



Value Mapping: Building Understanding, Communicating the Benefits of What You Do.

Presented by: **Jeffrey A. "jam" McGuire**
Partner, Open Strategy Partners



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DrupalCamp London Cx0 2020



Hello! About Us



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Jeffrey A. "jam" McGuire, keynote speaker, Partner at Open Strategy Partners, helps organizations communicate and grow, finding and telling the stories that connect their technologies with the value they deliver. He builds on more than a dozen years of experience and a strong following at the intersection of open source software, business, and culture. His approach to technology marketing—sharing the human context of complex technology solutions, celebrating the expertise and success of their creators—has left its mark in business and open source communities.

Communicate



Connect



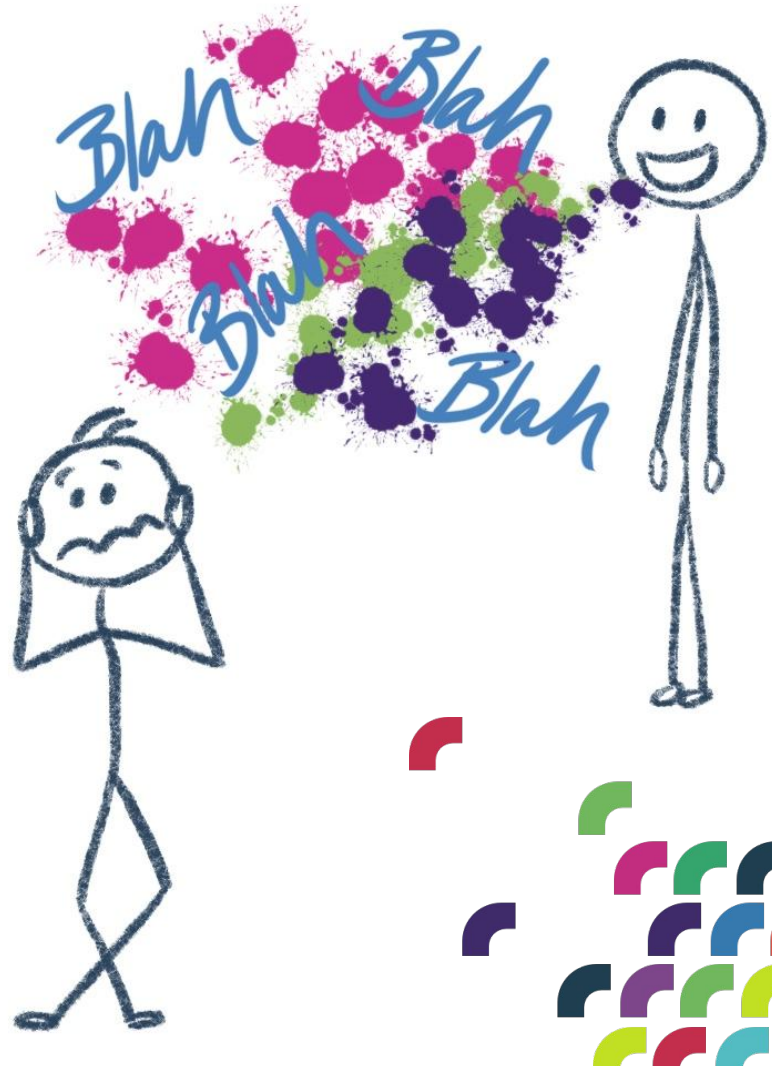
Grow



**open
strategy
partners**



FRUSTRATION.





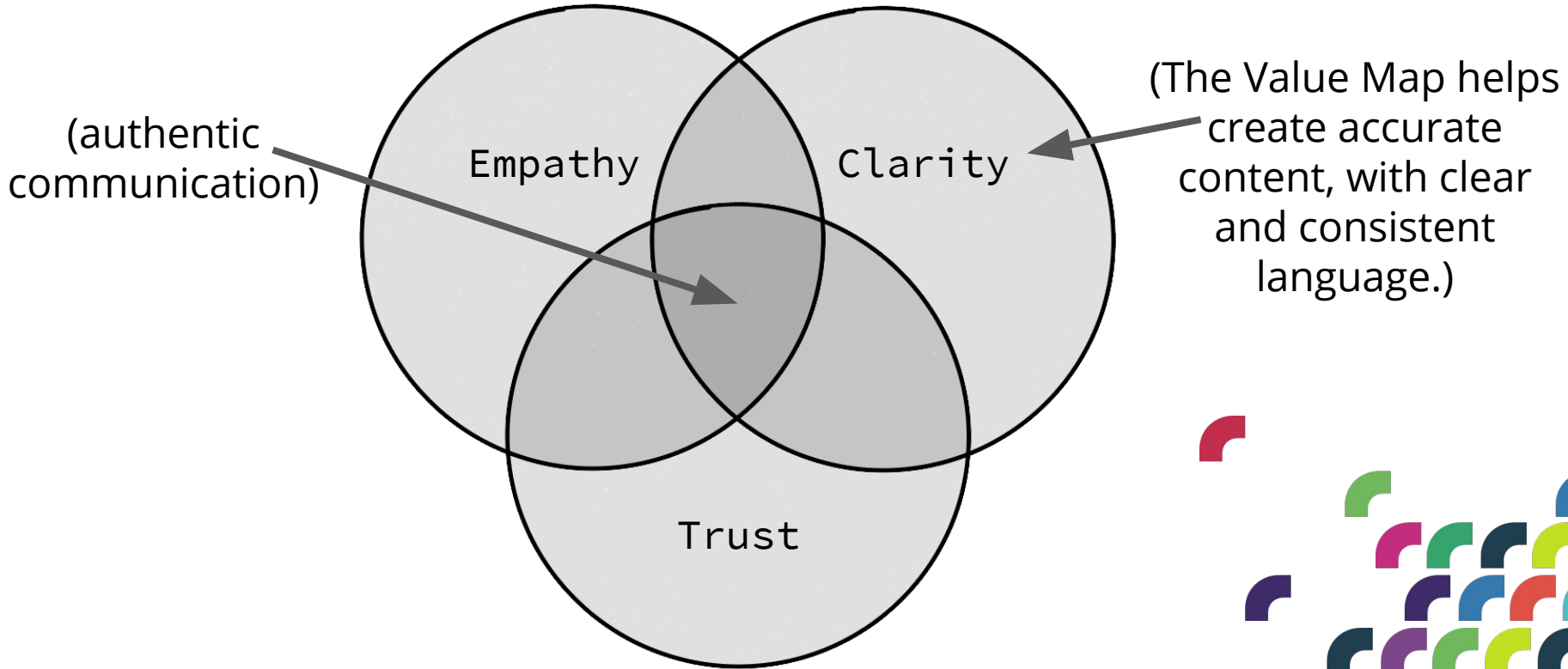
TRUST.



CLARITY.



Authentic Communication: Compelling & Accurate



OSP Strategic Framework





Value Map: What it is

what it does, and the value it delivers

Value Map - What it is.

