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AN  
EVENT  
STORYING  
TALE

ORANGE

STICKIES

LATER

@ziobrando

6

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AN  
EVENT  
STORYING  
TALE

ORANGE STICKIES

LATER

GOTO AMSTERDAM 2018

@ziobrando

# ABOUT ME

- VERY HARD TO EXPLAIN MY JOB TO MY MOTHER
- RUNNING [WWW.AVANSOPERTA.IT](http://www.avanscoperta.it)
- MODELLING (ALMOST) EVERYTHING WITH STICKY NOTES, MARKERS AND A PAPER ROLL.
- CALLING THIS STUFF **EVENT**  
**STORMING**



**SHOW ME YOUR  
AGGREGATES!!!**

# 2013

- *FIRST BLOG POST ABOUT EVENTSTORMING*
- *ONE SINGLE PATH FROM BUSINESS TO AGGREGATE DISCOVERY*
- *THE BEGINNING OF A LONG JOURNEY*

# 2018

- GROWING MOMENTUM
- MANY PRACTITIONERS -> MANY IDEAS
- MANY DIFFERENT FORMATS:
  - BIG PICTURE / PROCESS MODELLING / SOFTWARE DESIGN
  - RETROSPECTIVE / INDUCTION / MORE...
- RUNNING OUT OF ORANGE AND LILAC POST-IT WORLDWIDE.

# BIG PICTURE EVENTSTORMING

MAKING SENSE OF A HUGE MESS

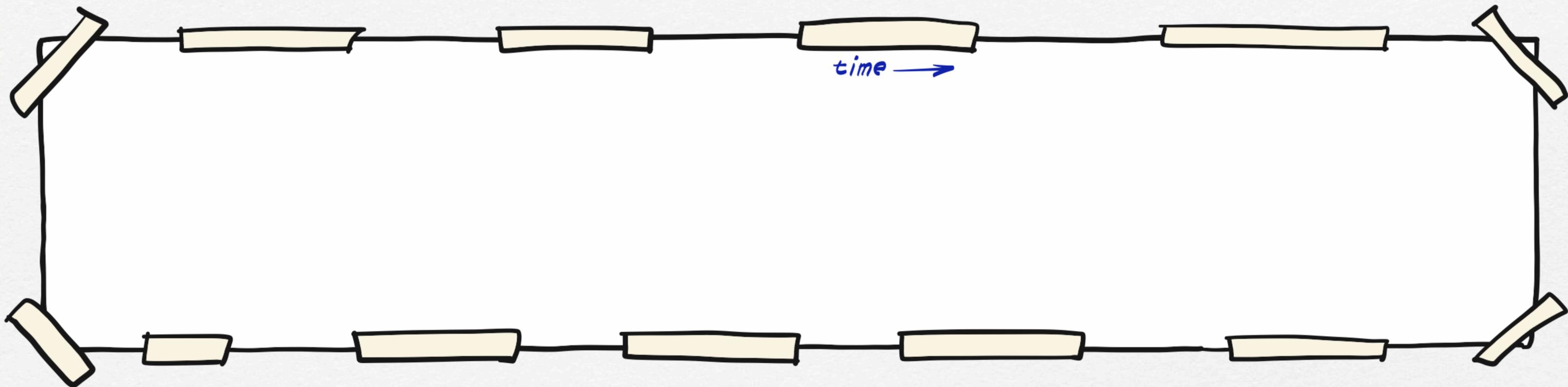
# BIG PICTURE WORKSHOP

- INVITE THE RIGHT PEOPLE -> BUSINESS, IT, UX
- PROVIDE UNLIMITED MODELLING SPACE
  - SURFACE, MARKERS, STICKIES
- MODEL **A WHOLE BUSINESS LINE** WITH DOMAIN EVENTS

HEY! SHOULDN'T  
WE FOCUS ON A  
SPECIFIC AREA?

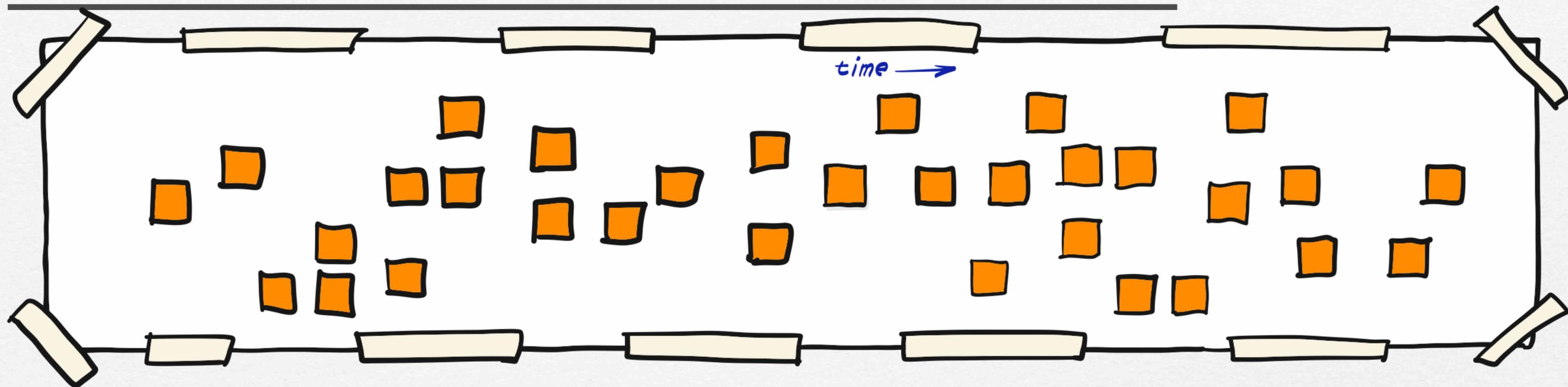
NOPE!

# ESTABLISH A TIMELINE



- SOME FACILITATOR TRICKS WILL KICKSTART THE DISCUSSION QUICKLY

# EXPLORE WITH DOMAIN EVENTS



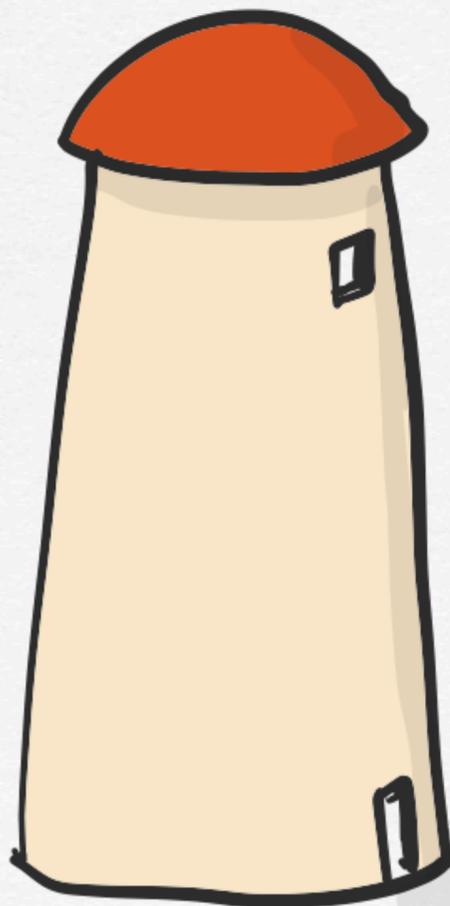
ITEM  
ADDED TO  
CART

THIS IS A DOMAIN EVENT

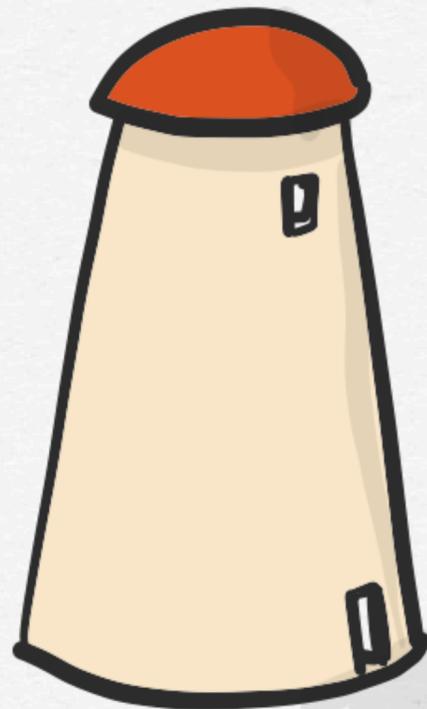
- **ORANGE** STICKY NOTE
- VERB AT **PAST TENSE**
- **RELEVANT** FOR DOMAIN EXPERTS

