07



Development — 07 Builds

The Foundry

Build it one chunk at a time.

PURPOSE

Build each chunk for real, put it in front of people as soon as it can be touched, and keep, change or drop it on what happens.

The Foundry

07 · DEVELOPMENT · BUILDS

OWNER | BUILDING | WHO DECIDES | LAST UPDATED | SCORE / 50

1 What we're building

The whole thing, from the Sketchbook.

SCORE 1 2 3 4 5

2 The chunks

Every chunk, with its status.

SCORE 1 2 3 4 5

3 Building now

The chunk being built, at its smallest.

SCORE 1 2 3 4 5

4 Who builds

Who does the work, and who decides.

SCORE 1 2 3 4 5

5 What we're reusing

The existing parts it's built from.

SCORE 1 2 3 4 5

6 Ready to touch

Chunks people can try now.

SCORE 1 2 3 4 5

7 Who touched it

Personas and real people who tried it.

SCORE 1 2 3 4 5

8 What happened

Each result, against its question.

SCORE 1 2 3 4 5

9 Decisions

Keep, change or drop, for each chunk.

_____ ☐ Keep ☐ Change ☐ Drop

_____ ☐ Keep ☐ Change ☐ Drop

_____ ☐ Keep ☐ Change ☐ Drop

SCORE 1 2 3 4 5

10 What we learned

What goes back to the Sketchbook and the Canvas.

SCORE 1 2 3 4 5

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **What we're building**	Copy what you're building from the Sketchbook, in a line or two.	Unclear.	Copied from the Sketchbook.	Copied from the Sketchbook, and everyone building it can say it in their own words.
2 **The chunks**	List every chunk and mark it: not started, building, or ready to touch.	A to-do list.	Every chunk with a status.	Every chunk with an honest, current status, and its question beside it.
3 **Building now**	Name the chunk being built now, and the smallest version that answers its question.	Several things at once.	One chunk at a time.	One chunk, cut to the smallest version that still answers its question.
4 **Who builds**	Name who is doing the work, the tools they use, and the one person who decides.	Nobody named.	Builders and a decider named.	The builders and their tools named, and one person deciding what's worth making and whether it worked.
5 **What we're reusing**	List what each chunk reuses from what you already have.	Built from scratch.	The main reused parts.	Every chunk built on what exists wherever it can be, with what was saved.
6 **Ready to touch**	List the chunks people can actually try now.	Something half-working, shown to a few.	At least one chunk.	Every finished chunk in people's hands before the next one depends on it.
7 **Who touched it**	Write who tried each chunk: synthetic personas and real people.	Only the team.	Some real people.	Personas and real people from the trend, for every chunk.
8 **What happened**	Write what happened with each chunk, compared with what it had to prove.	Opinions.	A result for each chunk.	A result for each chunk measured against its question, with what people did, not just said.
9 **Decisions**	Decide for each chunk: keep, change or drop. A person decides.	Everything kept.	A decision for each chunk.	A decision for each chunk, made by a person on the evidence, with the date.
10 **What we learned**	Write what the build taught you, as changes to the Sketchbook and the Canvas.	A vague impression.	One or two lessons.	Clear lessons, written as changes to make in the Sketchbook and the Canvas.