Living documentation containing an inventory of all features and benefits of a product, expressed as value statements.



Value Map - What it does.

Clarify, build consensus, enhance understanding:

- what our product IS and
- what it DOES and
- what VALUE it delivers
- ... in a series of value statements.

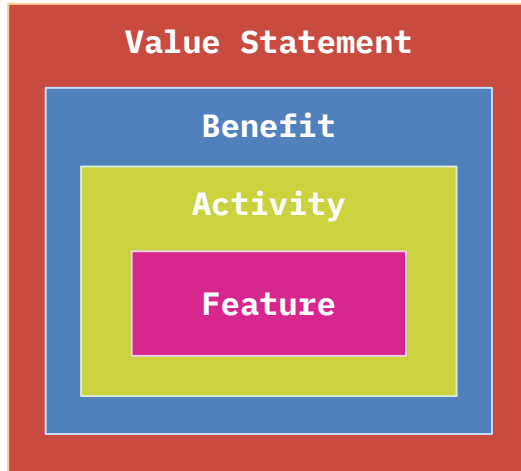


Value Map - Value it Delivers.

- **Living documentation** and
- **Single source of truth** of product and service features, using
- **Agreed-upon language** for all stakeholders.



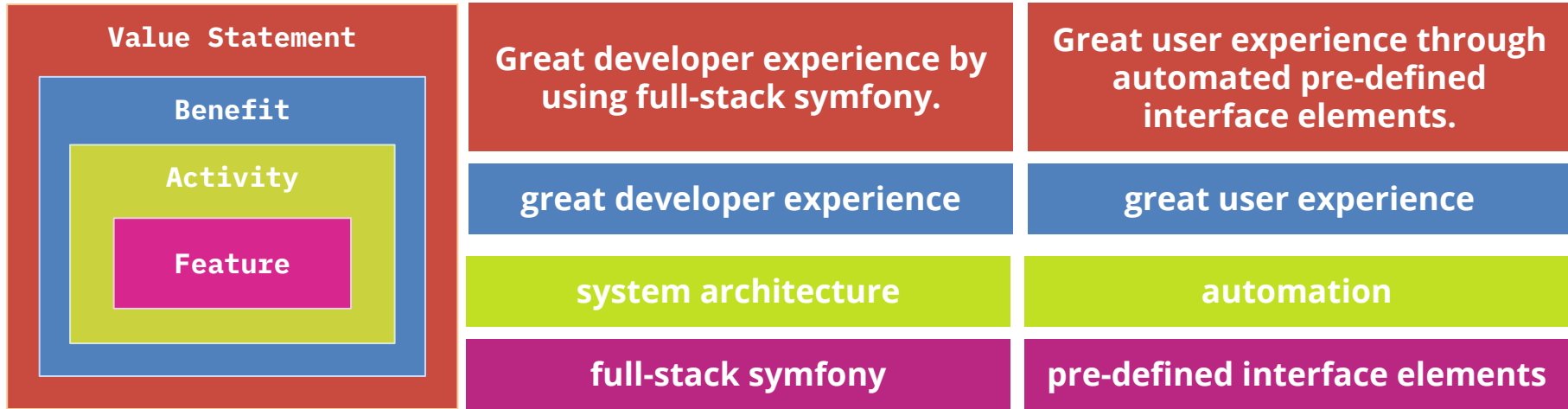
Anatomy of a Value Statement



- **Feature** - Atomic unit of functionality or attribute. What it does.
- **Activity** - How you apply the feature in a workflow or process.
- **Benefit** - The positive result of applying a feature.
- = **Value Statement**



Value Statements: Su1u CMS

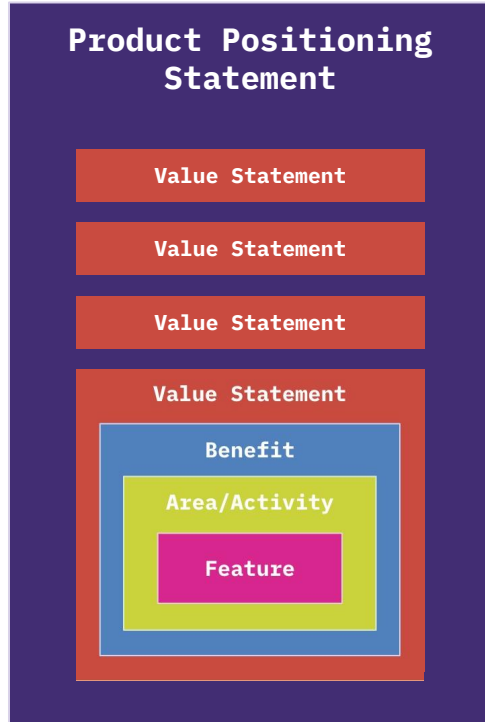


Anatomy of a Value Statement

Benefit <i>Business value or positive result of applying a feature (WHY)</i>	Activity <i>The workflow, tool, process, use case that we apply to a feature to gain a benefit (HOW)</i>	Feature <i>Atomic level attribute or functionality of a product or service. (WHAT)</i>	Value Statement (auto) <i>[benefit] by doing [activity] with [feature]</i>	Value Statement (human, polished)
Business friendly	authoring & editing	utf-8 universal character set standard	Business friendly by doing authoring & editing with utf-8 universal character set standard	Business friendly authoring in any language, using utf-8 universal character set standard.
Business friendly	authoring & editing	wysiwig	Business friendly by doing authoring & editing with wysiwig	
Internationalization	Multi-lingual authoring	utf-8 universal character set standard	Internationalization by doing Multi-lingual authoring with utf-8 universal character set standard	
Business friendly	authoring & editing	spell-checkers	Business friendly by doing authoring & editing with spell-checkers	
Internationalization	Multi-lingual authoring	spell-checkers	Internationalization by doing Multi-lingual authoring with spell-checkers	
Great Developer Experience	applied everywhere	symfony framework	Great Developer Experience by doing applied everywhere with symfony framework	Great Developer Experience by using full-stack symfony.
Great User Experience	automation	pre-defined interface elements	Great User Experience by doing automation with pre-defined interface elements	Great User Experience through automated pre-defined interface elements



