BUILDING PRODUCTS
with Agile Development

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Build

Learn

Measure
“that version of a new product [or service] which allows a team to collect the maximum amount of validated learning about customers with the least effort”

-- Eric Reis
Five Misunderstandings about MVPS
#1: Viable ≠ Crappy
#2: Not a destination!
## What do you measure & learn?

<table>
<thead>
<tr>
<th>MAPS #1 &gt; Concept</th>
<th>MAPS #2 &gt; P-M Eval</th>
<th>MAPS #3 &gt; P-M Fit</th>
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</thead>
<tbody>
<tr>
<td><strong>MAP #1</strong> PPC Campaign Landing Page</td>
<td><strong>MAP #2</strong> Product Drawings Detailed Spec</td>
<td><strong>MAP #3</strong> Prototype Functional Output</td>
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<tr>
<td>Customer Interaction</td>
<td>Learning Objective</td>
<td>Investment</td>
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<td>Features / Benefits description ‘More info’ Call to Action</td>
<td>Market insight Find early adopters</td>
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<td>Face-to-face technology demo</td>
<td>Locate Strategic partners Seed Funding Paid-beta customers</td>
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<tr>
<td>Field Pilot</td>
<td>Revenue Customer Validation Capital Investment</td>
<td>$$$</td>
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</tbody>
</table>
#3: Validates or invalidates key hypothesis
#4: Doesn’t have to be a product at all
#5: Not always a landing page
What do you build?

Storyboards
Landing Pages
Demo Videos
Wizard of Oz
(examples)
Storyboards

A panel or series of panels of rough sketches outlining the sequence of events a consumer will experience before, during and after using our product / service.
Storyboards
3 Benefits

It’s a mirror

Encourages customers to be more honest

YOU won’t fall in Love
It’s a Mirror

Telling the customer’s story from their context
- how they will use the product / service
Storyboards
3 Benefits

Encourages Customer Honesty

Easier to react honestly to rough sketches than final pixel perfect images
Storyboards

3 Benefits

YOU will NOT Fall in Love

Never seen anyone fall in love with their story board
Storyboards Sample

http://www.slideshare.net/IntuitInc/conserve-code-storyboard-experiences-with-customers-first?next_slideshow=1
Storyboards
Sample

Wrong Problem

http://www.slideshare.net/IntuitInc/conserve-code-storyboard-experiences-with-customers-first?next_slideshow=1
Storyboards
Sample

Wrong Problem

Wrong Benefit

http://www.slideshare.net/IntuitInc/conserve-code-storyboard-experiences-with-customers-first?next_slideshow=1
Storyboards
Sample

Problem

Solution

Benefit

http://www.slideshare.net/IntuitInc/conserve-code-storyboard-experiences-with-customers-first?next_slideshow=1
Landing Pages
High Performing

User Centric
Clear & Concise
Conversion Focused
Shareable
Measurable
Consistent
Wizard of Oz

1. Submit

2. Email to you / your team

3. “automated” response
How do you build?

AGILE Development
What do we mean by agile?

We value ...

* Individuals & Interactions over process and tools*

* Working products over documentation*

* Customer collaboration over negotiation*

* Responding to change over following a plan*
Why agile development?

You’re wrong more then you are right

Key Metric: How fast can you iterate?

Need to Predict Delivery Times
How to do *agile* development?

Scrum

Engineering Practices

This will be unique for each of you based on your team, type of solution being developed and personal preferences.

Could be: XP, Feature Driven Development, Crystal, Kanban or any other process your engineering team is comfortable with.

*(often pull aspects from each)*
Why do we focus on scrum?

Firsthand observed it transform & improve my last software company - mSpoke

Being used at some of the largest technology companies in the world today (Google, Yahoo!, Adobe, etc ...)

Provides a great framework for entire team to understand what is going on.

Disclaimer: Still hard to build innovative products & services and not a silver bullet
Why do we focus on Scrum?
Key Themes from Scrum
The process of Scrum?
Important for everyone to buy in and get familiar with vocabulary

Tools for implementing scrum (not necessary):


Google Doc Template - [https://docs.google.com/previewtemplate?id=0AobzAQ22ynH5dEpRRkNBYGRCVUJHMmk2enBMYUZZSGc&mode=public](https://docs.google.com/previewtemplate?id=0AobzAQ22ynH5dEpRRkNBYGRCVUJHMmk2enBMYUZZSGc&mode=public)

Product Backlog

Prioritized list or queue of requirements

Rough Estimates of level of effort to complete (not all estimates need to be equally thorough / higher priority can be more thorough)

Ultimately Product Owner sets the priority

Any one (customer, employee, board member, advisor) can add to product backlog

Should be shared with the full-team
### Product Wish List

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<tr>
<th>ID</th>
<th>Category</th>
<th>Total - Sprint 5</th>
<th>Effort Estimates</th>
<th>Planner</th>
<th>Difficult or Uncertain Issues</th>
<th>Abstract Requirement</th>
<th>Summary of Spec</th>
<th>Notes/Test</th>
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<td>Organize the software for automatic operation on multiple nodes: e.g. automatic input file processing, personalized task义经等 - Integration testing and r mining of the software running as an whole. Database Migration Infrastructure</td>
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<td>5d test image maps in Fins and browners 2d badge generator API and algorithm design 2d development 5d manual test</td>
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<td>Generate a badge (or this spec) that the feed item references as an image (e.g. VIN) with a simple map tool for each item. When the user clicks on the badge or image, it links to the item's profile. The user can then click on the item to view its details.</td>
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**Product Wish List**

- Description 1: Details about feature 1.
- Description 2: Details about feature 2.
- Description 3: Details about feature 3.
- Description 4: Details about feature 4.
- Description 5: Details about feature 5.
- Description 6: Details about feature 6.
Product Backlog

Tips

Everyone on team should easily be able to see the backlog

I’ve found one “administrator” helpful logistically

If not using a full scrum tool, you can do this easily in a shared spreadsheet (eg Google Docs)
Each sprint:

- Lasts a defined number of days (time box)
- Has a specific set of requirements from backlog allocated to it (defined during “sprint planning meeting”)
- Has specific goals for the team to achieve (set up front) - “sprint goal”
Estimates

All estimates are forward looking.

How much will it take to complete this feature / requirement?

Increasing an estimate based on learned complexity is accepted by the team.

Sprint backlog estimates should be updated regularly.
The average decrease in estimates for the total effort / time remaining is a sprint’s velocity.

Overtime velocity becomes very helpful for planning purposes.

The chart showing daily total of time remaining is called a burn down chart or sprint’s signature.
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Velocity / Burn Down

![Burn Down Chart]

- **Hours Remaining**
- **Time Periods**: 1 to 16
Velocity / Burn Down
Sprint Review

At the end of the sprint, the team demonstrates what they have built

Compares against the sprint’s goals

Retrospective to look for improvements at the end of the sprint
Thank you

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