

Development — 05 Blueprints

The Sketchbook

Draw it before you build it.

PURPOSE

Figure out what you're going to build before you build it: the whole thing, cut into small chunks that can each change on their own.

The Sketchbook

05 · DEVELOPMENT · BLUEPRINTS

OWNER | JOURNEY | WHO DECIDES | REVIEW DATE | SCORE / 50

1 Ready to move

The journey, its early validation, and who said go.

SCORE 1 2 3 4 5

2 What we're building

The whole thing, in a line or two.

SCORE 1 2 3 4 5

3 The shape of it

The floor plan.

SCORE 1 2 3 4 5

4 The chunks

Small parts, each tied to a moment.

SCORE 1 2 3 4 5

5 How they connect

Kept as loose as possible.

SCORE 1 2 3 4 5

6 What each chunk must prove

One question per chunk.

SCORE 1 2 3 4 5

7 What we already have

The foundations.

SCORE 1 2 3 4 5

8 What's new

Only what we truly have to make.

SCORE 1 2 3 4 5

9 Order

Which chunks go first, and why.

1 _____

2 _____

3 _____

4 _____

5 _____

SCORE 1 2 3 4 5

10 What we don't know yet

Open questions, and what would drop a chunk.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

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 **Ready to move**	Name the journey that passed the Simulator, what showed it's ready, and who said “go”.	A journey nobody has tested.	A journey with some thumbs up from the Simulator.	A journey with thumbs up from both the panel and real people, and the owner's “go” with the date.
2 **What we're building**	Say what you're building and who it's for, in one or two plain lines.	A feature list.	A clear line on what it is.	One or two lines anyone could repeat: what it is, who it's for, and the moment it serves.
3 **The shape of it**	Sketch the whole thing and its main parts, like a floor plan.	A list, not a shape.	A simple sketch of the main parts.	A clear sketch where every part traces back to a moment in the journey.
4 **The chunks**	Cut it into chunks: each one something a person can touch, small enough to build in days.	Big parts that take months.	Several small chunks, each tied to a moment.	Small chunks that each stand alone, can be built in days and dropped without breaking the rest.
5 **How they connect**	Write what each chunk needs from the others, and keep it as little as possible.	Everything depends on everything.	The main links between chunks written down.	Only the links that must exist, so each chunk can change, ship or be dropped on its own.
6 **What each chunk must prove**	Give every chunk one question it must answer once built.	No questions, just tasks.	A question for most chunks.	A clear, checkable question for every chunk, written before anything is built.
7 **What we already have**	List the people, data, customers and tools you can build on.	Starting from nothing.	The main things you can reuse.	Everything you can rearrange first, matched to the chunks that will use it.
8 **What's new**	List only what you must build new.	Everything is new.	A short list of new things.	A minimal list, each new thing justified by a chunk nothing else can serve.
9 **Order**	Number the chunks in the order you'll build them, starting with what's riskiest or most valuable.	A rough guess at an order.	An order.	An order that builds the riskiest, most valuable chunk first, with a line on why.
10 **What we don't know yet**	List what's still open, and the result that would make you drop each chunk.	A vague worry.	The main open questions.	Every open question, each with the result that would drop the chunk it belongs to.