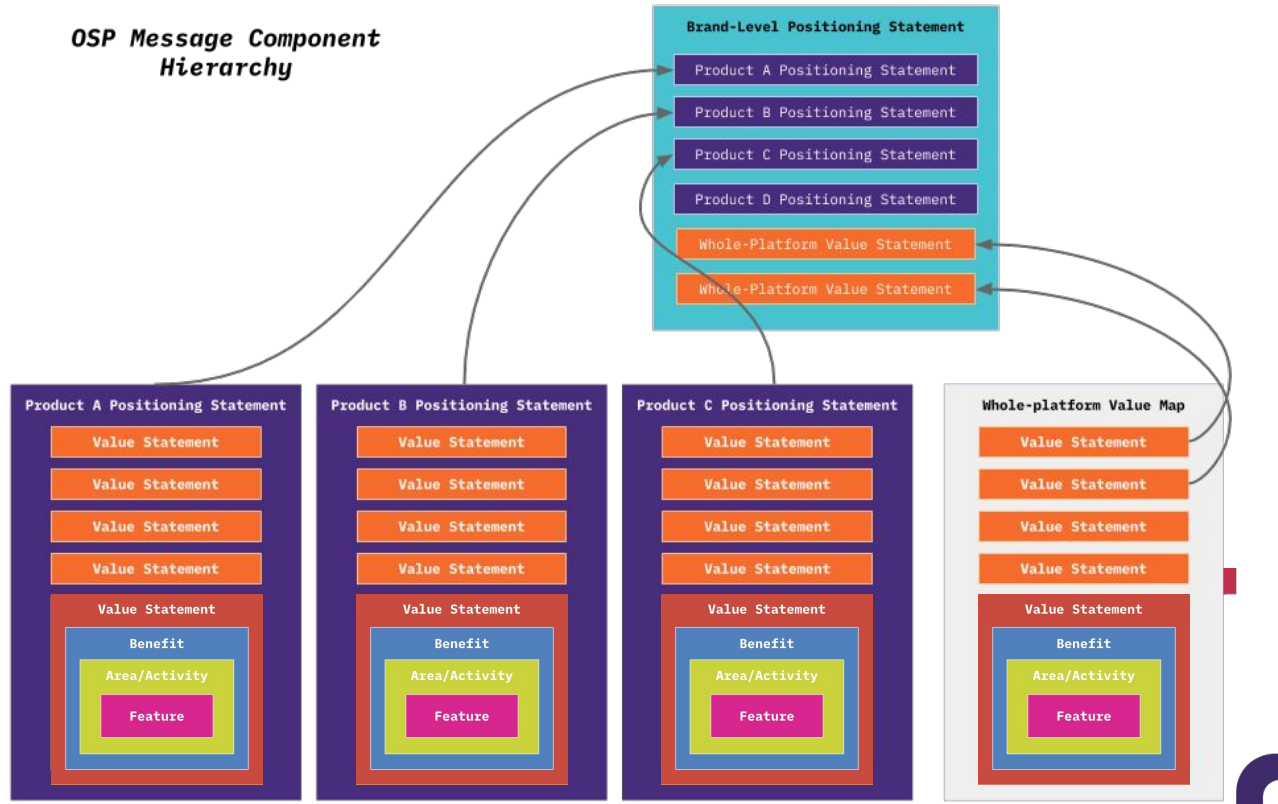
Forming a positioning statement



- Clear vision of the components = clear positioning of the platform.
- The **positioning statement** articulates the fundamental essence of value statements that comprise a product.



Messaging Hierarchy & Components





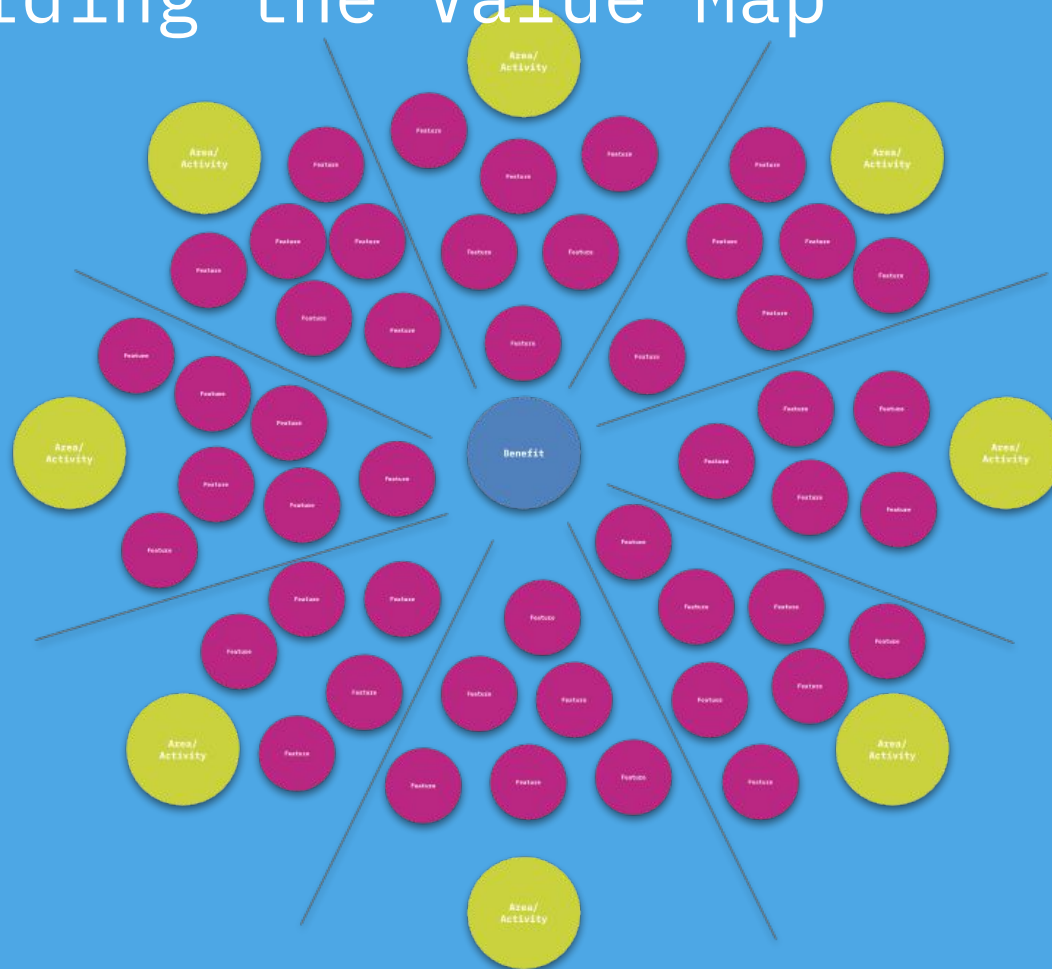
Brand-Level Positioning: DDEV

A	B	C	D	E	F	G	H	I	J	K	L
Brand Positioning Statement											
Word Count	{ your brand }	{ product category }	helps	{ your audience }	who	{ need / challenge }	achieve	{ benefit / value you deliver }	by	{ how you deliver value }	
19	DDEV	dev-to-deploy platform	helps	you	-	deliver your web projects	-	faster, better, simpler		anywhere you need them.	
28	DDEV	dev-to-deploy platform	helps	you	-	build, maintain, and deploy your web projects	-	[flexibly, simply, and consistently]		on any tech stack, in the cloud or on-premise.	
30	DDEV	dev-to-deploy platform	-	-	-	-	-	supports your entire web development toolchain and workflow,	while	reducing complexity every step of the way for developers, designers, and clients.	
32	DDEV	dev-to-deploy platform	gives	you	-	full control and flexibility in your web deployment workflow	while	remaining fast, simple, and reliable		wherever you deploy your projects [in the cloud or on-premise].	
36	DDEV	dev-to-deploy platform	gives	digital agency teams	who	need an end-to-end platform they can customize, extend, and integrate with their preferred tooling	the	peace of mind that comes	with	simple, rapid, consistent development and deployments.	
49	DDEV	end-to-end, web development and delivery platform	gives	web developers, designers, and their teams		the control, flexibility, and simplicity they need	-	to tame the complexity of deploying today's web stacks quickly, consistently, and reliably	by	delivering on the promise of the cloud and industry-leading open source technologies.	
Alternate word bank						need flexibility in technology and tooling		delivering great digital experiences on any tech stack in the cloud on on-premise		"flexible, simple, extensible, configurable end-to-end development and deployment platform"	
Alternate word bank				the people who build and deploy the web				flexibility and simplicity			
Alternate word bank								efficiency and consistency			
Alternate word bank								innovation and creativity			

