



# Modelling Business Architecture & Team Topologies with Event Storming

#3-hrs  
hands-on



## REMINDER 19 hours ago

Masks are required at Agile2022 in ALL conference space unless you are eating or drinking, a conference speaker making a presentation (keeping a 6-ft distance), or taking a quick photo or selfie. We want to make sure everyone stays healthy – and FEELS comfortable. Let's look out for each other and wear our masks!



Nick

#Tech  
Consultant

#Lover of Palinka  
(Hungarians  
claimed me)

#Wrote a book in  
2014, working on  
a new one now

#Running  
workshops with  
Zsofi since 2017

#Gran Turismo  
Enthusiast

Zsófi

#Product  
Manager

#workingWith  
AgileTeams

#goldenRetriever  
Owner

#12yearsIn  
Agile

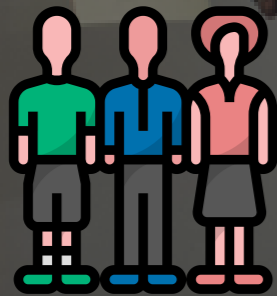
#17yearsIn  
Profession





# Today's agenda

Stake  
holders



learn about stakeholders

Event  
Storming,  
boundaries



make change easier

Team  
Topologies



build effective teams



# Please Organize Into Groups

Please sit together  
(preferably) in  
groups of 4



Please check  
your table  
(group) number





# Miro Information

You will be using Miro to access today's activities

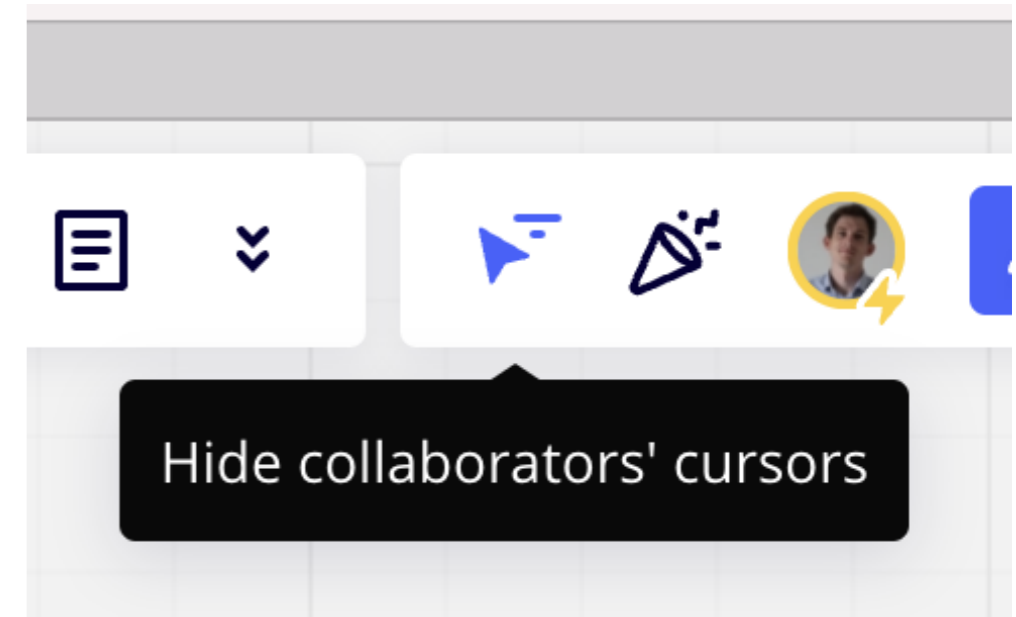
You will be using the physical space as well

**Miro Url:** <https://bit.ly/3Bg4s7h>

**Miro Password:** \_palinka\_



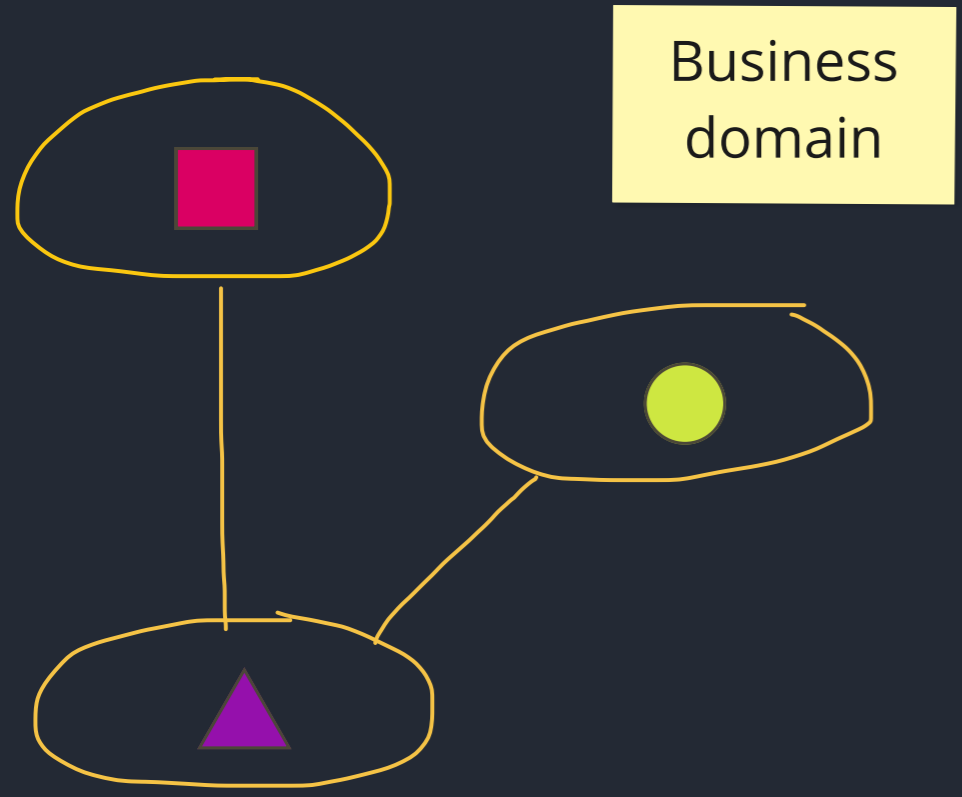
If you have performance issues - hide collaborators' cursors



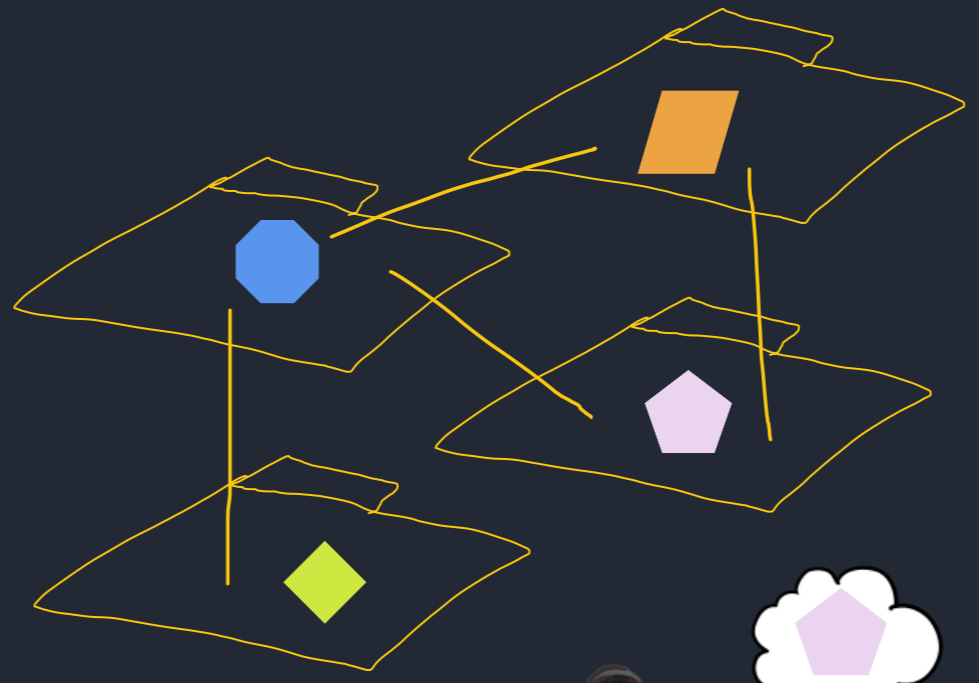
[https://miro.com/app/board/uXjV0mqi5yw=?share\\_link\\_id=532720715679](https://miro.com/app/board/uXjV0mqi5yw=?share_link_id=532720715679)



