

OPH

LA FÉDÉRATION

Avec vous, solidaires
et pour longtemps



NO LIMIT
NBIC
VUCA



CULTURE
AGILITÉ
SCRUM



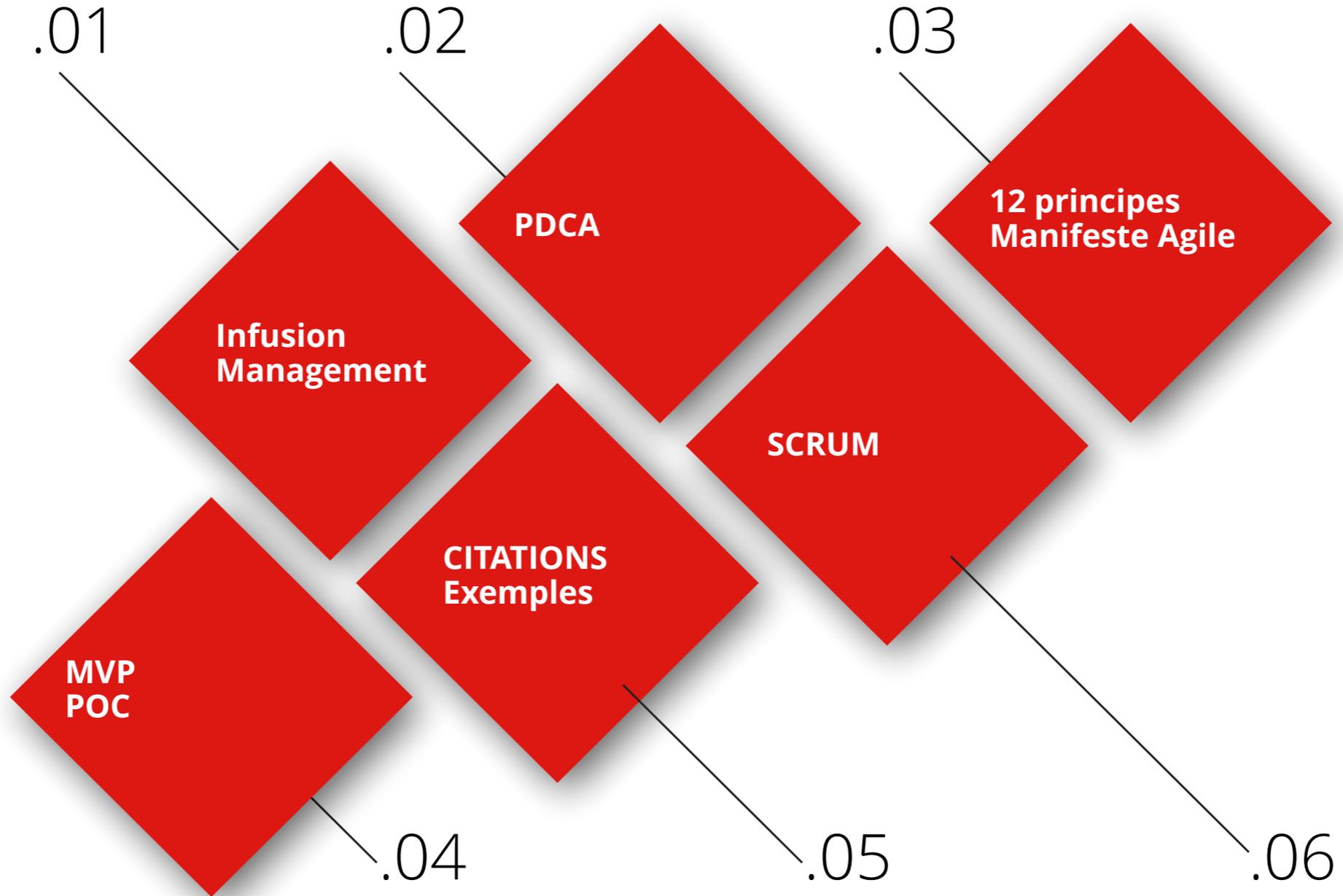
STRATÉGIE
CONTENUS
INBOUND



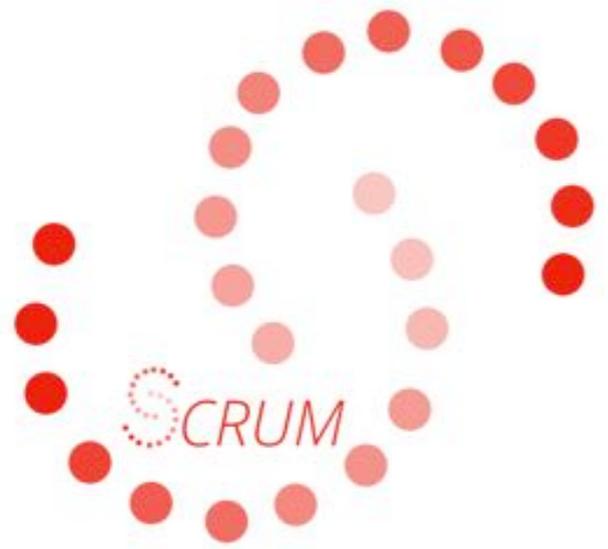
UX
PARCOURS
CLIENT

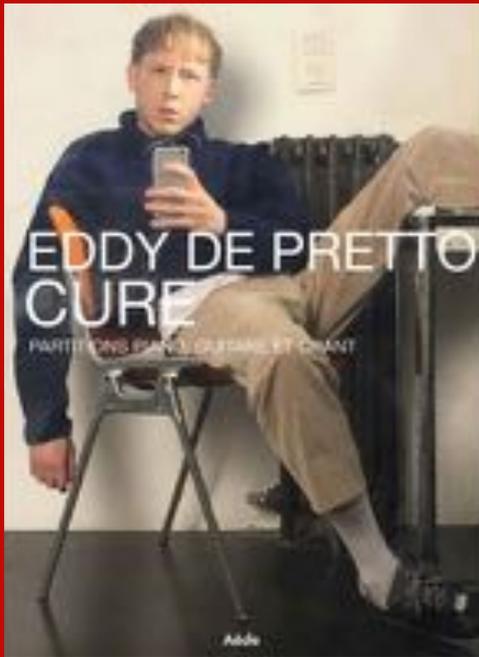


2-Culture



AGILITÉ





Google

jain alright lyrics

All Videos News Images Maps More Settings

About 244,000 results (0.47 seconds)

Alright

Jain

Things gonna be alright
Things gonna be just fine
Things gonna be alright
If love is around
Things gonna be alright
Things gonna be just fine
Things gonna be alright
If love is around

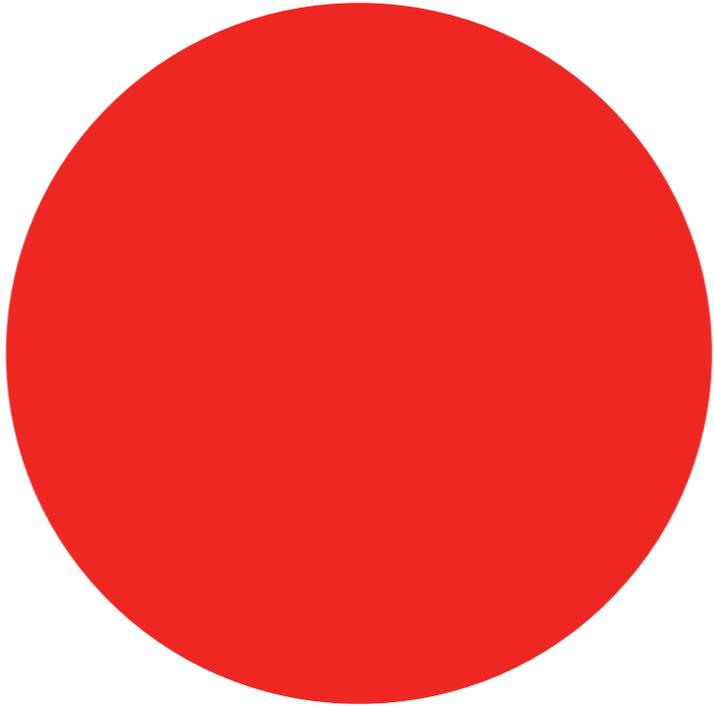
I know you think that I am over you
But I have just better things to do
Than crying over you, I really got to move
On with the love that I keep around
I got my life and I'm a fire
I got my voice to make it higher





d.