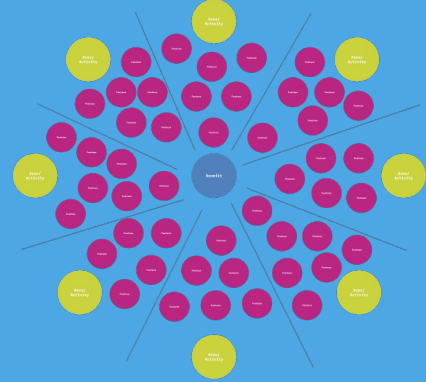
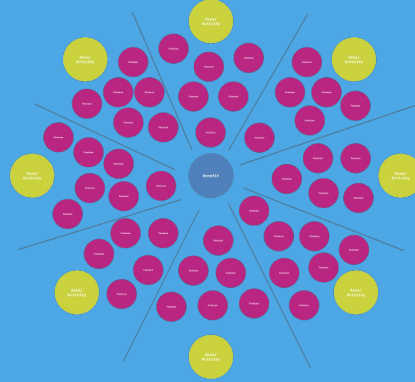
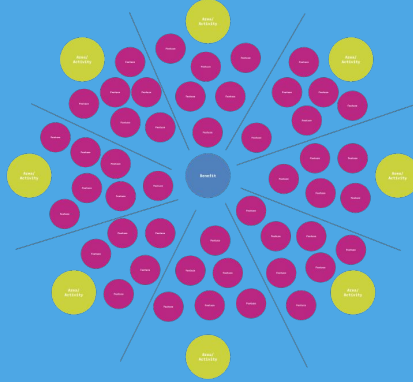
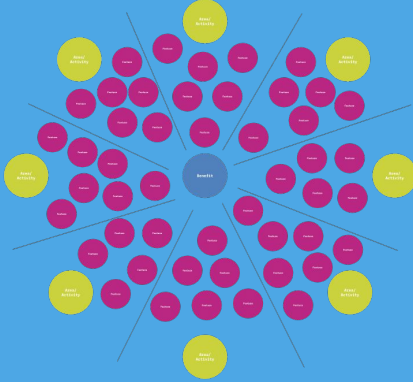
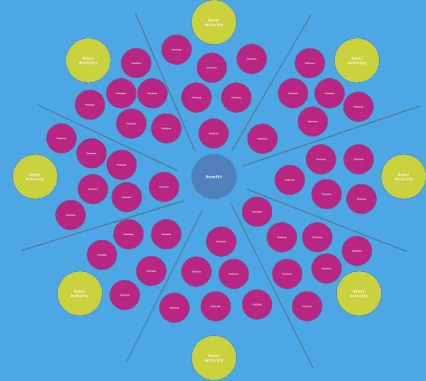
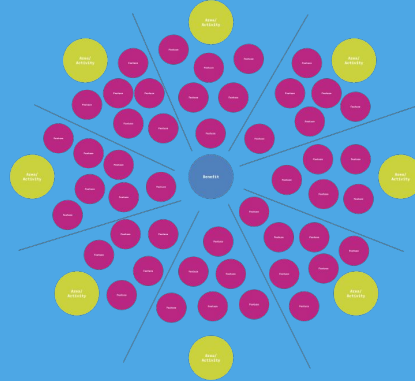
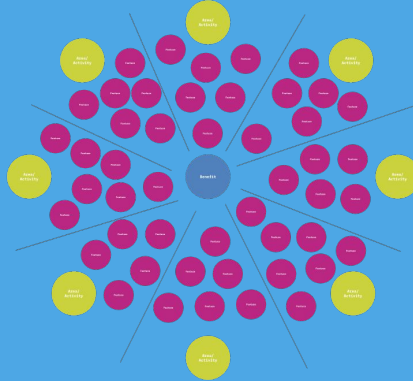
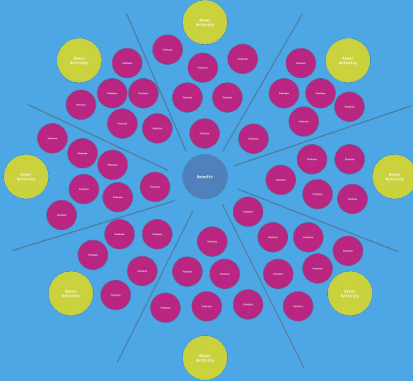
The Value Map Workflow