# What problems does this cause? How would you fix it? 🤔



Software system



"The business"



BA / PO



Engineering teams



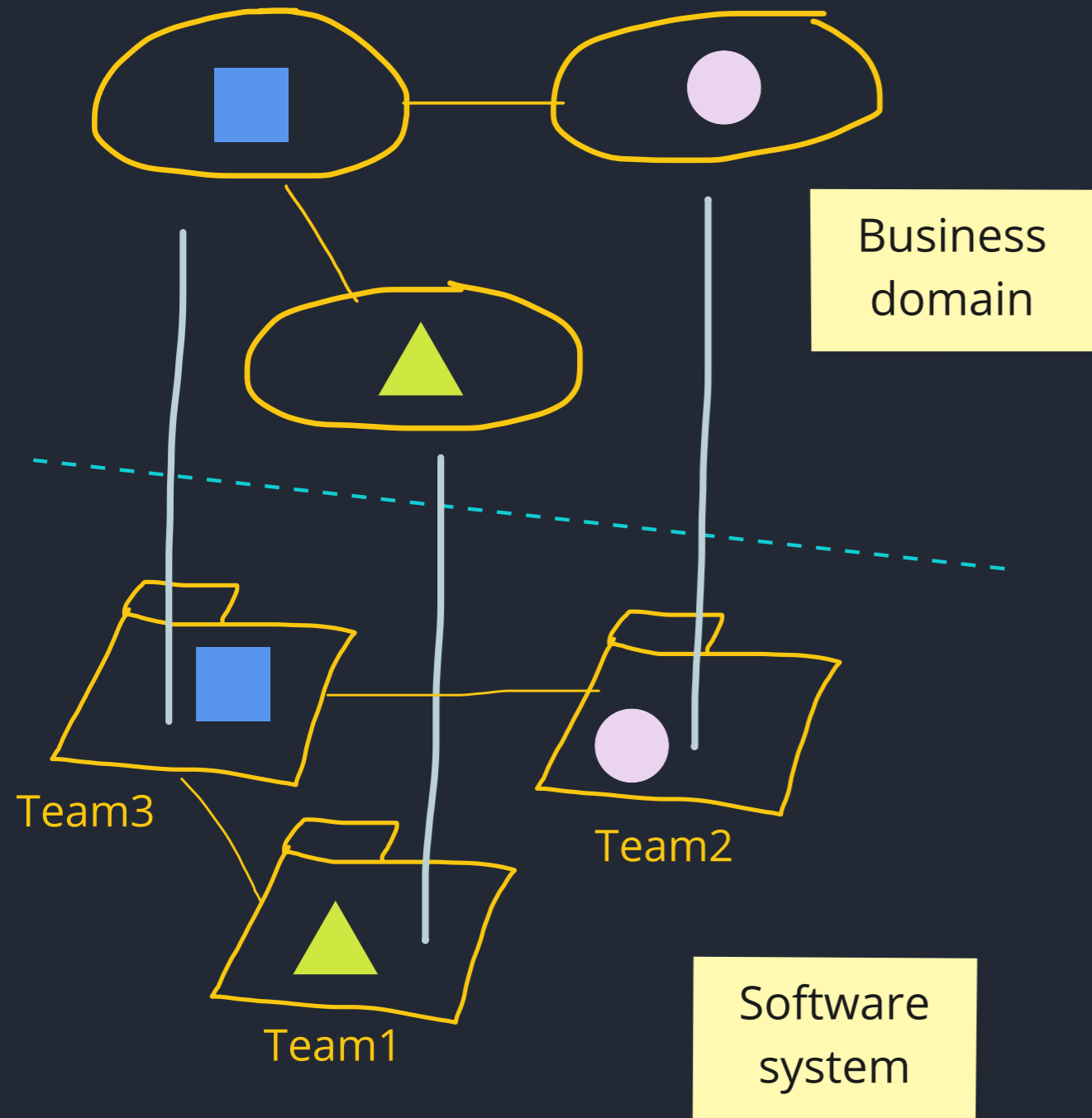
Customer

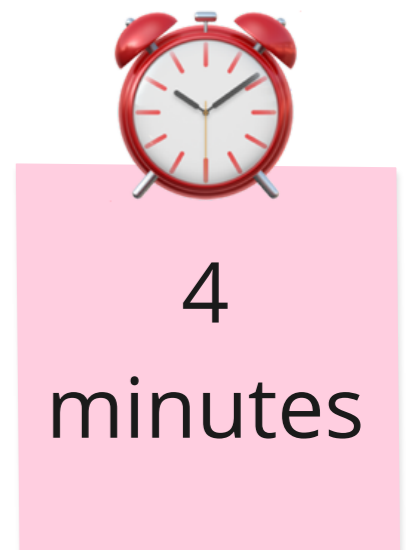
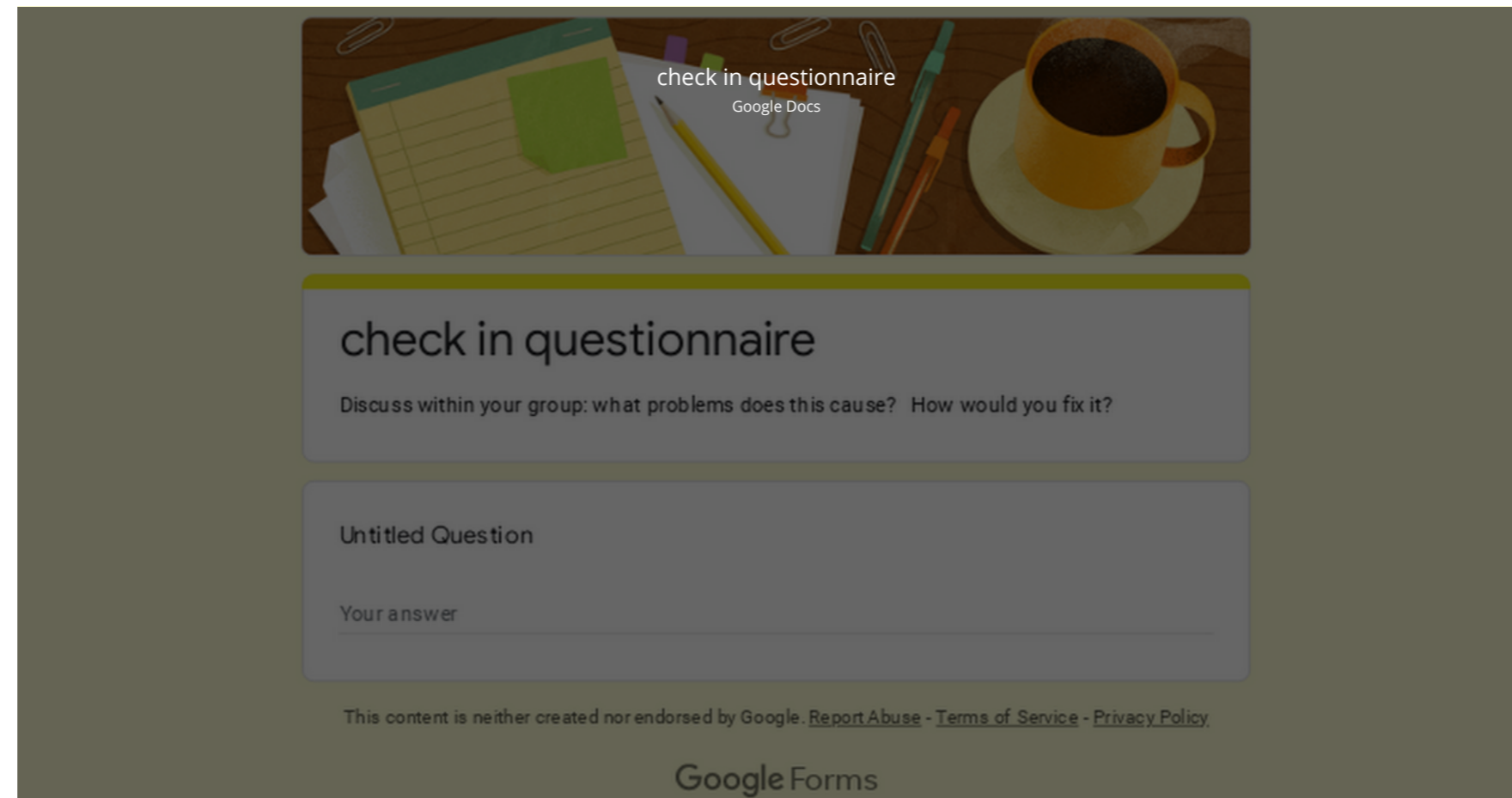


