Rollout Stage x Journey

MIRO Board

One year into development of Native Access came a top-down company-wide decision to roll out a subscription model. We already needed more sprints than there are in a quarter to complete our roadmap. Now we had to coordinate with many teams to deliver a 5000 user beta of subscription through our download client. It quickly became apparent cross-department gaps in communication were frothing. The company had no channels or precedent for working in such close collaboration in such a short period of time. Measures were required. During the onset of the mania, I composed a MIRO board containing horizontal lanes for all tech and responsible teams in the company and vertical lanes for the journey. The board quickly became a single source of truth for the Subscription magnus opus, granting all involved parties real-time visibility of what was going on.