

Value detection using Sherlock Holmes Principles

Diana Adorno & Richard Young

June 2019



WATSON AND HOLMES



Images. Sidney Paget, 1882

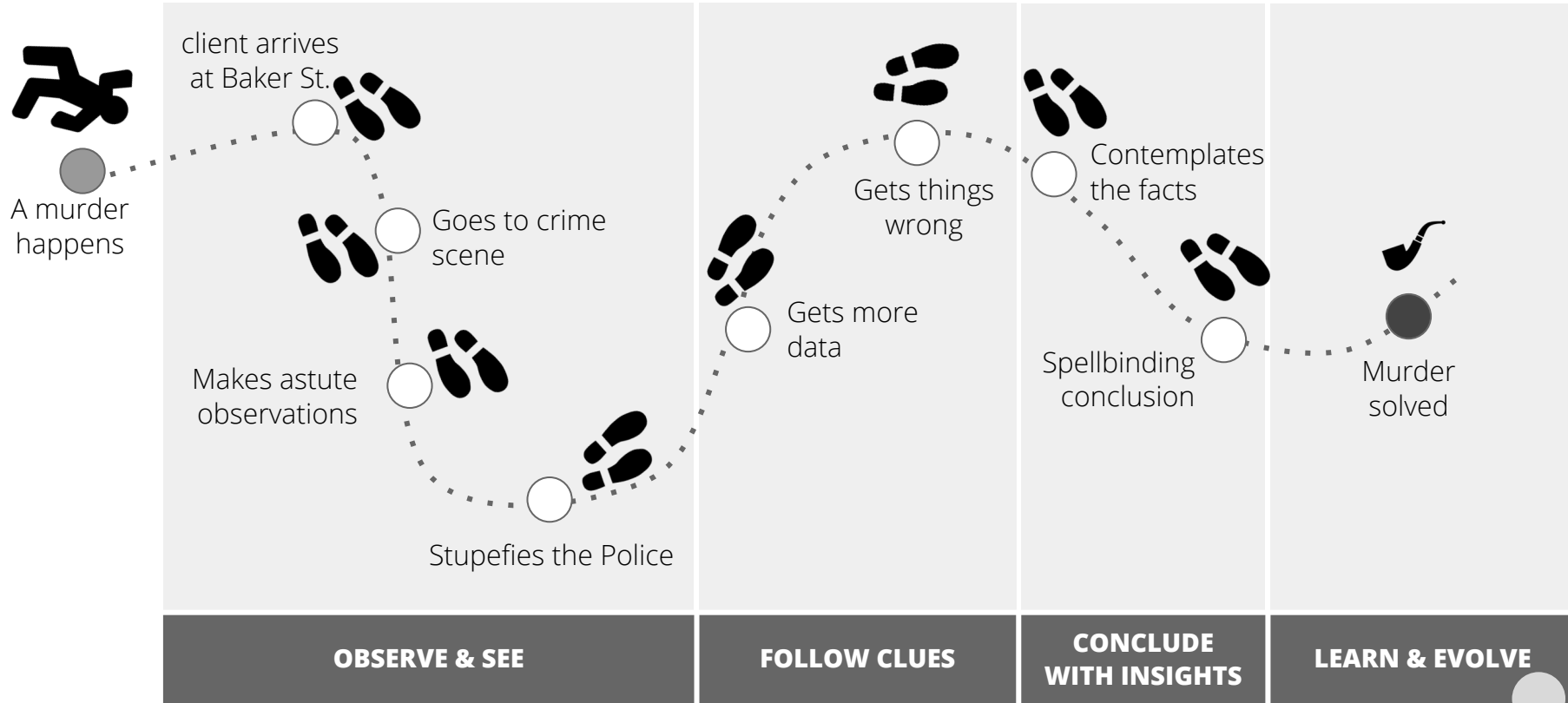


HOLMES OR WATSON?



THE MYSTERY OF LAURISTON GARDENS

MYSTERY OF LAURISTON GARDENS



OBSERVE & SEE



PRINCIPLE 1

OBSERVE

"Quite so Watson... you see, but you do not observe."