10 minutes



# Is this better? 🤔





<https://forms.gle/HvRLpBV62LjaZpDJ7>



# How These Concepts Fit Together

Technical modernization

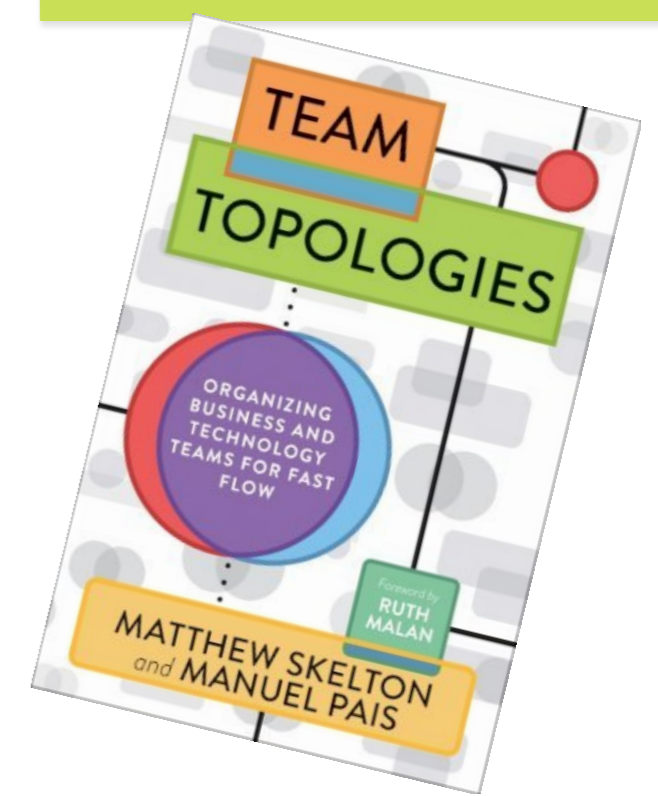
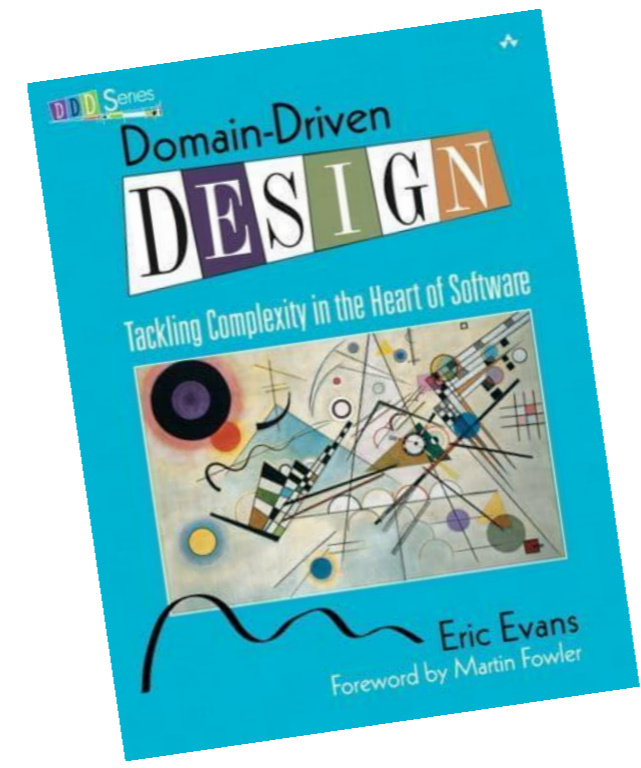
Dependencies

Organizational change and modernization

**EVENT STORMING**

Systems thinking

Organizational structures, team formation

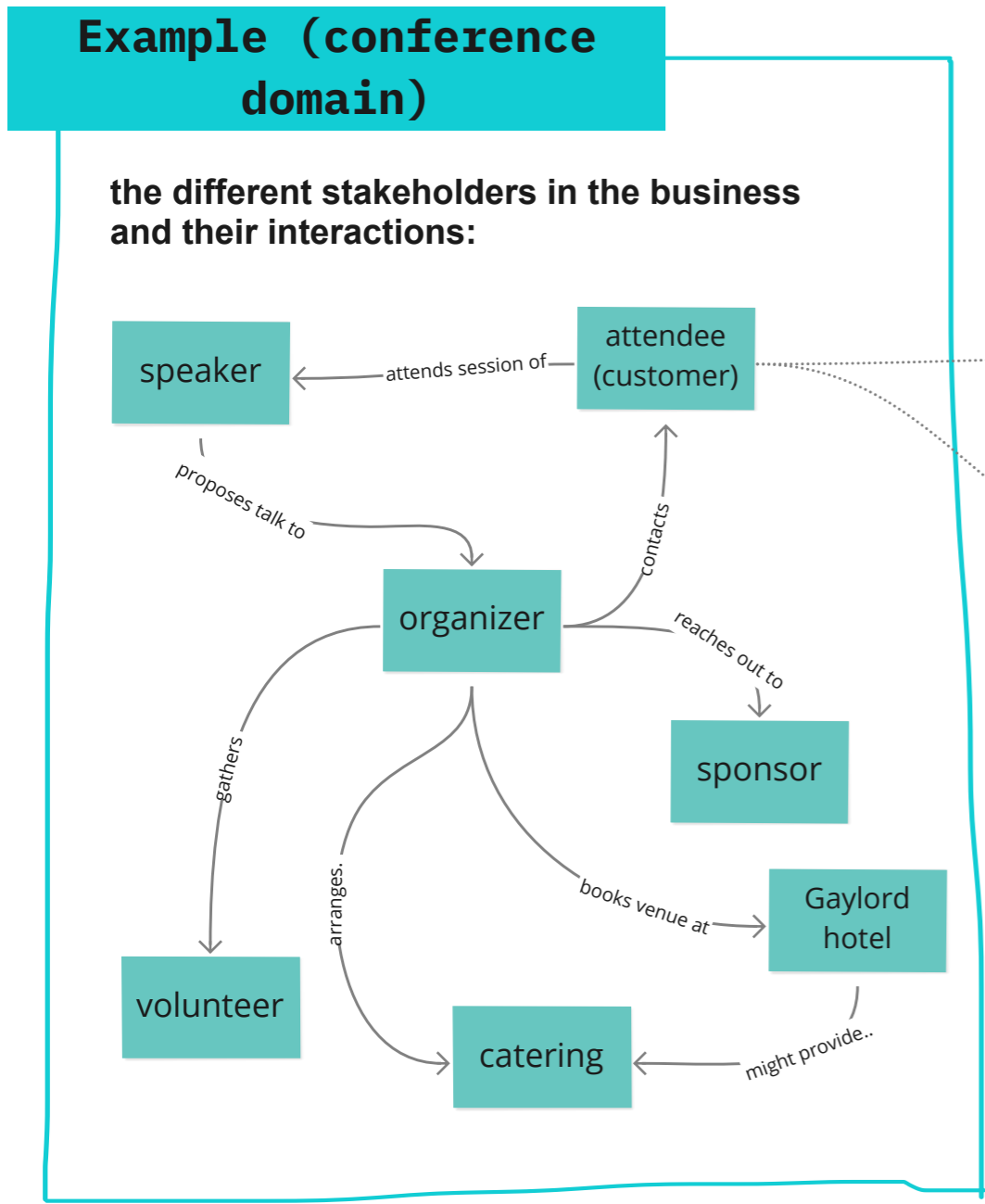


***Tomaty*** is the **quickest, eco-friendliest and most enjoyable** way to order food and get it delivered to your home. Anyone can download the app for their smart phone and add any products they need in a very easy, user friendly way.





