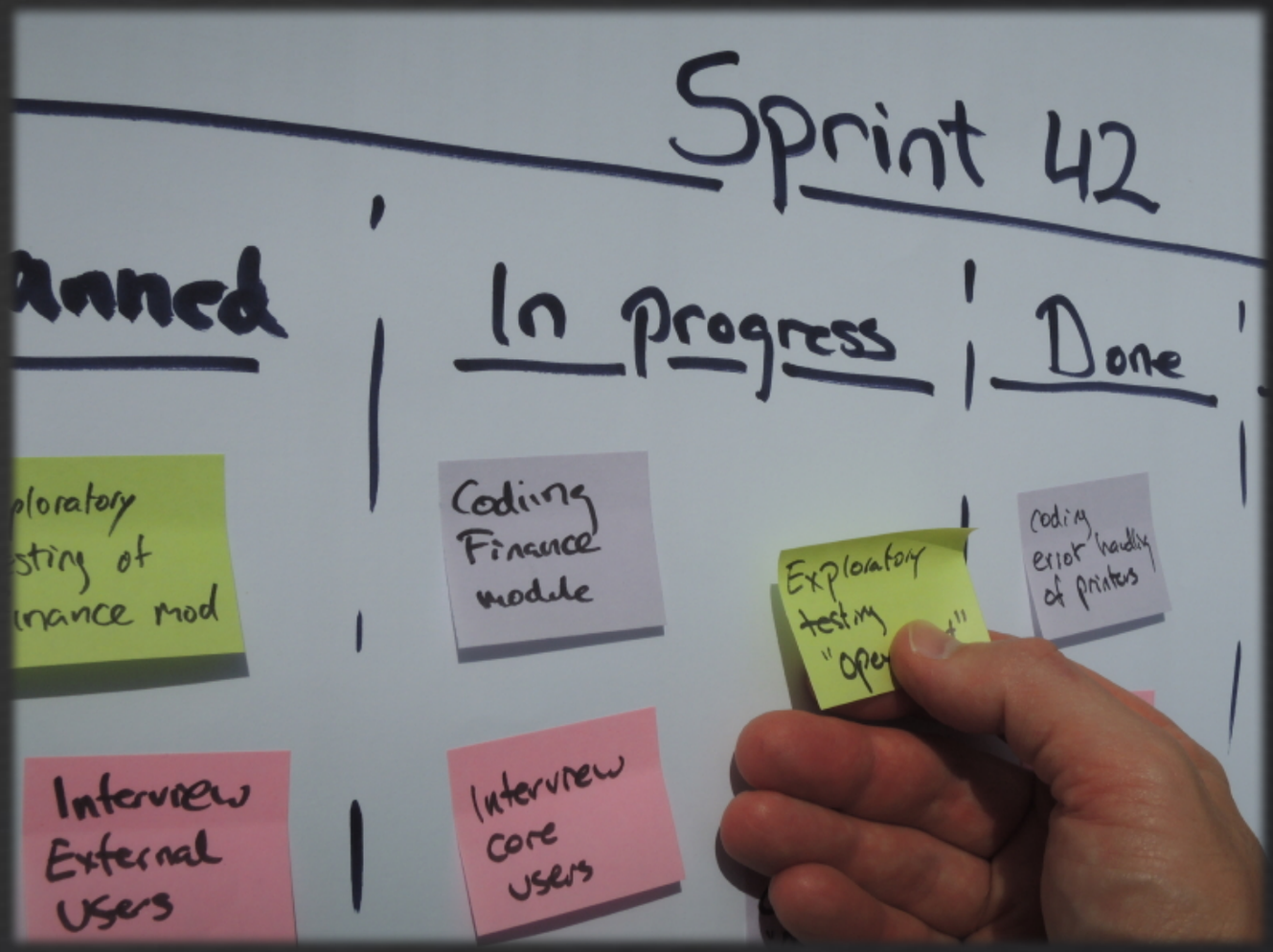
BUILDING PRODUCTS

with Agile Development



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