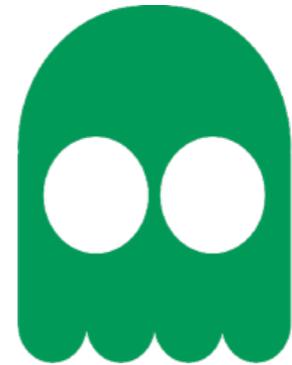
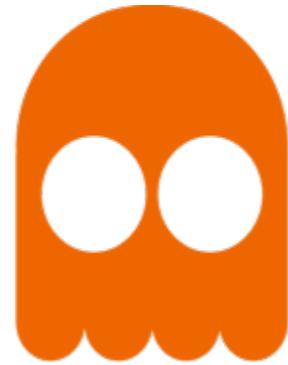
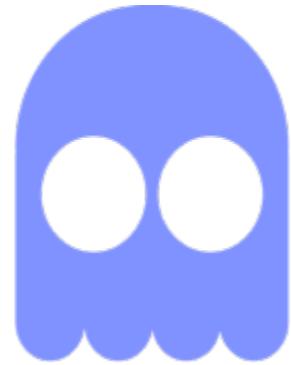
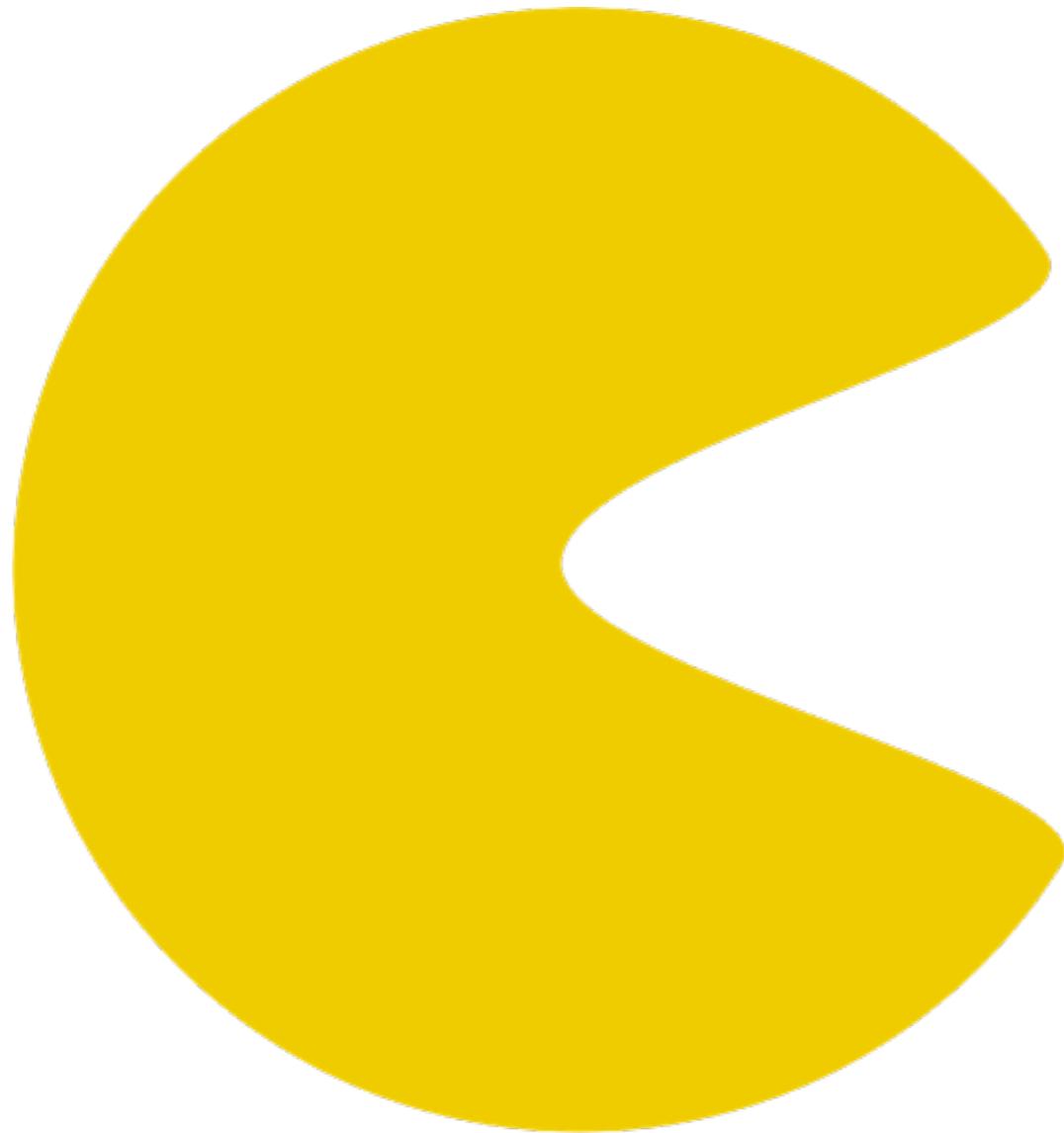
I  NY

J'  LA

SIMPLICITÉ



Les startups infusent le monde économique



CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker

Harvard Business Review

Strategy for
Start-Ups

by Steve Blank, Bob
Johnson, and
Gregory S. Brown

The Surprising
Power of Questions

by David
Foray and
Christoph L. Schmidt

Marketing in
the Age of Alexa

by Michael
McIntyre

Managing
21st-Century
Political Risk

by Robert
D. Cramton and
John W. Sisk



AGILE AT SCALE

HOW TO CREATE A TRULY
FLEXIBLE ORGANIZATION

~~CAAC40~~



La
FRENCH TECH



La

FRENCH TECH

NEXT40

alan

BockMarket

believe.



BlaBlaCar

BLADE

Cityscoot

CONTENTOUM

deezer

DEVIALET

Doctolib

Devaneos

FINALCAD

FRICHTI

home exchange

HR Path.