# THE SHAPE OF THE ORGANIZATION

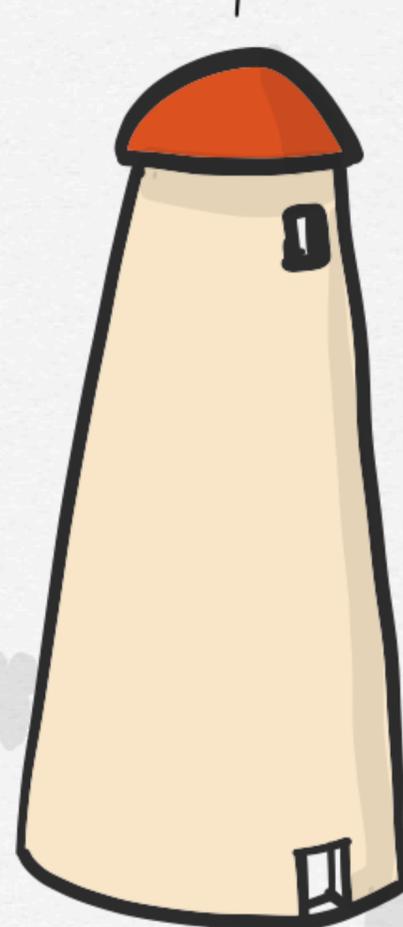
NOBODY KNOWS  
OUR STUFF BETTER



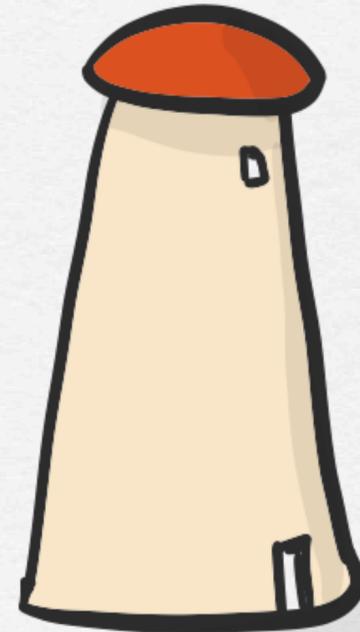
WE'RE GREAT



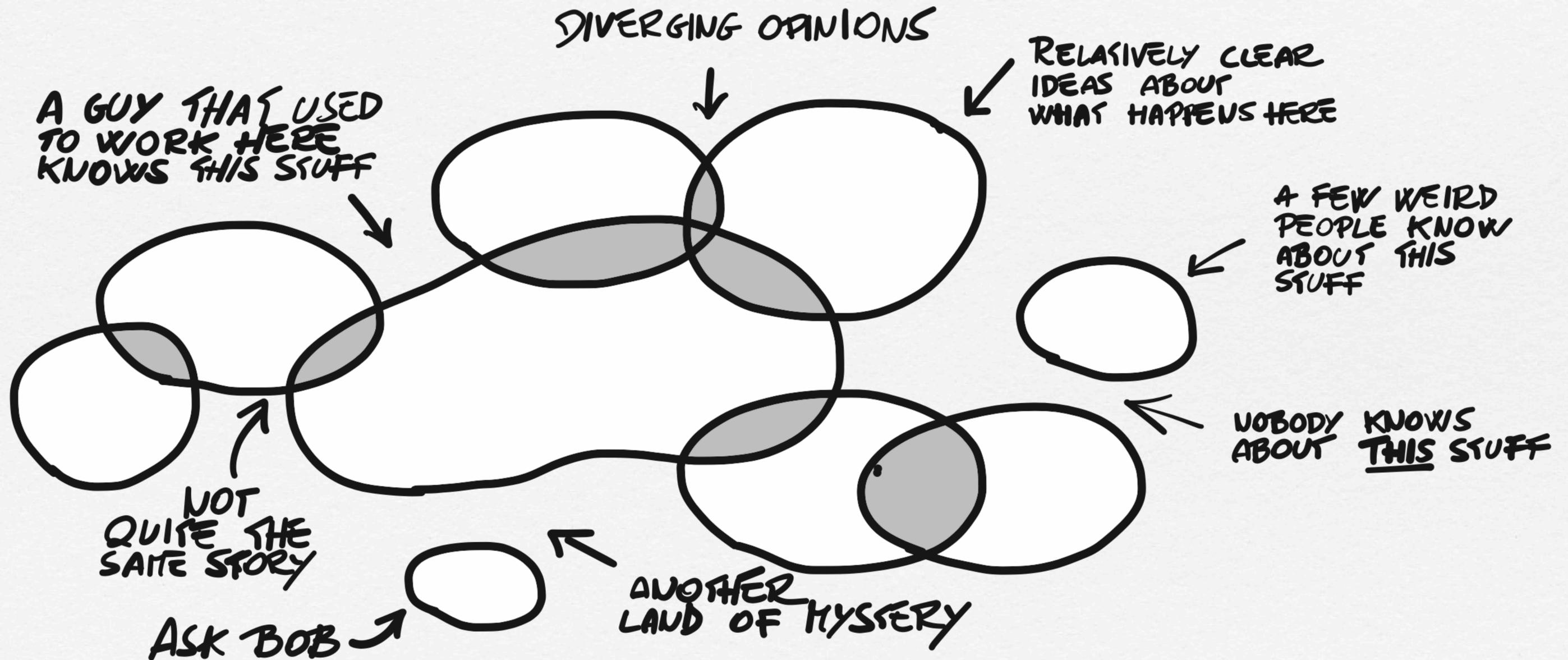
OTHER SILOS  
ARE A REAL MESS



NOT OUR  
PROBLEM,  
ANYWAY



# THE KNOWLEDGE DISTRIBUTION



# ENFORCING THE TIMELINE

- EXPERTS WILL USUALLY POST A LOCALLY ORDERED SEQUENCE OF EVENTS
- BUT ENFORCING A SHARED TIMELINE THEN TRIGGERS LONG AWAITED CONVERSATIONS

END OF MONTH  
31

BILLABLE AMOUNT CALCULATED

BILLABLE AMOUNT VERIFIED

INVOICE PREPARED

OMG IT TAKES AGES!!

THIS IS WHERE EVERYTHING IS STUCK!!

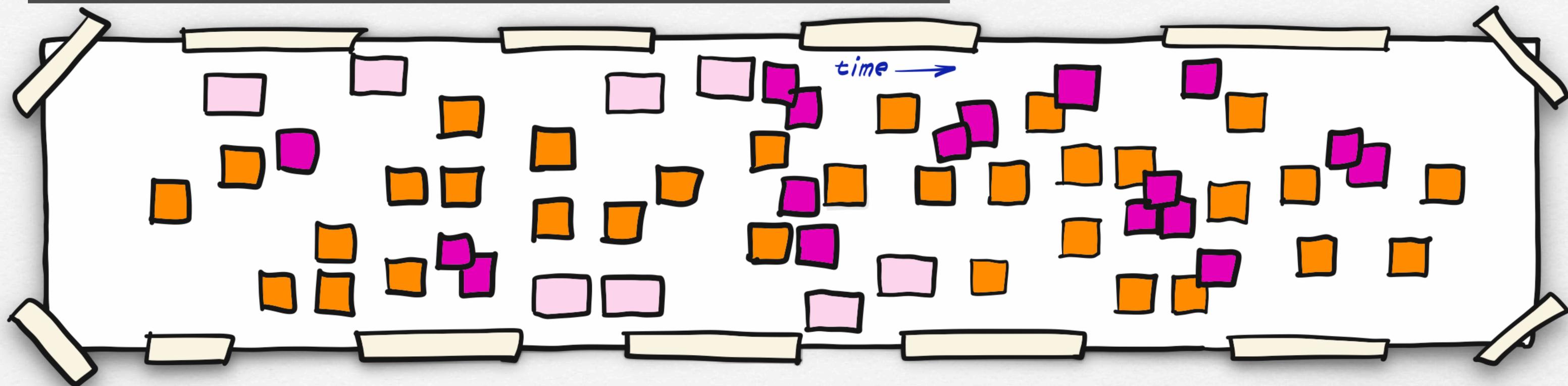
ERRORS ERRORS ERRORS :-(

# FOLLOWING STEPS

- STRUCTURE WILL EMERGE
- PEOPLE AND SYSTEMS WILL BE DISPLAYED
- ... PROBLEMS AND OPPORTUNITIES, VALUES, YOU CHOOSE!
- EVERY LAYER SPARKLES A NEW TYPE OF CONVERSATION
- KEY QUESTIONS AND INSIGHTS WITH POP UP



