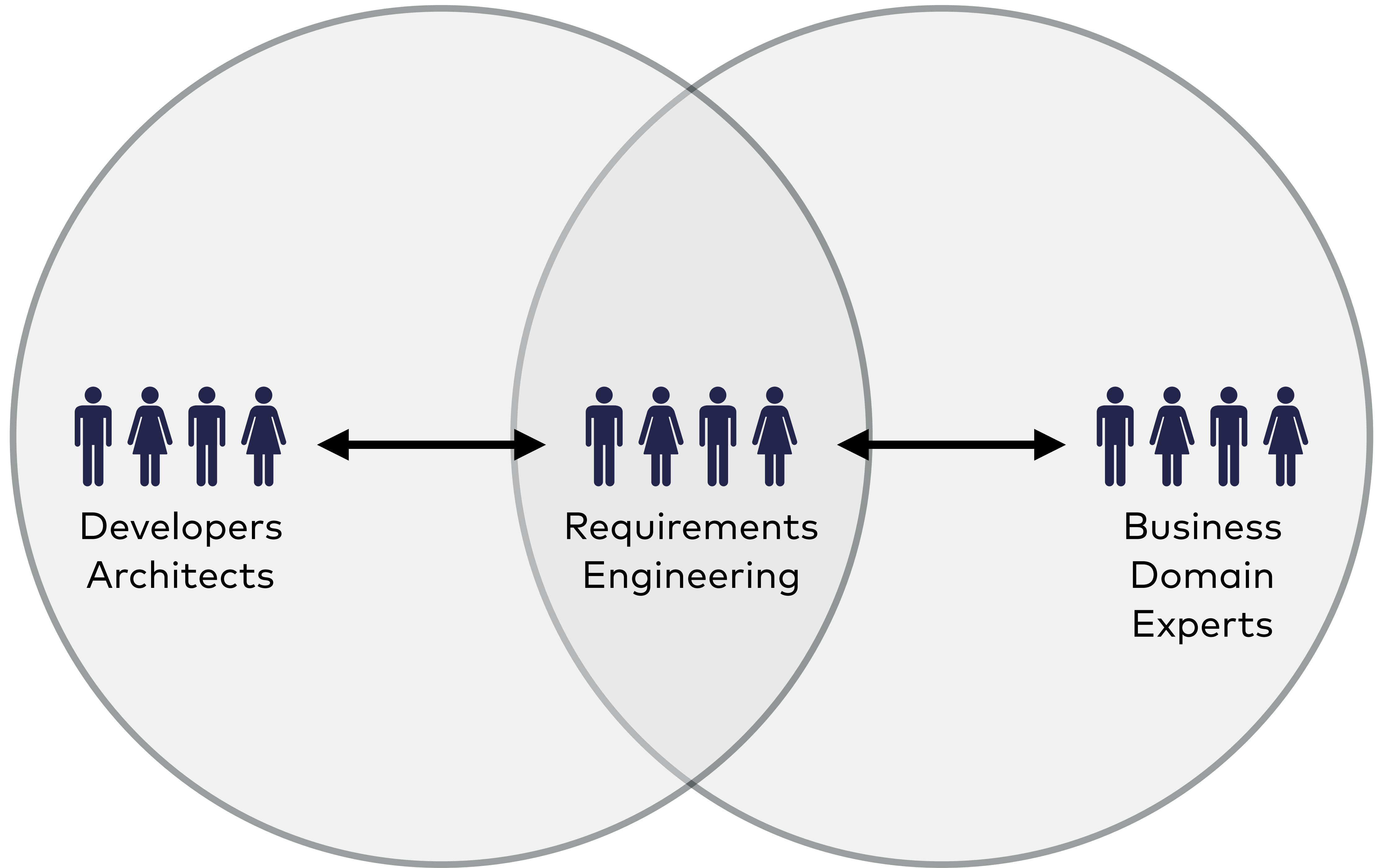
WorkEnablementDevice

RollableStuffContainer

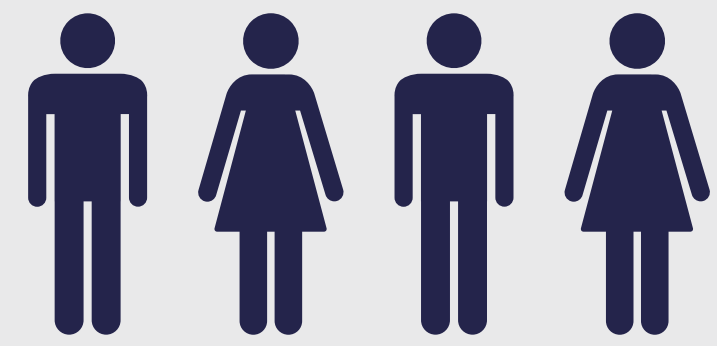
Trolley

RestProvider

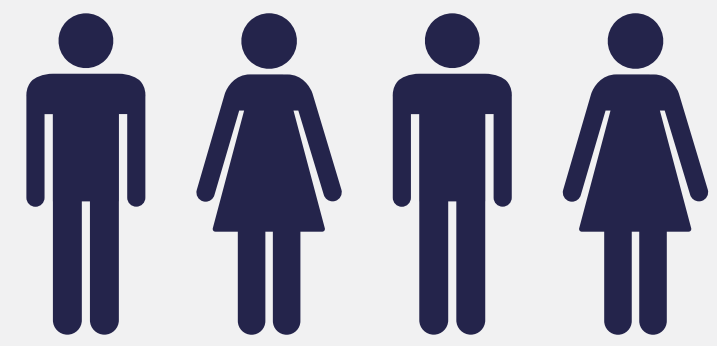
Chair



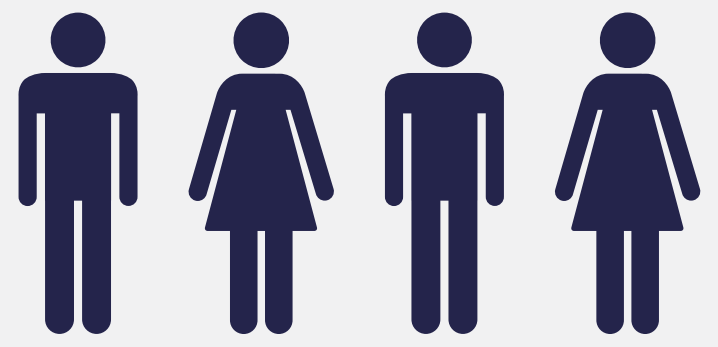
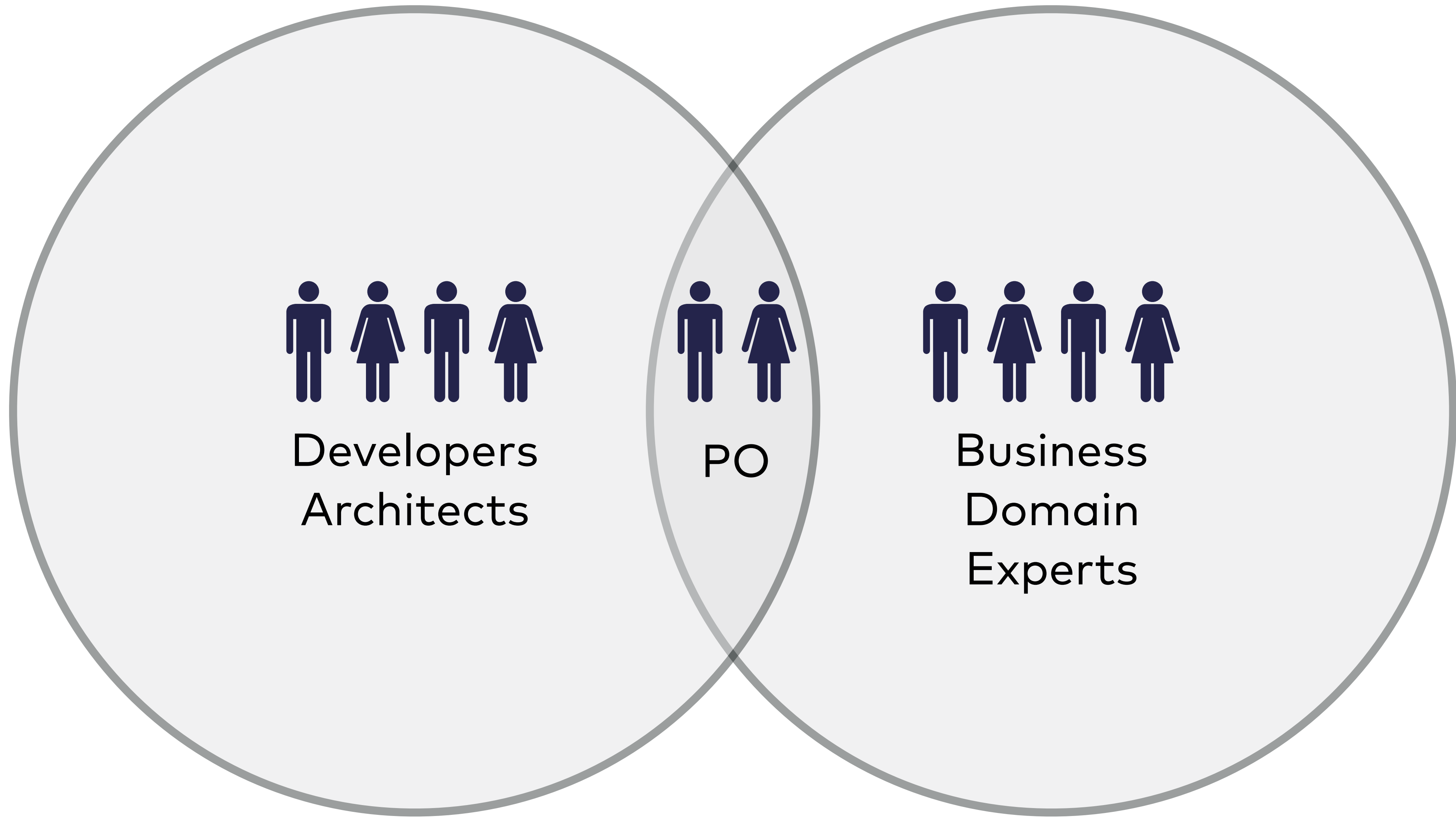
Developers
Architects



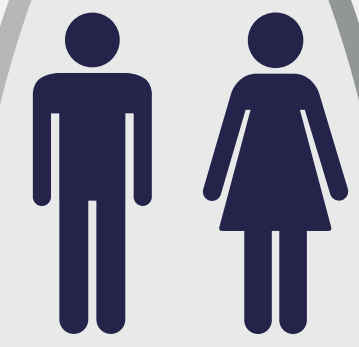
Requirements
Engineering



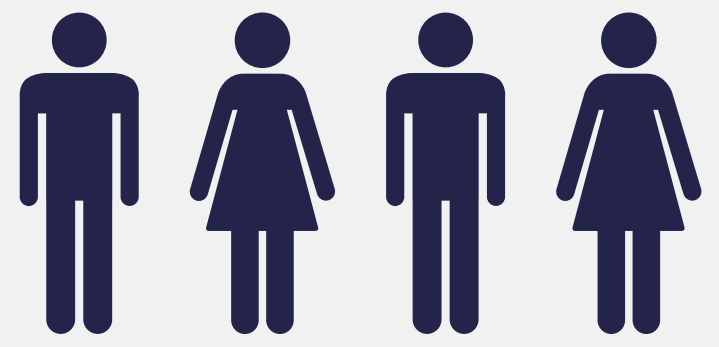
Business
Domain
Experts



Developers
Architects



PO

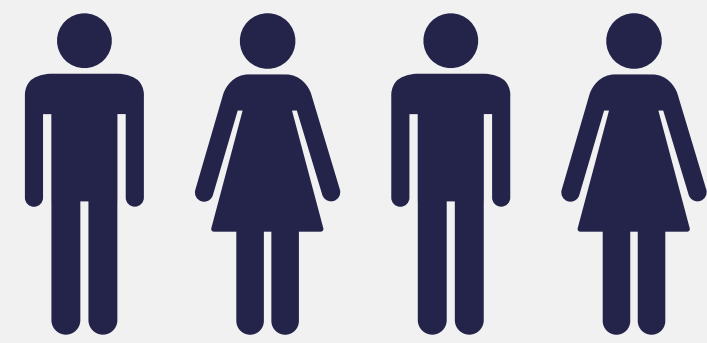


Business
Domain
Experts



SCRUM

Does this really work?