# Learn about your stakeholders first



**Role: Attendee**  
 What are they specific roles within the stakeholder type?

**Key goals**  
 What are they trying to achieve?

**Pain points, frustrations**  
 What stops them in achieving their goals?

**newbie to agile**

learn about basics

so many new things not sure where to start

**works in agile for a while**

learn about new practices

get answers to problems

pressure from company to solve all issues by attending a conference and get answers

**agile trainer**

searching for new way, patterns and practices

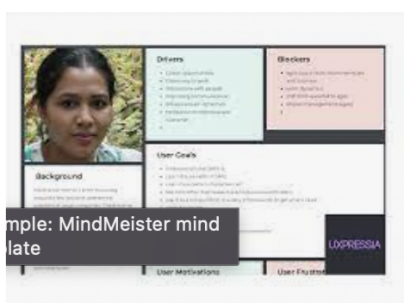
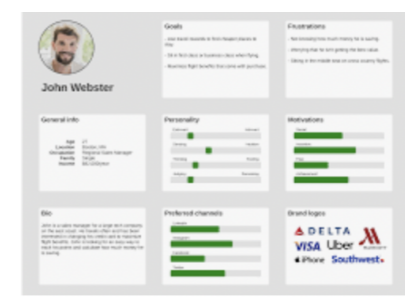
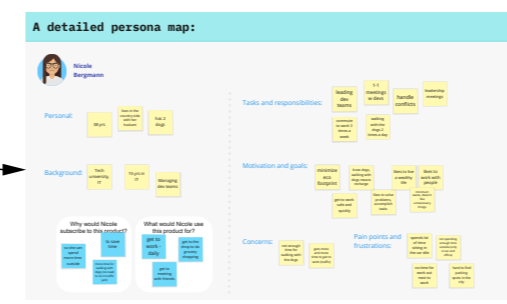
network with fellow agile trainers

hard to find new things, new ways that can be sold later

*Stakeholder mapping is a way of learning about and organising all of the people who have an interest in your product in a single visual space.*

**Pro tip:** visualize the connection and indicate the purpose of these connections.

Persona mapping



# Map the Stakeholders & Their Roles

**In Your Group:** Map out the stakeholders and the connection between them.

*Optional: pick a stakeholder and map out their roles and key goals.*



10  
minutes



# Event Storming: Basics

Events, phrased in past tense  
ordered on a timeline

Woke  
up

Drank  
Coffee

Arrived  
at Agile  
2022

Domain  
Event

System /  
App

Policy /  
Business Rule

Time



# Domain Quiz: Learn the Domain

**In Your Group:** Look at the Event Storm to answer the domain quiz questions



12  
minutes

## Domain Quiz

1) How much time does it take to get the express order? (from paying to receiving)

6) When should customer's order start to be prepared and packed?

2) Why would you subscribe to premium membership?

7) What happens if there is a customer claim?

3) Why would you want to recommend a recipe modification?

8) Why would a customer be interested in rating the shopping and/or the delivery?

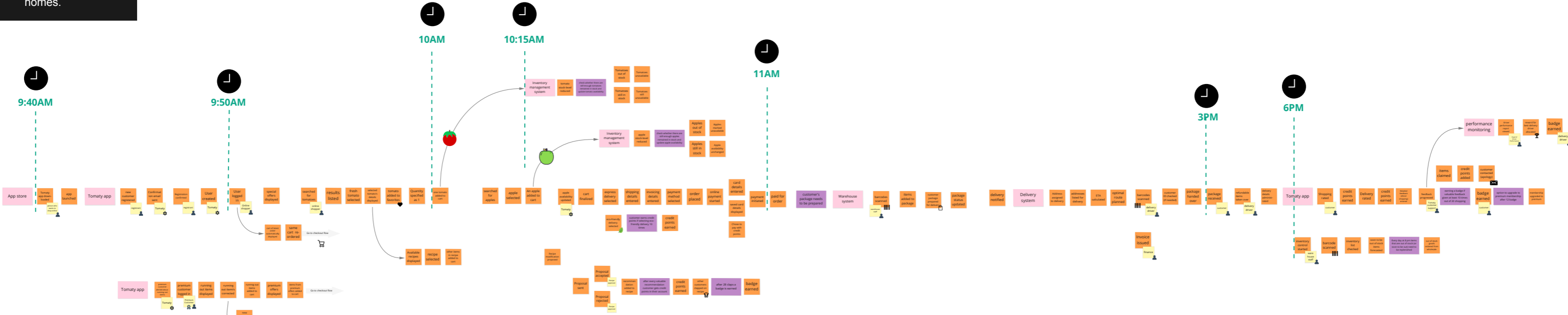
4) How can customers pay for their order besides the online card payment?

9) When does inventory control start?

5) How can users earn a badge?

10) How many badge do I need to upgrade to premium membership?

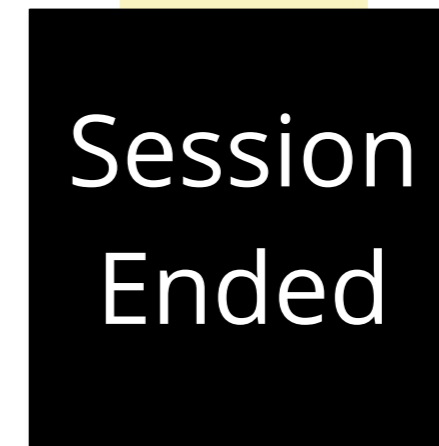
Tomaty is the **quickest, eco-friendliest and most enjoyable** way to order food and get that delivered to homes.



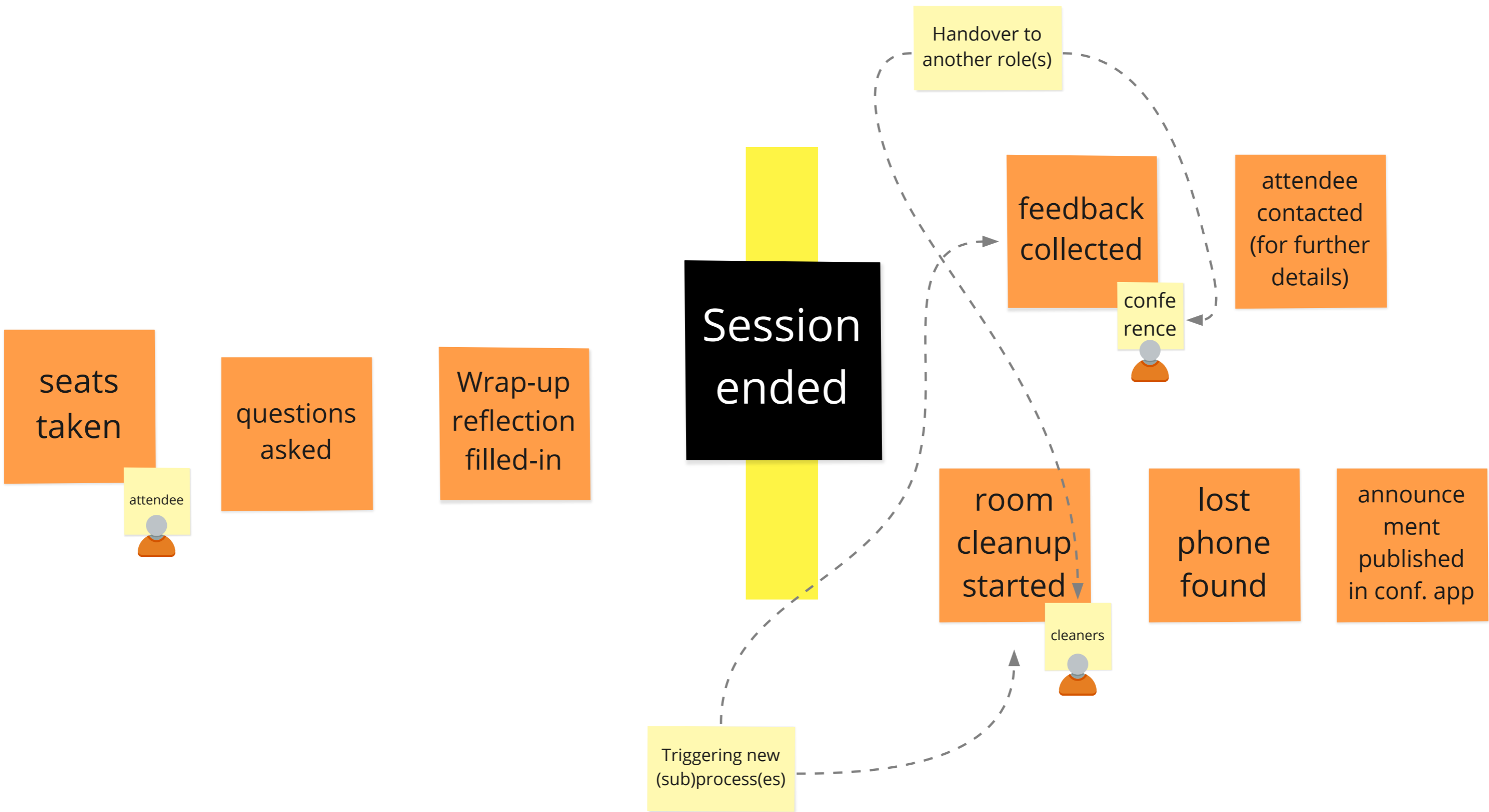


# Pivotal Events: Domain Boundary Clues

- Events that signify the end of a (sub)process
- Strong clue of a potential domain boundary