Building the Value Map

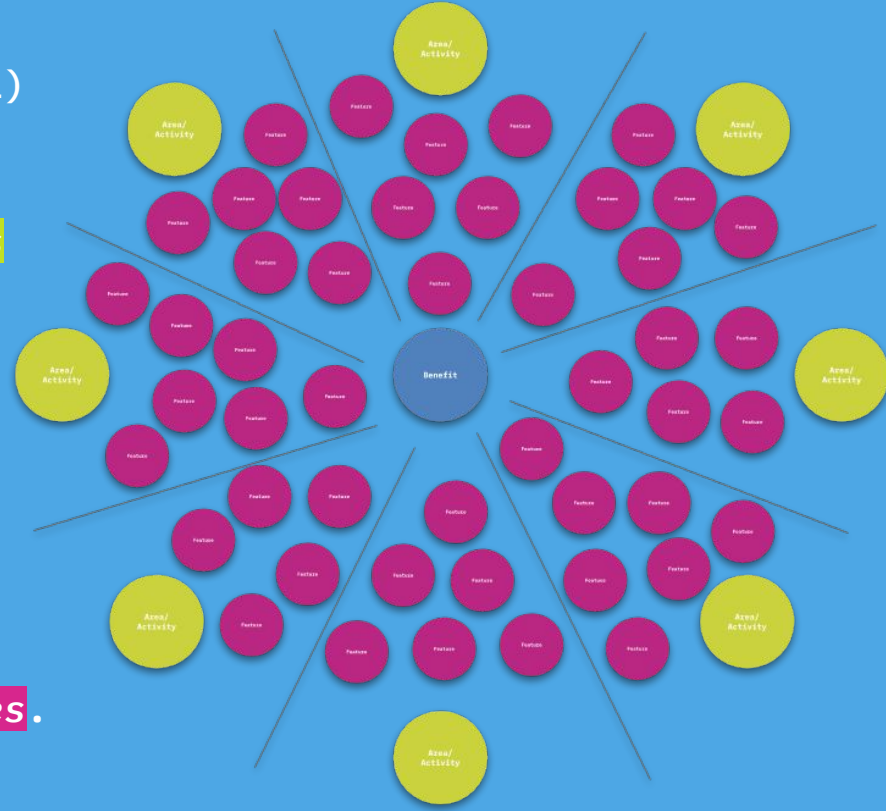


Building the Value Map

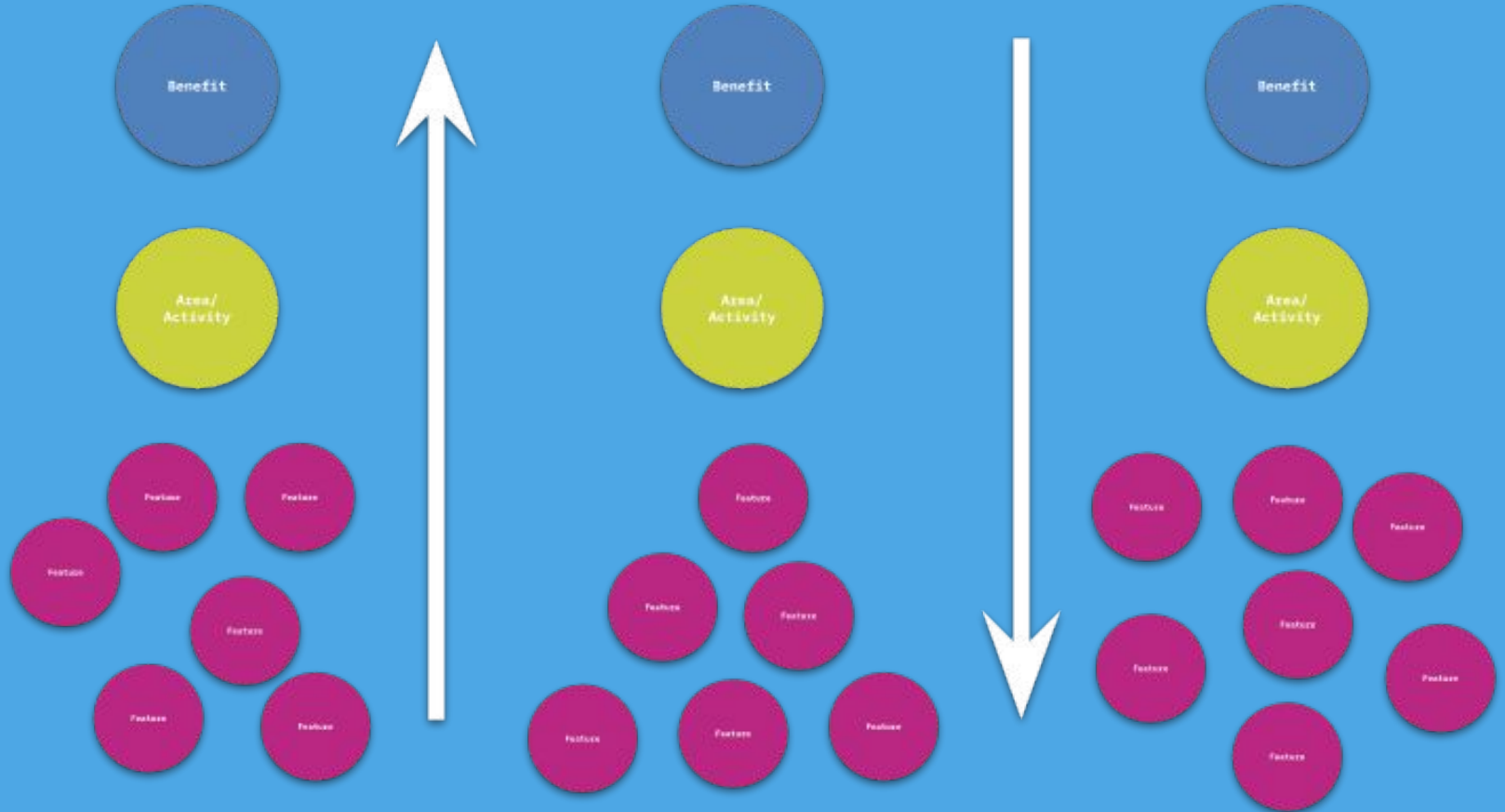


The Value Map

- Every **Feature** (business or technical)
 - delivers one or more **Benefits** (business value),
 - through one or more **Activities** (process, workflow).
- Every **Benefit**
 - is made up of **Features**,
 - delivered by **Activities**.
- Every **Activity**
 - delivers **Benefits**,
 - through collections of **Features**.



The Value Map - Content Logic





Value Map: Use Cases

and applications for your value map

Value Map Use Cases

(The OSP Value map is living documentation and a single source of truth of product and service features, using agreed-upon language for all stakeholders.)

A yellow rectangular box containing a white bracket icon on the left and the text "Comms/Marketing" in pink, bold, sans-serif font.

- Communication & Marketing Strategy
- Campaign Planning



Value Map Use Cases

(The OSP Value map is living documentation and a single source of truth of product and service features, using agreed-upon language for all stakeholders.)

A stylized curly brace icon.

Comms/Marketing

- Communication & Marketing Strategy
- Campaign Planning

A stylized curly brace icon.

Content/Comms

- Creating Content
- Site & Information Architecture



Value Map Use Cases

(The OSP Value map is living documentation and a single source of truth of product and service features, using agreed-upon language for all stakeholders.)

Comms/Marketing

- Communication & Marketing Strategy
- Campaign Planning

Content/Comms

- Creating Content
- Site & Information Architecture

Plan/Compete

- Competitive Matrix
- Feature Roadmap
- Planning



Value Map: Real-World Application

platform.sh Product Solutions Customers Pricing Developers Blog Connect Log in Free trial

Features

How to install Drupal with the Platform.sh CLI

How to launch a Django 2 project with the Platform.sh CLI

How to manage Drupal 8 Multi-site

Workflow

Connecting your local development environment to Platform.sh

How do I manage a complex development workflow for my team?

How do I onboard new developers to my team?