PRINCIPLE 2

GO TO THE LOCATION TO UNDERSTAND

"There is nothing like first hand evidence"





GO TO THE LOCATION TO UNDERSTAND

Call Centre Snooping



PRINCIPLE 3

LOOK BEYOND THE BODY ON THE FLOOR

“He stopped 100 yards before the house ... and insisted that we finish our journey on foot”



PRINCIPLE 4

OBSERVE WHAT IS NOT THERE

“Listen for the dog that doesn’t bark”



UNEXPECTED VALUE

EXPECTED VALUE

UNEXPECTED VALUE



OBSERVE & SEE

'Mortgage Broker Journey'

OBSERVE & SEE

Principle 1.

OBSERVE

Principle 2.

GO TO THE LOCATION TO UNDERSTAND

Principle 3.

LOOK BEYOND THE BODY ON THE FLOOR

Principle 4.

OBSERVE WHAT IS NOT THERE

FOLLOW THE CLUES



PRINCIPLE 5

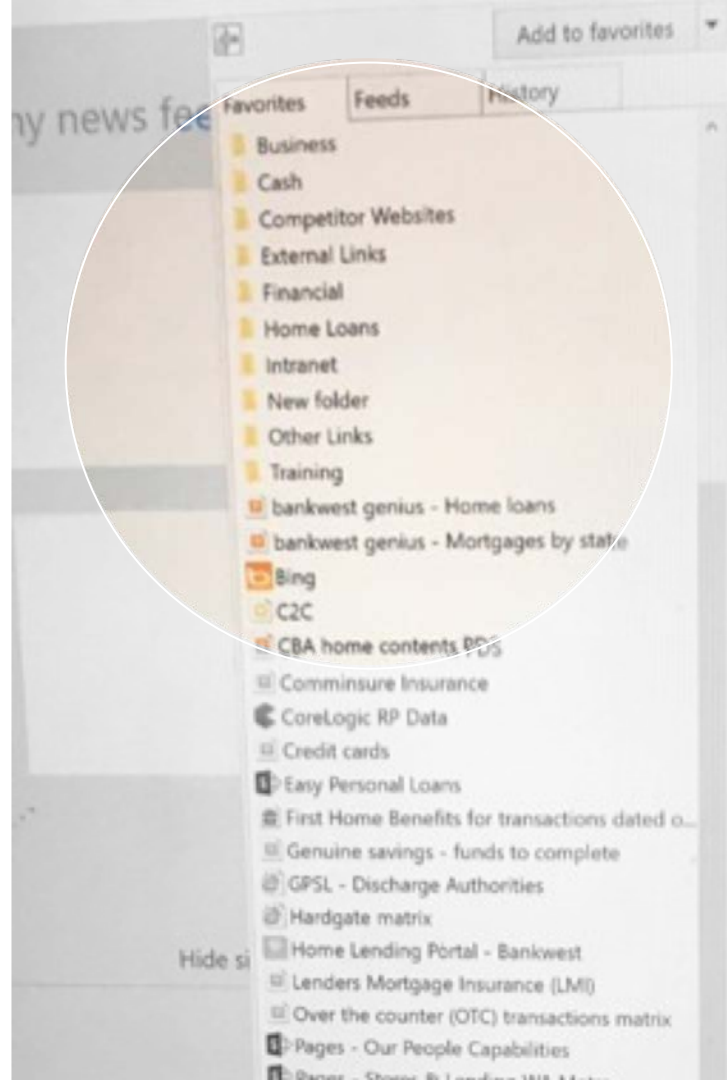
TINY DETAILS ARE IMPORTANT

"You know my method. It is founded upon the observation of trifles"