Developers
Architects

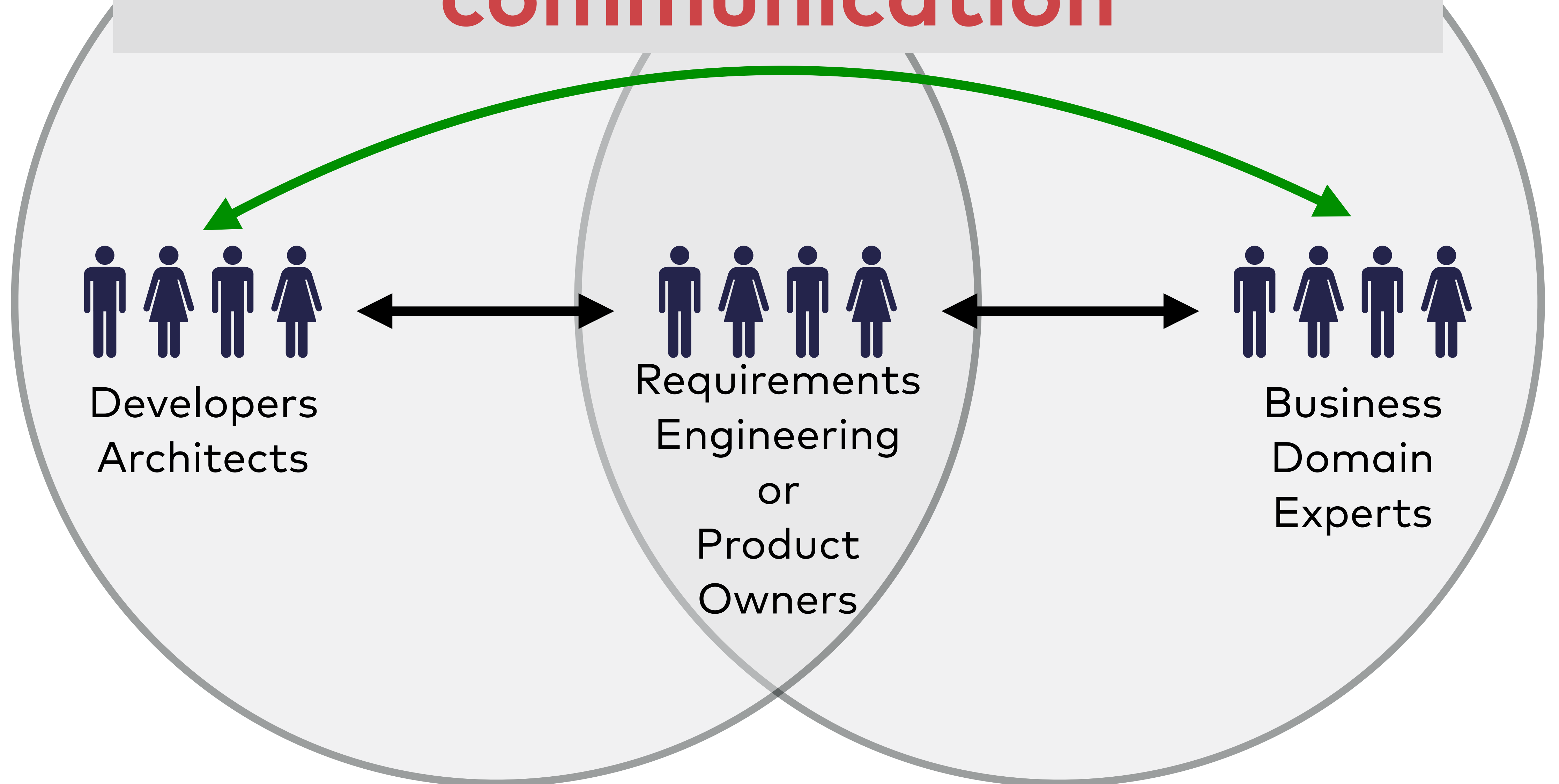


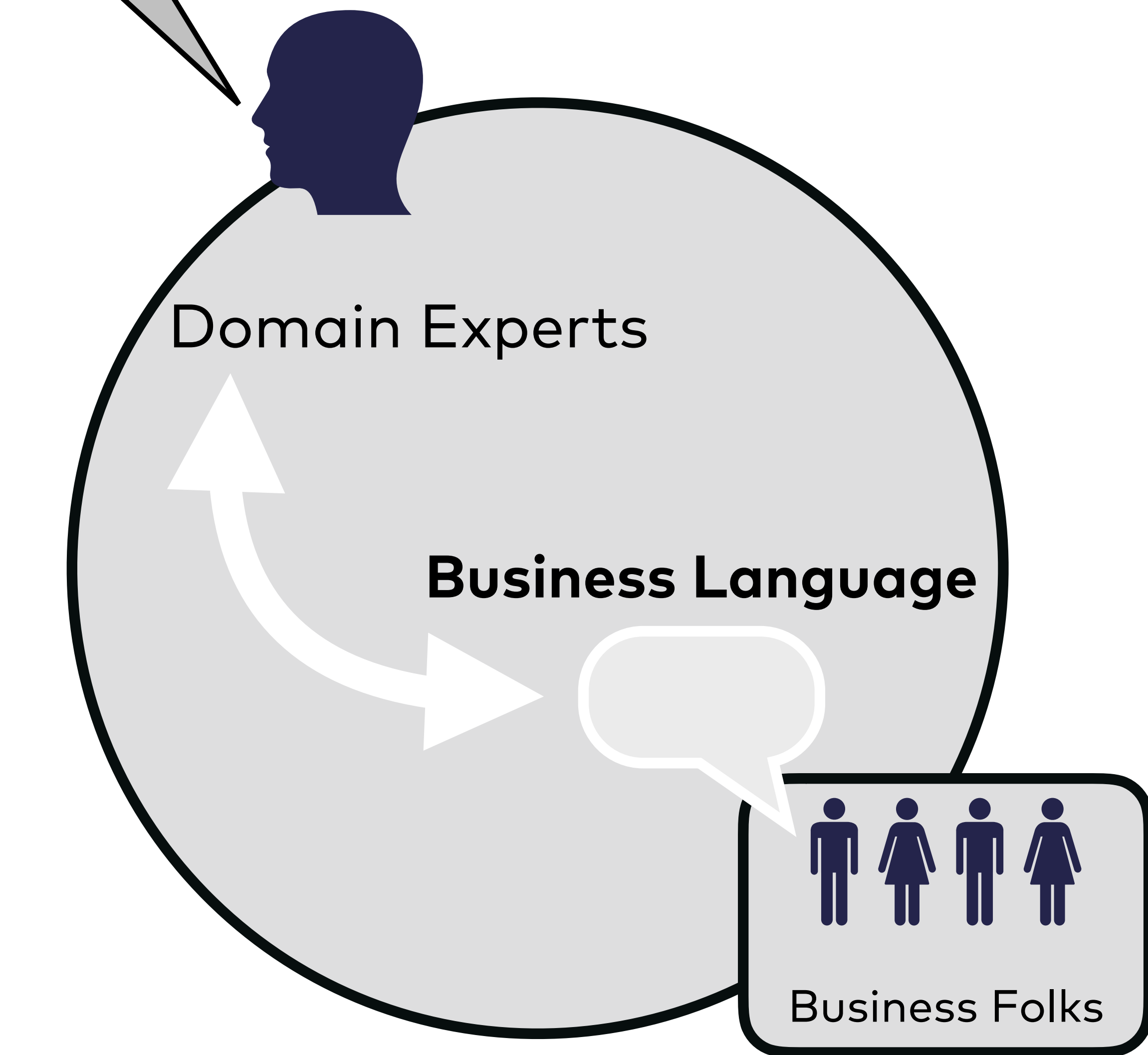
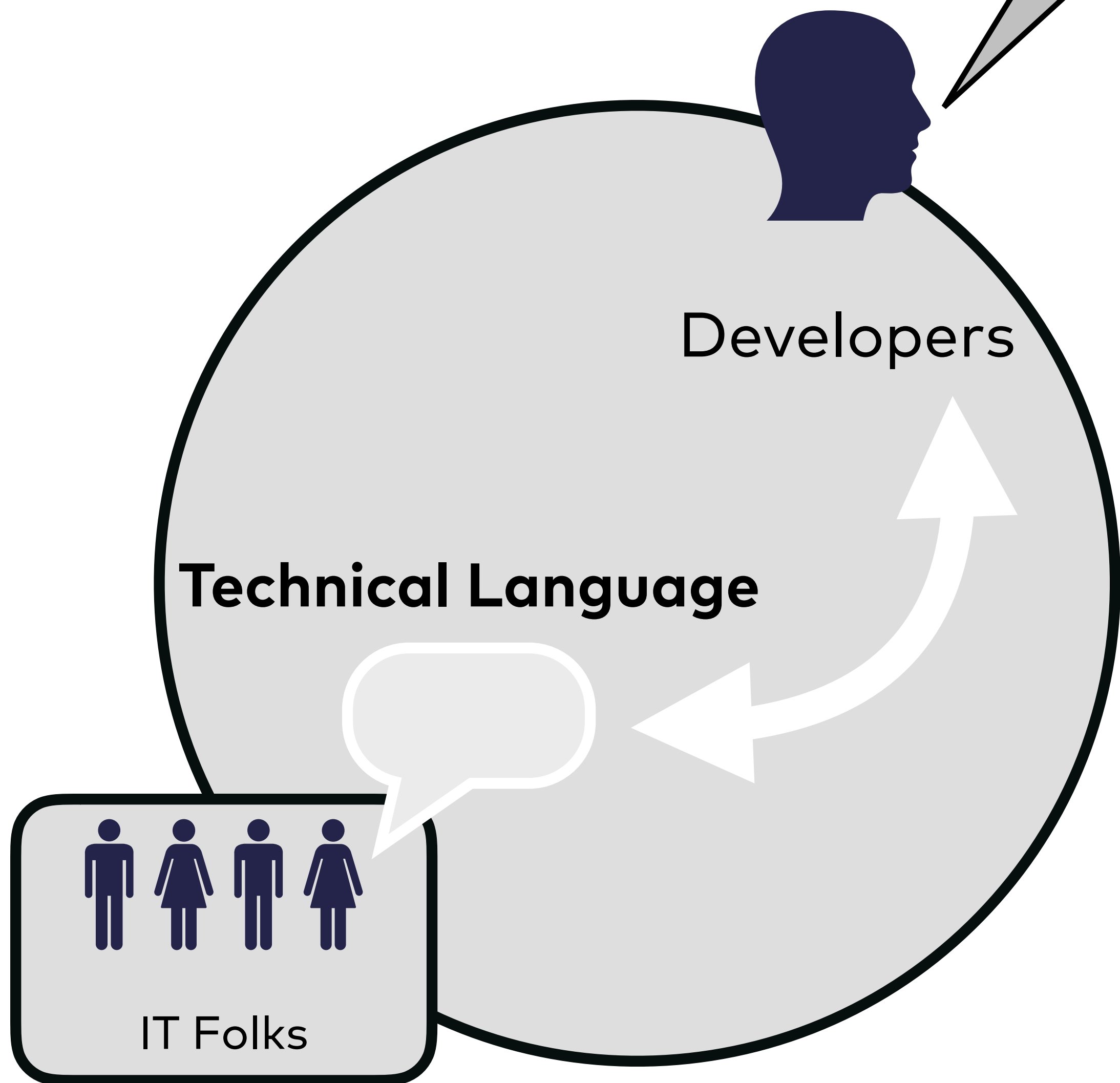
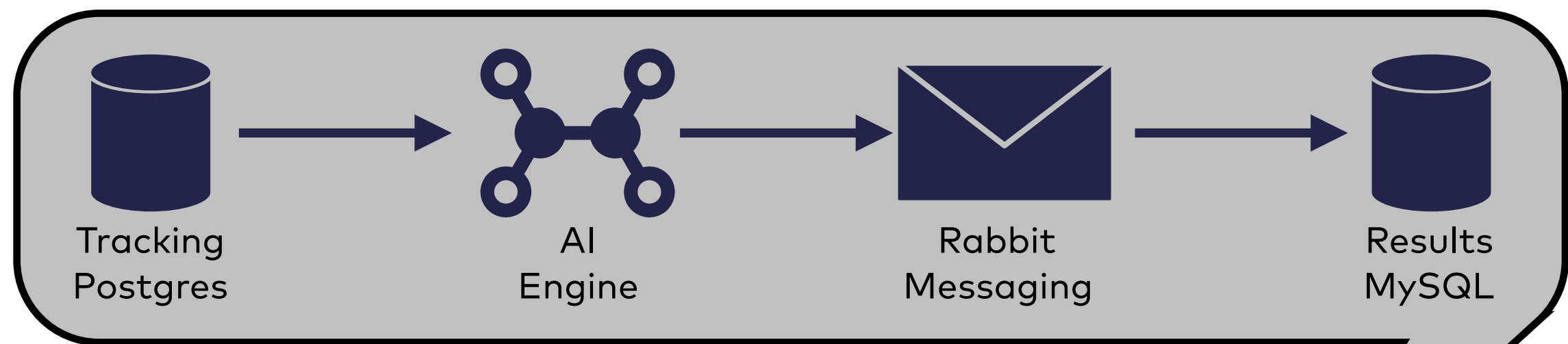
Requirements
Engineering
or
Product
Owners