Finding Domain Boundaries



# Find the Pivotal Events

**In Your Group:** Discuss and write down the pivotal events you see on the event storm

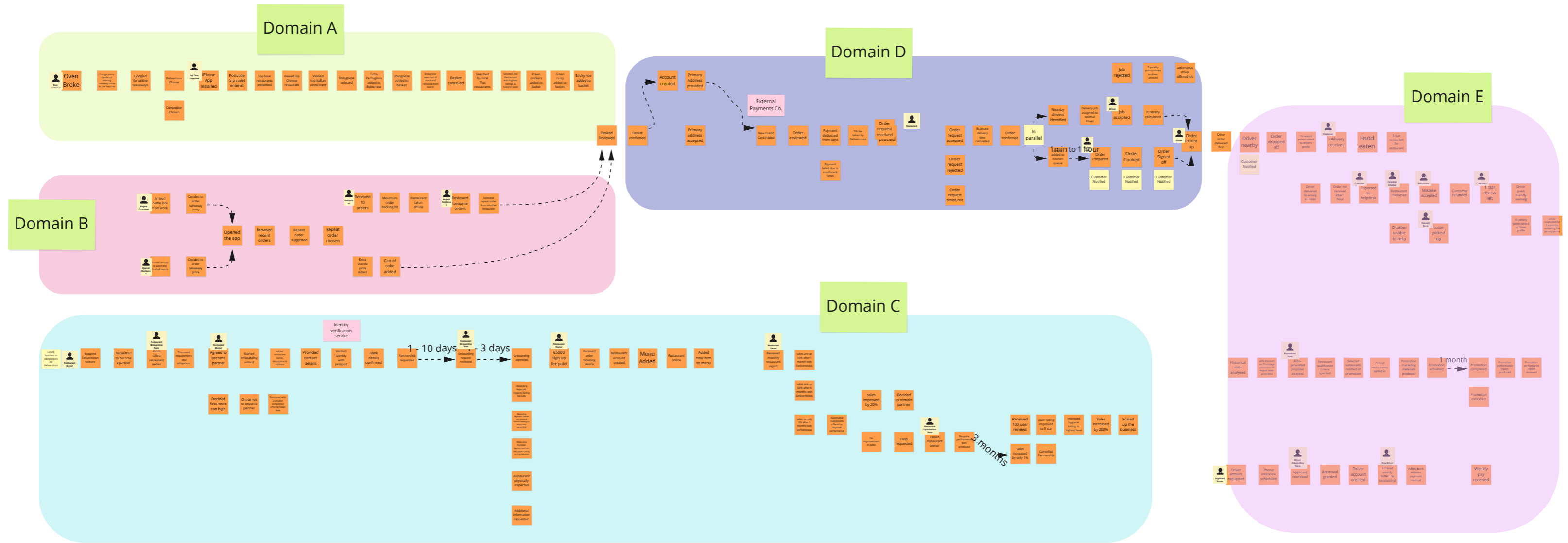
You can use your copy of the event storm if you wish