iAdvize

ivalua

JOBTEASER

klaxoon

Ledger

ManoMano

meero

MIRAKL

october

OPENCLASSROOMS

OVH

PayFit

re/commerce

sendinblue

Shift
Technology

sigfox

TALENTSOFT

Vade Secure

Veepee

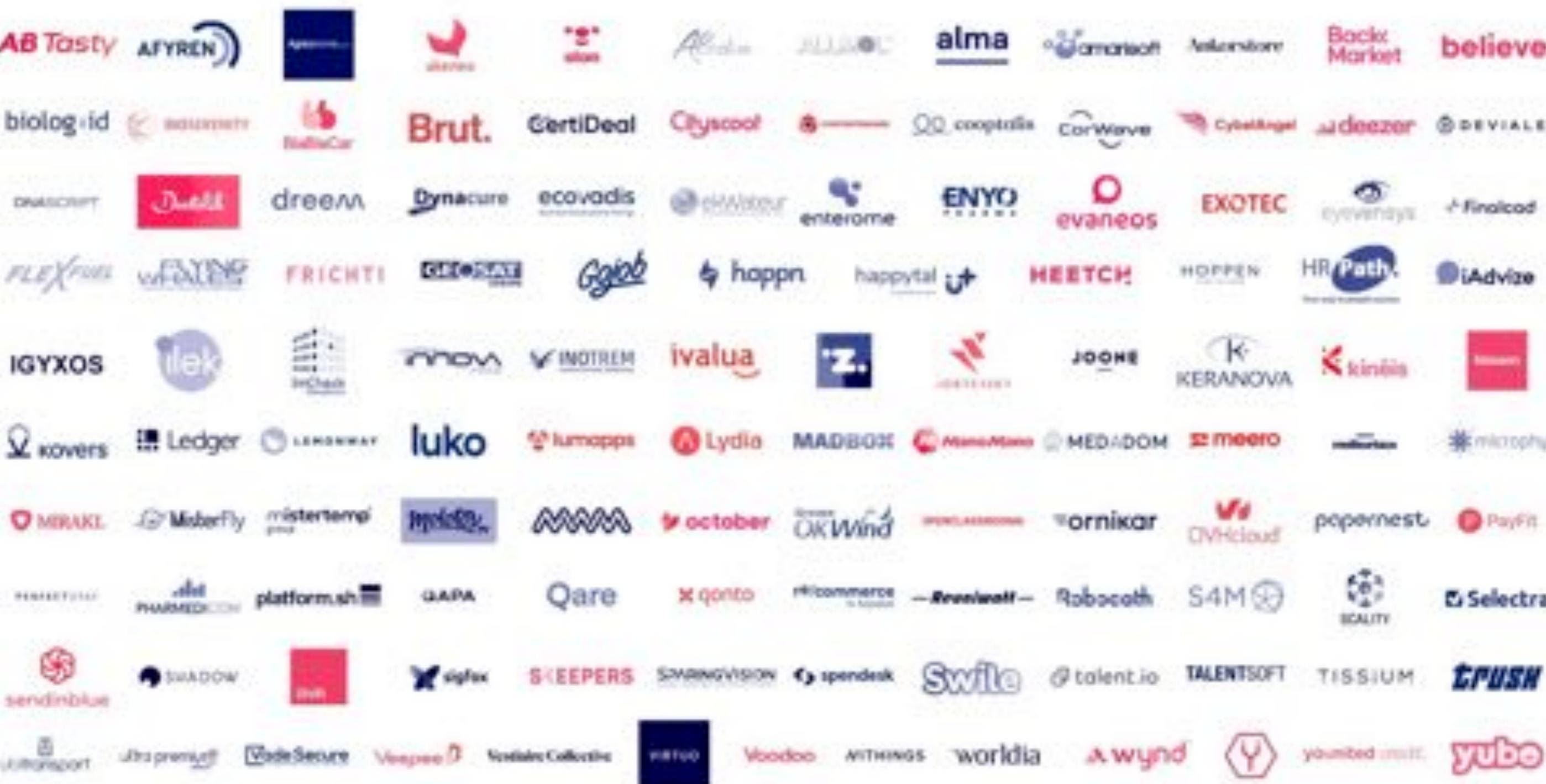
Vestiaire Collective

Voodoo

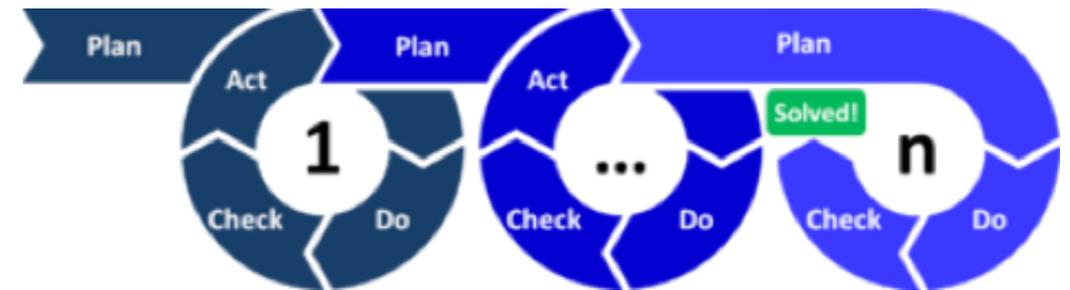
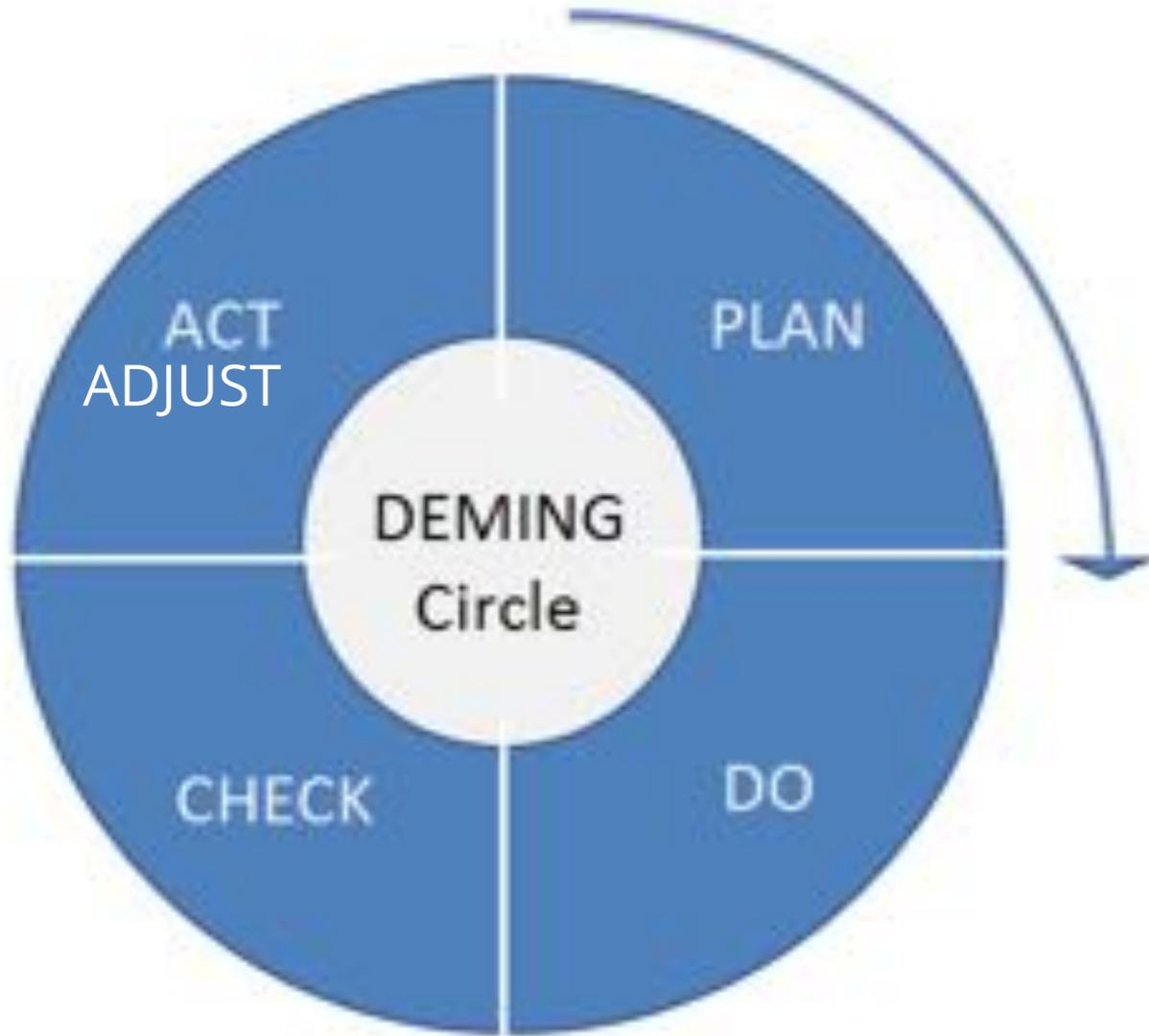
wynd

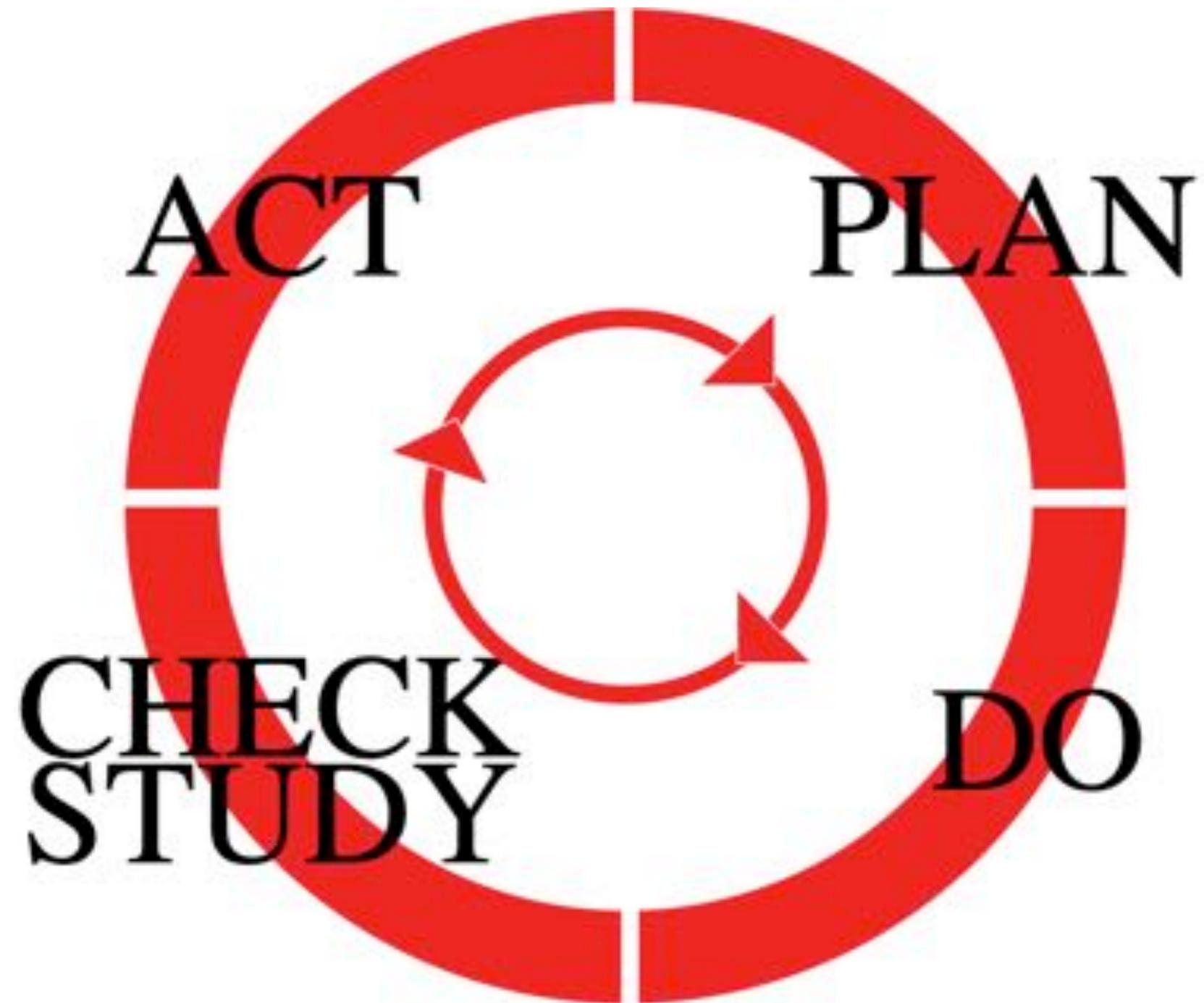


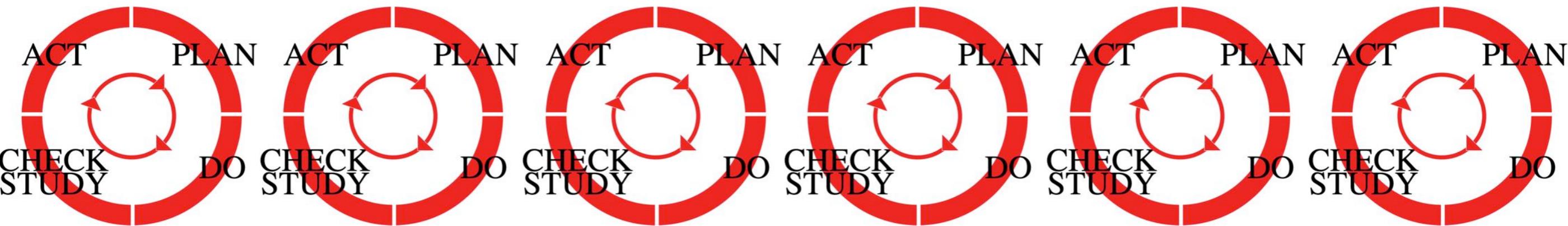
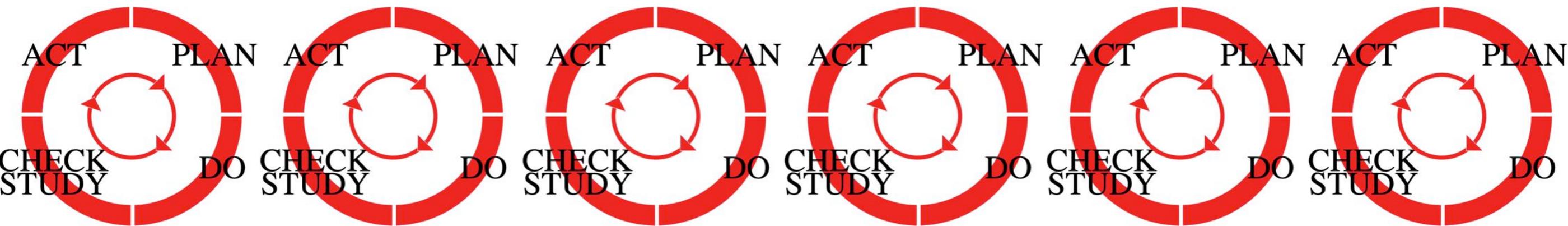
youunited