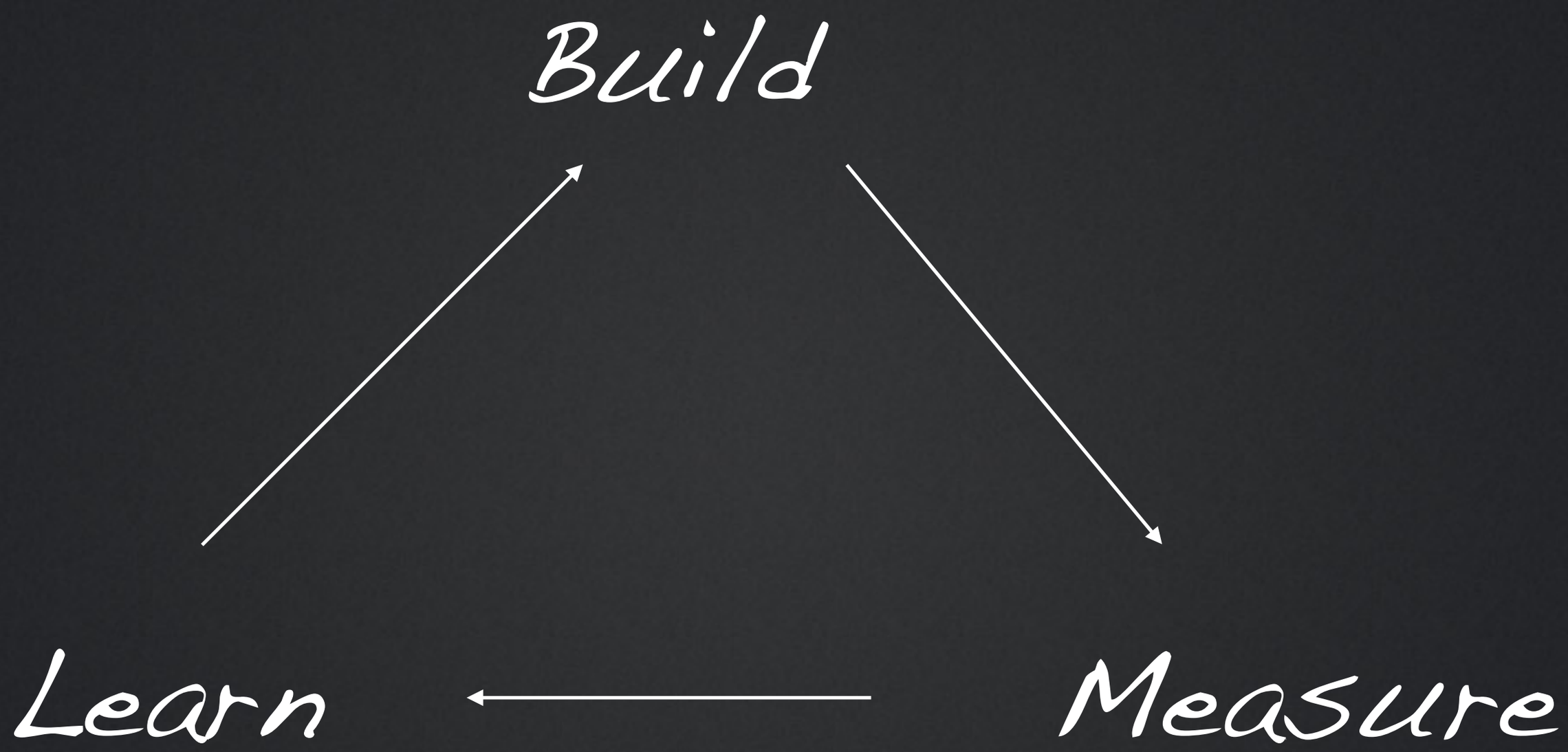
February 19, 2019


Build
Learn
Measure

What do you *build*?