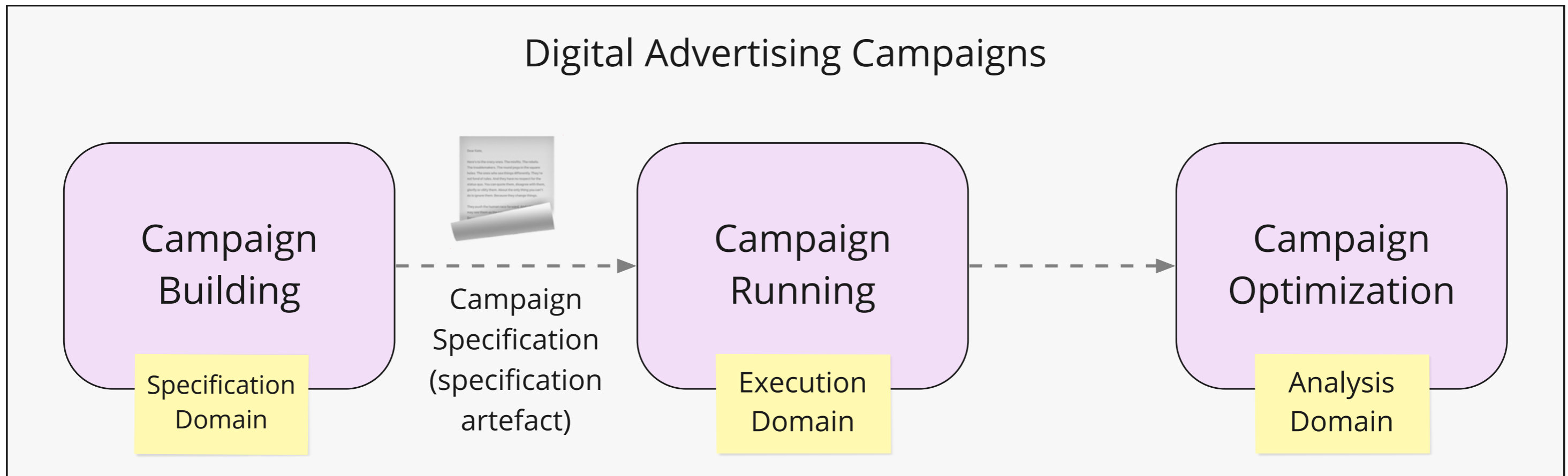
10  
minutes



# Slicing up the Event Storm



# Domain Types



# Slicing up the Domain

**In Your Group:** identify the possible domains and subdomains on the event storm

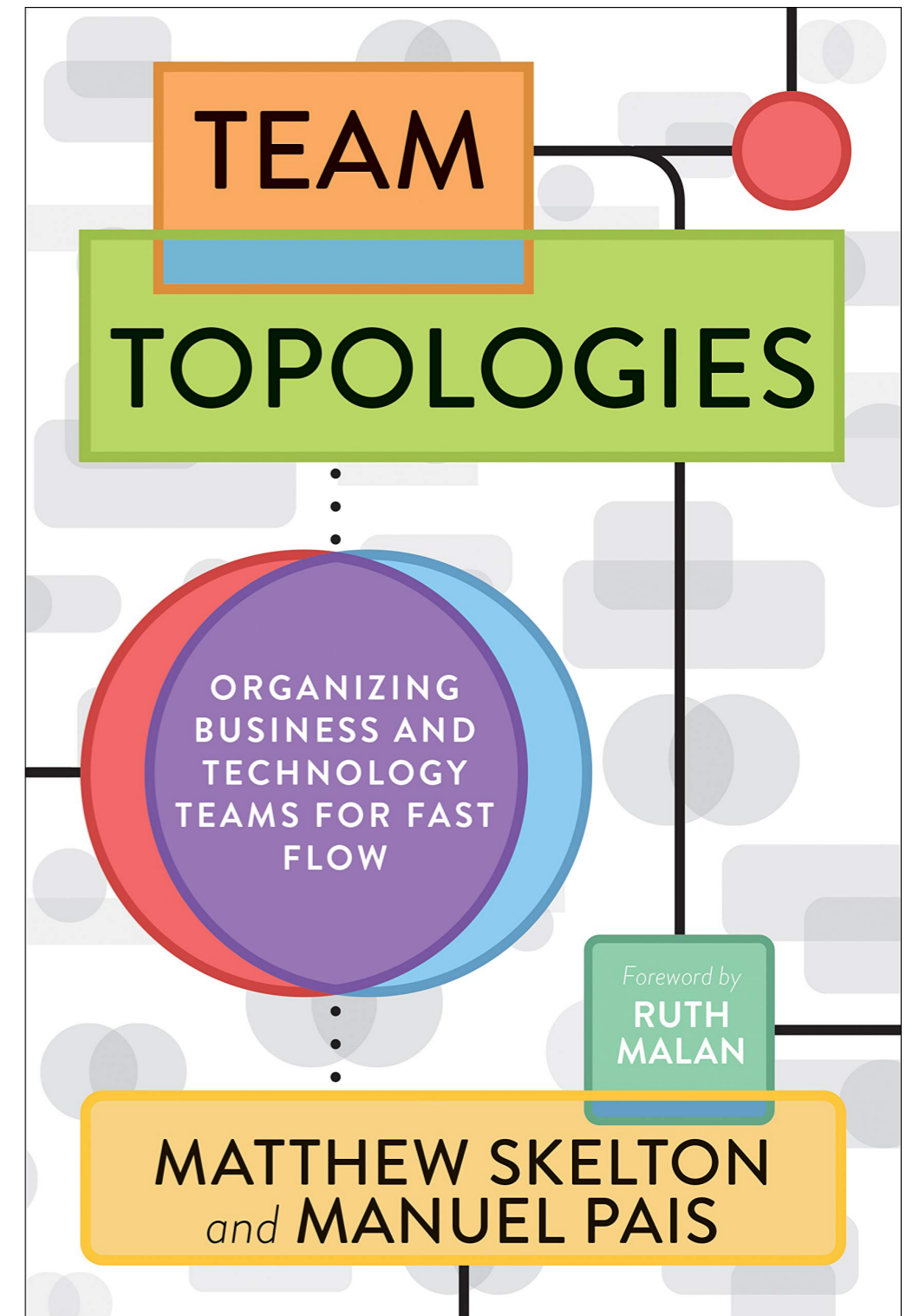


10  
minutes

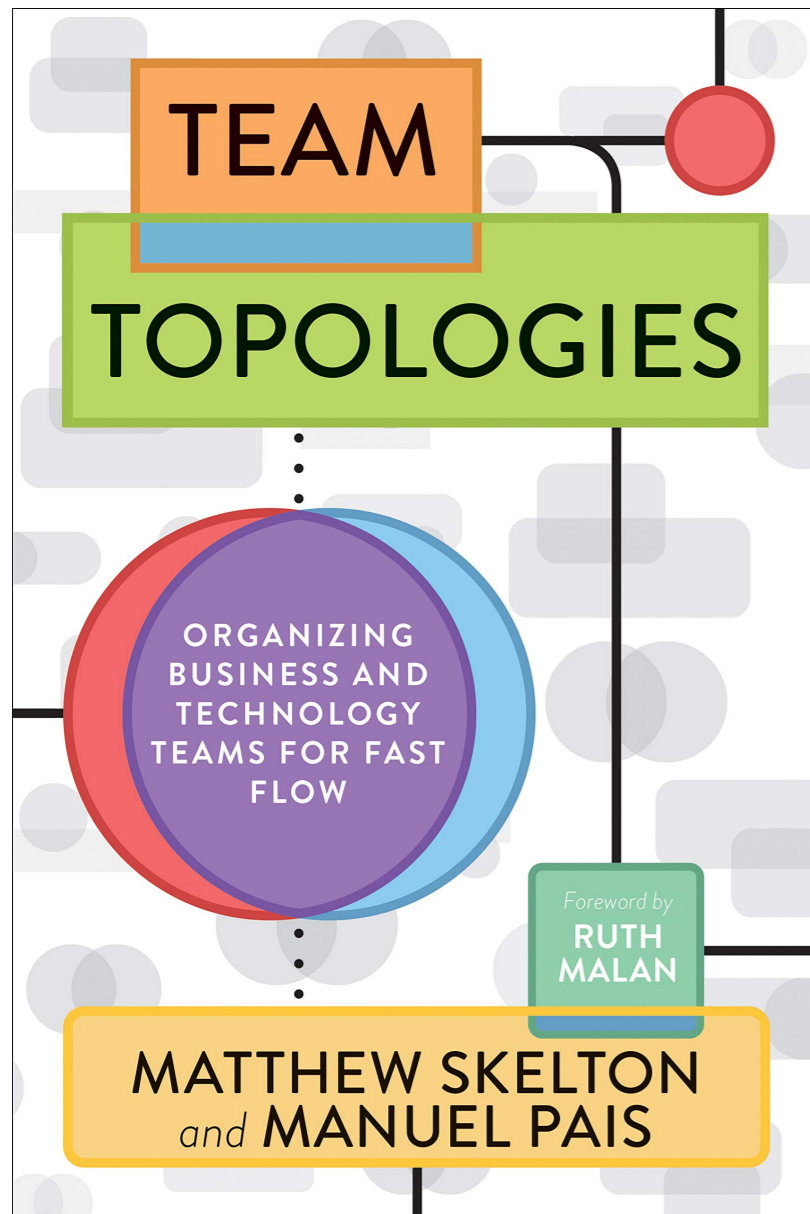


# Validating Domain Boundaries with TT

- Toolkit for creating modern agile teams:
  - autonomous product teams
  - continuous delivery
  - you build it, you run it