# OUTCOME (BIG PICTURE):



- THE WHOLE PROCESS IS VISIBLE
- MASSIVE LEARNING (CROSSING SILO BOUNDARIES)
- CONSENSUS AROUND THE CORE PROBLEM

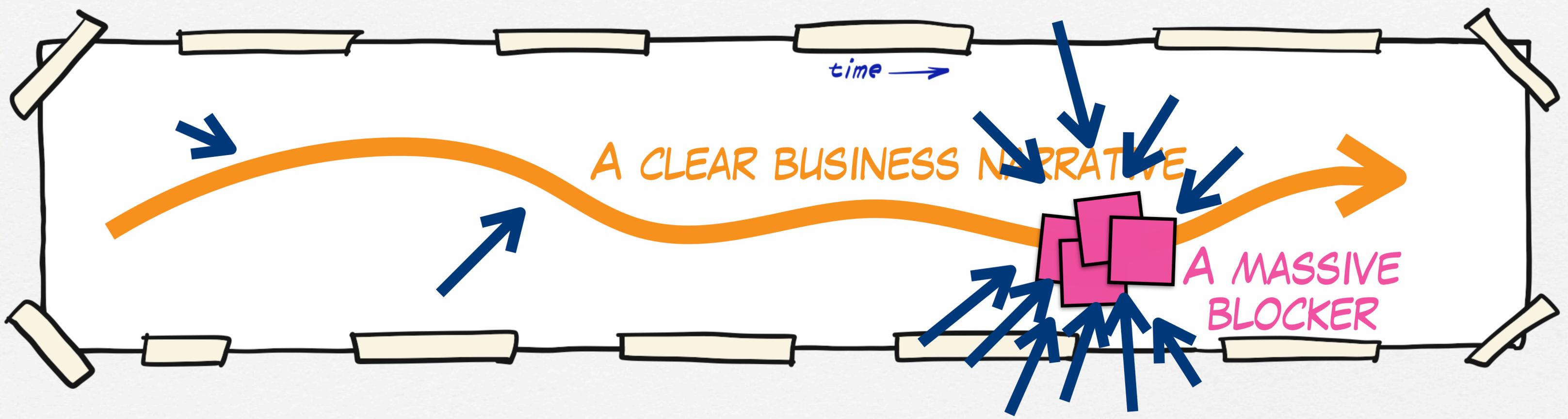
# MORE SPECIFICALLY...

- NO SCOPE LIMITATION (PAPER ROLL)
- EXPLORATION OF BOUNDARIES (EXTERNAL SYSTEMS & PEOPLE)
- -> THE **BOTTLENECK** IS IN THE PICTURE.
- -> THE **CORE DOMAIN** IS IN THE PICTURE

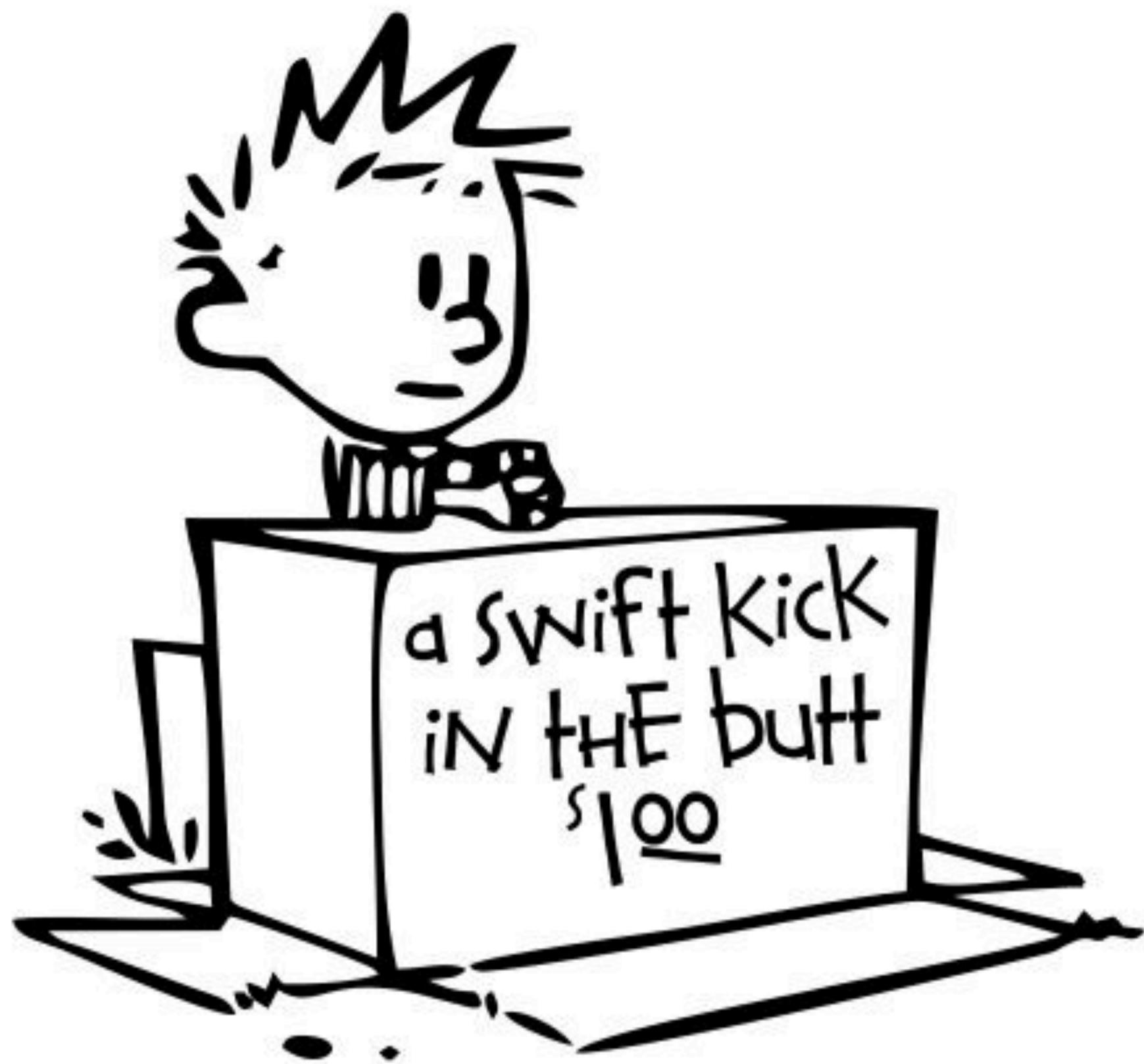


*CLARITY*

# ARROW VOTING



□ YOU ALREADY ACHIEVED CONSENSUS...



a swift kick  
in the butt  
\$100

# WORKING AROUND THE BOTTLENECK

- HIGHEST PRIORITY -> #NO BACKLOG
- HARD TO SOLVE -> #NOESTIMATES
- REQUIRES EXPERIMENTS -> #DDDESIGN  
#LEANSTARTUP

# BIG PICTURE IN A STARTUP

- INVITATIONS ARE A PIECE OF CAKE
- GREAT ATTITUDE
- NO PAST TO COMPARE WITH :-)

BIG PICTURE IN A MATURE COMPANY...



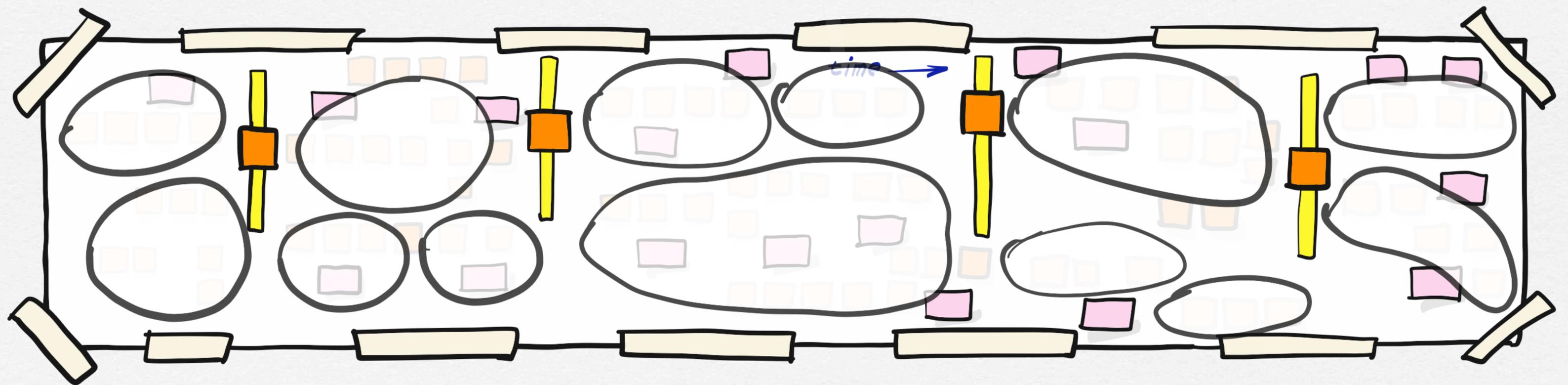
# BIG PICTURE IN A MATURE COMPANY

- HARD INVITATION PROCESS -> ALREADY TELLING US SOMETHING
- UNDERLYING CONFLICTS
- CORPORATE DYSFUNCTIONS
- LEGACY IMPLEMENTATION
- DUNGEON MASTERS

PLEASE, DO  
SOMETHING  
ABOUT  
INDIVIDUAL  
CONFLICTING  
BONUSES  
RIGHT NOW!

