

Dynamics 365 and Power Platform
Community Conference

MAY 22 - 24, 2023

Portorož, Slovenia, Europe

Use Microsoft technology
to create a Customer
Experience that makes
you stand out

GURO FALLER

INDUSTRY ARCHITECT
FOR RETAIL
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SARA LAGERQUIST

POWER PLATFORM
ARCHITECT AT CRMK



Who are we?



GUURO FALLER

- ❖ From Oslo
- ❖ 10+ years D365 CE + PP
- ❖ Started as Admin / Support in 2010
- ❖ Consultant since 2013
- ❖ MVP since 2021



SARA LAGERQUIST

- ❖ From Stockholm
- ❖ 10+ years D365 CE + PP
- ❖ Started as a User in 2013
- ❖ Consultant since 2015
- ❖ MVP since 2019

What makes a good solution?

- ❖ Customer expectations, experience and goal is met



What makes a good solution?

- ❖ Customer expectations, experience and goal is met
- ❖ Customer solution is intuitive



What makes a good solution?

- ❖ Customer expectations, experience and goal is met
- ❖ Customer solution is intuitive
- ❖ Using the right tools to get the job done



Epics, Features, PBIs (User Stories) and Tasks



Example in Azure DevOps

The title is concise

The description contains information which gives context on why the user wants it

The acceptance criteria are clear

PRODUCT BACKLOG ITEM 132144*

132144 Create customer online account

Unassigned 0 comments Add tag

Save & Close Follow

State: New Area: AgileFirst\Program\Capability Updated by Micaela Anna Syjuco: 26m ago

Reason: New backlog item Iteration: AgileFirst\Agile First Sprint 25

Description

As a customer, I want to create an online account so that I can manage my purchases easier

Acceptance Criteria

- User is led to Accounts page when clicking on My Account link from the top navigation
- User gets success message upon clicking Save if all fields pass validation
- Standard field validation for fields exists
- User gets error message if any field fails validation, and message appears clarifying what field needs to be checked/corrected
- Email address should not yet be existing in system for new account to be created. If existing, they get a message saying an account already exists tied to the email address
- User can create new account by clicking on Create Account button
- The following mandatory fields are present:
 - Email address
 - Password
 - First Name
 - Last Name
 - Shipping Address
 - Billing Address
 - Mobile Phone Number
- User gets success message upon clicking Save if all fields pass validation
- Standard field validation for fields exists
- User gets error message if any field fails validation, and message appears clarifying what field needs to be checked/corrected
- Email address should not yet be existing in system for new account to be created. If existing, they get a message saying an account already exists tied to the email address

Example in Azure DevOps

The title is concise

The description contains information which gives context on why the user wants it

The acceptance criteria are clear

What is missing?

PRODUCT BACKLOG ITEM 132144*

132144 Create customer online account

Unassigned 0 comments Add tag

Save & Close Follow

State: New Area: AgileFirst\Program\Capability Updated by Micaela Anna Syjuco: 26m ago