# Team Topologies: Key Concepts



Team =  
7 +/- 2  
people

Manage / Limit  
Cognitive Load

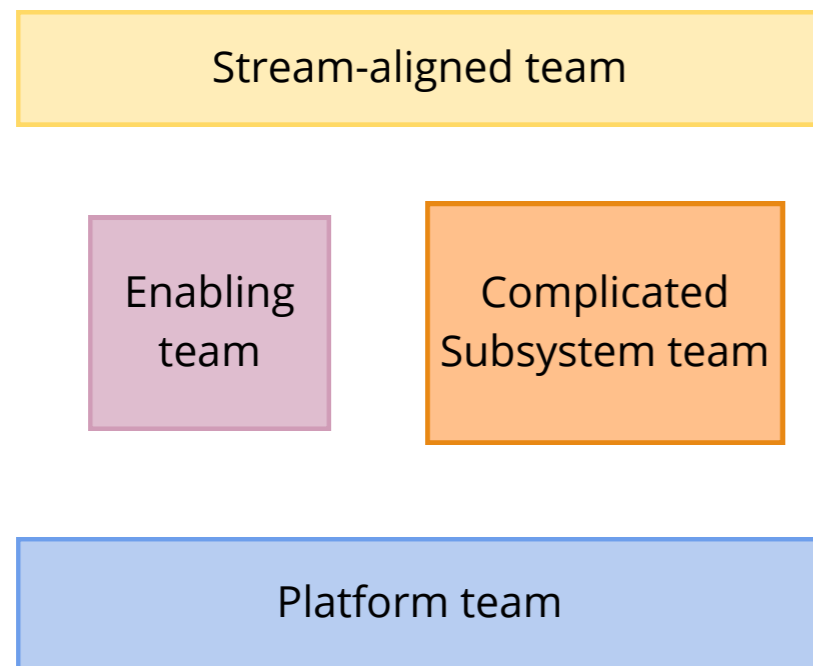
Embrace  
Conway's Law

Team over  
individual  
thinking



# Team Topologies: Patterns

## 4 Team Types



## 3 Interaction Modes

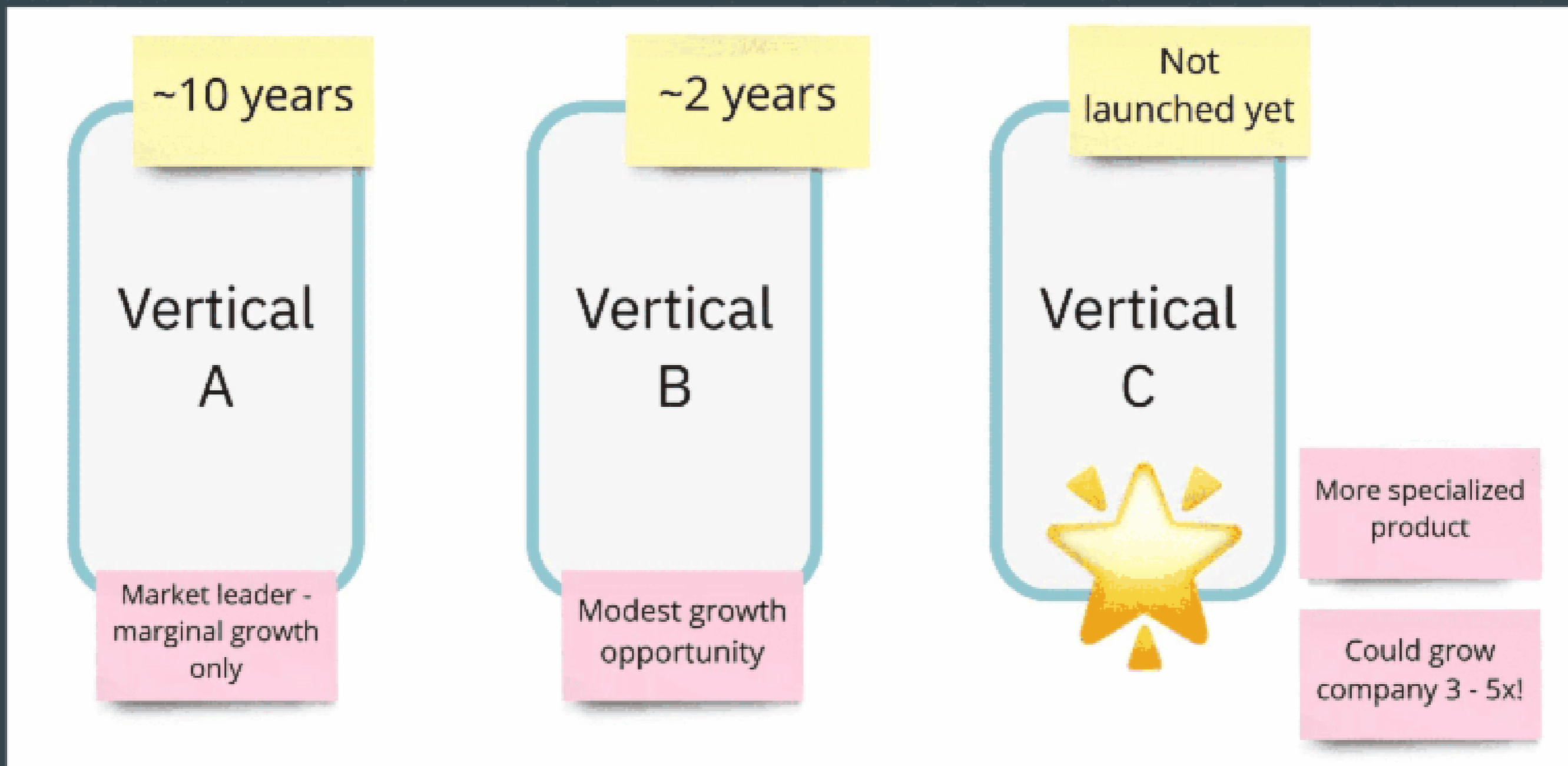




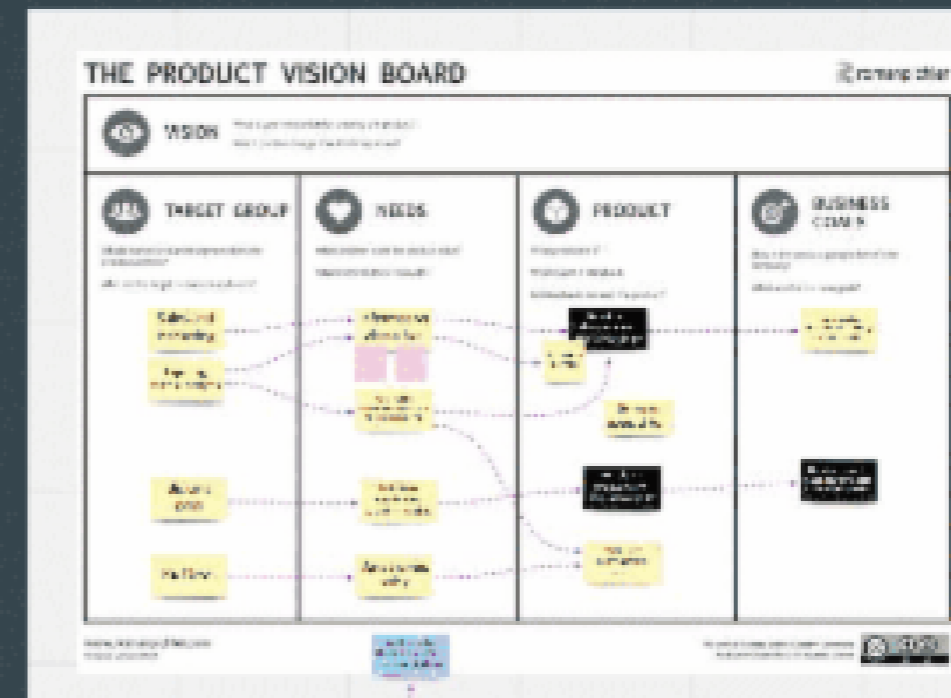
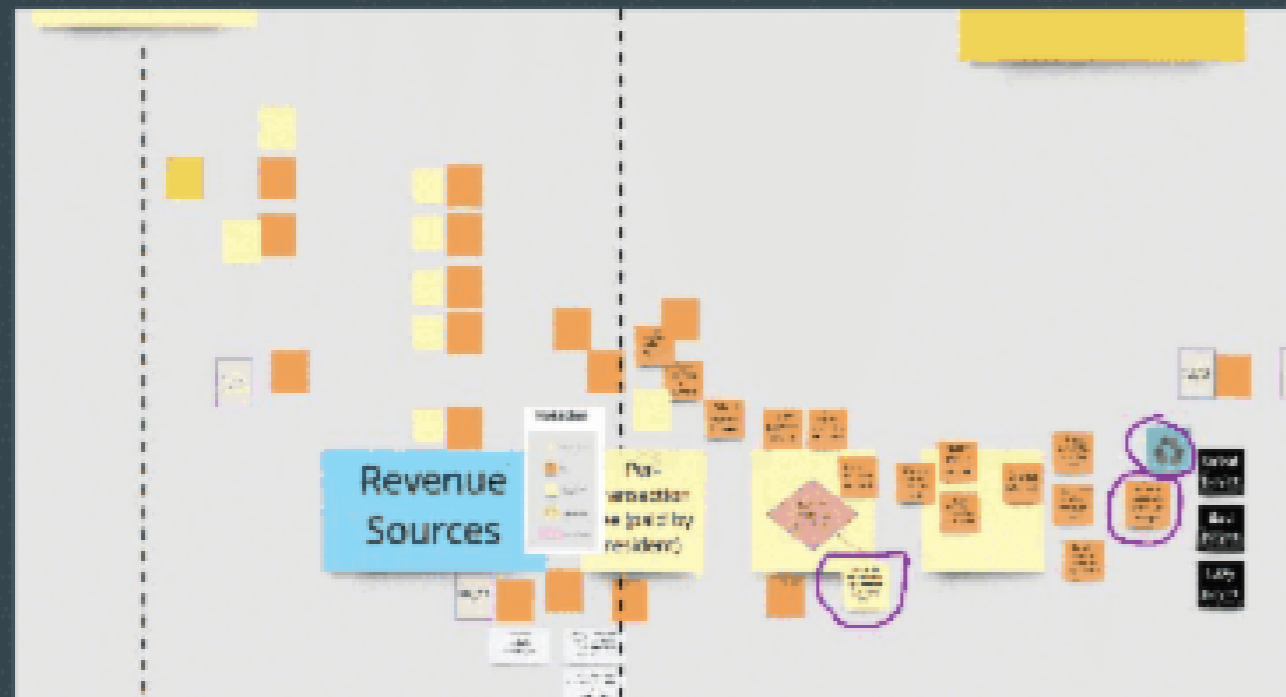
# Team Topologies: Independent Service Heuristics

- 1. Sense-check:** Could it make any logical sense to offer this thing "as a service"?
  - Is this thing independent enough?
  - Would consumers understand or value it?
  - Would it simplify execution?
- 2. Brand:** Could you imagine this thing branded as a public cloud service (like *AvocadoOnline.com* 🥑)?
  - Would it be a viable business (or "micro-business") or service?
  - Would it be a compelling offering?
  - Could a marketing campaign be convincing?
- 3. Revenue/Customers:** Could this thing be managed as a viable cloud service in terms of revenue and customers?
  - Would it be a viable business (or "micro-business") or service?
  - What would a subscription payment include?
  - Is there a clearly-defined customer base or segment?
- 4. Cost tracking:** Could the organisation currently track costs and investment in this thing separately from similar things?
  - Are the full costs of running this thing transparent or possible to discover? Consider infrastructure costs, data storage costs, data transfer costs, licence costs, etc.
  - Is the thing too interconnected with other things in the organisation? Or fairly separate?
  - Does the organisation track this separately?
- 5. Data:** Is it possible to define clearly the input data (from other sources) that this thing needs?
  - Is the thing dependent on lots of data from multiple sources? Or fairly independent?
  - Are the sources internal (under our control) or external?
  - Is the input data clean or messy?
  - Is the input data provided in a self-service way? Can the team consume the input data "as a service"?
- 6. User Personas:** Could this thing have a small/well-defined set of user types or customers (user personas)?
  - Is the thing meeting specific user needs?
  - Do we know (or can we easily articulate) these user types and their needs?
- 7. Teams:** Could a team or set of teams effectively build and operate a service based on this thing?
  - Would the cognitive load (breadth of topics/context switching) be bounded to help the team focus and succeed?
  - Would significant infrastructure or other platform abstractions be needed?
- 8. Dependencies:** Would this team be able to act independently of other teams for the majority of the time to achieve their objectives?
  - Is this thing logically independent from other things?
  - Could the team "self-serve" dependencies in a non-blocking manner from a platform?
- 9. Impact/Value:** Would the scope of this thing provide a team with an impactful and engaging challenge?
  - Is the scope big enough to provide an impact? Would the scope be engaging for talented people?
  - Is there sufficient value to customers and the organization that the value would be clearly recognized?
- 10. Product Decisions:** Would the team working on this thing be able to "own" their own product roadmap and the product direction?
  - Does this thing provide discrete value in a well-defined sphere of execution?
  - Can the team define their own roadmap based on what they discover is best for the product and its users, or is the team always driven by the requirements and priorities of other teams?