Benefits

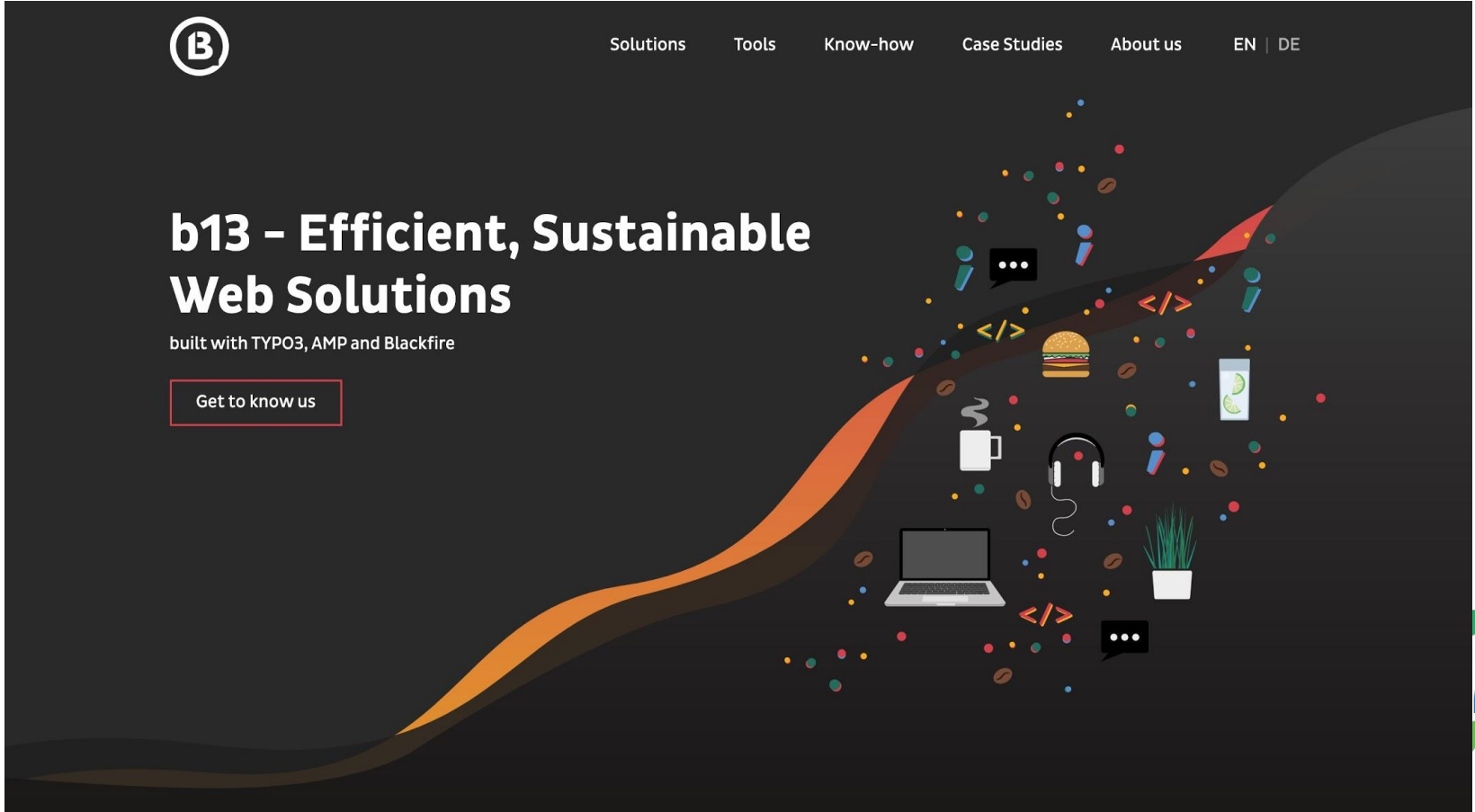
Controlling costs with Platform.sh as your virtual DevOps team


On Premise	IaaS	PaaS	SaaS
Application	Application	Application	Application
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
OS	OS	OS	OS
Virtualization	Virtualization	Virtualization	Virtualization
Services	Services	Services	Services
Storage	Storage	Storage	Storage
Network	Network	Network	Network
Monitoring	Monitoring	Monitoring	Monitoring

How Platform.sh provides white-label tools to power your SaaS application

How to run Anaconda on Platform.sh



A screenshot of a website landing page with a dark background. A large, wavy orange and brown graphic element flows from the bottom left towards the center. The page contains a navigation menu, a main heading, a sub-heading, and a call-to-action button. The right side of the page is decorated with various colorful icons representing technology, food, and communication.


 Solutions Tools Know-how Case Studies About us EN | DE

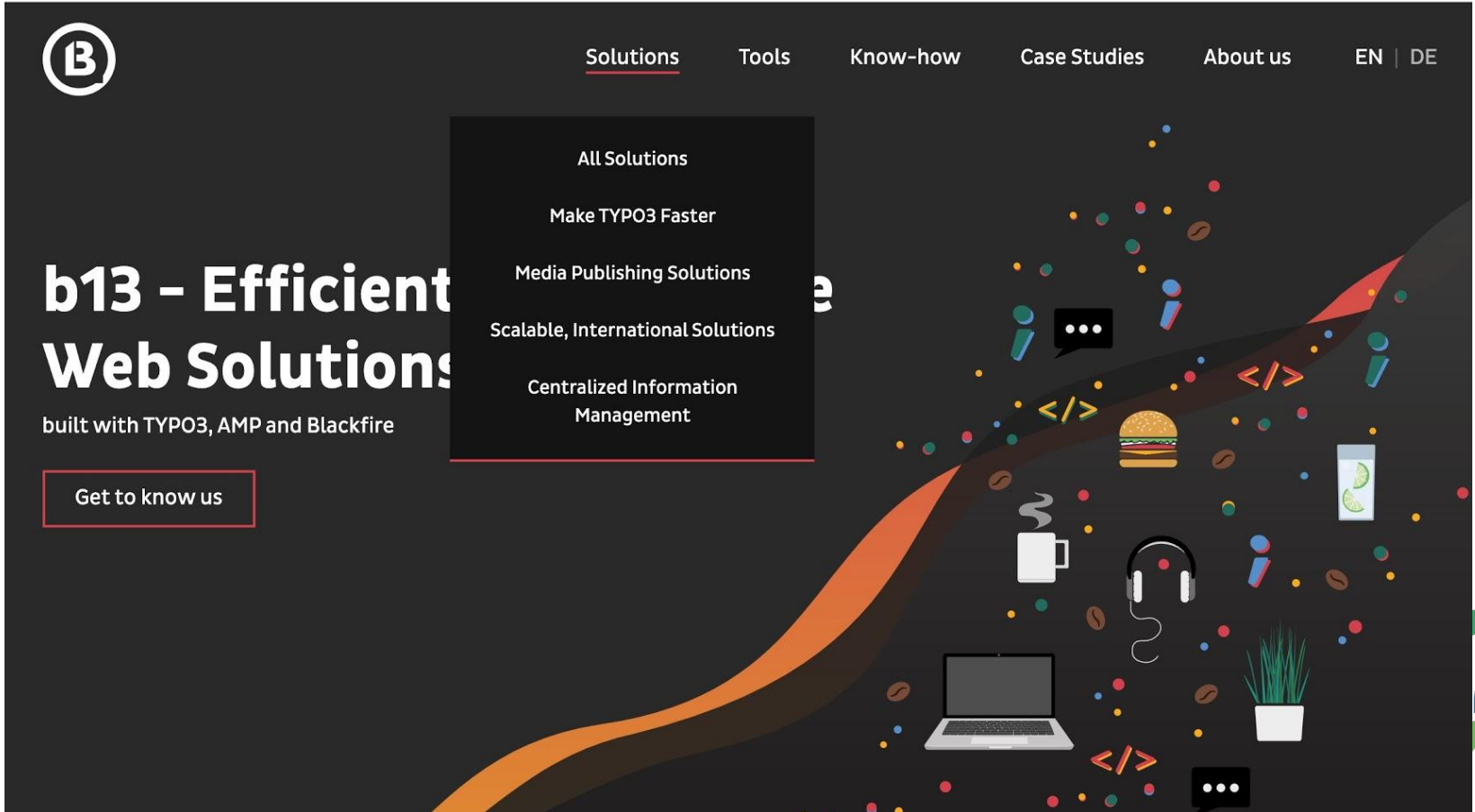
b13 – Efficient, Sustainable Web Solutions

built with TYPO3, AMP and Blackfire

[Get to know us](#)

Decorative icons include: a laptop, a coffee cup, a burger, a smartphone, headphones, a potted plant, speech bubbles, and code symbols (</>).