TINY DETAILS

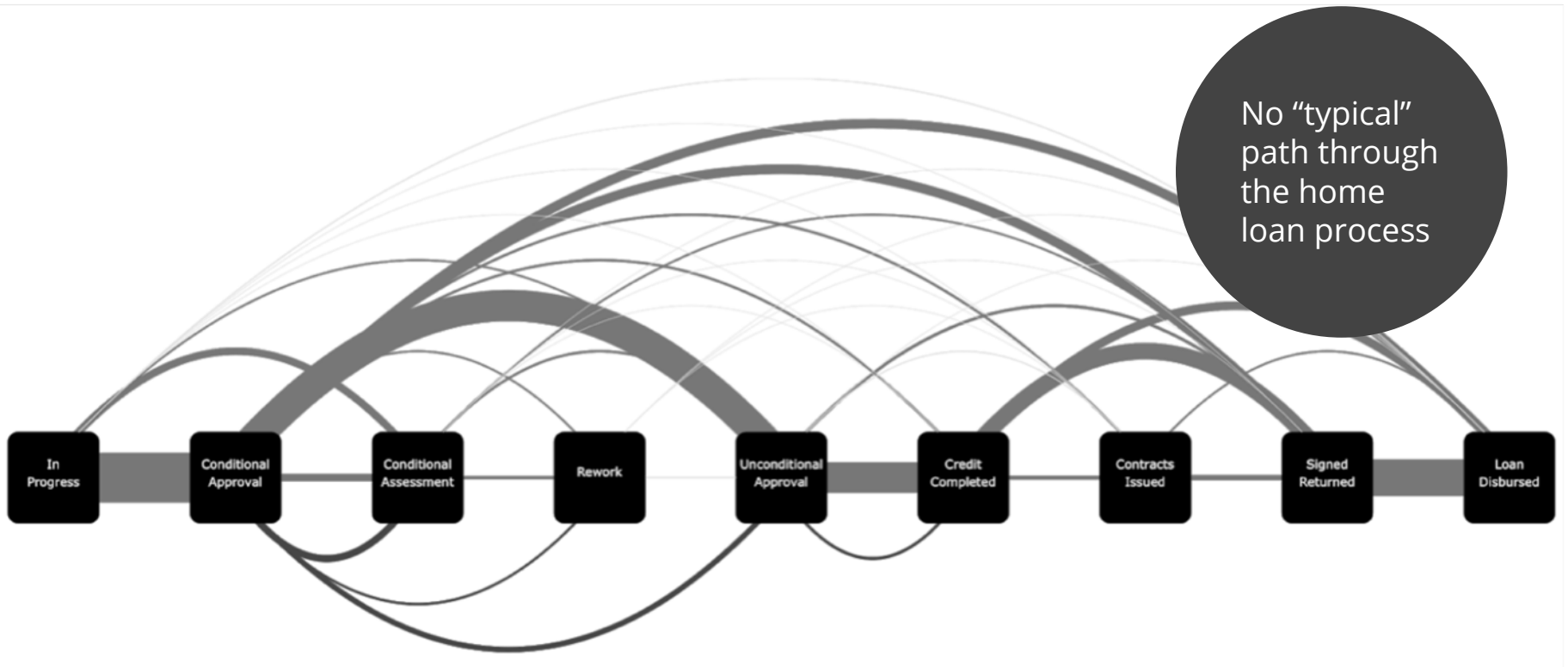
Explore bookmarks





TINY DETAILS

Staff interviewing staff



TINY DETAILS

Look for patterns in transactional data



PRINCIPLE 6

QUESTIONS BEGET MORE QUESTIONS

"Our duty is to unravel it, and isolate it, and expose every inch of it".



PRINCIPLE 7

KEEP GOING

"There is nothing more stimulating than a case where everything goes against you"



FOLLOW THE CLUES

Home Loan
Processing



FOLLOW THE CLUES

Principle 5.

TINY DETAILS ARE IMPORTANT

Principle 6.

QUESTIONS BEGET MORE QUESTIONS

Principle 7.

KEEP GOING

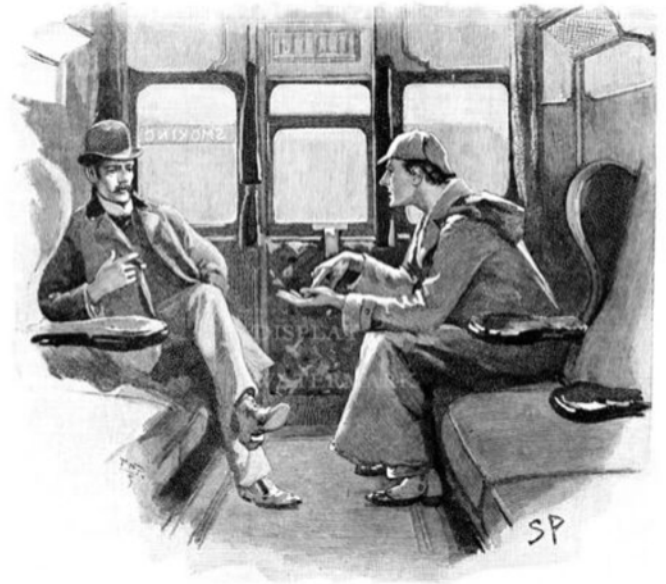
CONCLUDE WITH INSIGHT



PRINCIPLE 8

CONCLUDE ONLY WITH FACTS

"It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts."