# Biz Context: Single to Multiple Verticals



# Phase 1: Discovery and Modelling



# ISH: 1. Sense Check, 2. Brand

1. **Sense-check:** Could it make any logical sense to offer this thing "as a service"?

- Is this thing independent enough?
- Would consumers understand or value it?
- Would it simplify execution?

Yes - the CxOs considered one day it could be an independent business

2. **Brand:** Could you imagine this thing branded as a public cloud service (like *AvocadoOnline.com* 🥑)?

- Would it be a viable business (or "micro-business") or service?
- Would it be a compelling offering?
- Could a marketing campaign be convincing?



# ISH: 3. Revenue/Customers, 6. Personas

3. **Revenue/Customers:** Could this thing be managed as a viable cloud service in terms of revenue and customers?

- Would it be a viable business (or "micro-business") or service?
- What would a subscription payment include?
- Is there a clearly-defined customer base or segment?

Yes - B2B serving  
\*competitors\*

6. **User Personas:** Could this thing have a small/well-defined set of user types or customers (user personas)?

- Is the thing meeting specific user needs?
- Do we know (or can we easily articulate) these user types and their needs?

Some challenges  
- more discovery  
needed

# ISH: 9. Impact/Value

**9. Impact/Value:** Would the scope of this thing provide a team with an impactful and engaging challenge?

- Is the scope big enough to provide an impact? Would the scope be engaging for talented people?
- Is there sufficient value to customers and the organization that the value would be clearly recognized?

Yes - Complex,  
exciting, challenging,  
valuable domain

# ISH: 7. Teams, 8. Dependencies

**7. Teams:** Could a team or set of teams effectively build and operate a service based on this thing?

- Would the cognitive load (breadth of topics/context switching) be bounded to help the team focus and succeed?
- Would significant infrastructure or other platform abstractions be needed?

**8. Dependencies:** Would this team be able to act independently of other teams for the majority of the time to achieve their objectives?

- Is this thing logically independent from other things?
- Could the team "self-serve" dependencies in a non-blocking manner from a platform?

Team owns multiple legacy systems

Depended on by 3 ambitious verticals with unique needs

Team has only 3 devs

# ISH: 4. Cost Tracking, 10. Product Decisions

**4. Cost tracking:** Could the organisation currently track costs and investment in this thing separately from similar things?

- Are the full costs of running this thing transparent or possible to discover? Consider infrastructure costs, data storage costs, data transfer costs, licence costs, etc.
- Is the thing too interconnected with other things in the organisation? Or fairly separate?
- Does the organisation track this separately?

Funding Model  
Problems

Team  
doesn't have  
dedicated  
budget

**10. Product Decisions:** Would the team working on this thing be able to "own" their own product roadmap and the product direction?

- Does this thing provide discrete value in a well-defined sphere of execution?
- Can the team define their own roadmap based on what they discover is best for the product and its users, or is the team always driven by the requirements and priorities of other teams?

Team can only  
build what  
verticals pay  
them to build

# Activity: ISH

**In Your Group:** go through each ISH and apply to this team.

What problems or potential problems do you see?

10 minutes



## Team API

**Team Name:** Add Recipe Ingredients Team

**Responsible for Subdomain(s):** Adding Recipe Ingredients (to Cart)

This subdomain is about helping people who want to purchase all of the ingredients for a recipe. Main use case: when viewing a recipe on the website, the customer can click a button and have all of the ingredients for that recipe added to their shopping cart.

### **Team composition:**

- 1 x frontend engineer
- 2 x backend engineer
- Product manager (also works for 3 other teams)

### **Technology:**

The team owns 1 microservice (the Add Recipe Ingredients service) which is fully decoupled from other codebases and integrates with other parts of the system via API calls.

The microservice is deployed to AWS Lambda via the company's slick internal paved road developer platform.

### **Strategy and Prioritisation:**

The team works together with the EVP of ecommerce to produce OKRs each quarter. The whole team then works together to discover and deliver solutions to meet their OKR objectives.



# Checkout Questionnaire

Reflection of the workshop - check-out  
Google Docs

Reflection of the workshop - check-out

Please share your thoughts regarding your experience on this workshop.

**\* Required**

Please put in your group number: \*

Your answer

How relevant was this workshop to your work? \*


1      2      3      4

Not at all                              I deal with these topics every day



# Continue Learning: Free Resources

ddd-crew/ddd-starter-modelling-process



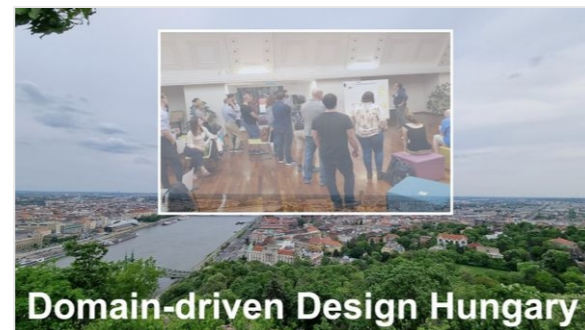
If you're new to DDD and not sure where to start, this process will guide you step-by-step

16 Contributors 2 Issues 3k Stars 273 Forks

github.com

GitHub - ddd-crew/ddd-starter-modelling-process: If you're new to DDD and not sure where to start, this process will guide you step-by-step

If you're new to DDD and not sure where to start, this process will guide you step-by-step - GitHub - ddd-crew/ddd-starter-modelling-process: If you're new to DDD and not sure where to star...

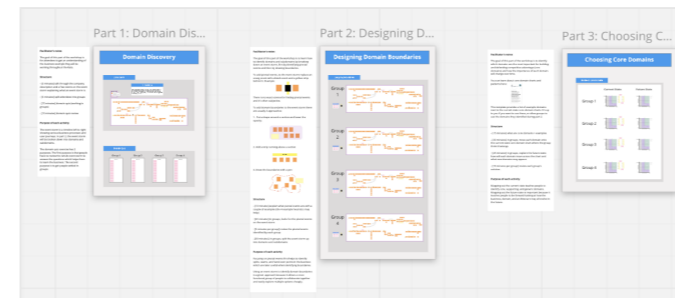


Domain-driven Design Hungary

www.meetup.com

## Domain-driven Design (DDD) Hungary (Budapest, Hungary)

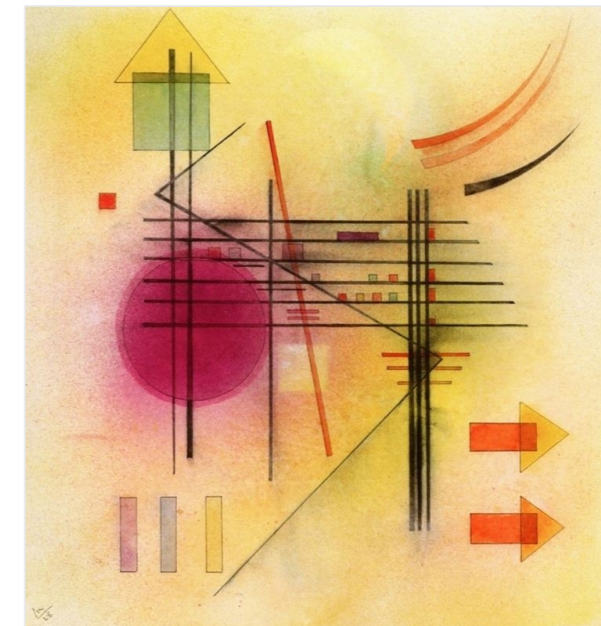
Mission of this meetup is to bring developers, architects, leaders, product people, project managers and any stakeholders located in Hungary together to learn about Domain-driven Design (DDD) basics,



medium.com

## Strategic Domain-Driven Design Kata: Delivericious

If you like this Kata, check out another Kata I've published using the example of an online car dealership...



virtualddd.com

## Virtual Domain-Driven Design meetups and sessions

An online community and meetup for Domain-Driven Design