*SPECIAL OUTCOMES*

# EMERGING CONTEXT BOUNDARIES



# WHAT ABOUT MICROSERVICES?

ARE THEY THE SAME THING AS BOUNDED CONTEXTS?

# NOT THE SAME THING:

BOUNDED CONTEXT

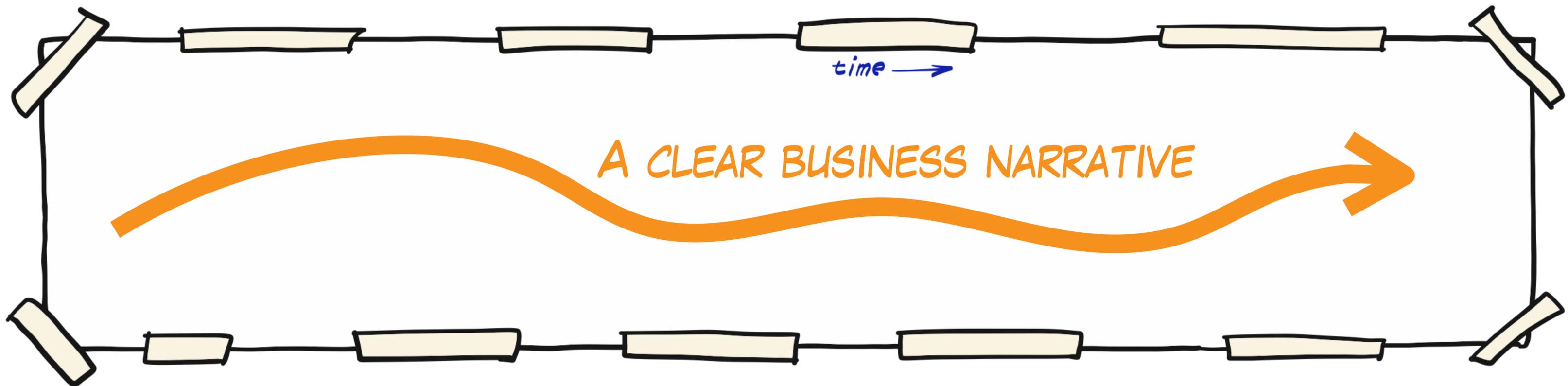
- A UNIT OF LANGUAGE CONSISTENCY
  - -> SINGLE TEAM
  - -> FEW STAKEHOLDERS
- AN INDEPENDENT MODEL TAILORED AROUND A SPECIFIC PURPOSE

Microservice

- A UNIT OF DEPLOYMENT
  - -> SINGLE TEAM
- (UNIT OF RESPONSIBILITY)

PURPOSE

# A PLATFORM FOR SELF-ORGANISATION

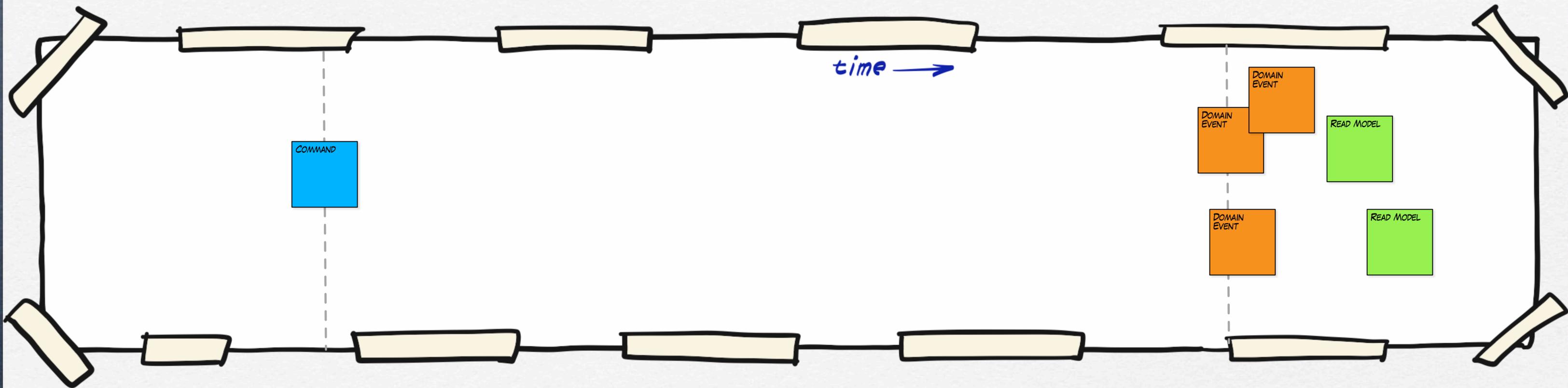


... AND NOTHING ELSE!

# PROCESS MODELLING

MAKING SURE WE'RE DOING THE RIGHT THING

# SCOPE: EPIC OR SET OF FEATURES



PRECONDITIONS

THE FLOW TO DISCOVER

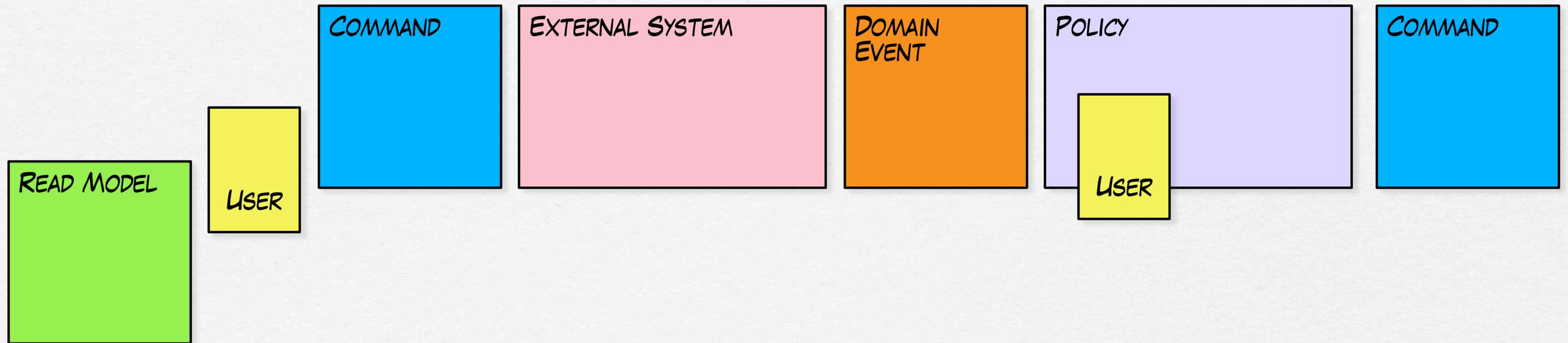
OUTCOMES

# WHAT ABOUT USER STORIES?

A PLACEHOLDER FOR FUTURE CONVERSATION...

THIS IS A GOOD  
CONVERSATION!