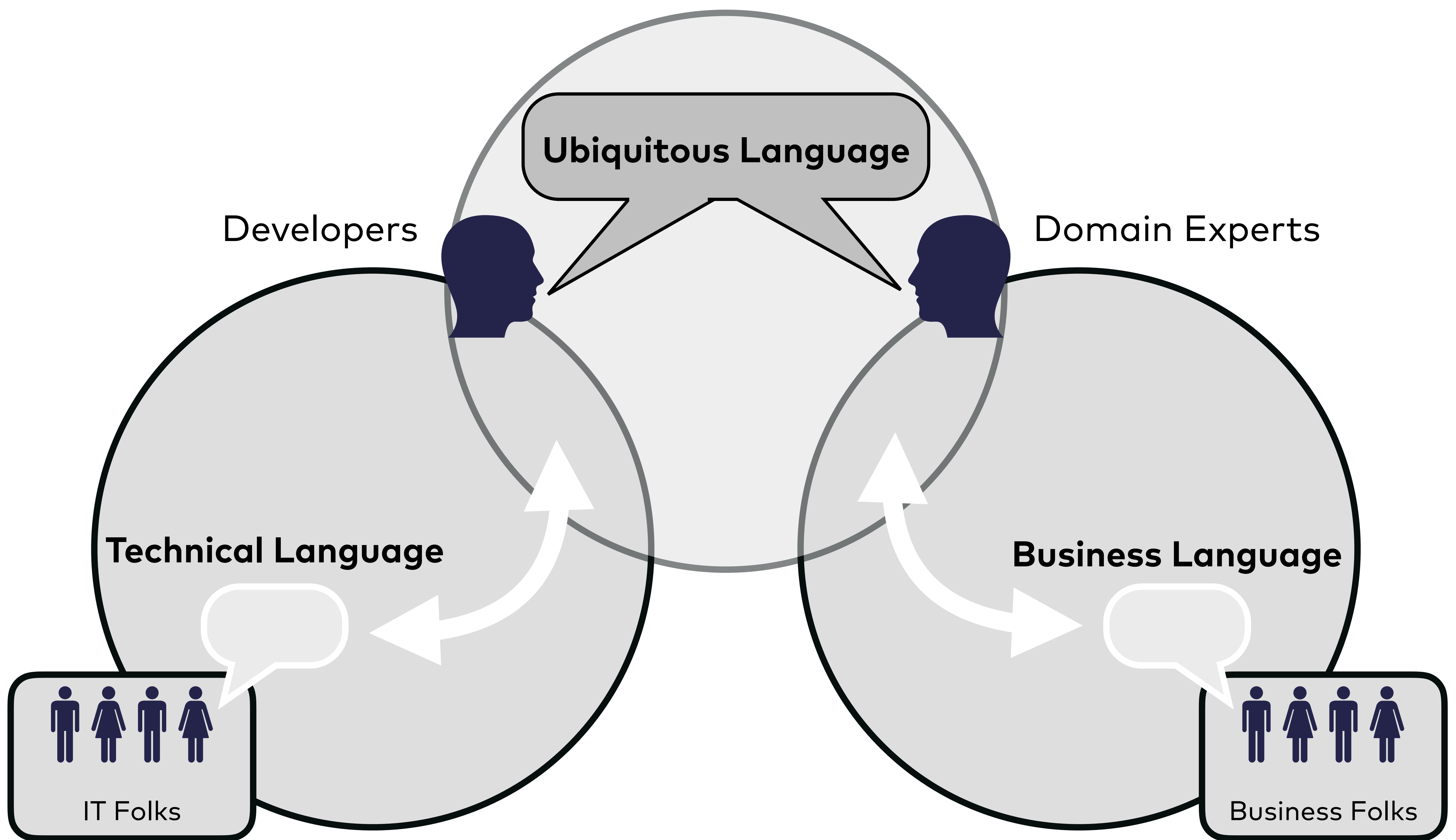


Business
Domain
Experts

Yes, as long as we have direct communication



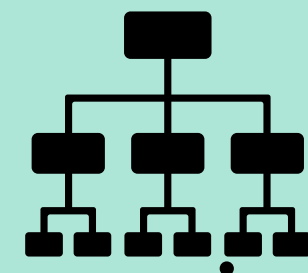




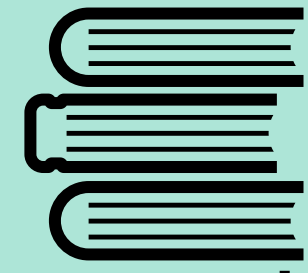
DOMAIN MODEL



Code



Drawings

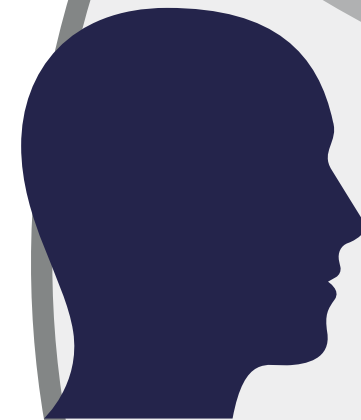


Documentation

Conversations

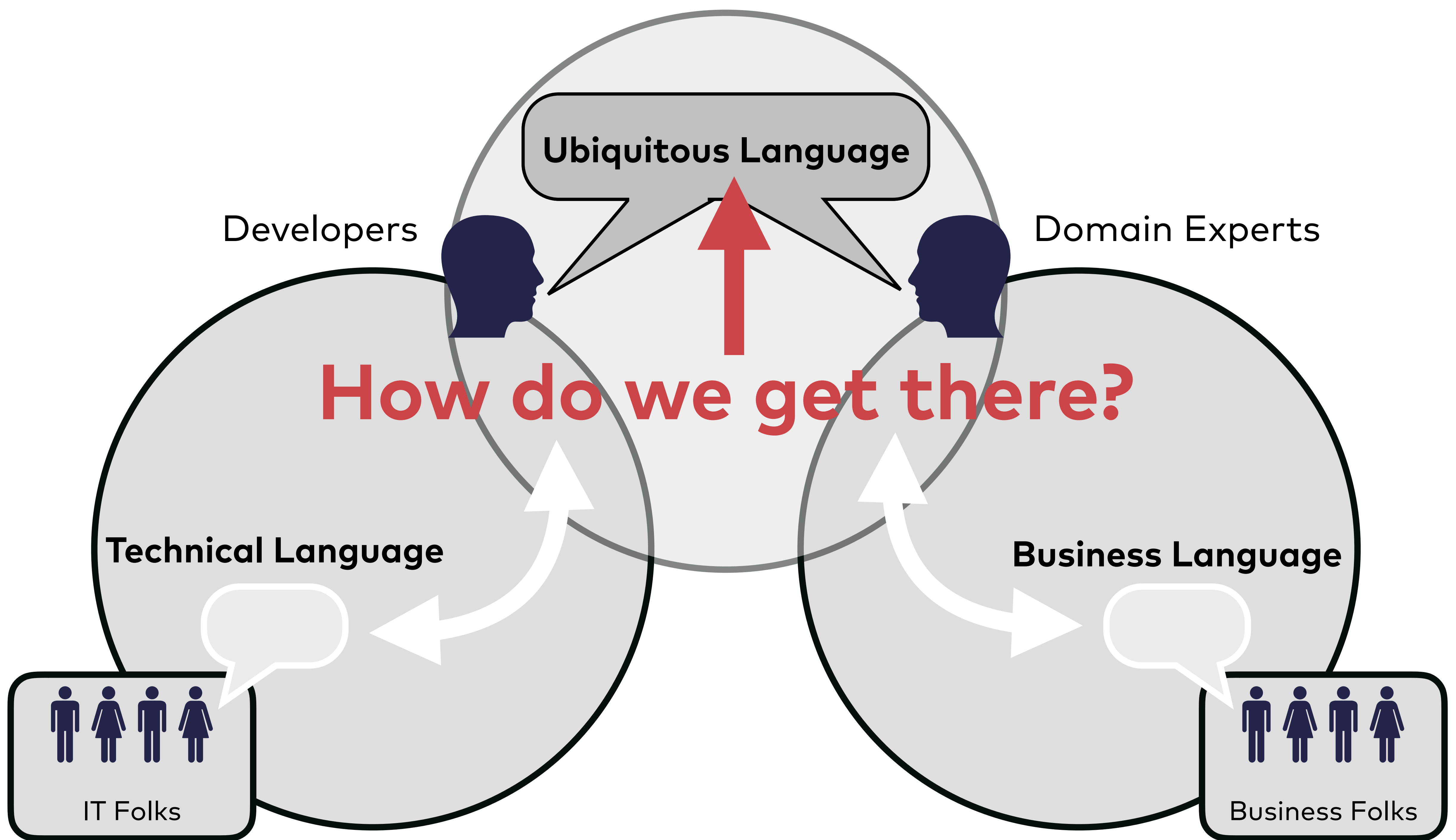
Ubiquitous Language

Developers



Domain Experts





Ubiquitous Language

Developers

Domain Experts

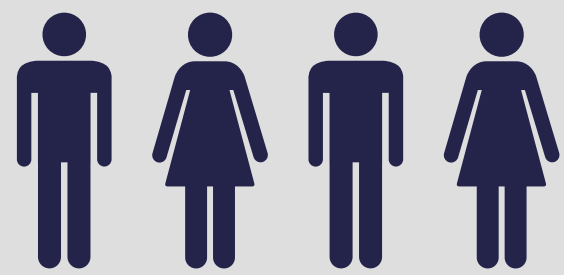
How do we get there?

Technical Language

Business Language



IT Folks

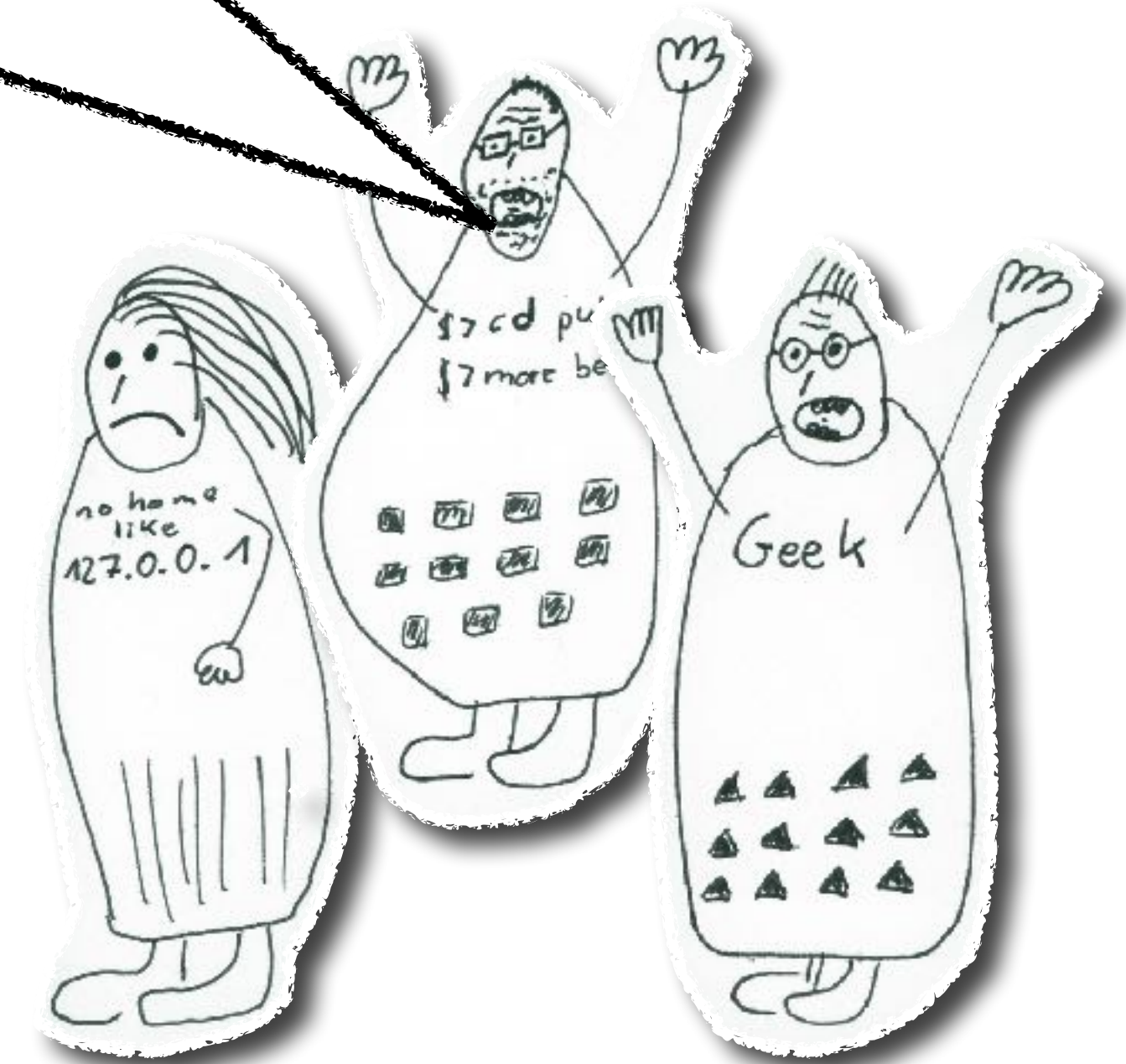
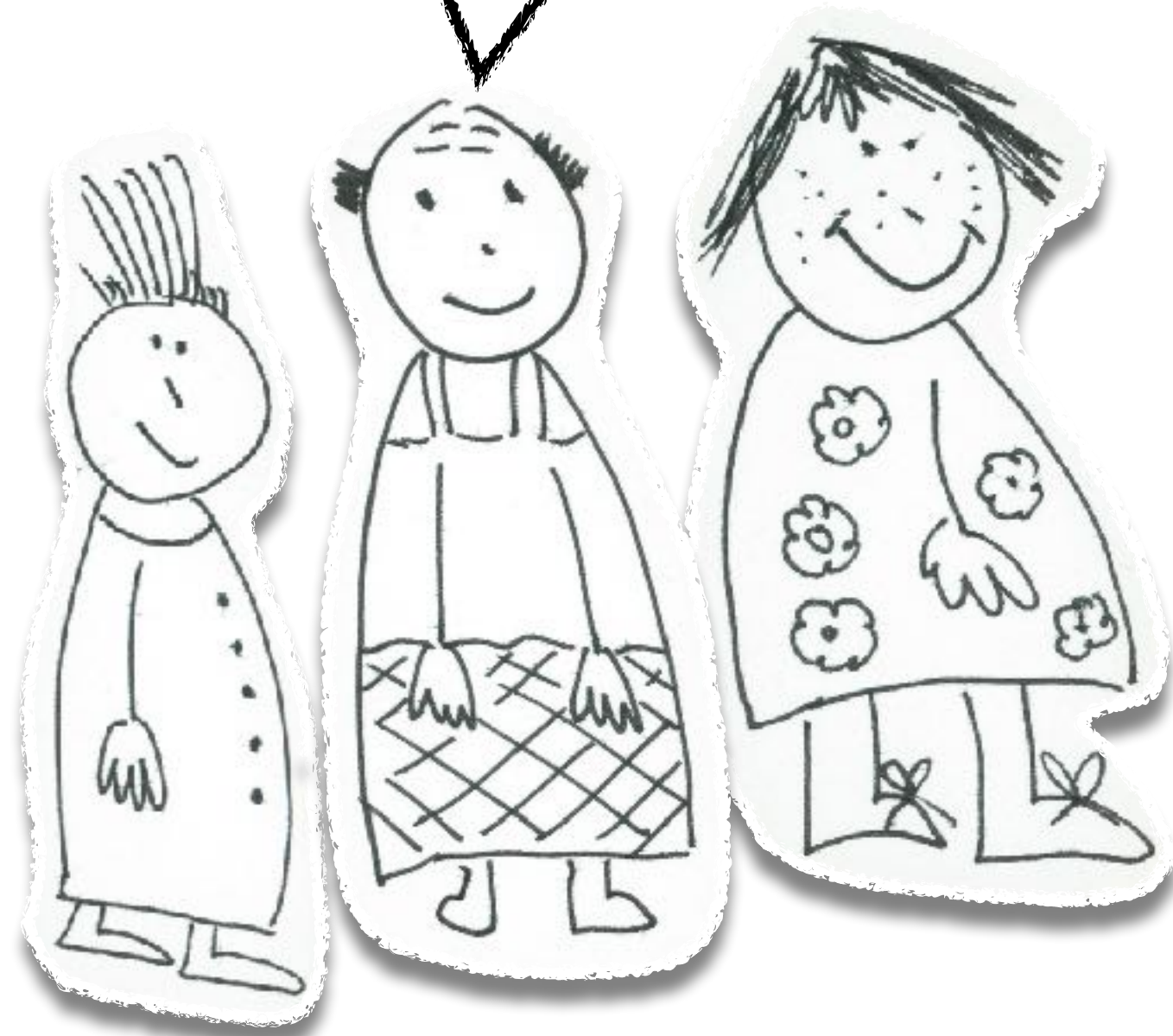


Business Folks

Never heard of that.
What is Enterprise
Architect? What are those
diagrams?

Welcome to the Business
Analysis meeting. We have
already prepared a modeling
workspace with Enterprise Architect!