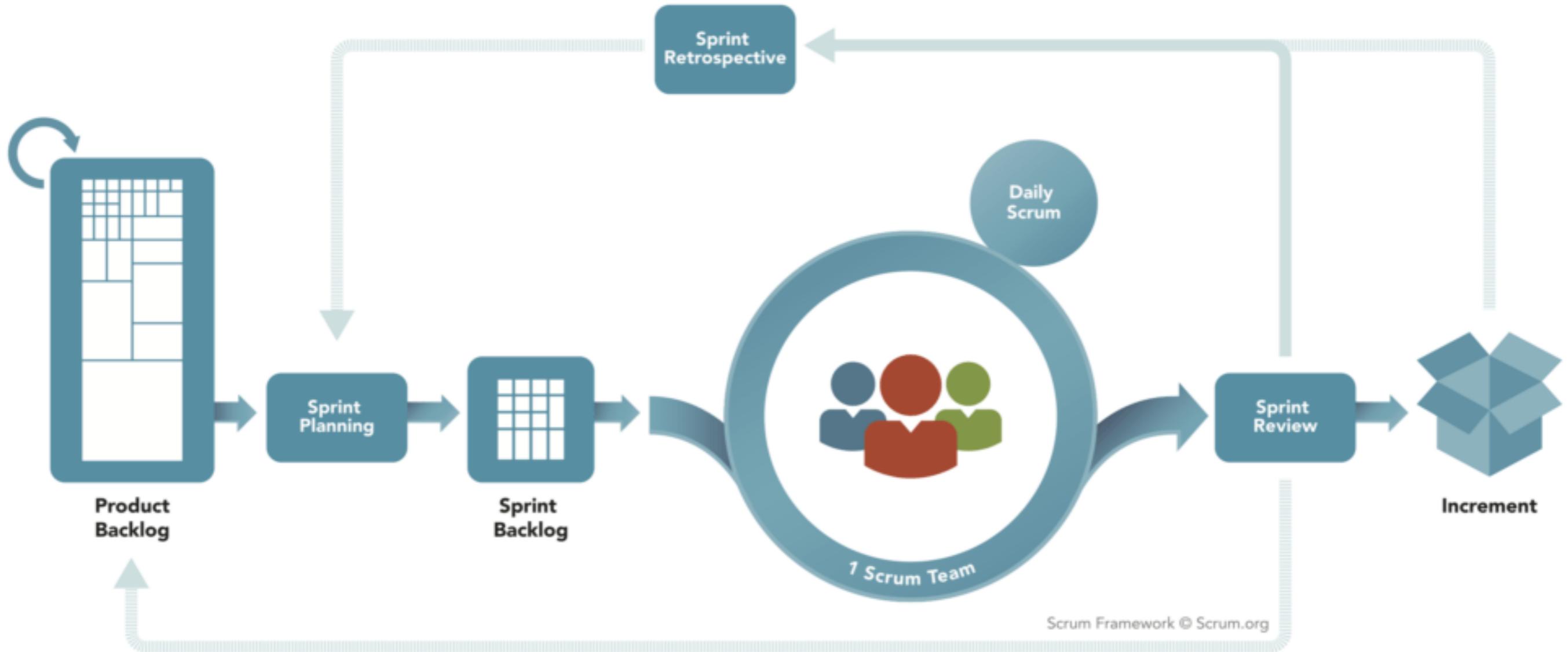
PDCA cycle 1950







SCRUM FRAMEWORK



SCRUM = 3 3 5

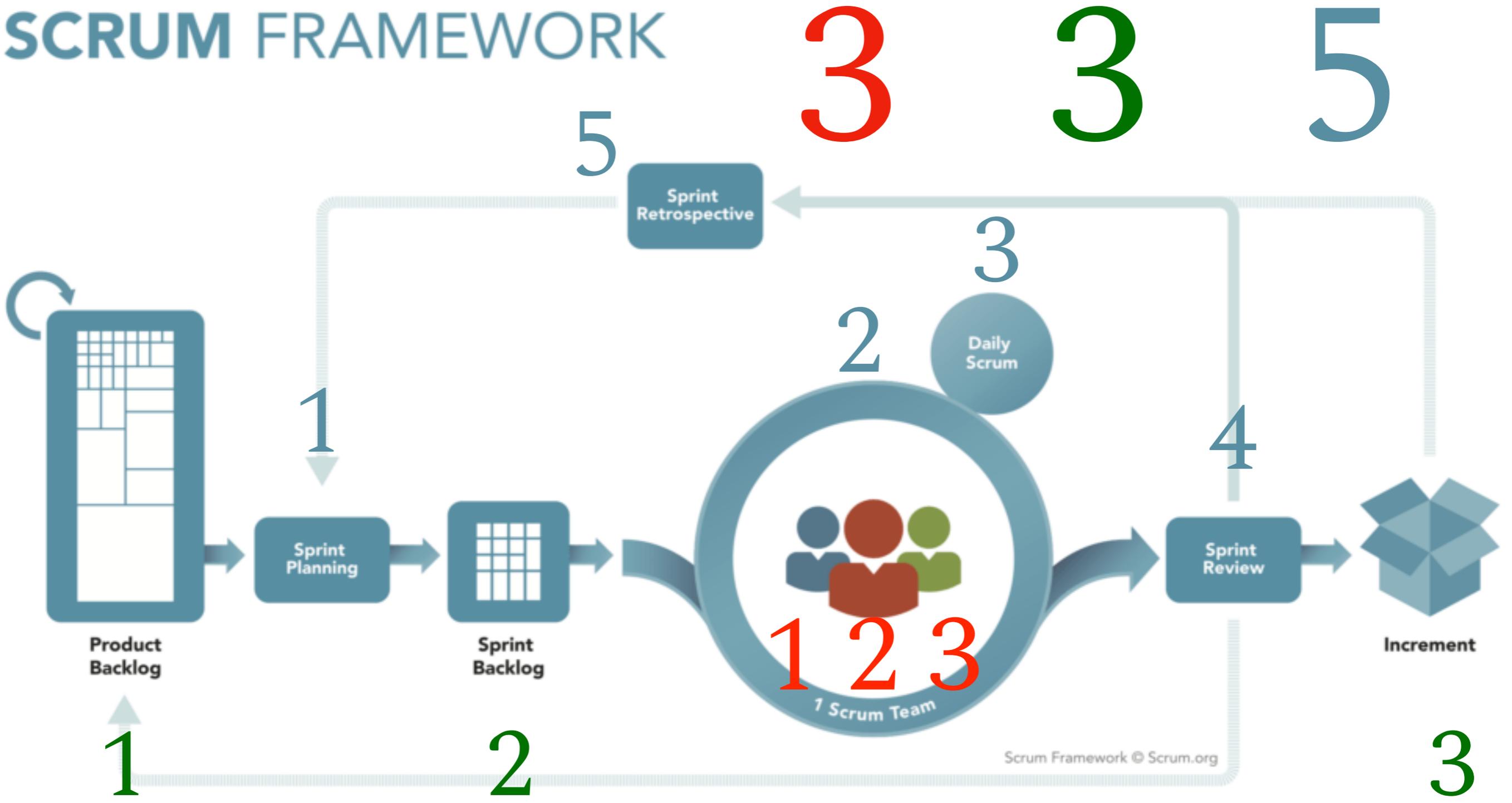
3 ROLES

3 ARTIFACTS

5 EVENTS



SCRUM FRAMEWORK



agilemanifesto.org

Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.



Notre plus haute priorité est de satisfaire le client en livrant rapidement et régulièrement des fonctionnalités à grande valeur ajoutée.

Accueillez positivement les changements de besoins, même tard dans le projet.

Les processus Agiles exploitent le changement pour donner un avantage compétitif au client.

Livrez fréquemment un service opérationnel avec des cycles de quelques semaines à quelques mois et une préférence pour les plus courts.

Les utilisateurs ou leurs représentants et les développeurs doivent travailler ensemble quotidiennement tout au long du projet.

La méthode la plus simple et la plus efficace pour transmettre de l'information à l'équipe de développement et à l'intérieur de celle-ci est le dialogue en face à face.

Un service opérationnel est la principale mesure d'avancement.

Les processus Agiles encouragent un rythme de développement soutenable.

Ensemble, les commanditaires, les développeurs et les utilisateurs devraient être capables de maintenir indéfiniment un rythme constant.

La simplicité – c'est-à-dire l'art de minimiser la quantité de travail inutile – est essentielle.

Les meilleures architectures, spécifications et conceptions émergent d'équipes auto-organisées.

The 12 agile principles*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**

Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5
story	story	story	story	story
story	story	story	story	story
story	story	story	story	story

4 Work **together**



5 Trust and **support**



6 Face-to-face **conversation**



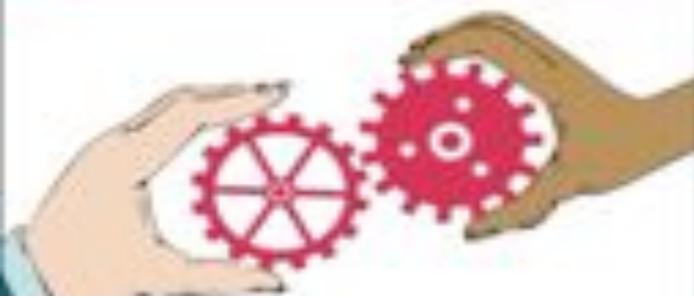
7 Working **software**



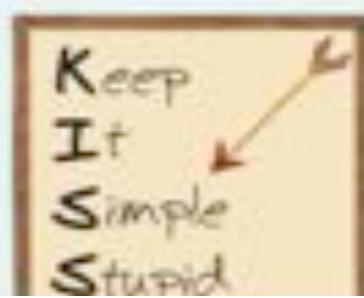
8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**