A decorative pattern of colorful, overlapping geometric shapes (arcs and squares) in shades of blue, green, red, and pink, located in the bottom right corner of the page.

A screenshot of a website with a dark background and a colorful, abstract graphic of a rising path. The path is composed of orange and red segments, surrounded by various icons like a laptop, headphones, a coffee cup, a burger, a smartphone, and code symbols. The website header includes a 'B' logo and navigation links for 'Solutions', 'Tools', 'Know-how', 'Case Studies', 'About us', and 'EN | DE'. A central menu lists 'All Solutions', 'Make TYPO3 Faster', 'Media Publishing Solutions', 'Scalable, International Solutions', and 'Centralized Information Management'. The main content area features the heading 'b13 - Efficient Web Solutions' and the text 'built with TYPO3, AMP and Blackfire'. A 'Get to know us' button is located at the bottom left.

B

[Solutions](#) [Tools](#) [Know-how](#) [Case Studies](#) [About us](#) [EN](#) | [DE](#)

All Solutions

Make TYPO3 Faster

Media Publishing Solutions

Scalable, International Solutions

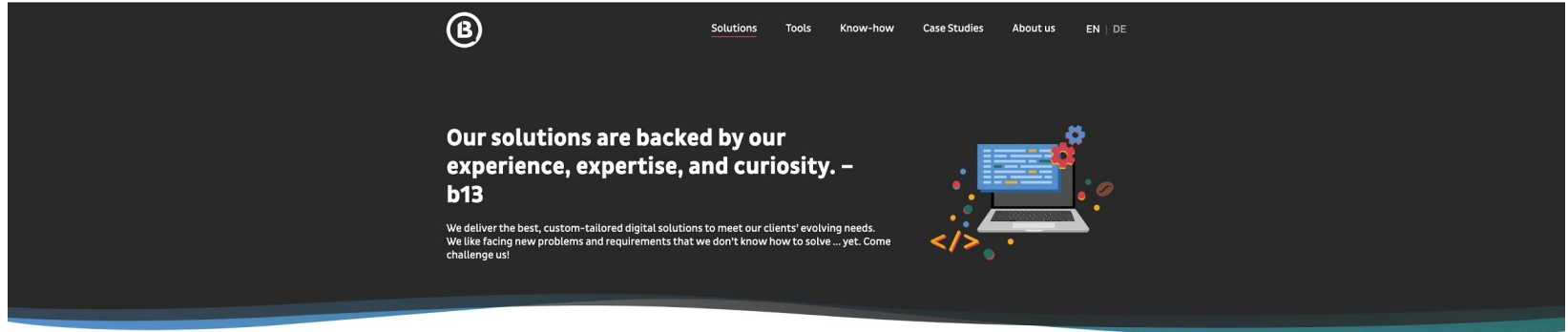
Centralized Information Management

b13 - Efficient Web Solutions

built with TYPO3, AMP and Blackfire

[Get to know us](#)

Value Map: Real-World Application

The hero section of the website, featuring a dark background with a white navigation bar at the top. The navigation bar includes a circular logo with the letter 'B' and links for Solutions, Tools, Know-how, Case Studies, About us, EN, and DE. The main content area contains a headline, a sub-headline, a paragraph of text, and an illustration of a laptop with various icons around it.

Solutions Tools Know-how Case Studies About us EN | DE

Our solutions are backed by our experience, expertise, and curiosity. – b13

We deliver the best, custom-tailored digital solutions to meet our clients' evolving needs. We like facing new problems and requirements that we don't know how to solve ...yet. Come challenge us!



Performance-Driven Websites

Websites that deliver what your customers need fast, on any network and any device, are key to your success. Performant websites rank higher in search engine results, keep visitors' attention longer, and produce better conversion rates.

[Learn more about performance-driven websites](#)



Media Publishing Solutions

Easy to use, well-structured, beautiful online publishing systems improve your SEO ranking, attract more visitors, and keep them onsite longer. Enterprise-level brand-management, publishing workflows, and intuitive tools keep your editorial teams focused and productive.

[Learn more about media publishing solutions](#)



Scalable, International Solutions

Working with an international audience requires know-how that few agencies have. B13 is the best and most knowledgeable agency for maximum ROI on your international online business.

[Learn more about scalable, international solutions](#)



Centralized Information Management

This product is a new way of thinking about information management. It is something many do, but few do well. We do it best of all.

[Learn more about centralized information management](#)





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Minification – Deliver Enough and No More

b13 and TYPO3 help you respect your visitors' bandwidth and battery consumption while delivering them a faster experience. TYPO3 has built-in "minification" of HTML, CSS, and JavaScript files and supports it for SVG images, removing unnecessary information from files. We improve visitors' experience further, by combining and compressing already-minified files for delivery of the smallest possible files.



Minification removes unnecessary information from files, speeding their transfer across the network.



TYPO3 can combine multiple minified files, reducing the number of requests necessary to retrieve the complete code, further improving users' experience.



When using large standard libraries, we use minification to deliver only the code needed for a given page request.



Minified files can be compressed before delivery, ensuring that no unnecessary data is left to slow down the transfer.

HTTP/2 – Modern, secure, fast delivery protocol

We can configure your TYPO3 website for faster and more secure page delivery using the newer HTTP/2 transfer protocol, also boosting its SEO ranking in the process (search engines love HTTP/2!).



Upgrading to the HTTP/2 protocol is perfect for fast page delivery. It offers header compression and can handle concurrent requests much better than previous protocols.



Using HTTP/2, serving many files at once is less time consuming than before. You can deliver CSS and JavaScript split up this way for newer browsers or concatenated into larger files for older browsers, where that is faster.

TYPO3 CMS – Our choice of fast CMS

TYPO3 delivers true responsiveness for the modern web. It has powerful support for creating responsive web pages, optimized for any device, screen size, and browser. Image handling (including built-in image editing tools) has always been a strength for TYPO3. Up-to-date browsers supply information about device, window width, and screen resolution with a page request. TYPO3 can be set up to generate a range of image sizes and options for the browser to select based on its needs and deliver it all with device-optimized and device-specific CSS and JavaScript code.