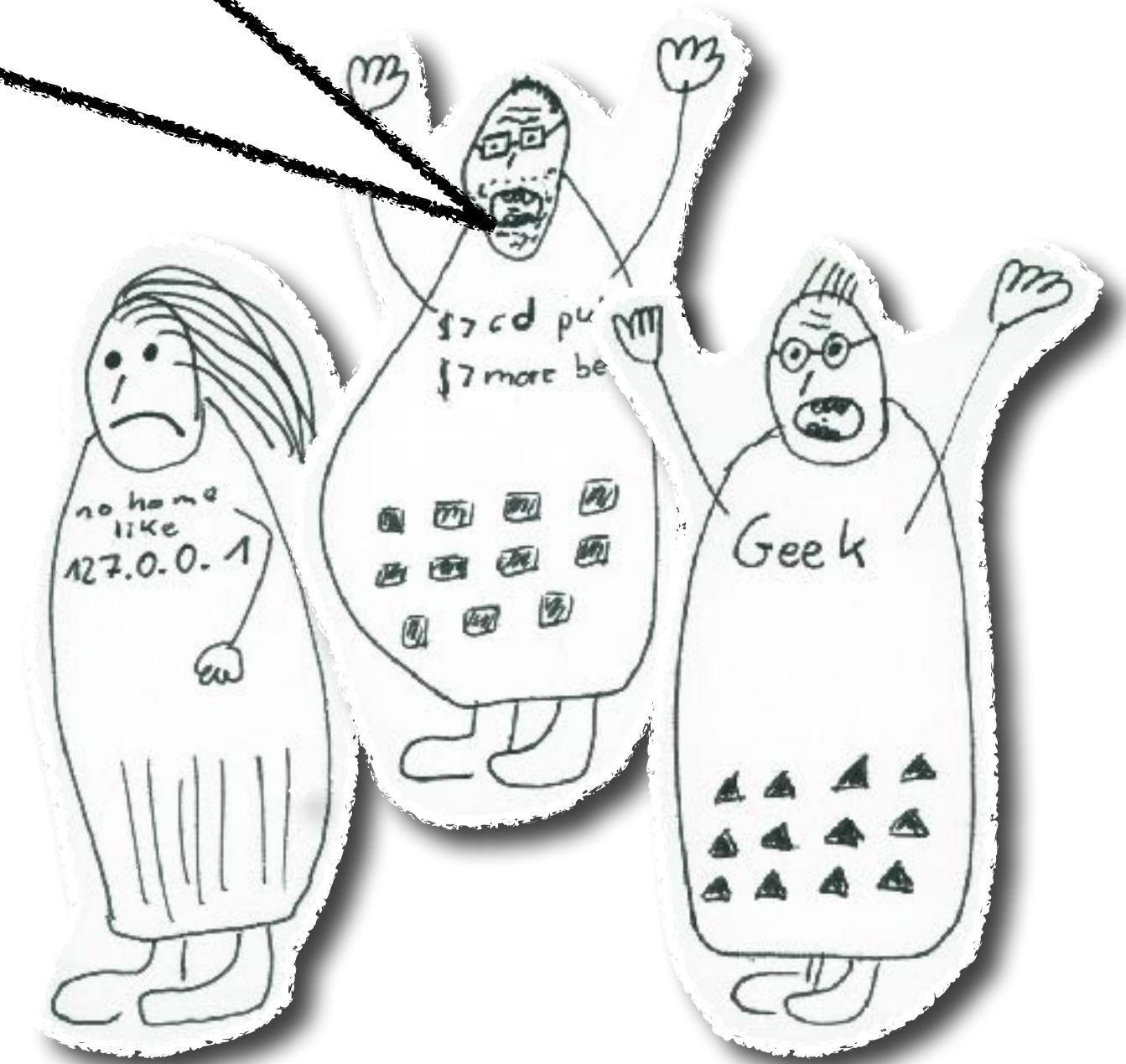
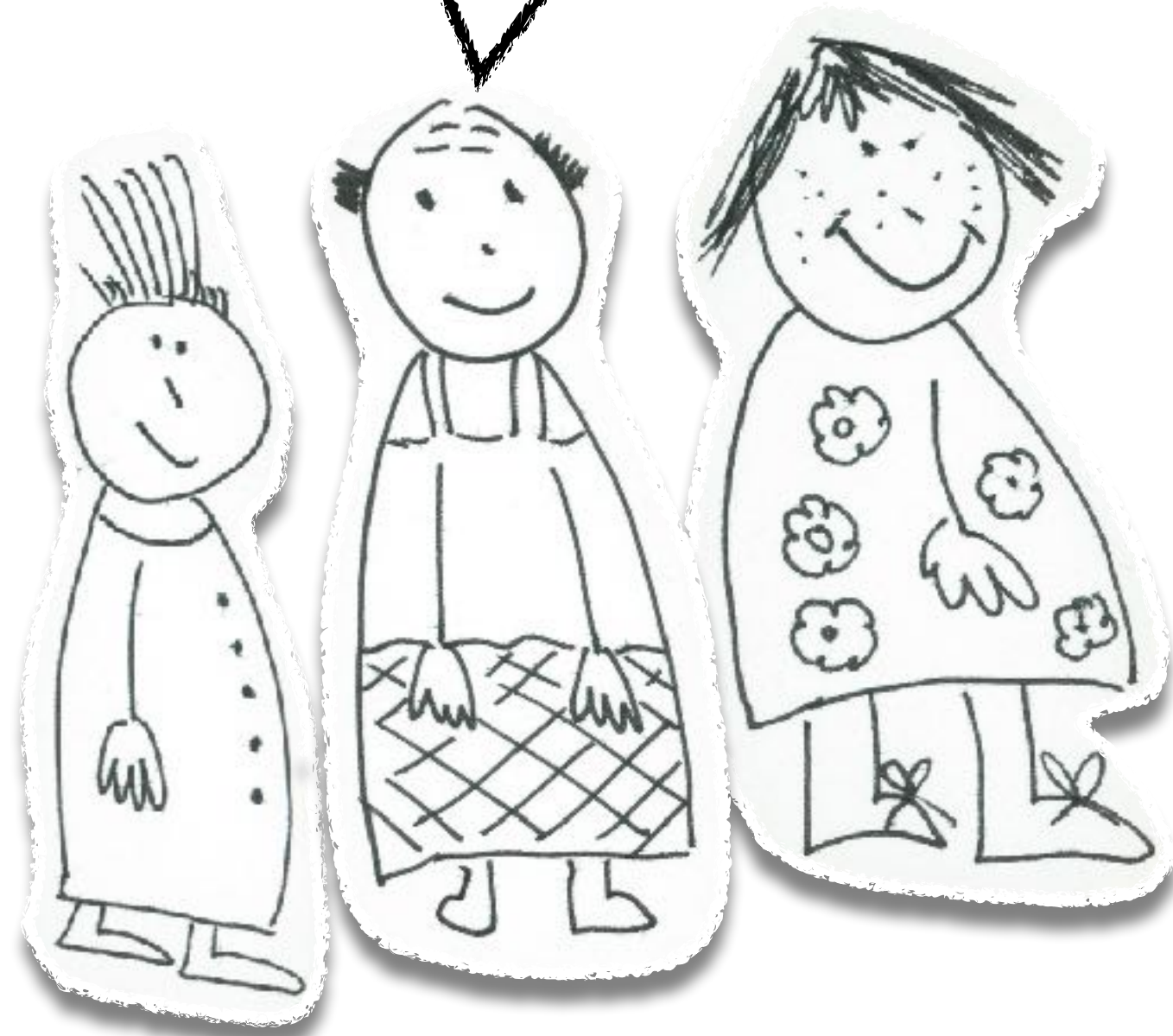
Do you want to start with a class
or a use case diagram?



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Architect? What are those
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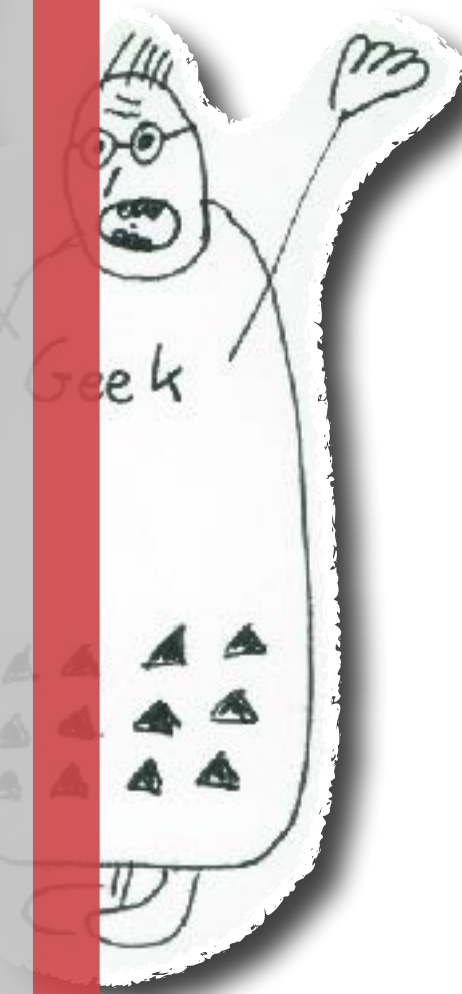
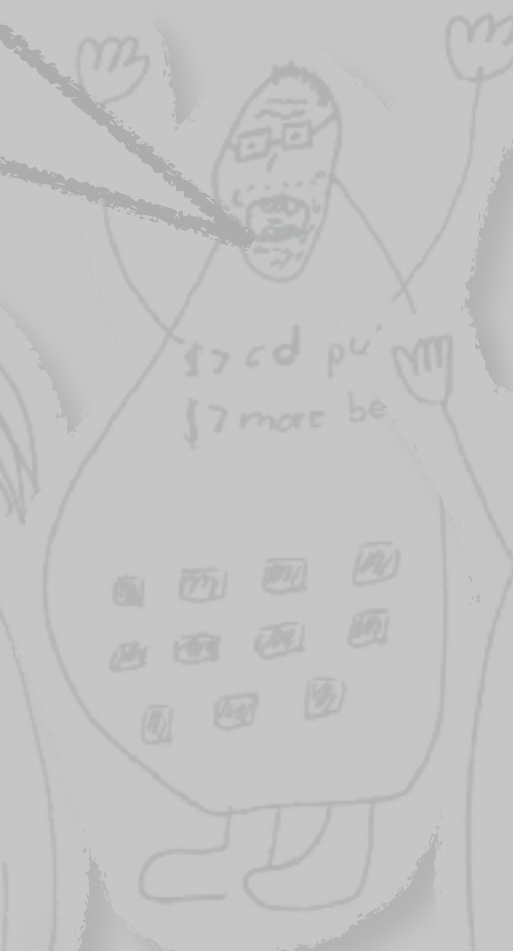
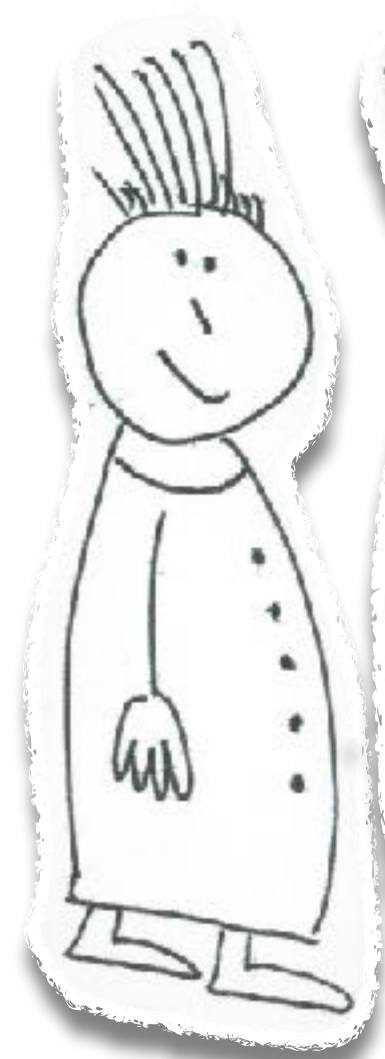
Never heard of that.
What is Enterprise Architect?
What are those diagrams?

Welcome to the Business Analysis meeting. We have already prepared a modeling workspace with Enterprise Architect!

Do you want to start with a class or a use case diagram?

2 hours

later



What a waste
of time.

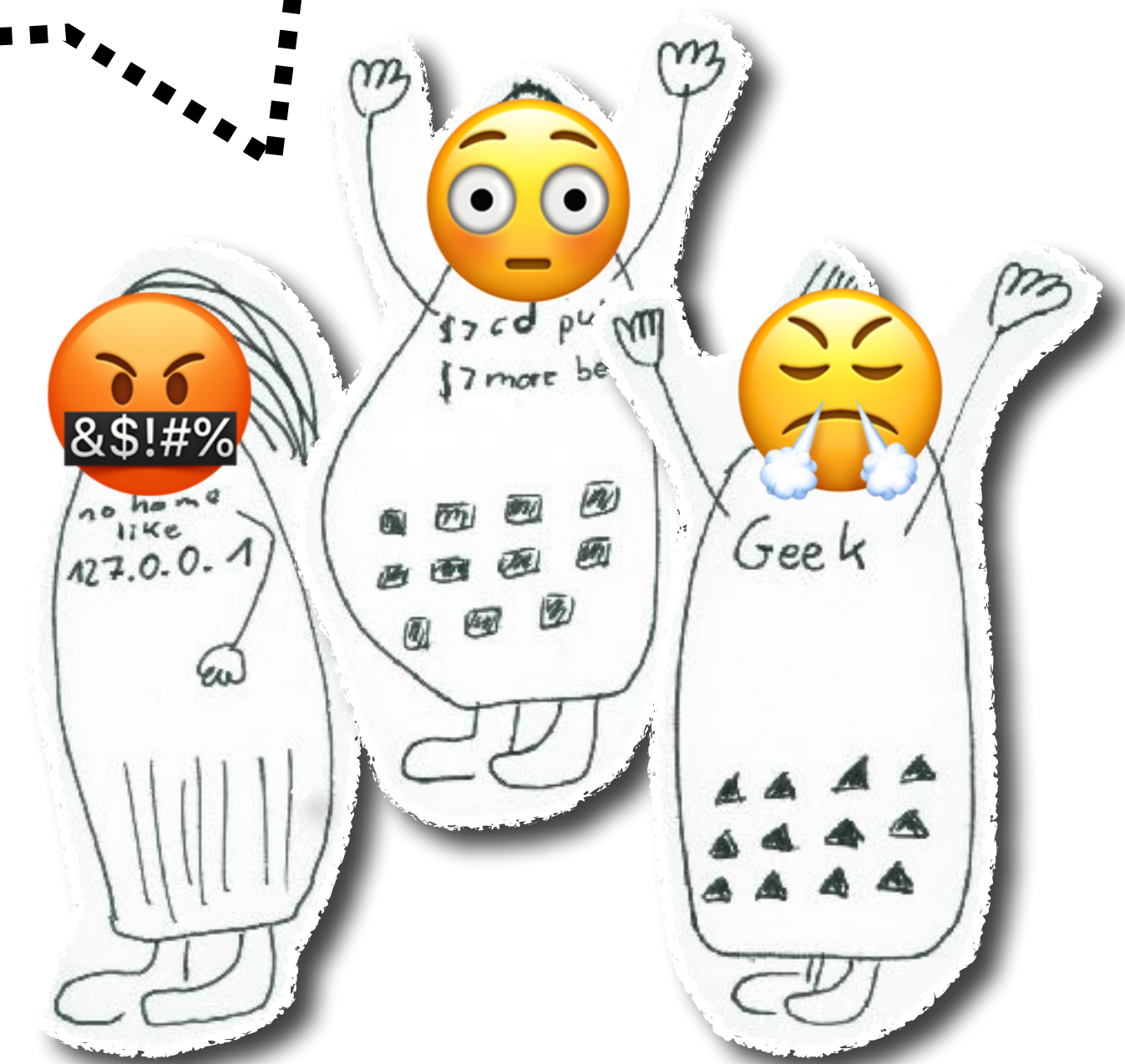
Dealing with IT is so hard.