11 Self-organizing **teams**



12 Reflect and **adjust**



MVP

minimum viable product

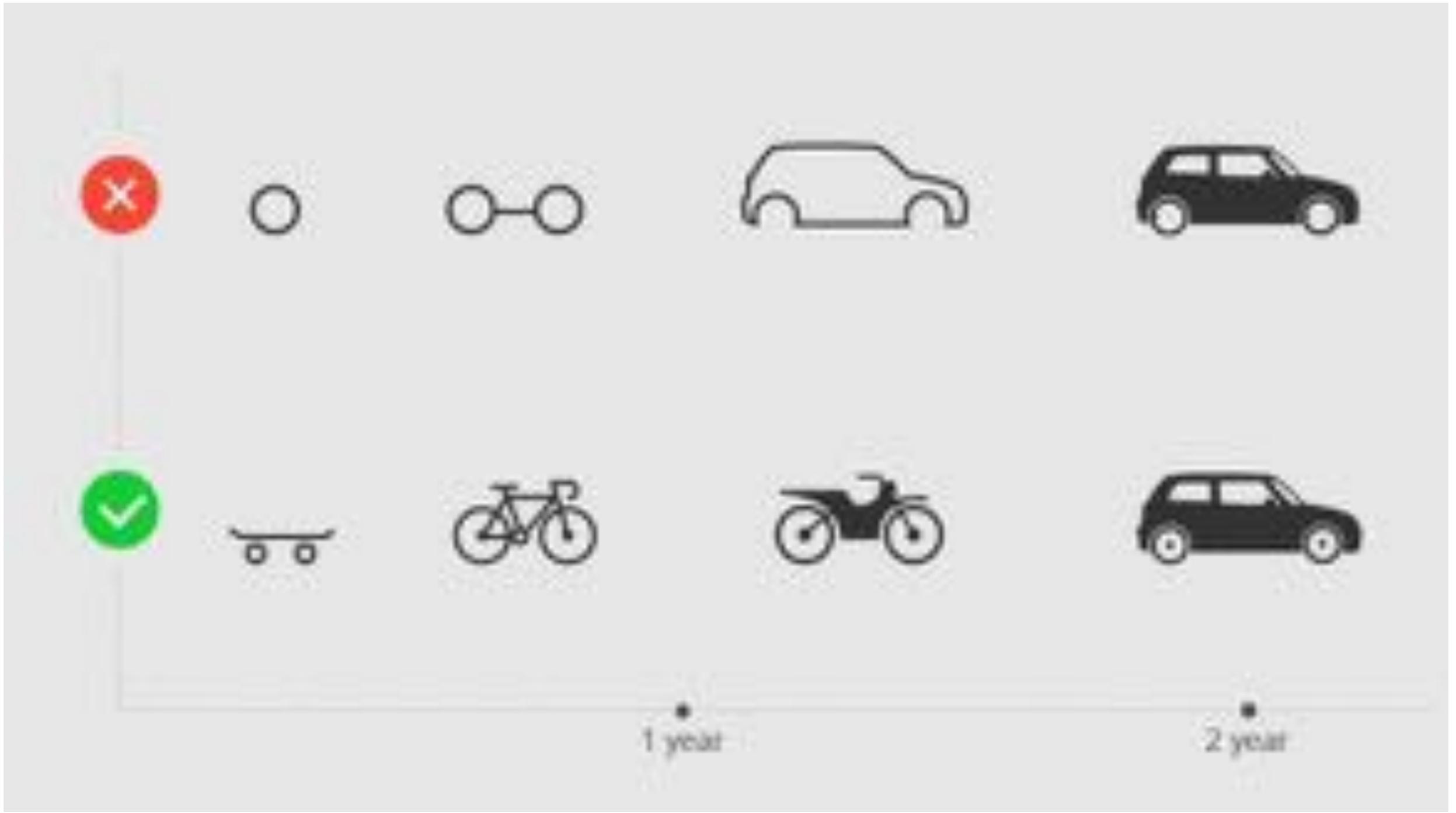
première version visible et distribuable
d'un produit

utile pour les tests et choix des
fonctionnalités à ajouter / enlever

utile pour pivoter

POC : proof of concept

MVP



**Stop
Starting.
Start
Finishing.**

#agile

**LA VITESSE D'ITÉRATION
BAT LA QUALITÉ D'ITÉRATION**



Apprenons à
nous tromper

Test and Learn

continuous delivery
welcome change

make ~~FAIL~~ FAST

make ~~FAIL~~ EARLY

make ~~FAIL~~ OFTEN

Beter donne
than perfect *



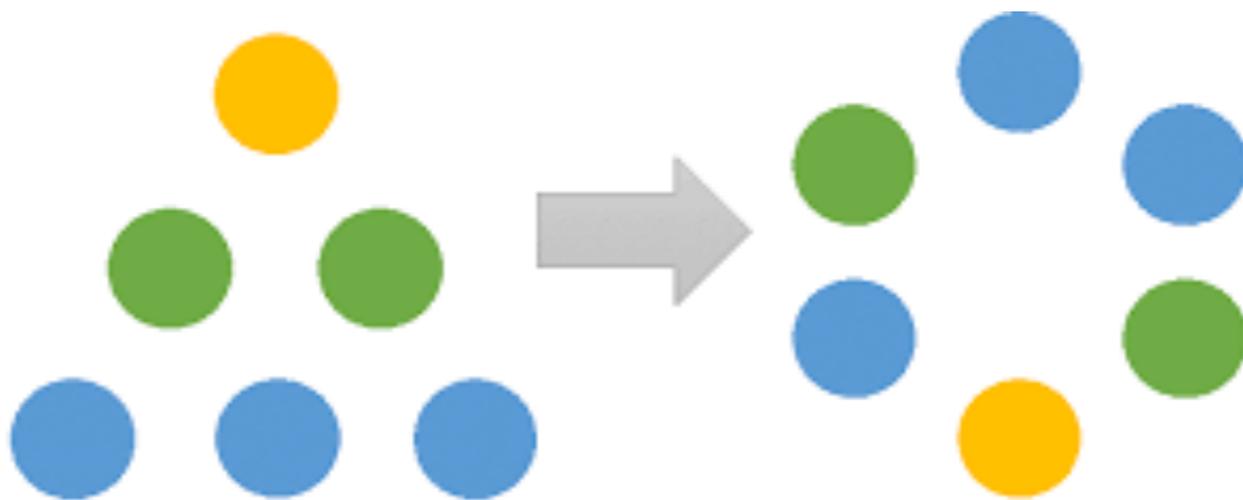
Better done
than perfect

** sans faute c'est mieux*

PizzaTeam = 9 personnes



HOLACRACY



Top-down

Holacratie

EPIC / User Story for persona

EPIC : large user stories

User Story : pain point for personas
solved by user features

backlog = epic + user story

Jean-Luc



« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne. Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

Quel est le problème de Jean-Luc ?

Quelle est la frustration de Jean-Luc ?

Quels sont les besoins et attentes de Jean-Luc ?

Pourquoi n'est-il pas satisfait des solutions existantes ?

Revenus



Ville



Fréquences



Niveau Technique



Usage mobile



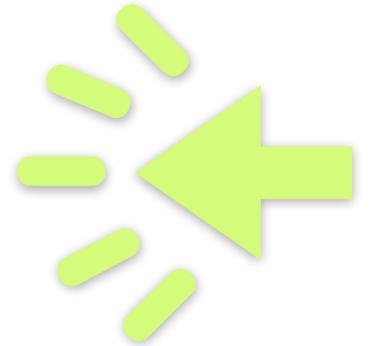
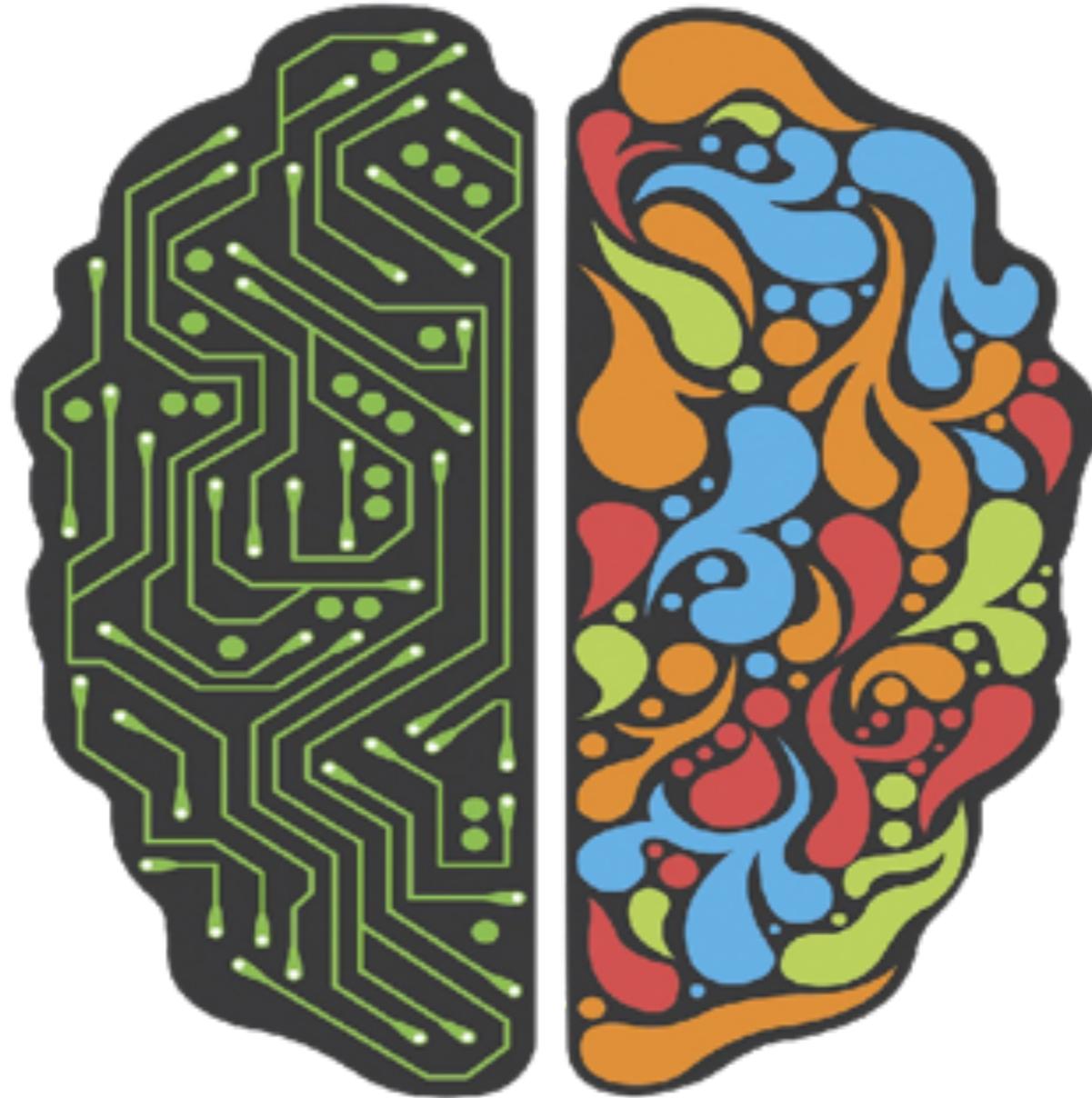
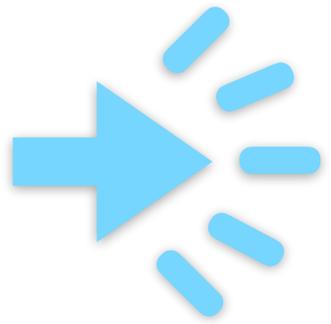
Know How





**CARTE
EMPATHIE**

l'utilisateur ne nous dit pas tout



HEY, WAZZO-WAZZERS!
SAY SOME TRUZY THINGIC
BUNTS TOWN — SOMEONE
BUDGING TRUVERSLS WITH
AN HURL. A LONG TRIVY HUAN
WITH A LONG TRIVY TIE.
A BLANK ATTORNIAN. A MAN.
PHENT INKRETHLET!