"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*?

	MAPS #1 > Concept	MAPS #2 > P-M Eval	MAPS #3 > P-M Fit
	MAP #1 PPC Campaign Landing Page	MAP #2 Product Drawings Detailed Spec	MAP #3 Prototype Functional Output
Customer Interaction	Features / Benefits description 'More info' Call to Action	Face-to-face technology demo	Field Pilot
Learning Objective	Market insight Find early adopters	Locate Strategic partners Seed Funding Paid-beta customers	Revenue Customer Validation Capital Investment
Investment	$	$$	$$$

#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

Storyboards
3 Benefits

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

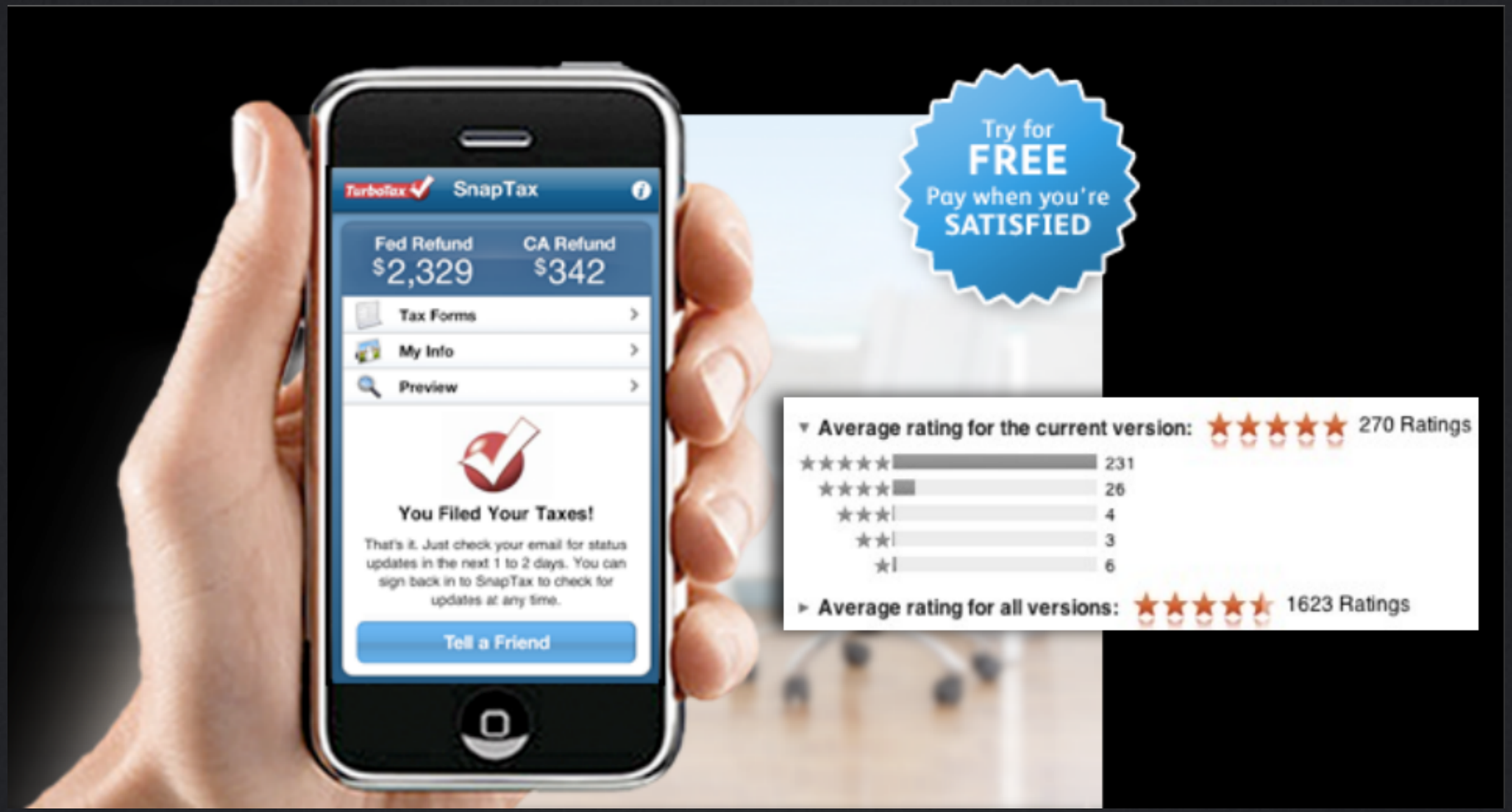
Easier to react honestly to
rough sketches
than final pixel perfect images