CONCLUDE ONLY WITH FACTS

'The next great feature conundrum'

PRINCIPLE 9

TAKE TIME TO REFLECT

*"It is quite a 3-pipe problem,
and I beg that you won't speak
to me for 50 minutes."*





TAKE TIME TO REFLECT
Visualise for contemplation





TAKE TIME TO REFLECT

Build it into the day



CONCLUDE WITH INSIGHT

Principle 8.

CONCLUDE ONLY WITH THE FACTS

Principle 9.

TAKE TIME TO REFLECT



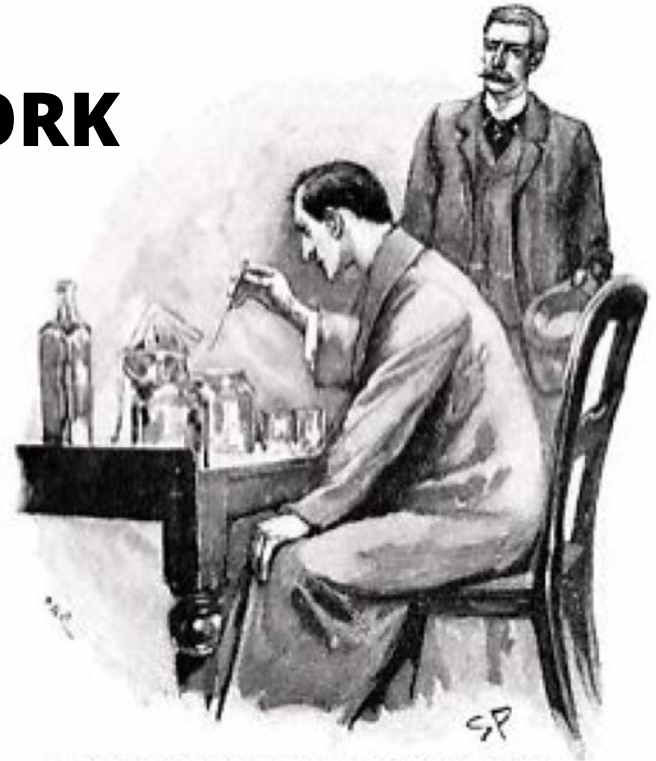
LEARN AND EVOLVE



PRINCIPLE 10

KNOW YOUR DOMAIN & WORK YOUR CRAFT

*“His ignorance was as remarkable as
his knowledge”*



The
customer
experience
board game



KNOW YOUR DOMAIN

LEARN & EVOLVE

Principle 10.

**KNOW YOUR DOMAIN & WORK YOUR
CRAFT**

HOLMES WAS NOT PERFECT

A BETTER HOLMES

“You know a conjurer gets no credit when he has explained his trick.”



WHERE TO START



THE 10 SHERLOCK PRINCIPLES

Observe & see	Follow clues	Conclude with Insight	Learn & evolve
Observe	Tiny details are important	Conclude only with Facts	Know your domain/ work your craft
Go to the location to understand	Questions beget Questions	Take Time to Reflect	(A better Holmes)
Look beyond the body on the ground	Keep Going		
Observe what is not there			



WHERE TO START

1. Start with **observation...** hone your skills. Sharpen your eye. *Separate fact from conclusion.*
2. Go to the jungle and **immerse yourself**
3. **Take time to reflect** on what you have seen
4. **Work your craft.** Learn more about your domain...

Today

Go to where your customers are and observe with a sharp Sherlock eye.



“You know my methods. Apply them”



Thank you

Diana Adorno



@dianaadorno

diana.adorno@thoughtworks.com

Richard Young



@rhyoung

richard.young@bankwest.com.au