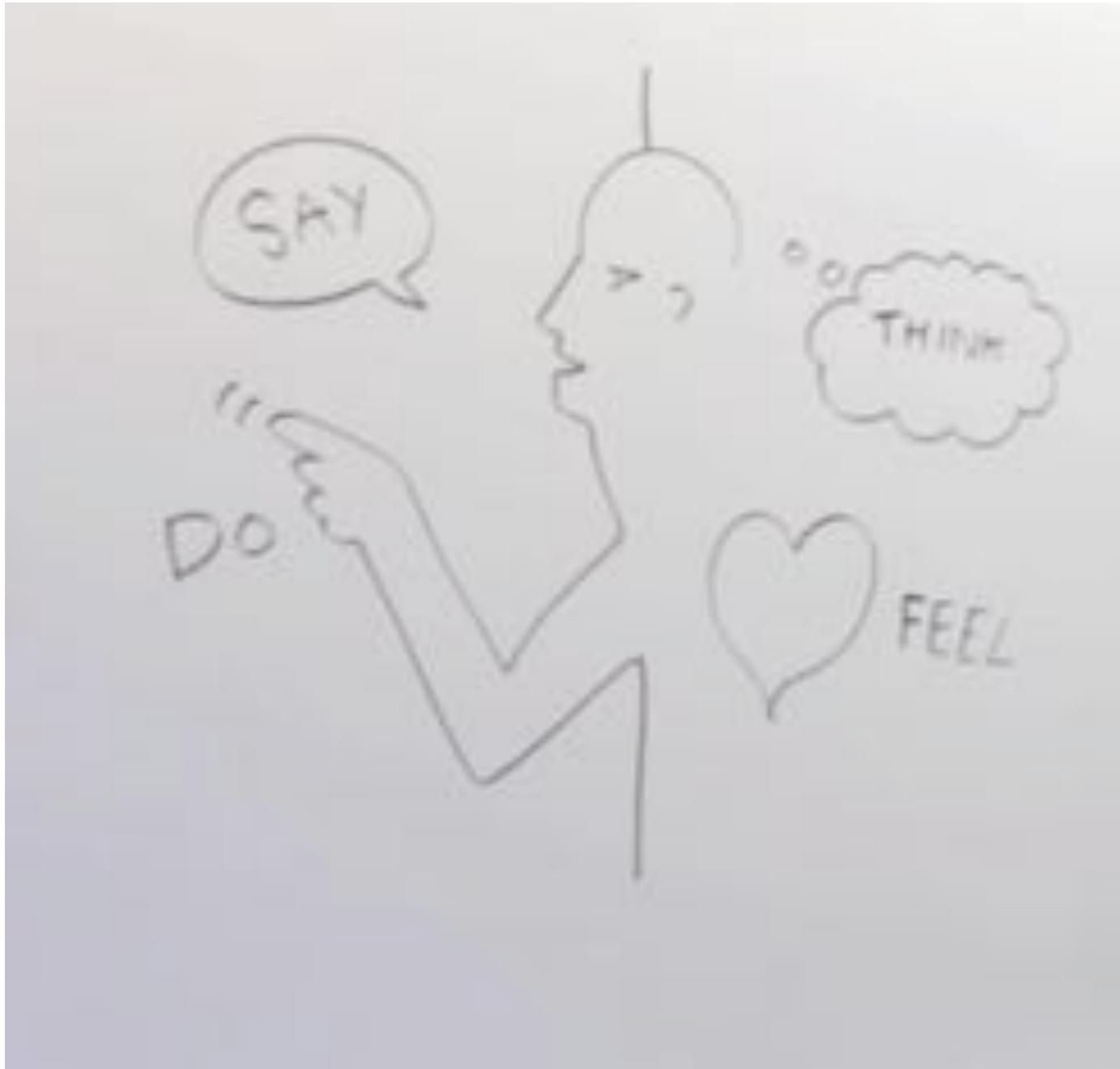
TO:
WAZZO-WAZZERS
OVER THE MOON.
THE WAZ WEST
NOW

Wald

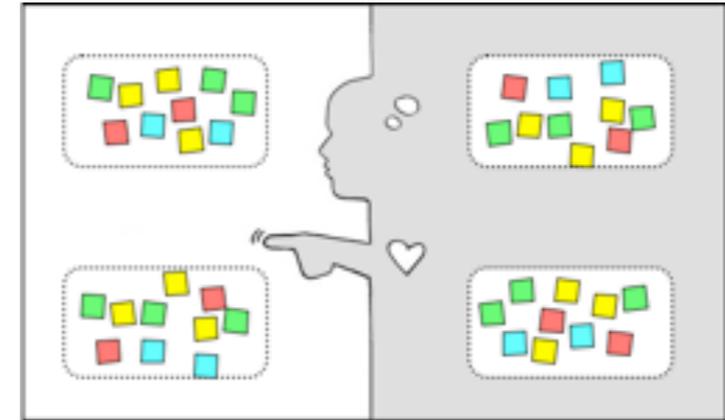




Liu Bolin



METHOD EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY: What are some quotes and defining words your user said?
- DO: What actions and behaviors did you notice?
- THINK: What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL: What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture "tensions" and "contradictions" as you work.



SAY

THINK



DO

FEEL

Empathy Map Canvas

Designed for

Designed by

Date

Version

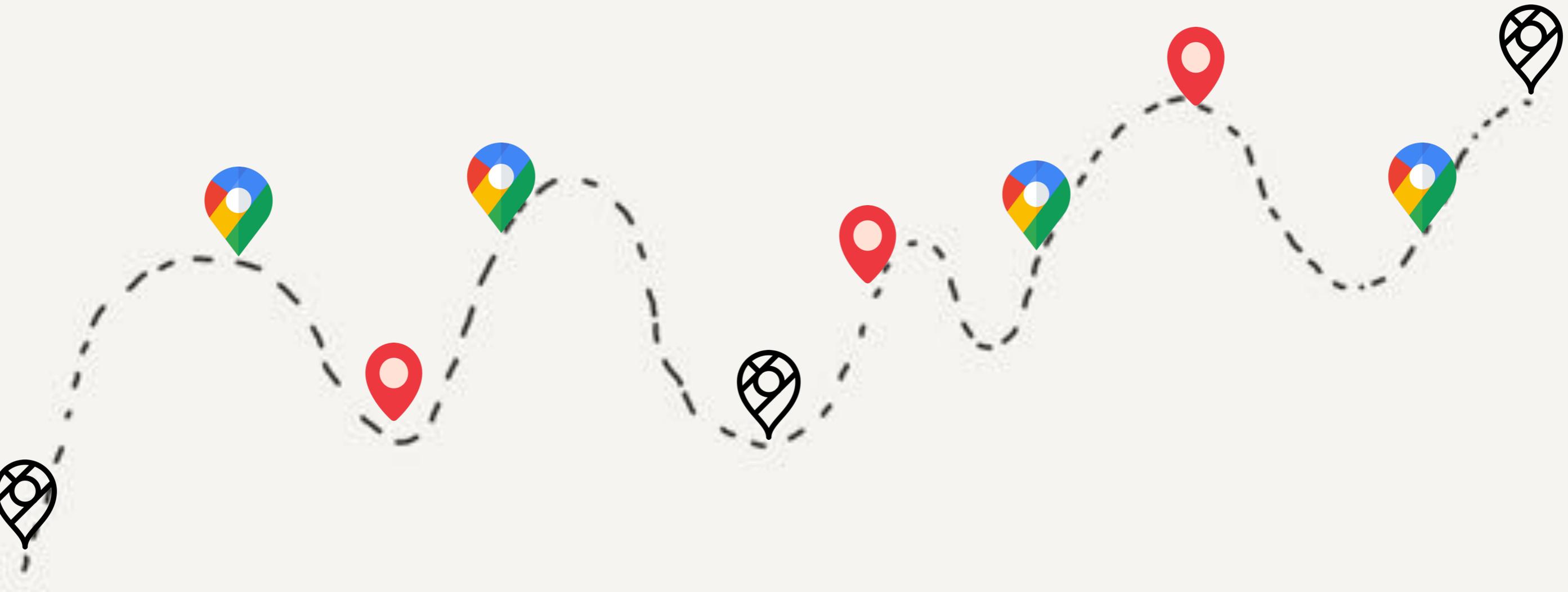
The diagram is a large rectangle divided into several sections. At the top, there are four boxes for 'Designed for', 'Designed by', 'Date', and 'Version'. The main canvas is a large white area with a grey border. In the center is a profile of a person's head, facing right. The head is divided into several sections:

- GOAL**: Located at the top center of the head.
- THINK and FEEL**: Located in the upper part of the head, divided into **PAINS** (left) and **GAINS** (right).
- SEE**: Located on the right side of the head, near the eye.
- SAY**: Located on the right side of the head, near the mouth.
- DO**: Located at the bottom of the head.
- HEAR**: Located on the left side of the head, near the ear.