This is their job, not
ours.



Those business folks have no clue.
They don't know what they want.

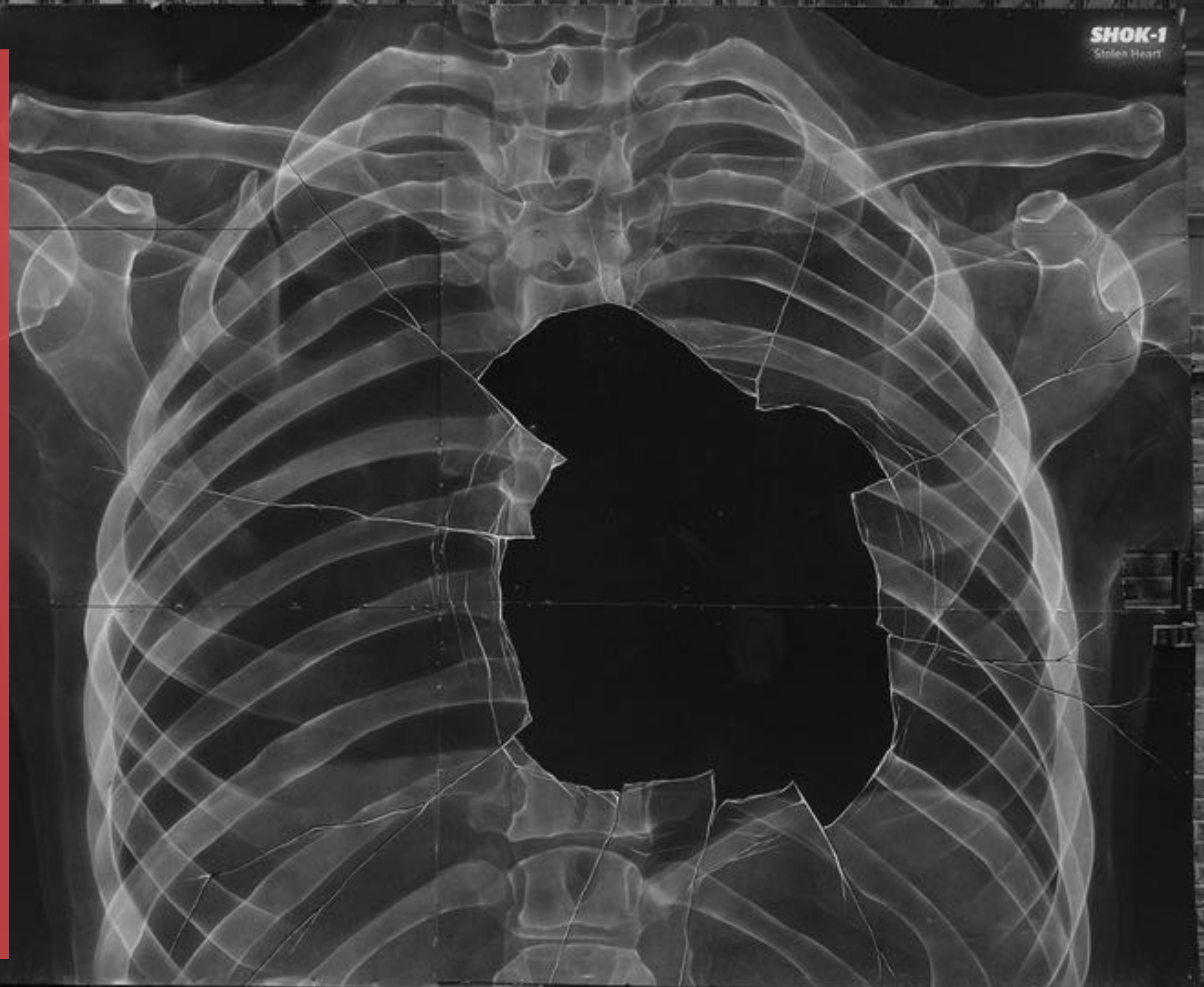
Let's do this on our own.





EMPATHY

**Don't rip the
domain's
heart out
with
technical
modeling
tools in
workshops**



Knowledge

Developers

Domain Experts

Ubiquitous Language



REMOVE most of the technical wordings which may alienate domain experts

REMOVE terms from the business which don't help in the current use cases

Crunching

Technical Language

Business Language



IT Folks

ADD domain concepts discovered during a technical analysis

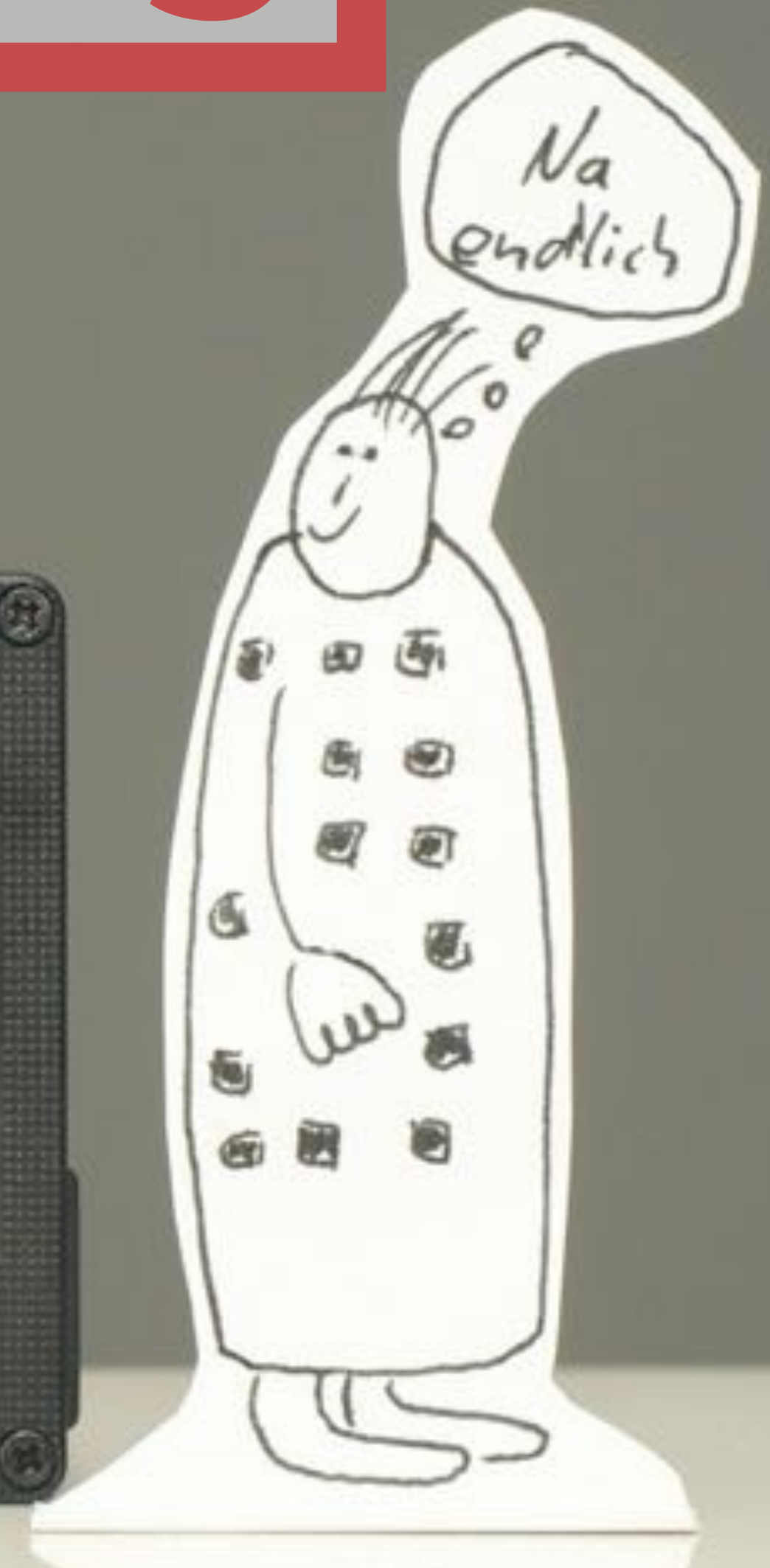
ADD business wordings that help the model and unlock new insights



Business Folks

helps

Go analog



Event
Storming

Domain
Storytelling

Example
Mapping

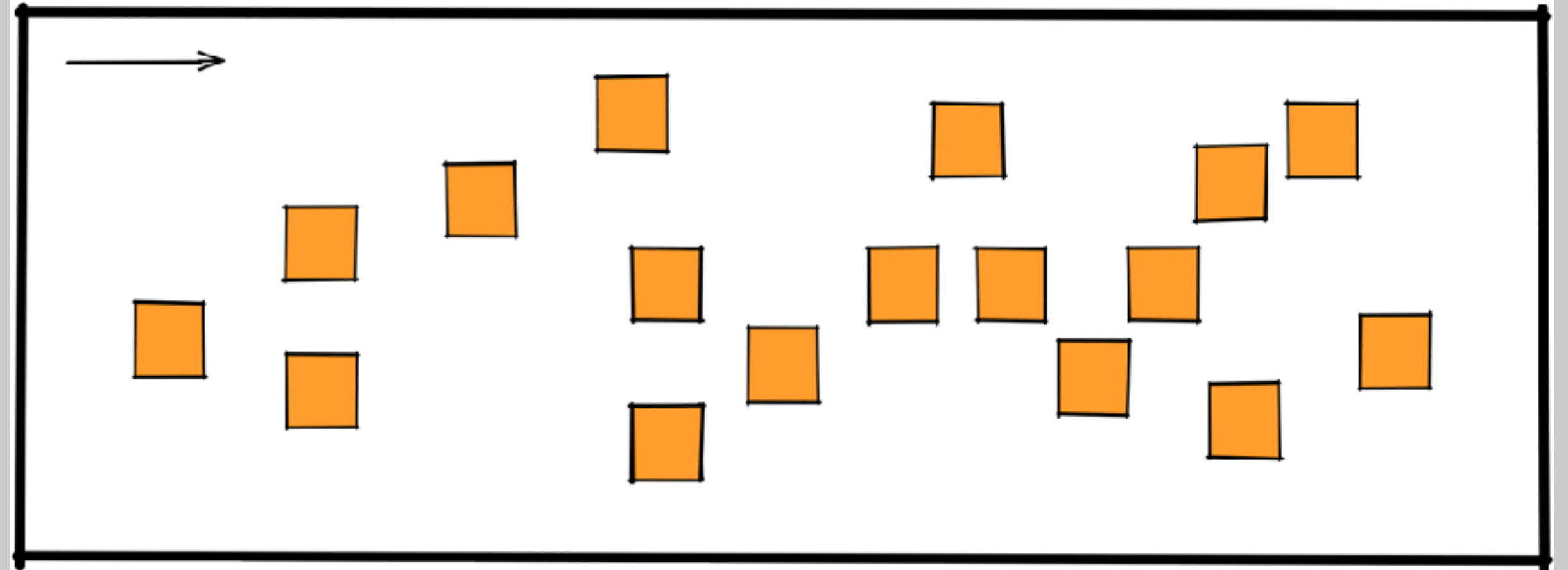
User Story
Mapping

Knowledge
Crunching
Methods

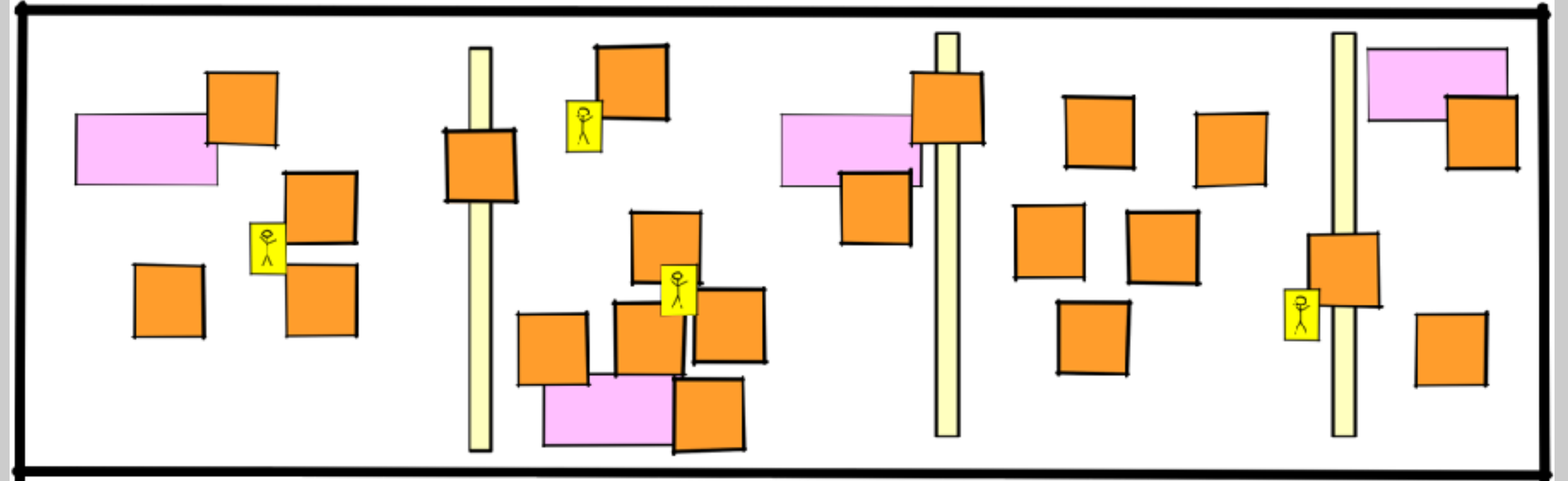
Those
are all
INCLUSIVE
Workshop
Methods