Reason: New backlog item Iteration: AgileFirst\Agile First Sprint 25

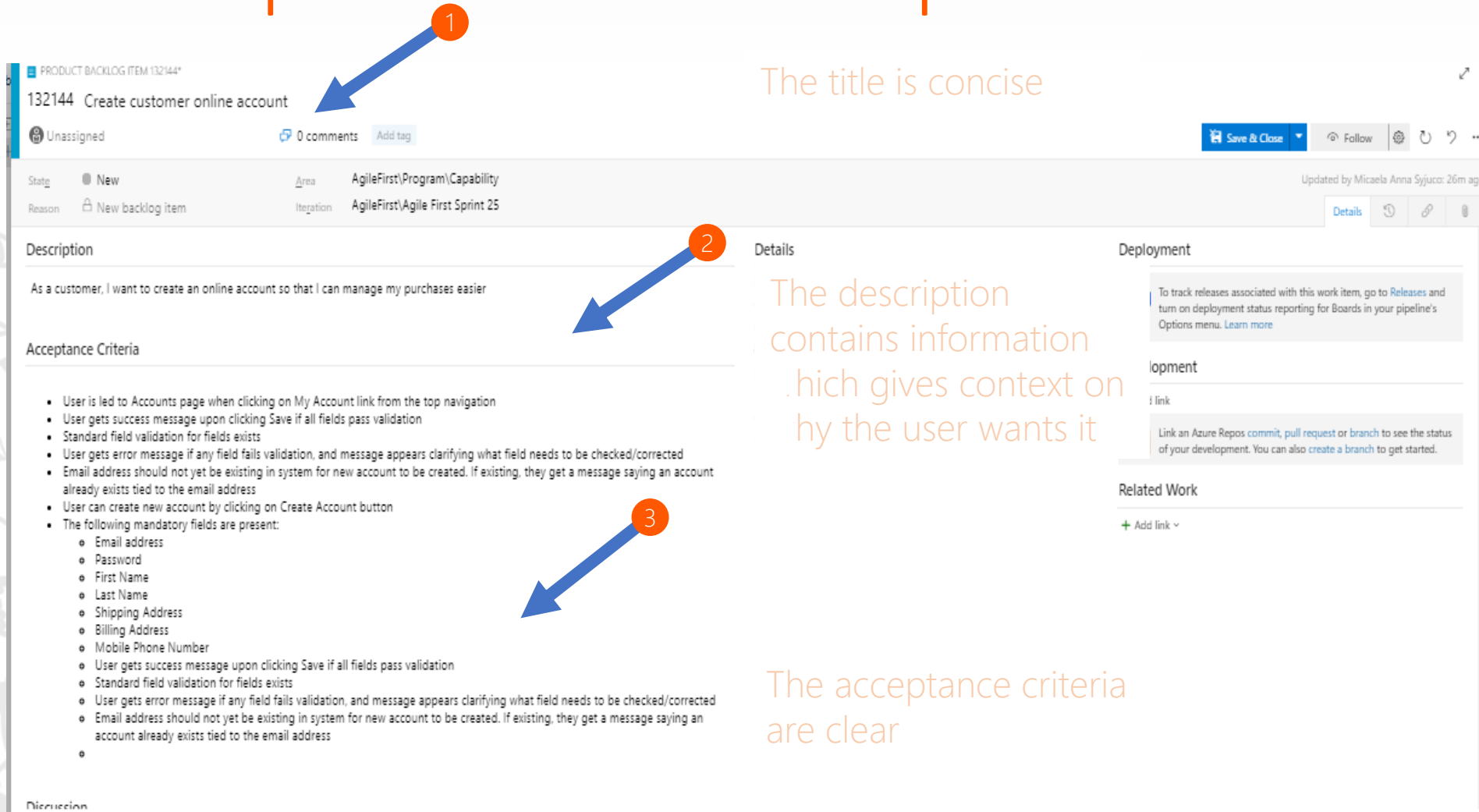
Description

As a customer, I want to create an online account so that I can manage my purchases easier

Acceptance Criteria

- User is led to Accounts page when clicking on My Account link from the top navigation
- User gets success message upon clicking Save if all fields pass validation
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Example in Azure DevOps



The screenshot shows an Azure DevOps work item for '132144 Create customer online account'. The title is '132144 Create customer online account'. The description is 'As a customer, I want to create an online account so that I can manage my purchases easier'. The acceptance criteria are listed as follows:

- User is led to Accounts page when clicking on My Account link from the top navigation
- User gets success message upon clicking Save if all fields pass validation
- Standard field validation for fields exists
- User gets error message if any field fails validation, and message appears clarifying what field needs to be checked/corrected
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-

The title is concise

The description contains information which gives context on why the user wants it

The acceptance criteria are clear

Justification: This approach is low-code and supported out of the box. Need customization of 1 form...

Justification

What makes a good solution?

- ❖ Customer expectations, experience and goal is met
- ❖ Customer solution is intuitive
- ❖ Using the right tools to get the job done
- ❖ Re-assess solution with help of justification

Customer Experience

is the sum of the implementation, training, onboarding, solution rollout and the success of adoption

Thank you for your attention!

GURO FALLER

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SARA LAGERQUIST

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