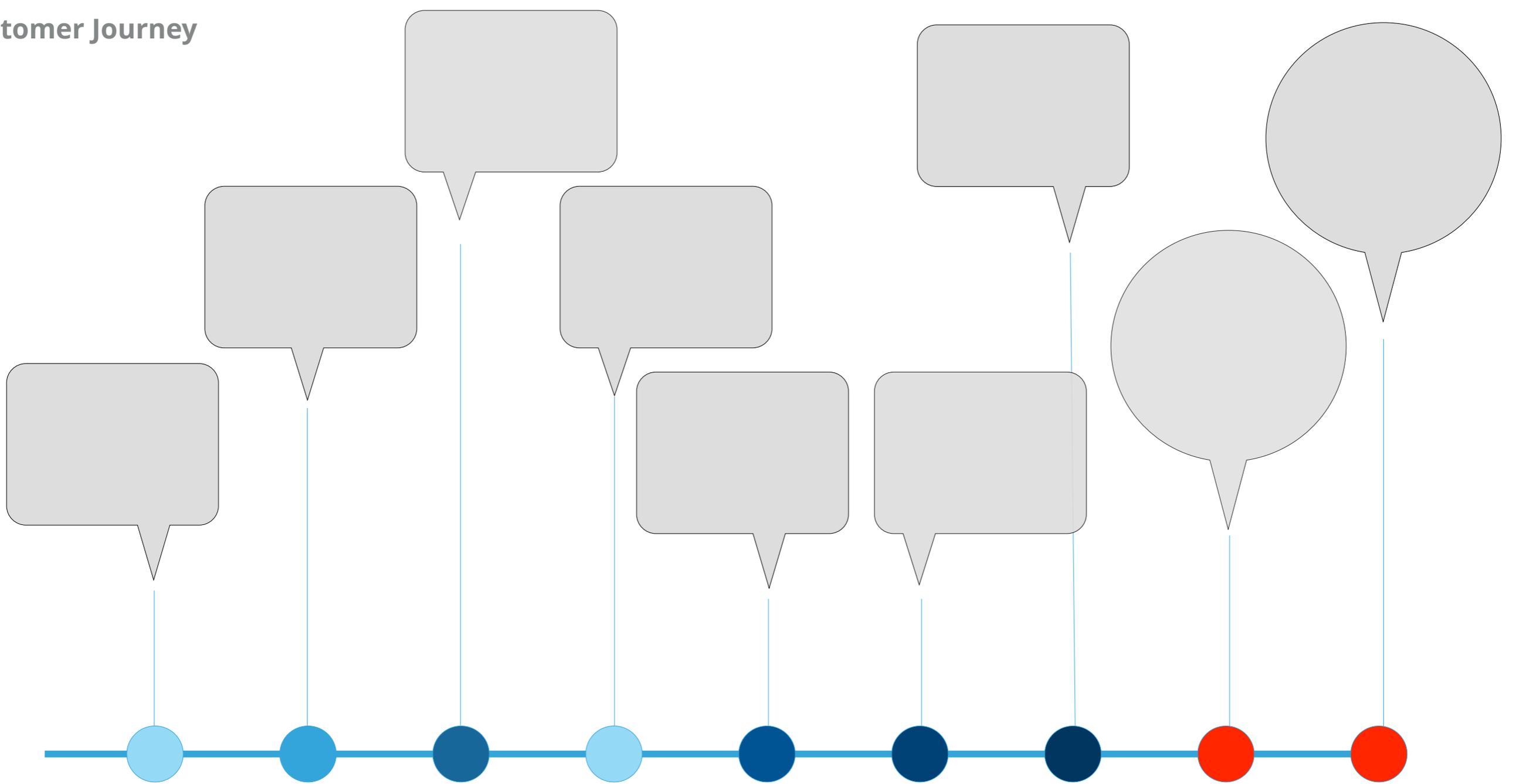
Surrounding the head are five numbered questions:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What skills do they want or need to get done?
What decisions do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?

At the bottom of the head, there is a line for notes: "What other thoughts and feelings might motivate their behavior?"



Customer Journey



...

Nom du Touchpoint /
Point de contact

1

2

3

4

5

6

7

Channel / Canal

Interaction du client

Interaction de la marque

Avis du client perçu par le client

Décalage avec le
positionnement voulu

THE
AGILE
Manifesto





Do More With Less

Lean Management

Pizza team

MVP (minimum viable product)

POC (proof of concept)



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

une école
 CCI GRENOBLE

Key TakeAways

ce qu'il faut retenir

1. user
2. user
3. user
4. user
5. user

TOOLS





slack

Enquête Tiers Lieux

TIERS LIEUX

— enquête de l'agglomération —

Indépendants, salariés, étudiants, retraités,
créez ou développez votre activité dans un lieu convivial
et au sein d'un écosystème dynamique



Jusqu'au **vendredi 30 novembre**
répondez à l'enquête sur
www.agglomeration-tlp.fr

Un **Tiers-lieu** est un espace où l'on peut travailler, créer,
se rencontrer, se réunir et échanger.
Un lieu propice pour partager librement ressources,
compétences, savoirs...

#Tiers-lieux #Coworking
#Télétravail
#Espaces collaboratifs

tarbes
lourdes
pyrénées
Département
d'agglomération

Près de 1800 tiers lieux en France

(1463 identifiés par la mission)



Essai de statistique

Essai de définition

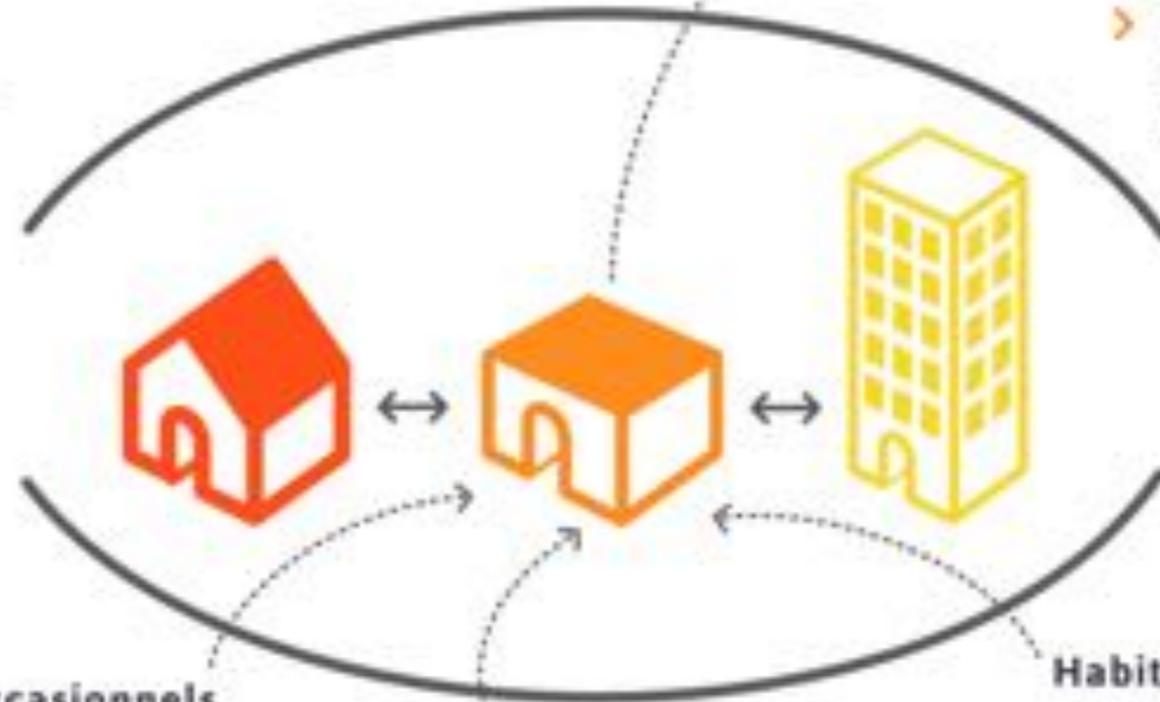
Les interactions sociales sont centrales

- > conversations au centre des activités
- > rencontres informelles

ouverture, flexibilité, viabilité,
convivialité, accessibilité

Lieu défini par ses usages et sa communauté

- > il est ce qu'on en fait
- > pas juste un espace
- > produit des relations humaines, interactions créatives, modes d'organisation sociales et pro



Amis occasionnels



Professionnels



Habitants du quartier



Espace hybride

Espace personnel / ouvert
domicile / travail
convivialité / concentration

Carrefour de la communauté

lieu de passage

Chaque tiers-lieu est différent
MAIS il y a des points communs :

- > Créativité
- Favoriser > Initiative
- > Partage

“ Il n’y a pas d’amour,
il n’y a que des preuves
d’amour ”