Knowledge Crunching Methods

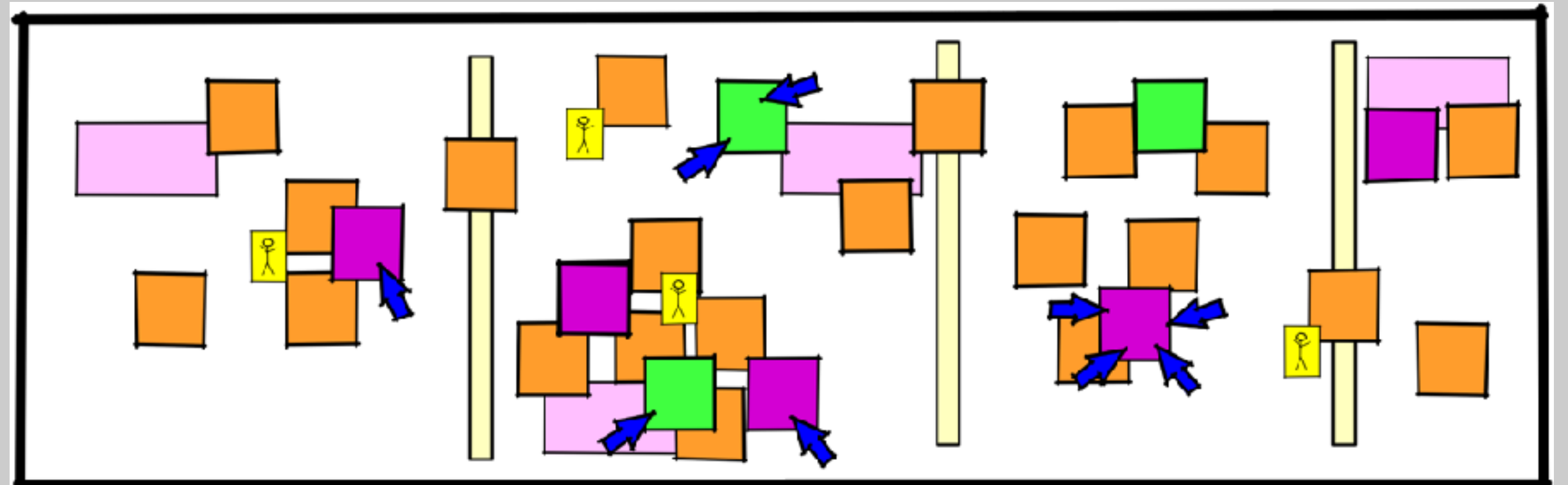
Event
Storming



Domain
Storytelling

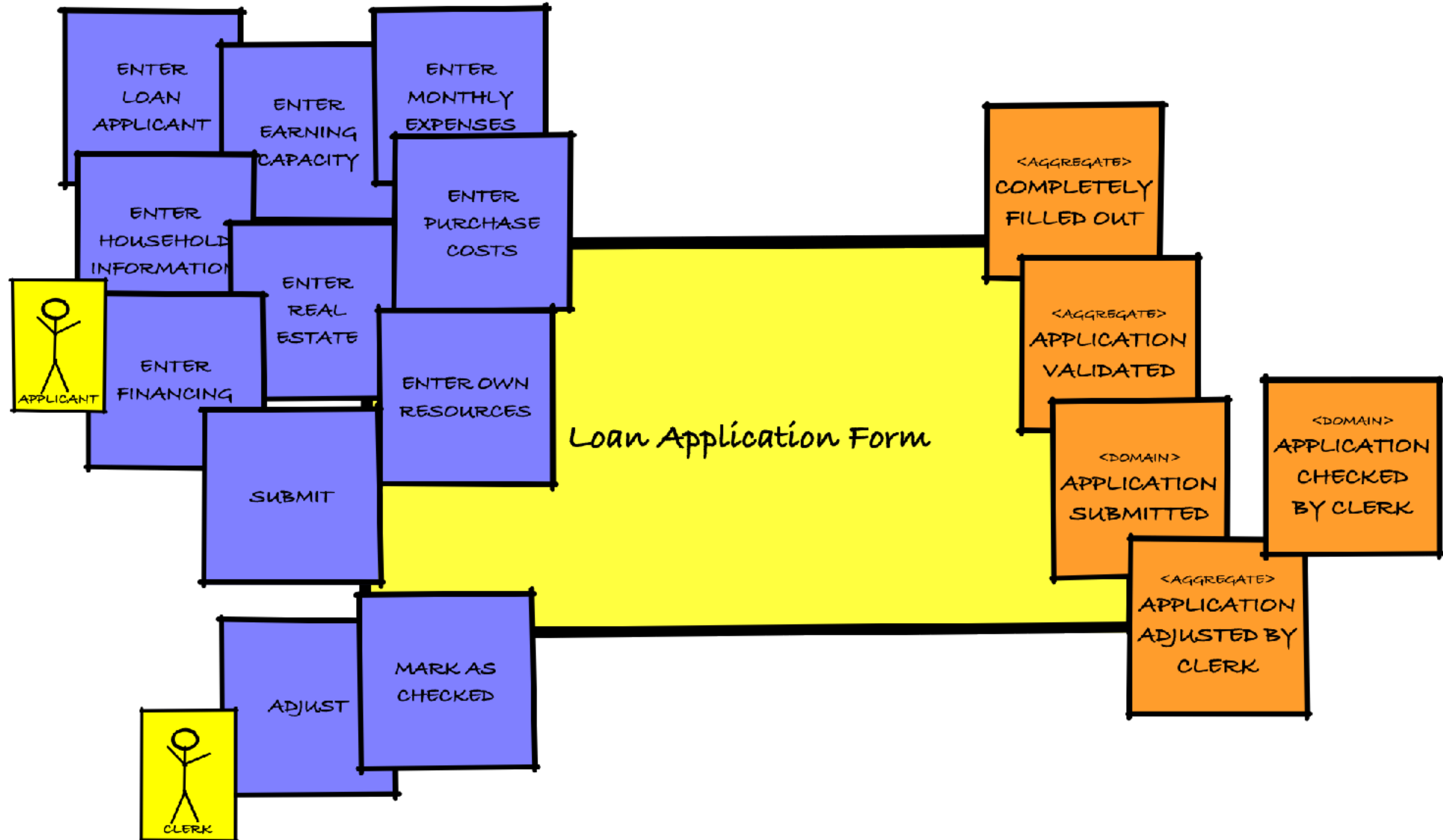


Example
Mapping

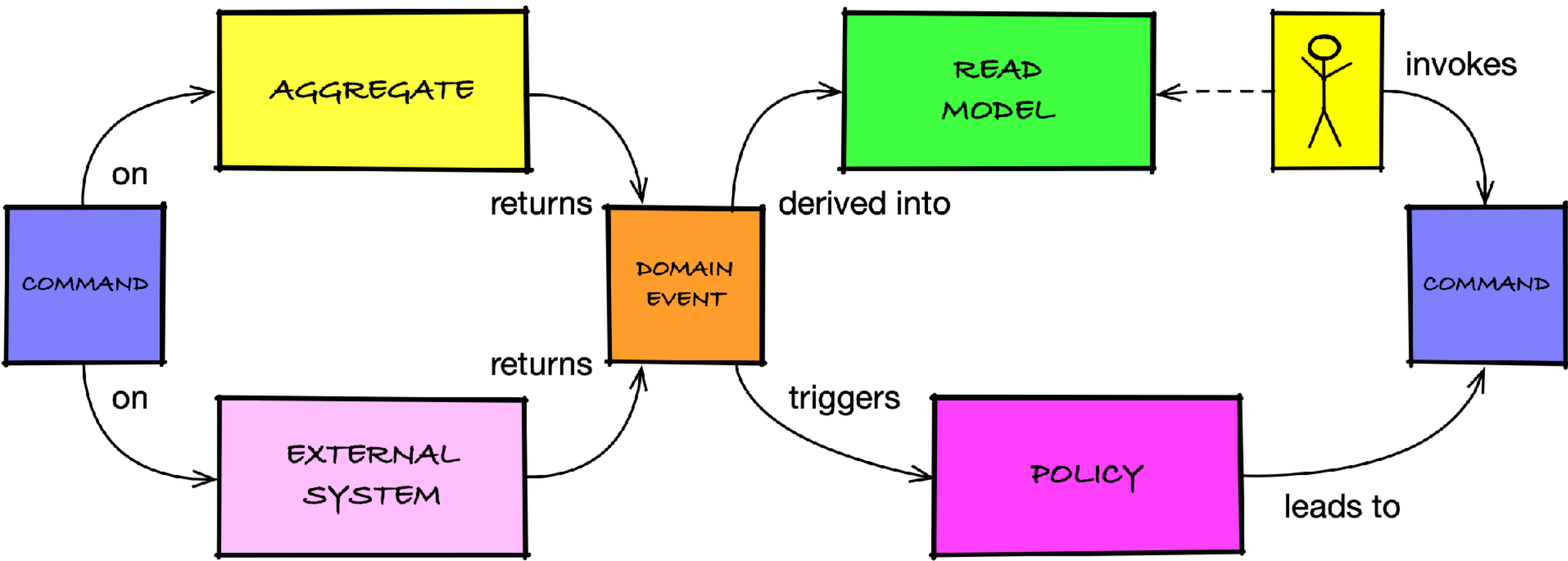


User Story
Mapping

Event Storming



Event Storming



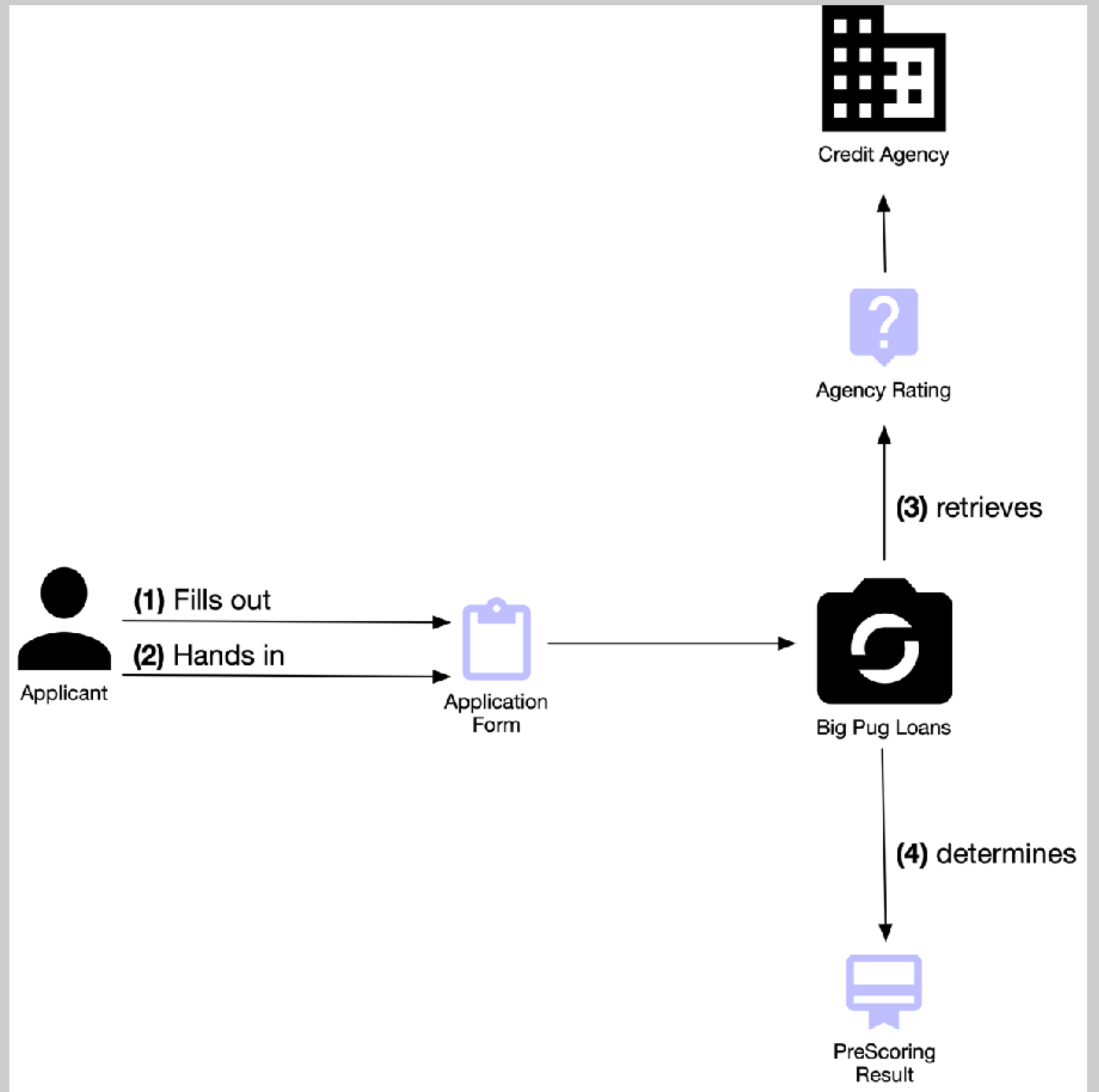
Event Storming

Domain Storytelling

Example Mapping

User Story Mapping

Knowledge Crunching Methods



Domain Storytelling



Domain Stories are told from an **actor's** perspective. Actors may be a person, a group, or a software system. Hence, we use different pictograms.



Actors create, work with, and exchange **work object** sand information about work objects such as documents and messages. The pictograms represent the work object's medium.



The actor's **activities** are depicted as arrows.

Textual annotations are useful to document assumptions, variations and exceptions.