# COLOUR-PUZZLE THINKING



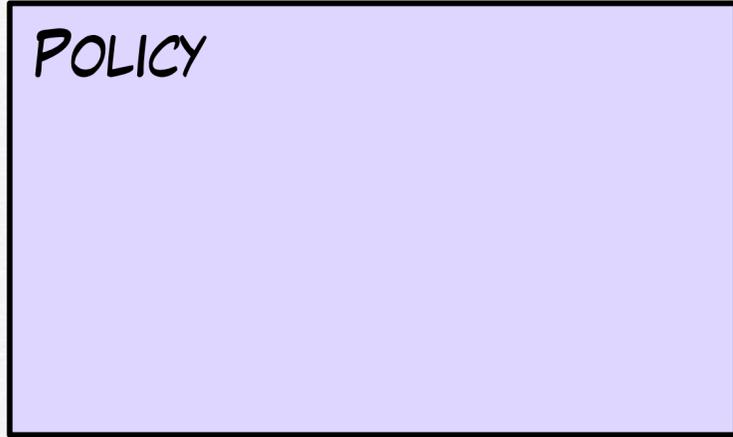
# COMMANDS / DECISIONS

COMMAND

- **COMMAND** IS NOT YET A SOFTWARE ARTEFACT
- IT'S A DECISION TAKEN BY A USER (OR A PIECE OF SOFTWARE)
- OUTSIDE-IN VS INSIDE-OUT THINKING

# INVESTIGATE POLICIES

POLICY

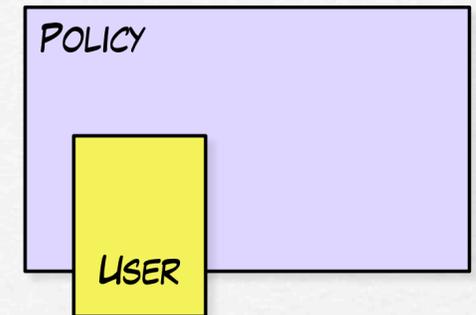


- HOW IS OUR SYSTEM SUPPOSED TO REACT TO GIVEN EVENTS?
- WHENEVER **EVENT** THEN **COMMAND**
- "WE NEED A **LILAC** BETWEEN THE **ORANGE** AND THE **BLUE**"

THIS IS WHERE EVERYBODY LIES

AMBIGUITY DOES NOT COMPILE

# POLICIES SPECTRUM



- **IMPLICIT POLICIES: WITHOUT AN EXPLICIT AGREEMENT**
- **EXPLICIT POLICIES: ASSUMING EVERYONE IS FOLLOWING THEM**
- **AUTOMATION:**
  - **LISTENERS, SAGAS, PROCESS MANAGERS**



CHALLENGING VALUE

# CHALLENGING VALUE



- EVERY STEP CAN CREATE OR DESTROY VALUE FOR GIVEN USERS
- DISCOVERING MULTIPLE CURRENCIES
- DISCOVERING NEW OPPORTUNITIES
- DISCOVERING INCONSISTENCIES

# EVENT STORMING

ENABLES CROSS-PERSPECTIVE  
CONVERSATION

SOFTWARE DESIGN, USER EXPERIENCE, BUSINESS MODELLING, LEAN ETC.

JUST MODEL  
TOGETHER!

I NEVER SAID IT'S  
EASY

# A DIFFERENT JOB

- BIG PICTURE IS FOR DISCOVERY -> DISAGREEMENTS ARE OK
- HERE WE ARE REACHING AN AGREEMENT -> CONSENSUS IS HARD

# SOFTWARE DESIGN

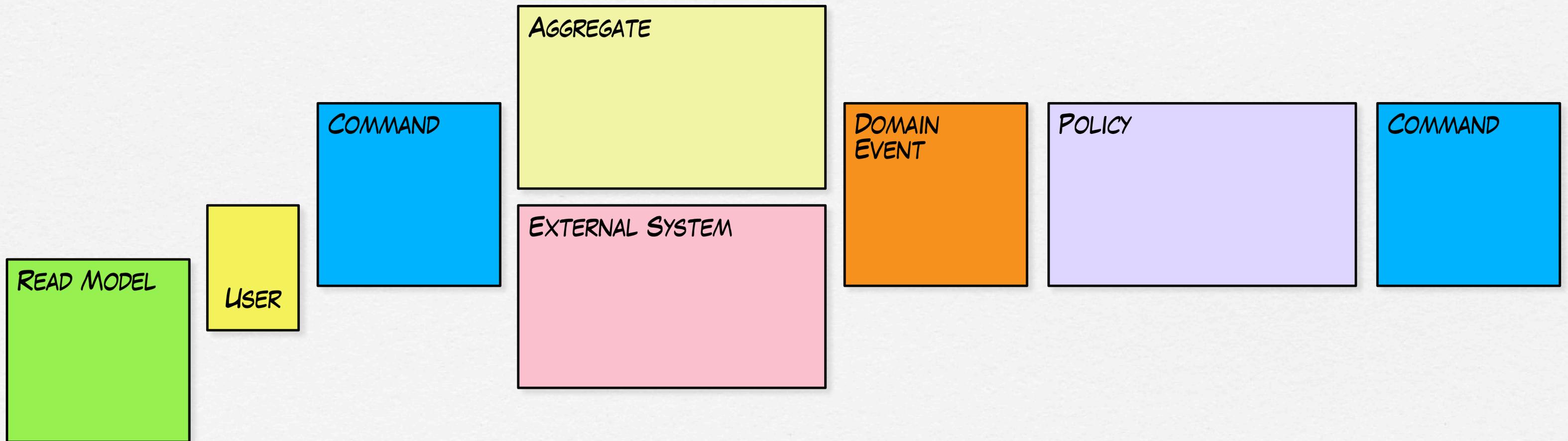
AKA: CORPORATE BULL\*\*\*T DOES NOT COMPILE.



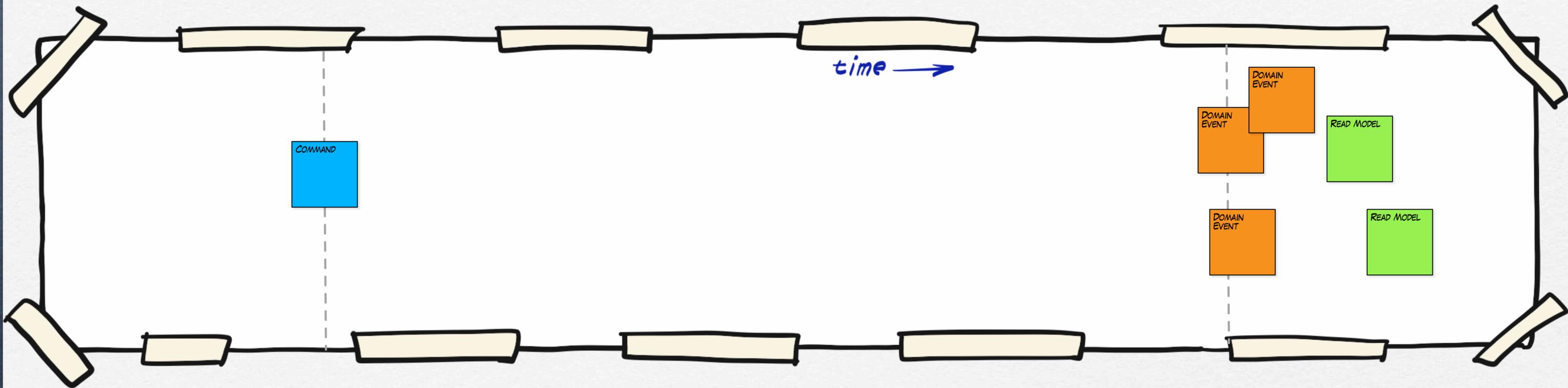
ANOTHER LITTLE  
PROBLEM...

THE MOMENT SOMEONE  
PRONOUNCES THE WORD  
"AGGREGATE" SUDDENLY  
EVERYBODY FROM THE  
BUSINESS HAVE SOMETHING  
URGENT TO DO

# COLOUR-PUZZLE THINKING - AGAIN



# SCOPE: EPIC OR SET OF FEATURES



PRECONDITIONS

THE FLOW TO DISCOVER

OUTCOMES

# INVESTIGATING AGGREGATES

AGGREGATE

- STATE MACHINE LOGIC
- FOCUS ON BEHAVIOUR, NOT DATA
- POSTPONE NAMING
- DON'T FALL IN LOVE WITH YOUR INTUITION

# UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY
- SYMMETRIES ARE TELLING YOU SOMETHING
- ...BUT ALSO THE LACK OF THEM.
- BRUTE FORCE DOES NOT WORK!



# REWRITING EVENTS

DOMAIN  
EVENT

- PEDANTIC SEMANTIC PRECISION
- ... WE STARTED FROM CHAOS, REMEMBER?
- MULTI-LAYERED -> EMERGING BOUNDED CONTEXTS
- KEY INFORMATION BECOMES VISIBLE