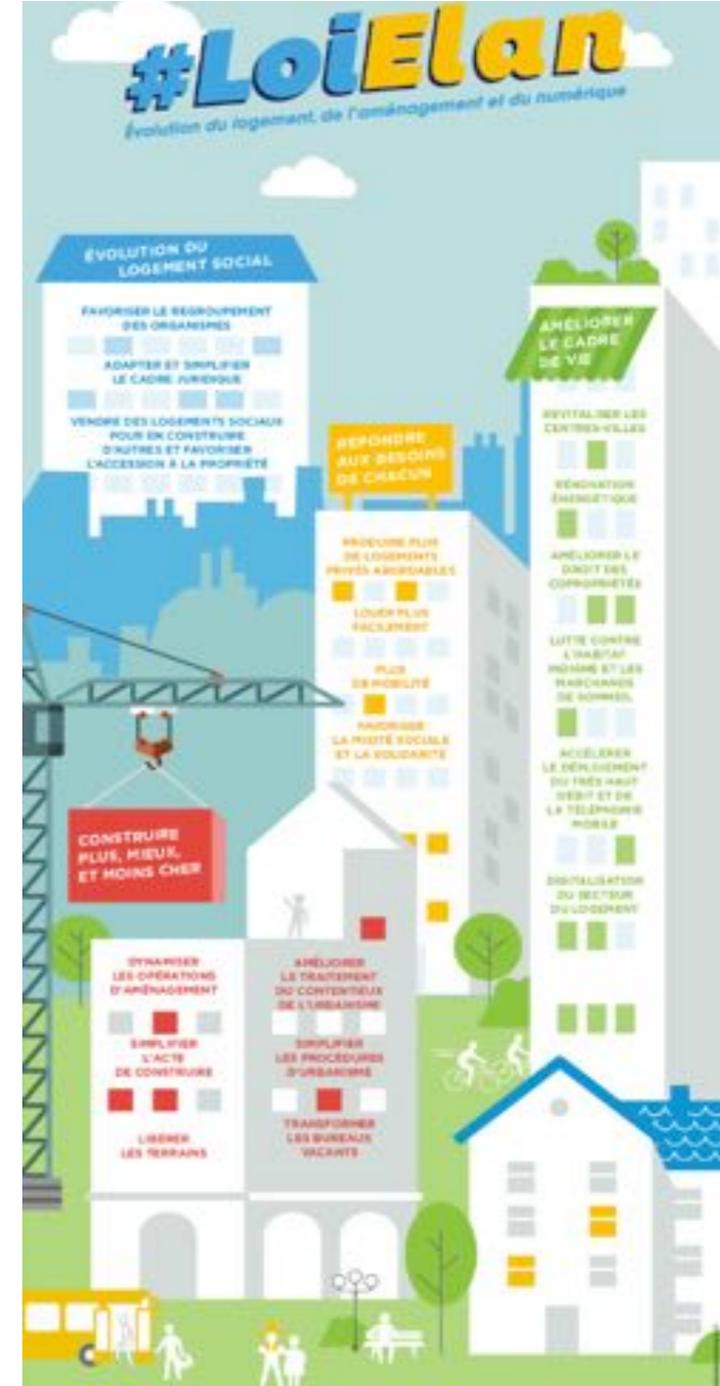


“ Il n’y a pas de digital,
il n’y a que des preuves
de digital ”





Les Atouts du digital





NO LIMIT
NBIC
VUCA



CULTURE
AGILITÉ
SCRUM



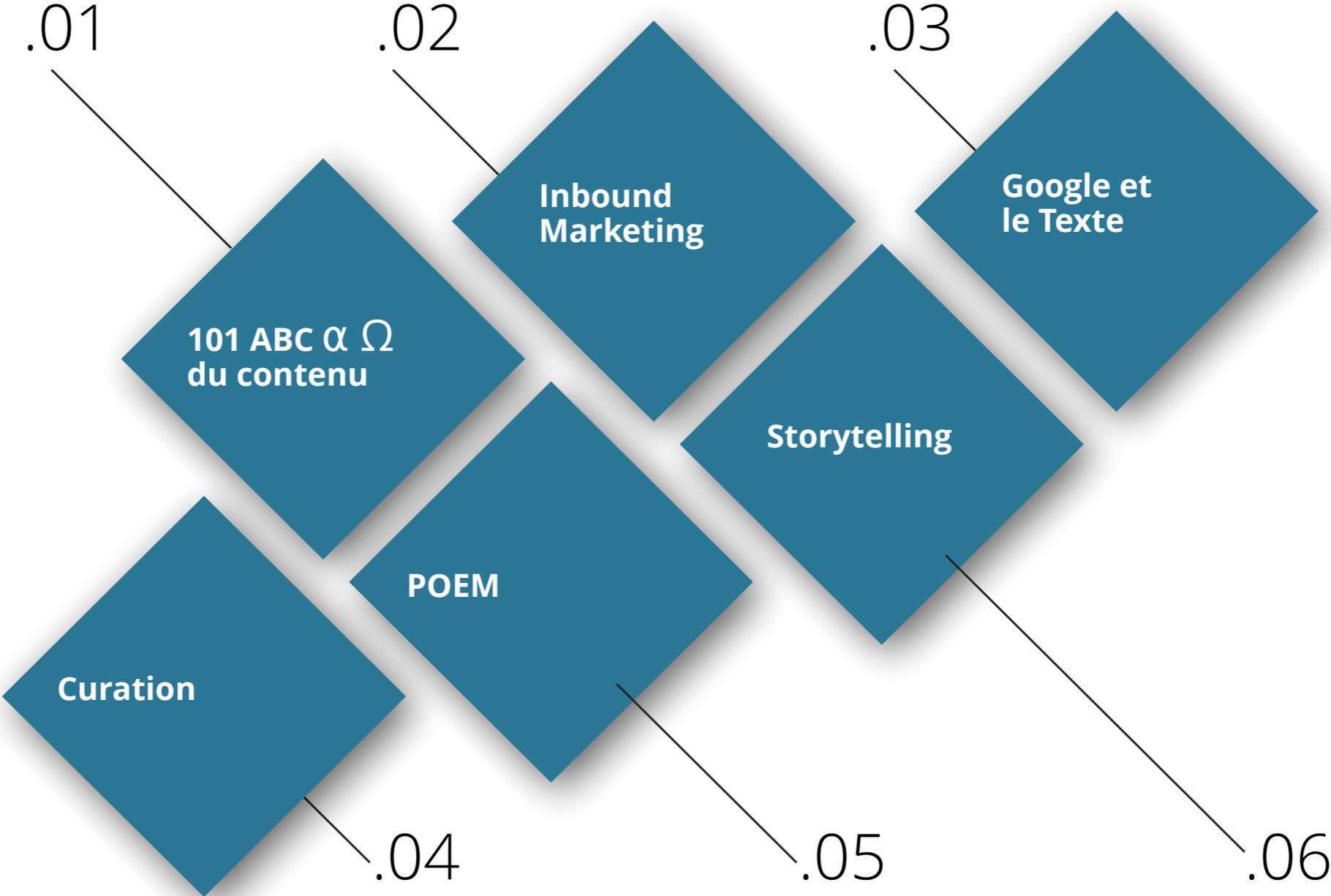
STRATÉGIE
CONTENUS
INBOUND



UX
PARCOURS
CLIENT



3-Contenu



CONTENT

||

FOMO

vs.

JOMO

fear

vs.

joy



CD QALF
€13,99

PRÉCOMMANDEZ



A PROPOS
CDV
Contact

LEGAL
Mes Livres Légalisés
Politique de confidentialité

ARTISTE : DAMSO
TITRE : QALF
DURÉE : 48'08

QALF

1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

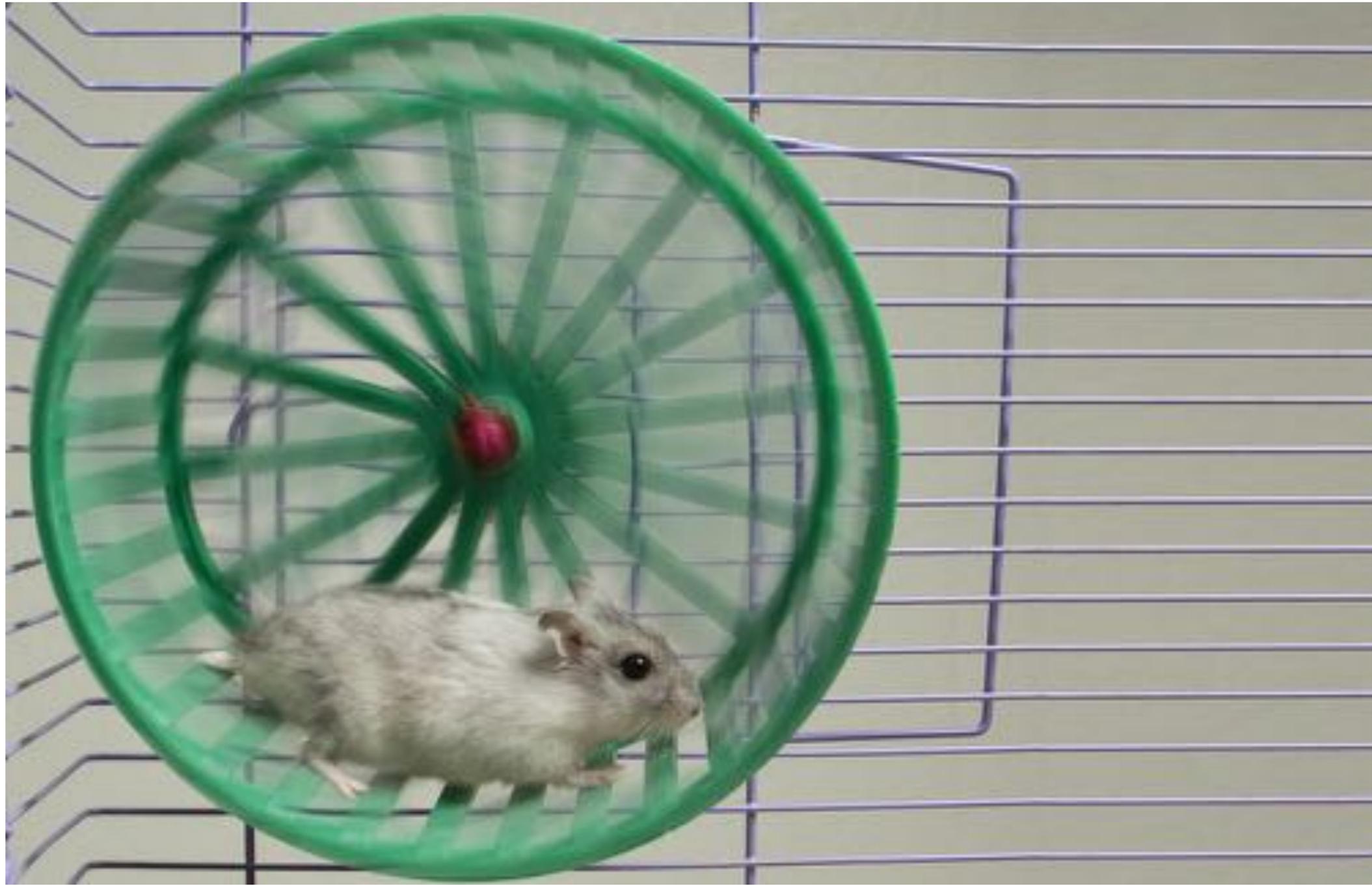
3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



Syndrome du Hamster







**Quand le téléphone
était attaché
avec un fil,
les humains étaient
libres...**