Device-optimized and device-specific CSS and JavaScript code for optimal delivery to your site visitors.



TYPO3 can be configured to create images in any number of highly efficient formats and includes information about what formats an image is available in, allowing the browser to choose the optimal image compression.



Powerful support for creating responsive images, web pages, optimized for any device, screen size, and browser.



TYPO3 has powerful support for creating device-optimized responsive web pages and can deliver pages optimized for any device, screen size, and browser.



Faster page loads: TYPO3 compresses HTML, CSS, and JavaScript data before it is sent to you, regularly decreasing file sizes by 60%.



Device-specific JavaScript should only be downloaded by those devices that need it. We achieve this by sending the right information to the browser.

Content Delivery Networks – Bring your data to your users

At b13, we are content delivery network (CDN) experts. CDNs help make media-rich properties really fly and deliver great user experiences despite the masses of data needed. TYPO3—our CMS of choice—is optimized for use with CDNs, ensuring that as much data as possible is cached on CDN servers near your customers. The reduced load on your site's servers helps your TYPO3 deliver new content around the globe even faster.



Cache website configuration data, optimized media, and files on servers close to your users, reducing network latency and increasing delivery speed.



Setting up your application to use Cloudflare technologies like Railgun, we minimize unnecessary data transfer, ensuring that the connection between your server and the CDN is as fast, efficient, and economical as possible.



CDNs reduce load on the server, meaning TYPO3 will have more resources available and deliver new content even faster.

Caching – Build it Once, Serve it Over and Over

b13 takes advantage of TYPO3 CMS's powerful built-in caching to speed up page delivery on your website. We also configure it to work hand-in-hand with CDNs to make sure your visitors will get responsive images and videos optimized for their device and network conditions.



Statically cached files—and whole webpages—where possible drastically reduce latency.



TYPO3 caches and optimizes all JavaScript files, page-specific SVG maps, and resized, cropped and otherwise edited image files, so your browser won't have to wait for them.



TYPO3 caches all CSS code as static files, meaning style information can be delivered instantly.

Modern Image Formats – smaller, faster, just as pretty

Faster page loads increase time on page and conversions. We configure TYPO3 to work with modern image formats. Browsers that support them will load your content faster and more efficiently, speeding page loads and reducing bandwidth consumption for your visitors.



Images in modern formats like WebP and JPEG XR come in smaller files reducing the time it takes to load a page without reducing image quality.



b13 configures TYPO3 to support and suggest these more efficient image formats first. Browsers that support them will pick the best format and download the smallest file.





Accelerated Mobile Pages – Fastest loading on every device

One of the ways b13 builds your website to deliver content to mobile visitors blazingly fast is by using the AMP—Accelerated Mobile Pages—standard to devices that request it. AMP combines a strict set of presentation and rendering rules with delivery from the global AMP Cache.



Large font files can block your site's rendering. **AMP ensures that fonts are downloaded efficiently and early** by limiting what other resources can be prioritized by the browser.



AMP limits the browser to a single layout operation by limiting how scripts interact with the page.

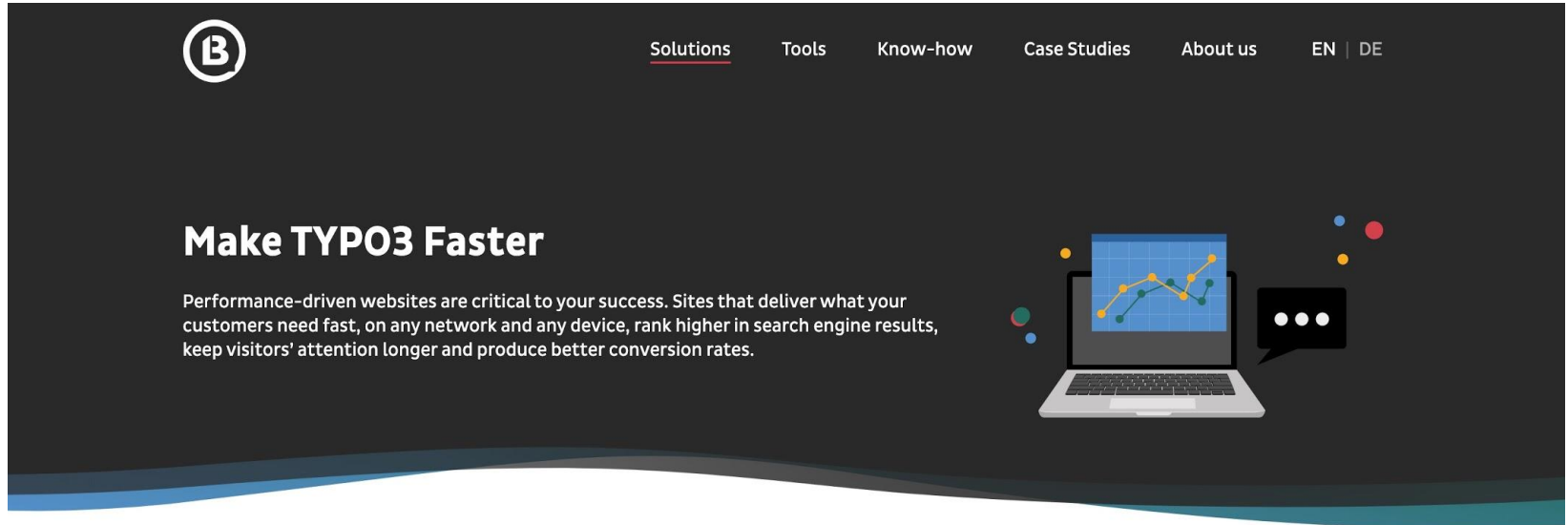


Time-consuming style recalculations are minimized by making sure scripts are executed in the right order.



AMP removes extra resource requests and large files by forcing core styles to be included inline and limiting the size of the CSS data.





Web pages that consume too much data and are slow to load on mobile devices will lose you business. Potential customers in markets with slower connections won't stick around waiting to read your content. Search engines penalize you for bloated code and poor configuration choices, making visitors even less likely to find your offerings.

At b13, we are experts in combining and configuring technologies like TYPO3 CMS, CDN, AMP, and more to build the fastest possible custom solutions. Our expertise in every aspect of the creation, delivery, and rendering of your mission-critical content will deliver the best digital experiences and the most business value for you and your customers.



CLEAR?



THANK YOU.

hello@openstrategypartners.com





THANK YOU, QUESTIONS?

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jam@openstrategypartners.com

PLEASE PROVIDE YOUR FEEDBACK!

<https://mid.camp/6403>



CONTRIBUTION DAY

Saturday 10am to 4pm

You don't have to know code to give back!

New Contributor training 10am to Noon
with **AmyJune Hinline** of Kanopi Studios

More information at <https://www.midcamp.org/2020/contribution-day>



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What's Your Story?

hello@openstrategypartners.com