Domain Storytelling

Subject -> Predicate -> Object



Every sentence starts with an actor



who initiates an activity



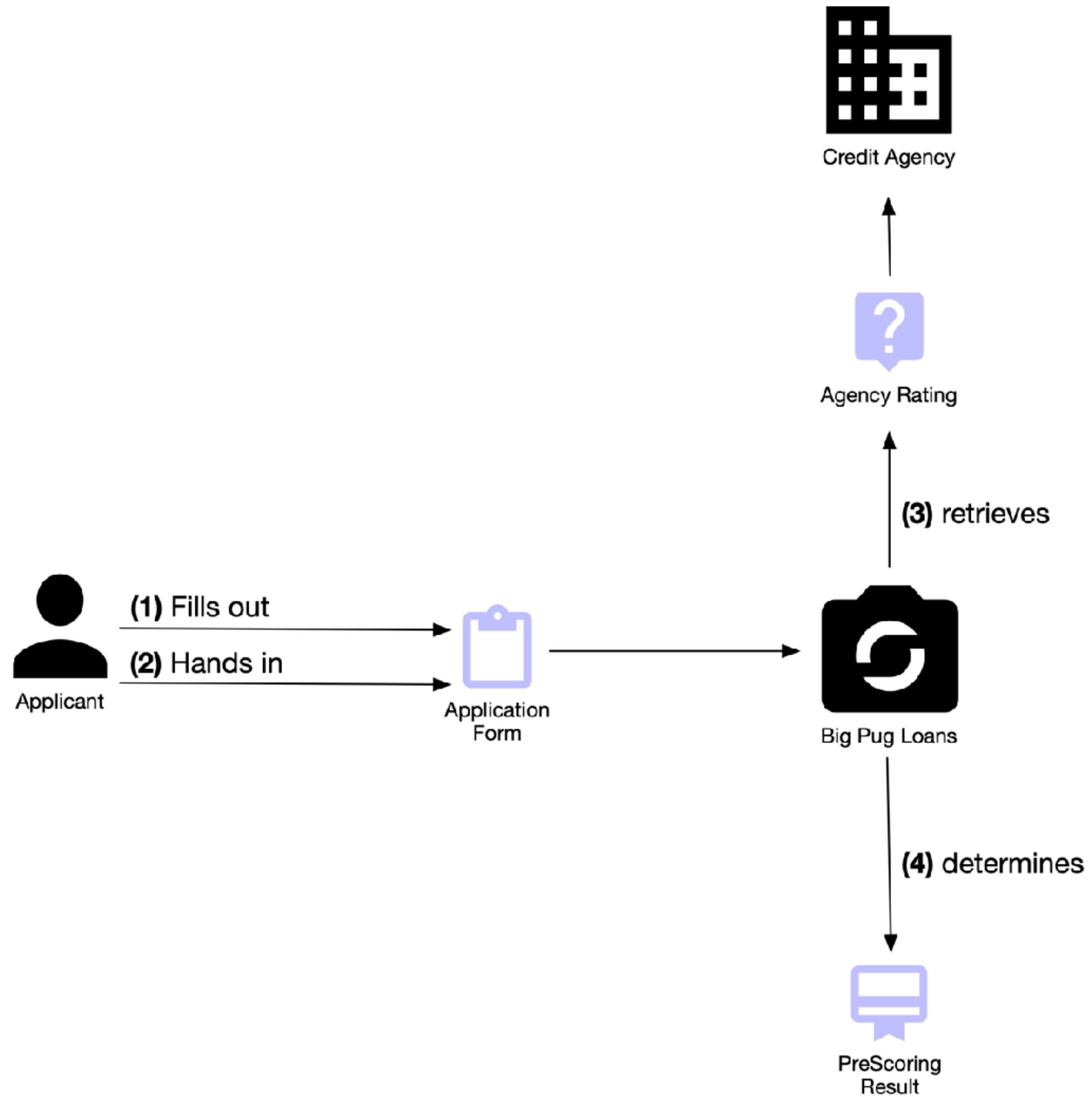
on a work object



Bank

The activity may include another actor

Domain Storytelling



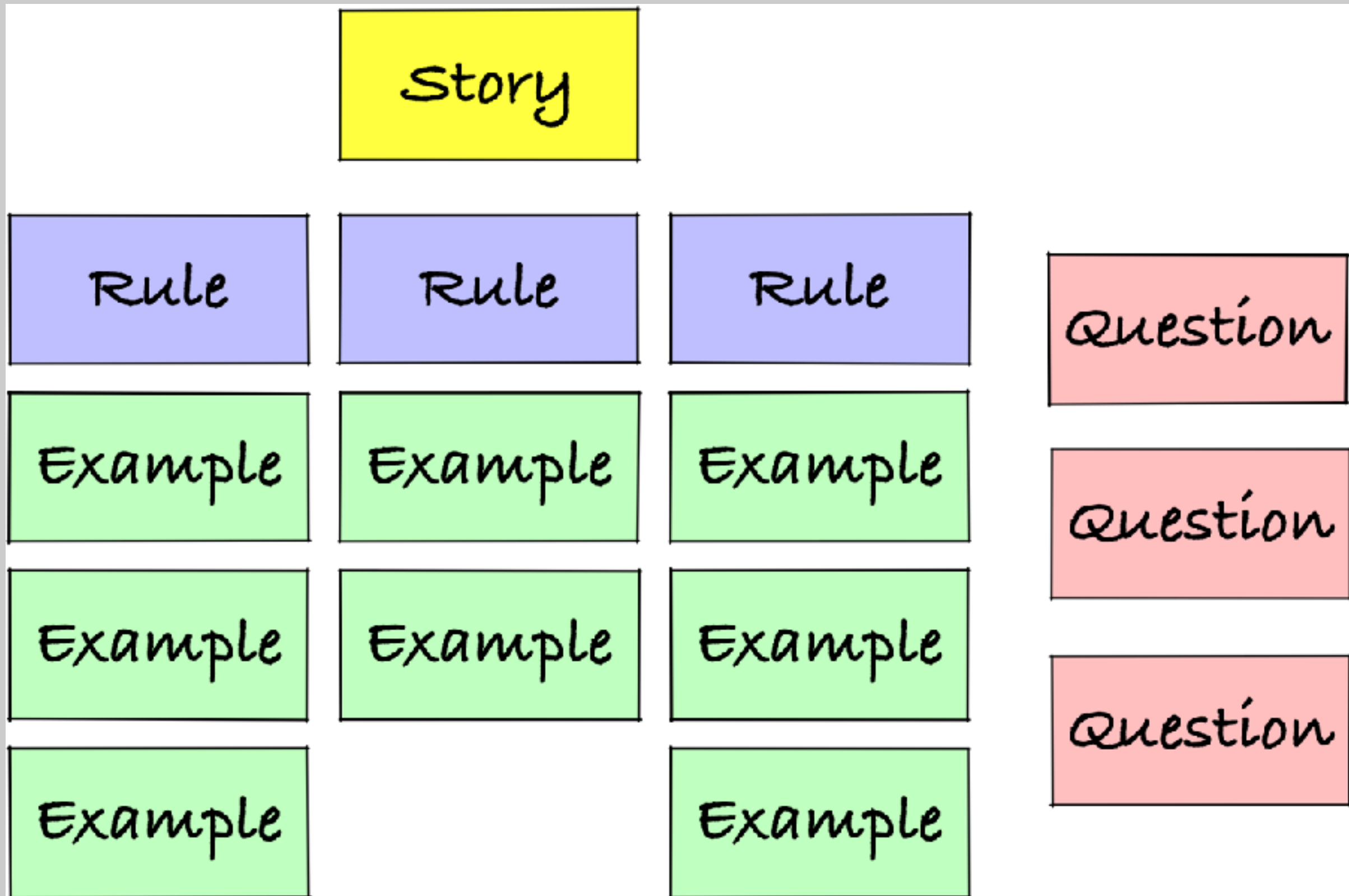
Knowledge Crunching Methods

Event
Storming

Domain
Storytelling

Example
Mapping

User Story
Mapping



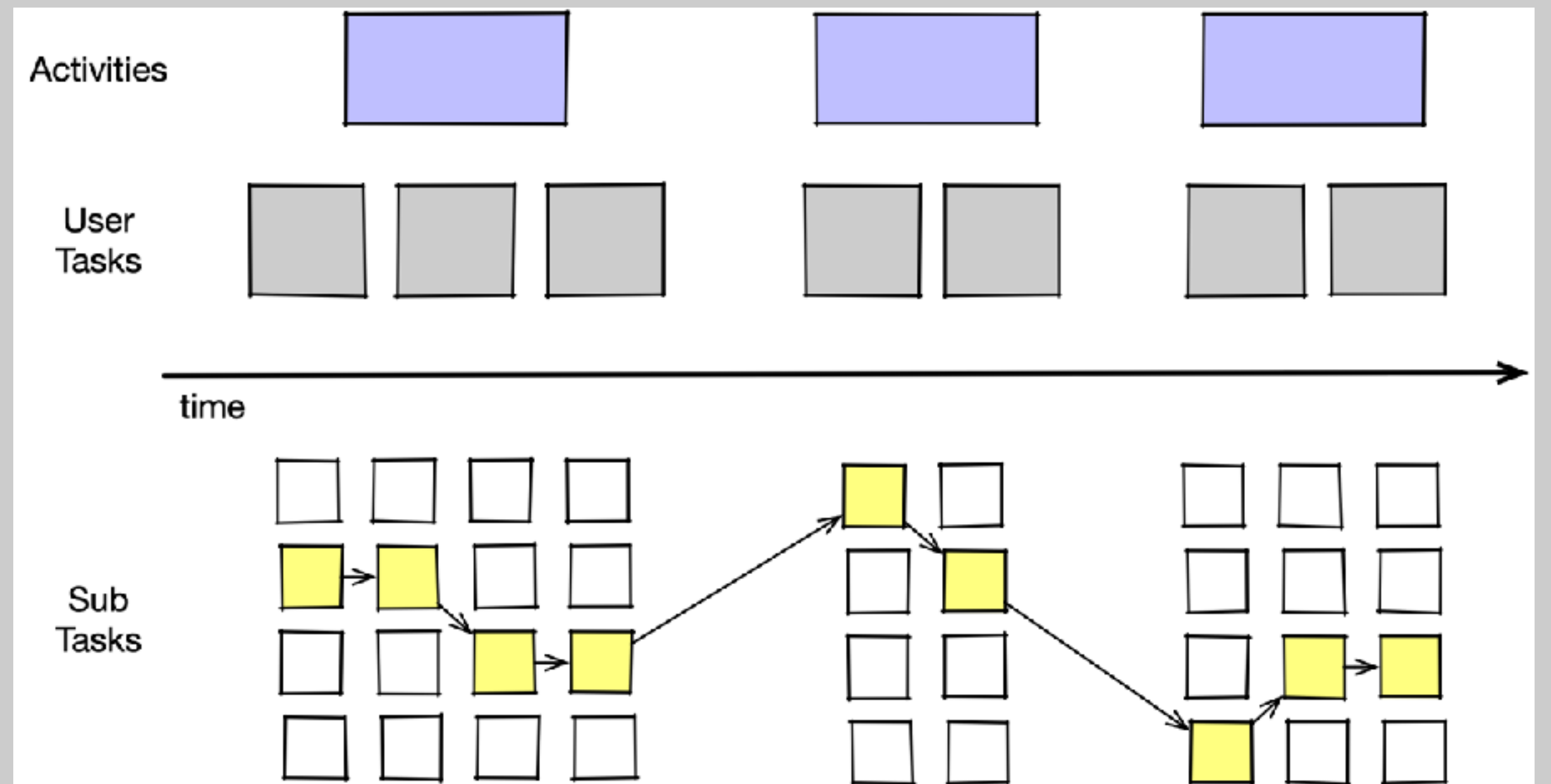
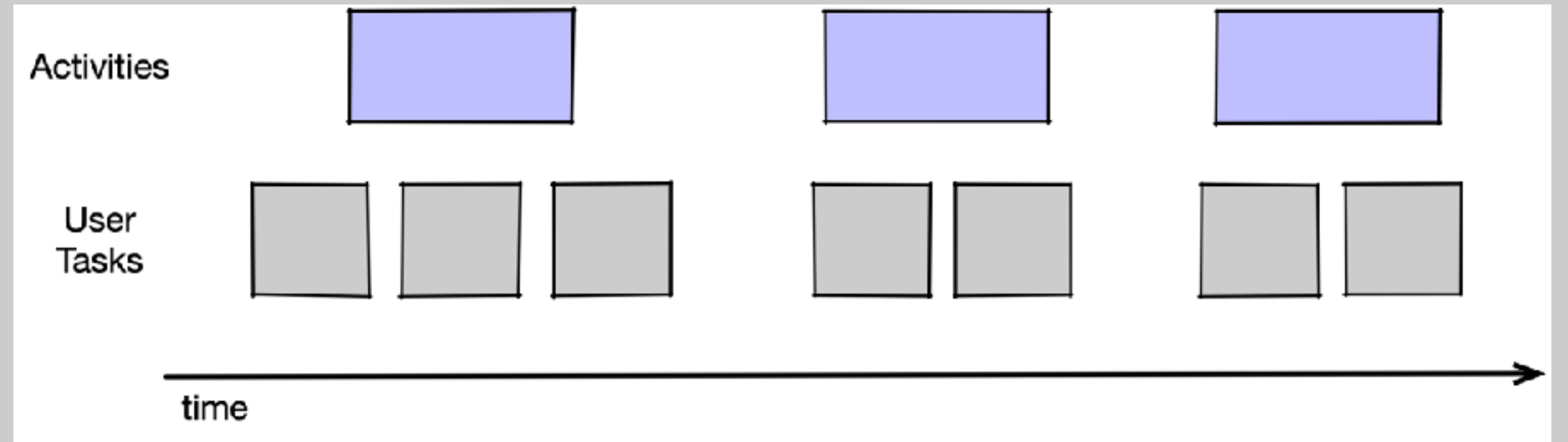
Knowledge Crunching Methods