**HARD** PROBLEMS DON'T HAVE  
AN **OBVIOUS** SOLUTION

# DISCOVERING READ MODELS

READ MODEL

- THEY'RE NOT "JUST DATA"
- THEY'RE DECISION MAKING TOOLS
- DON'T LET "REUSE" GET IN THE WAY

# DISCOVERING READ MODELS

READ MODEL

## 1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

## 2. DEFINE THE NECESSARY DATA

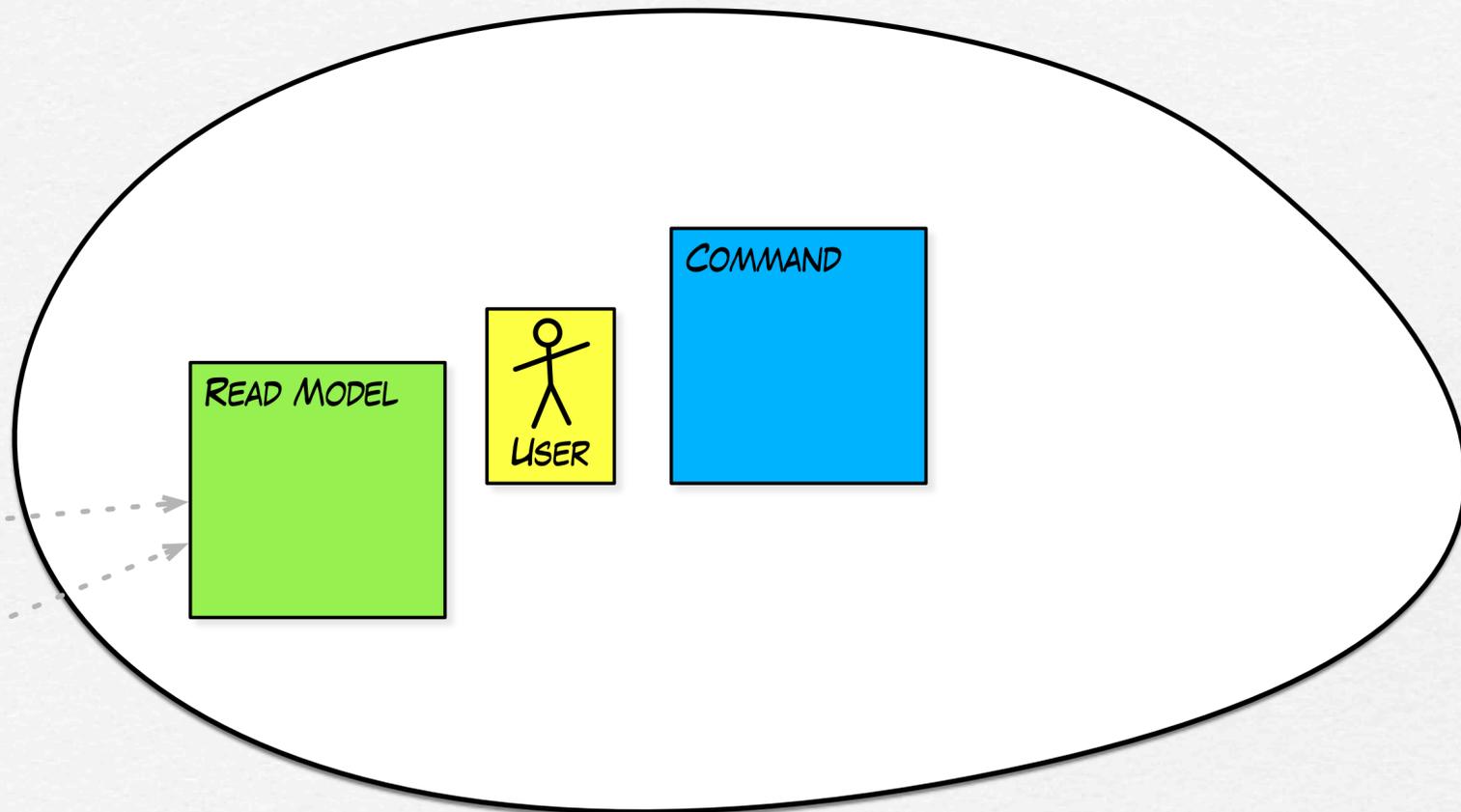
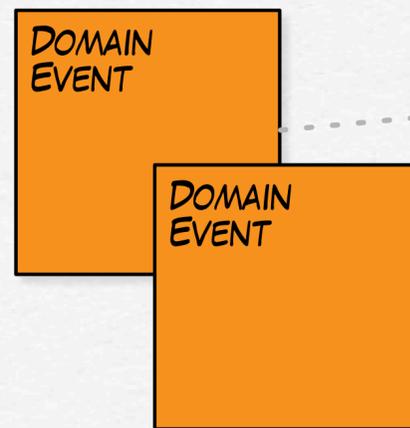
- DATA SET
- PAGE LAYOUT

## 3. MAKE IT HAPPEN

- PROJECTIONS, COMPOSITE UI, MASHUPS, GOOD OLD QUERIES, VIEWS AND STORED PROCEDURES. #WHATEVERIT TAKES

# WHERE DOES IT BELONG?

THE DATA MAY  
COME FROM  
DIFFERENT  
SOURCES



BUT THE READ MODEL  
IS TAILORED AROUND  
THE LOCAL DECISION

CAN WE USE  
WIREFRAMES TOO?

SURE!

# NEED PRODUCT OWNER BADLY

- EXPLORATION IS NEEDED IN ORDER TO CHALLENGE THE MODEL
- PRODUCT OWNER IS NEEDED IN ORDER TO BRING REALITY IN
- KNOWING WITHOUT IMPLEMENTING IS FINE ...AS LONG AS IT'S CHEAP.

# DESIGN STYLE

- OUR FUZZY DEFINITIONS WILL GET PROGRESSIVELY REWRITTEN
- THERE IS NO OVER-DESIGN: WE'RE ON THE CORE!
- EXPECT A LOT OF HEALTHY THRASHING
- A SINGLE SOLUTION WON'T BE ENOUGH
  - SPLIT & MERGE
  - COLLECT CONVERSATIONAL TERMS
  - RAISE THE BAR



TAKEAWAYS



# EVENT STORMING

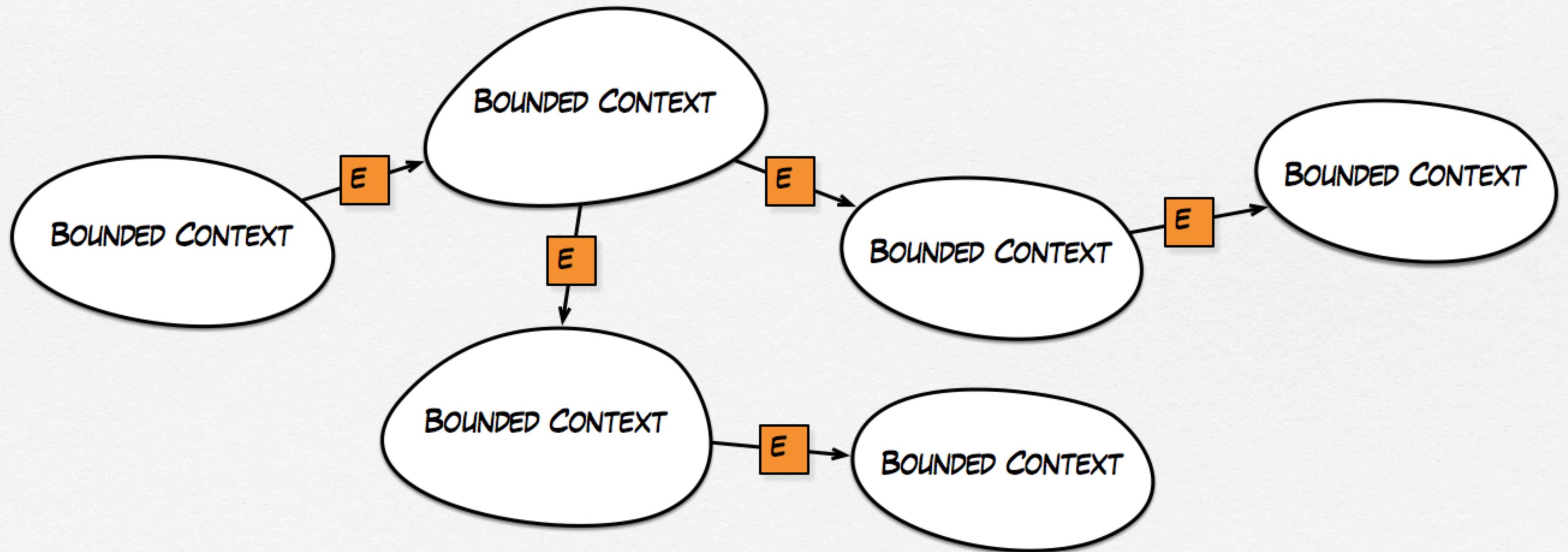
IS MY PIZZA:  
YOU CAN ADD YOUR  
TOPPINGS