Event
Storming

Domain
Storytelling

Example
Mapping

User Story
Mapping



DOMAIN MODEL

The domain should be the heart of a system

Draw

ation

Ubiquitous language

Learning

instead of fixed specifications

Attitude

instead of project templates

**The domain
should be the
heart of a
system**

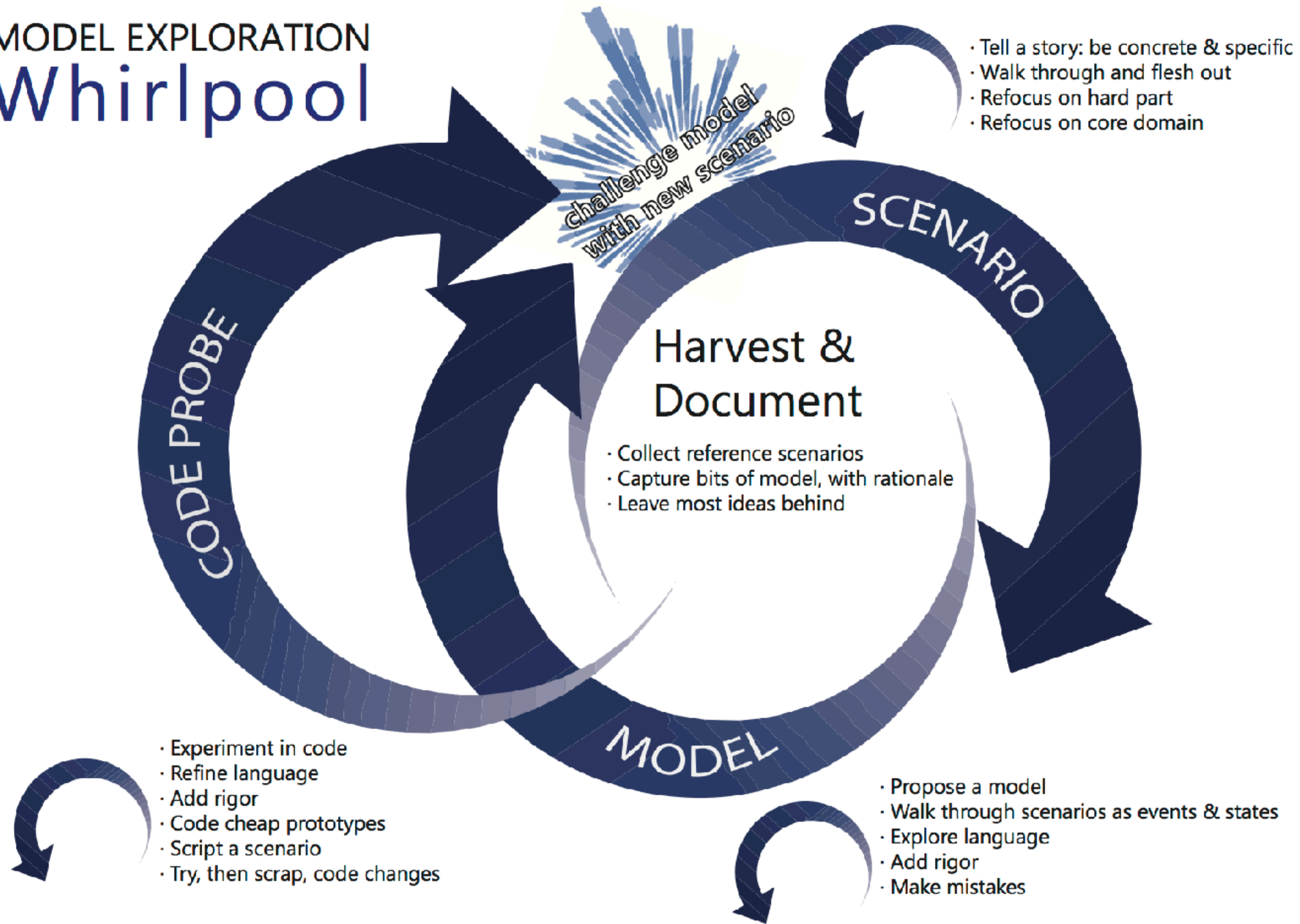
Culture

instead of default practices

Engineering

instead of technology blueprints

MODEL EXPLORATION Whirlpool



**Domain-
driven
Design**

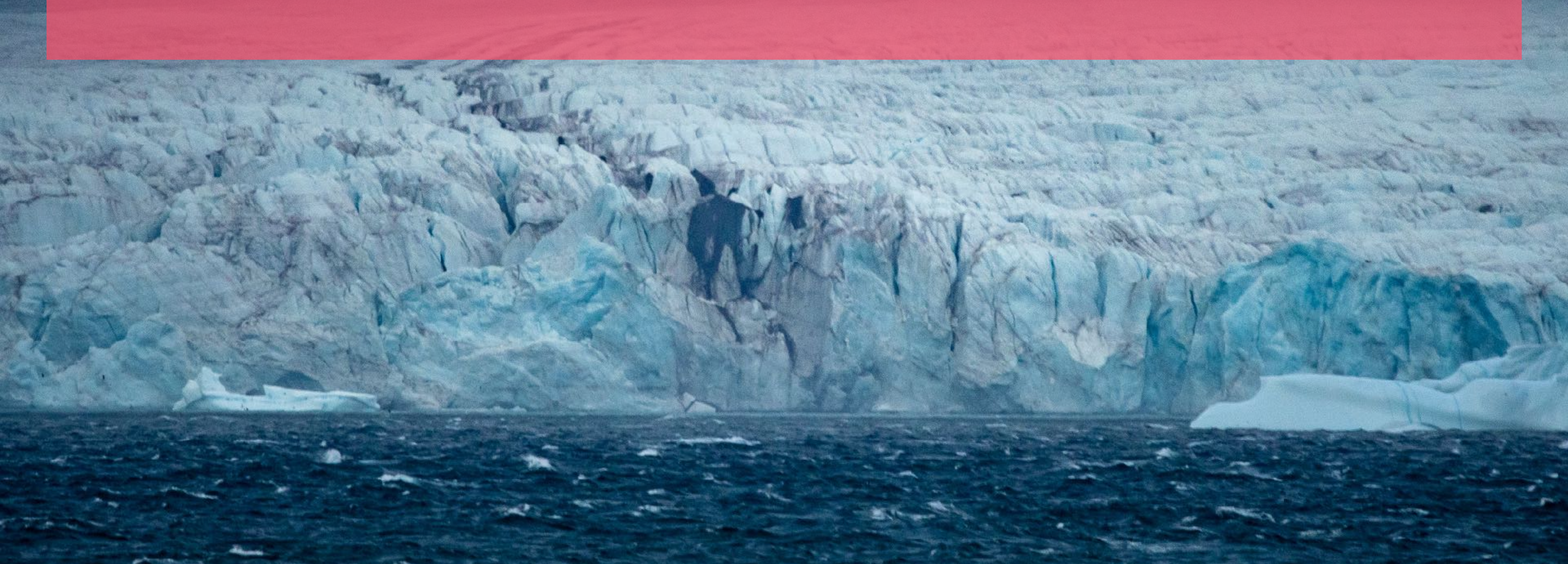


loves



**Domain
Experts**

The birthplace for Domain-driven Design in any organization is the close involvement of domain experts



Cultural Aspects of DDD

Continuous Learning

DDD acknowledges, that no perfect domain model or design will appear after your first design draft. You will learn new insights along the way.

Iterative Approach

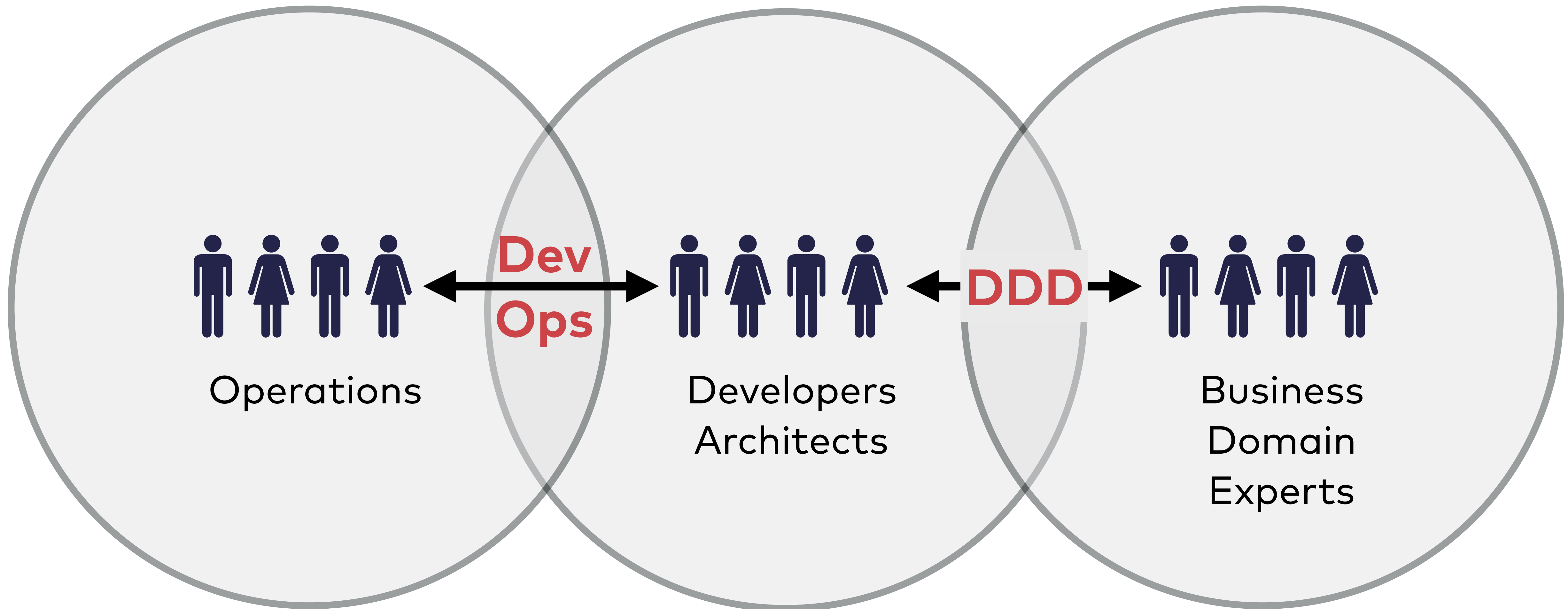
DDD aims at working in an iterative approach in order to enable the continuous learning to take effect.

Refactoring

There is a dedicated chapter with regards to refactoring. It is called „Refactoring towards a deeper insight“. It is part of the DDD culture to reflect new learnings as fast as possible in the code.

Empathy

DDD aims at working closely with a wide range of non-technical stakeholders. Both sides need empathy in order to create a productive working environment.



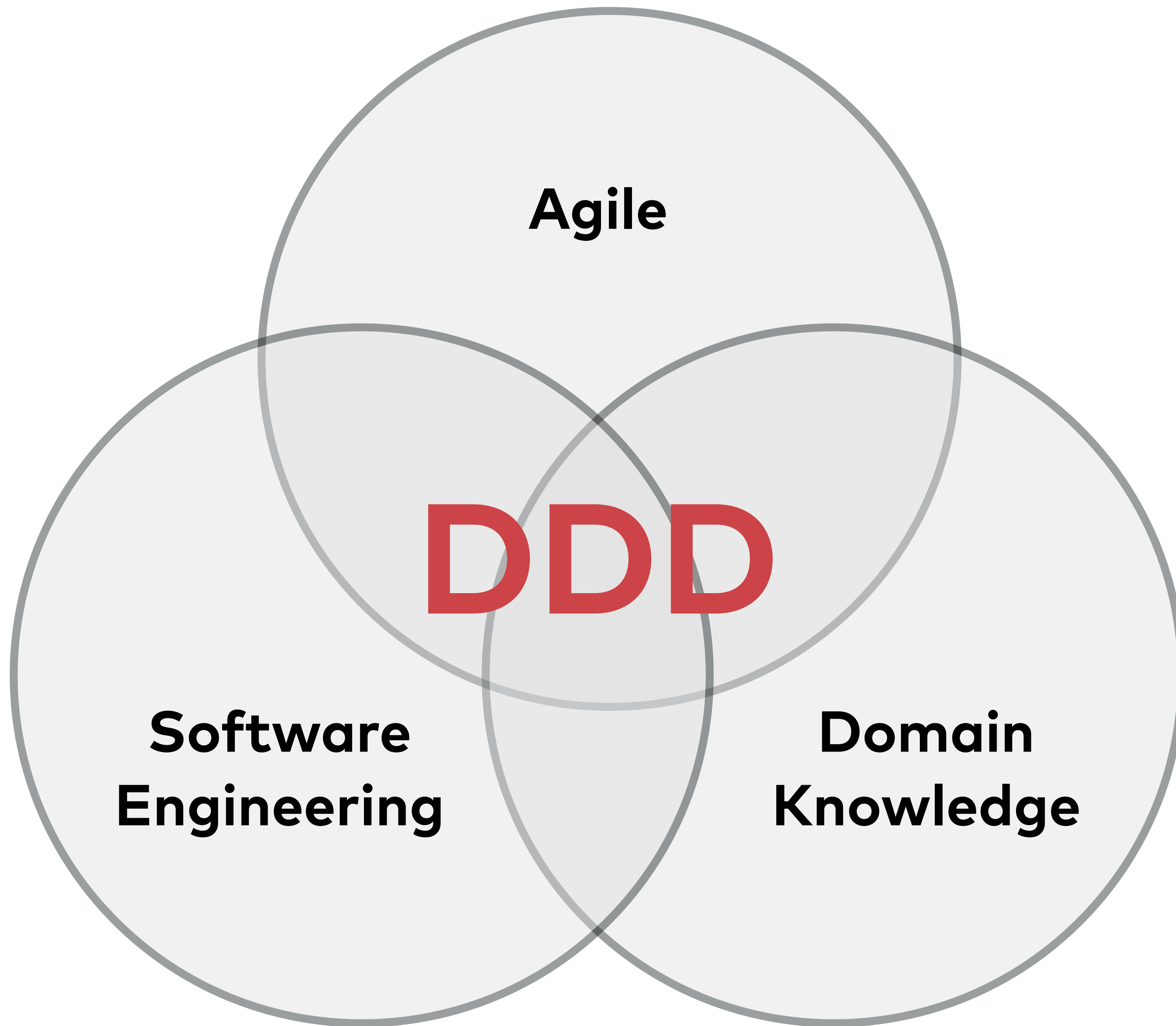
You design it, you build it, and you run it

Truly integrated teams are about

You design it,

you build it,

and you run it



Agile

DDD

**Software
Engineering**

**Domain
Knowledge**

Discount

<https://leanpub.com/ddd-by-example/c/etka19>



Hands On
**DOMAIN-
DRIVEN
DESIGN**

by example

COUPON

9.99 vs ~~13.99~~ - ~~17.99~~ USD

Michael Plöd



DANKE !

**Empathie
für
Fach-
Expert*innen**

Michael Plöd, @bitboss

INNOQ

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