WITH THE NOTABLE EXCEPTION OF DATABASE TABLES AND PINEAPPLE

# DOMAIN EVENTS AS LINGUA FRANCA

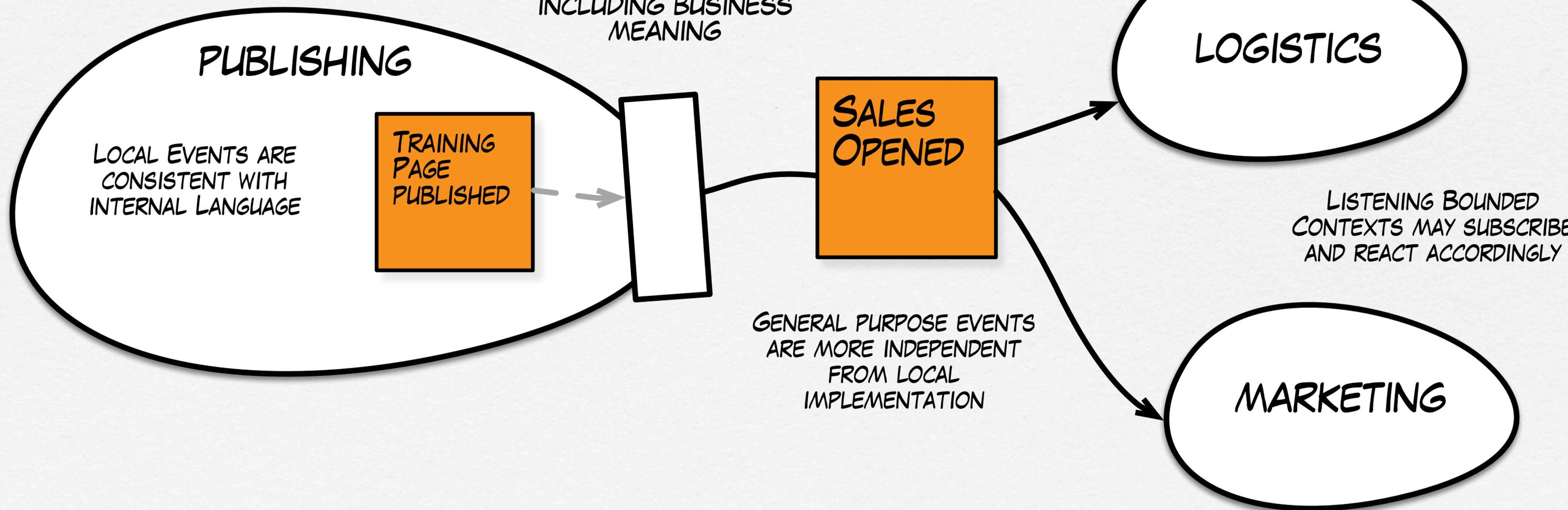
- **DOMAIN EVENTS** ARE A BETTER CHOICE FOR...
  - ...DESCRIBING THE BUSINESS
  - ...IMPLEMENTING THE SUPPORTING SOFTWARE

# EVENTS ARE WAY BETTER TO PREVENT IT



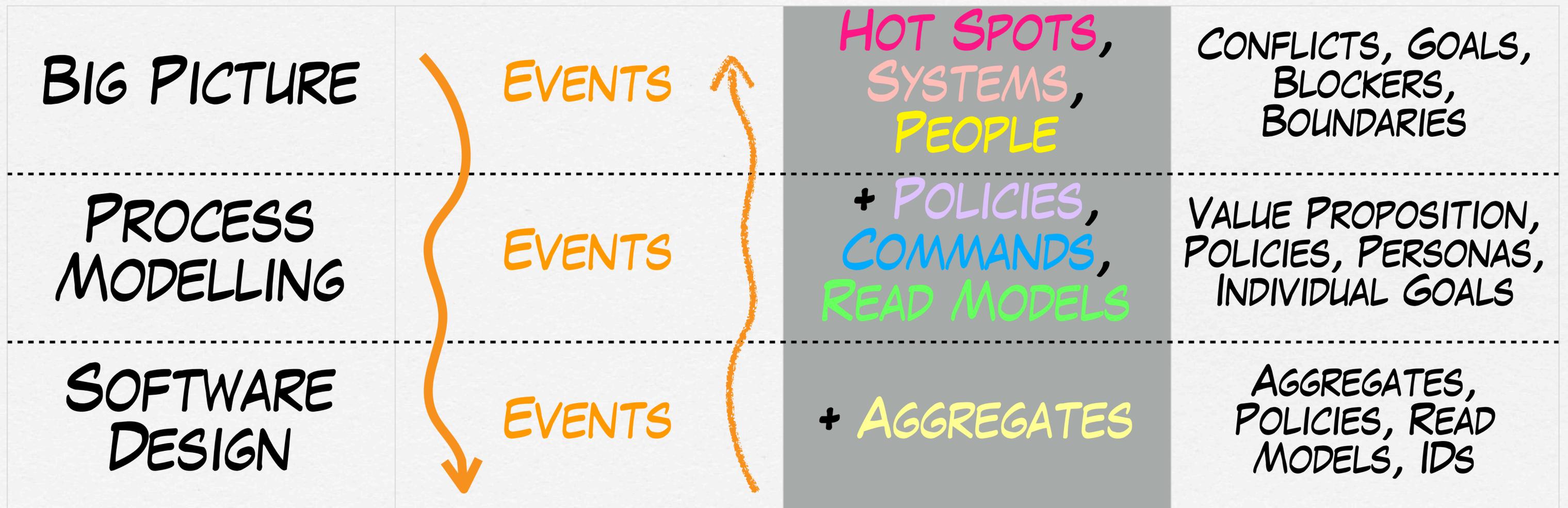
# EVENTS AS PUBLISHED LANGUAGE

TRANSLATION HAPPENS  
AT THE BORDER,  
INCLUDING BUSINESS  
MEANING



THEY ALLOW ZOOMING!

# FROM VISION TO DETAIL (AND BACK)



IF I CAN CHOOSE ONE...

# A TOOL FOR A PURPOSE-DRIVEN ORGANIZATION

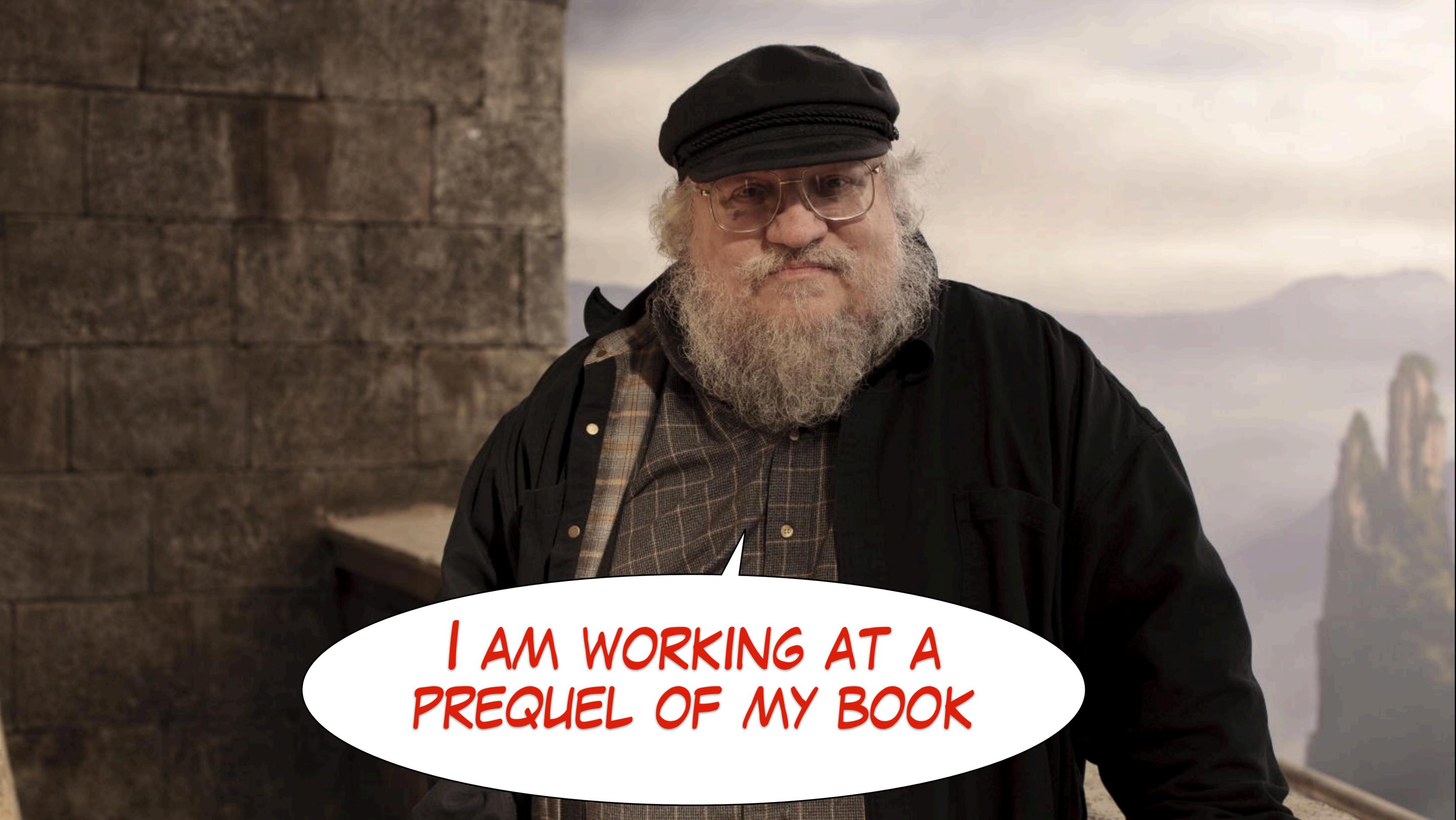
WHO ARE WE MAKING HAPPY?





QUESTIONS?

EVERY QUESTION IS  
WELCOME, EXCEPT  
"WHEN WILL YOU FINISH  
THE BOOK?"



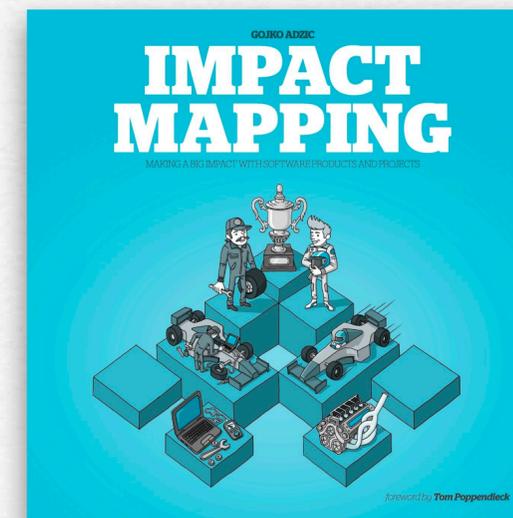
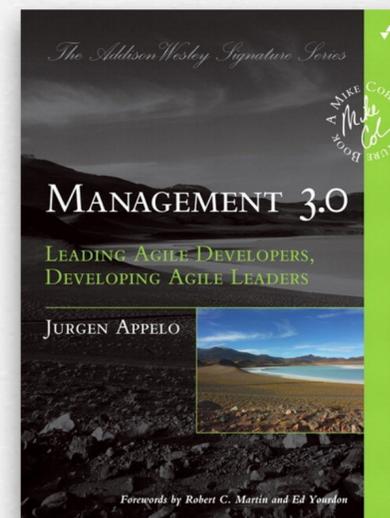
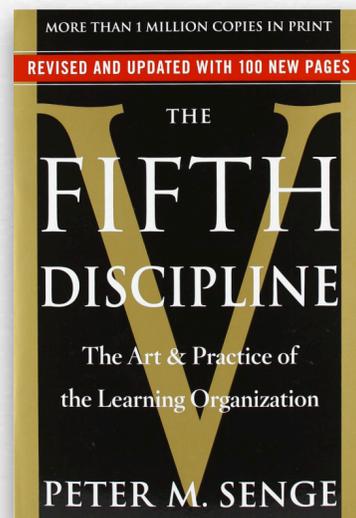
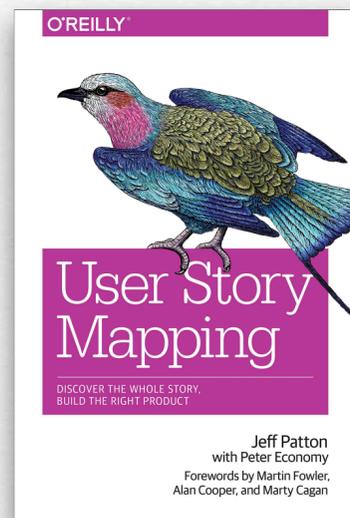
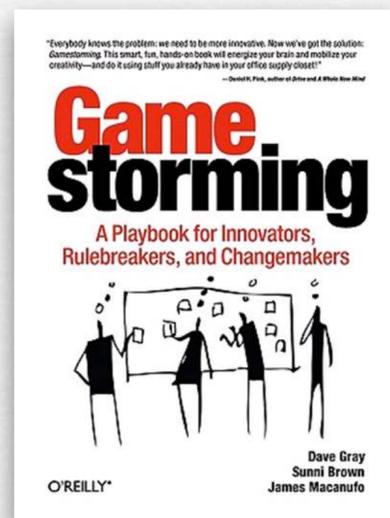
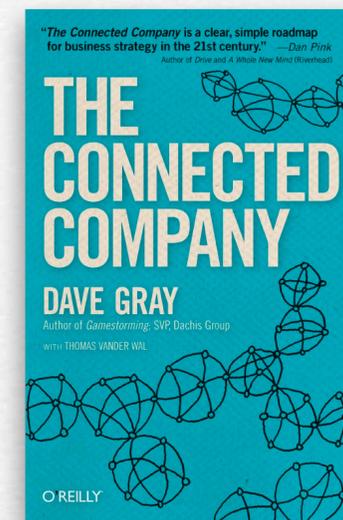
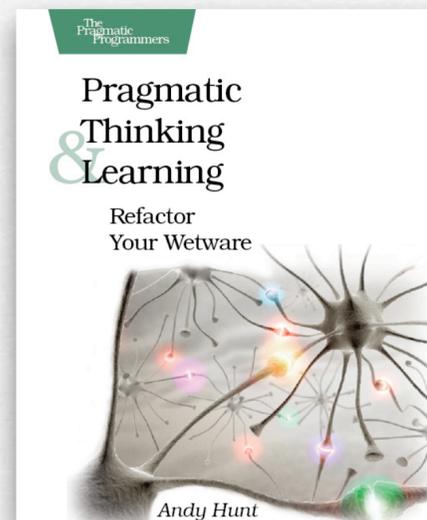
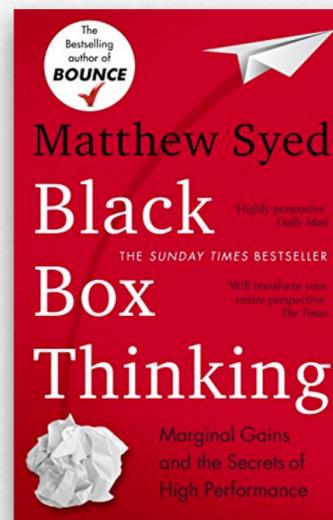
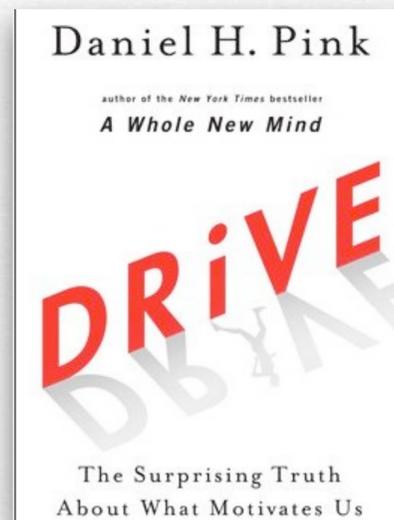
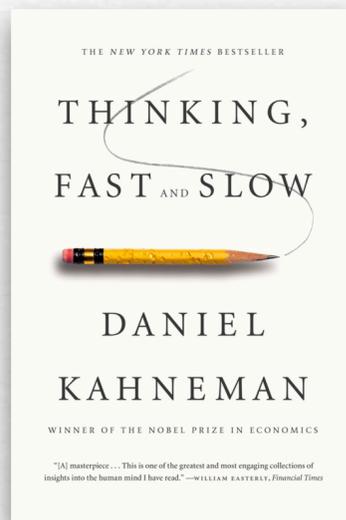
**I AM WORKING AT A  
PREQUEL OF MY BOOK**



QUESTIONS?

THANK YOU!

# REFERENCES



# REFERENCES

- [WWW.EVENTSTORMING.COM](http://WWW.EVENTSTORMING.COM)
- EVENTSTORMERS ON GOOGLE+
  - [HTTPS://PLUS.GOOGLE.COM/U/0/COMMUNITIES/113258571348605620818](https://plus.google.com/u/0/communities/113258571348605620818)
- LEANPUB BOOK IN PROGRESS:
  - [HTTP://LEANPUB.COM/INTRODUCING\\_EVENTSTORMING](http://leanpub.com/introducing_eventstorming)
- BLOG:
  - [HTTPS://MEDIUM.COM/@ZIOBRANDO](https://medium.com/@ziobrando)
  - [HTTP://ZIOBRANDO.BLOGSPOT.COM](http://ziobrando.blogspot.com)
- TWITTER: @ZIOBRANDO
- TRAININGS & WORKSHOP FACILITATION: [INFO@AVANSCOPERTA.IT](mailto:info@avanscoperta.it)
  - [HTTP://WWW.AVANSCOPERTA.IT](http://www.avanscoperta.it)

# EVENT STORMING