YOU
will NOT
Fall in Love

Storyboards
3 Benefits

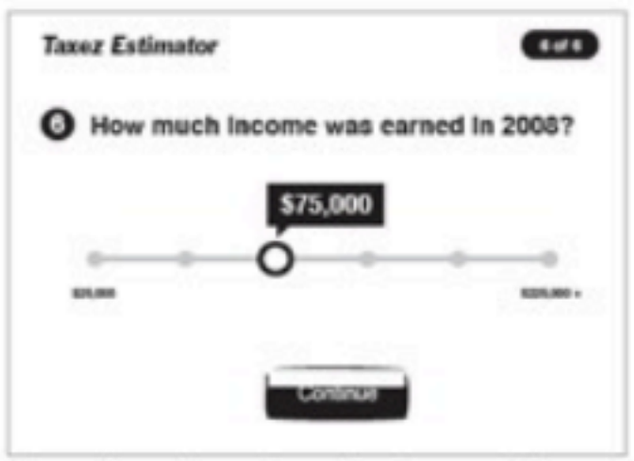
Never seen anyone
fall in love with
their story board

Storyboards
Sample



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

Storyboards
Sample



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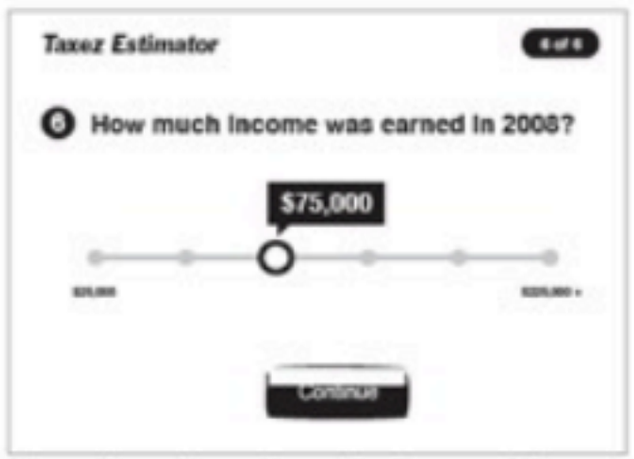
Storyboards
Sample



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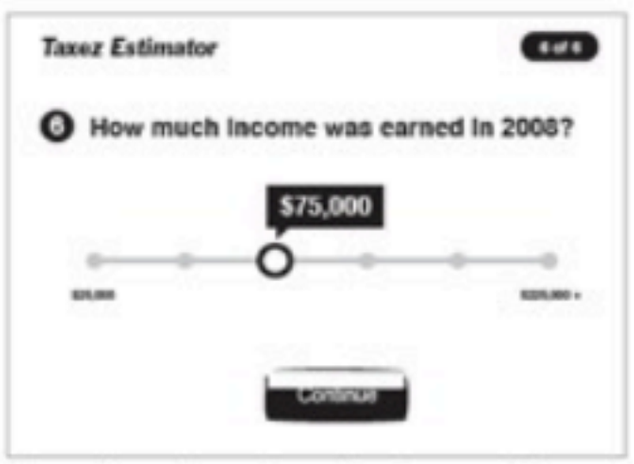
Storyboards
Sample

Wrong Problem



Wrong Benefit

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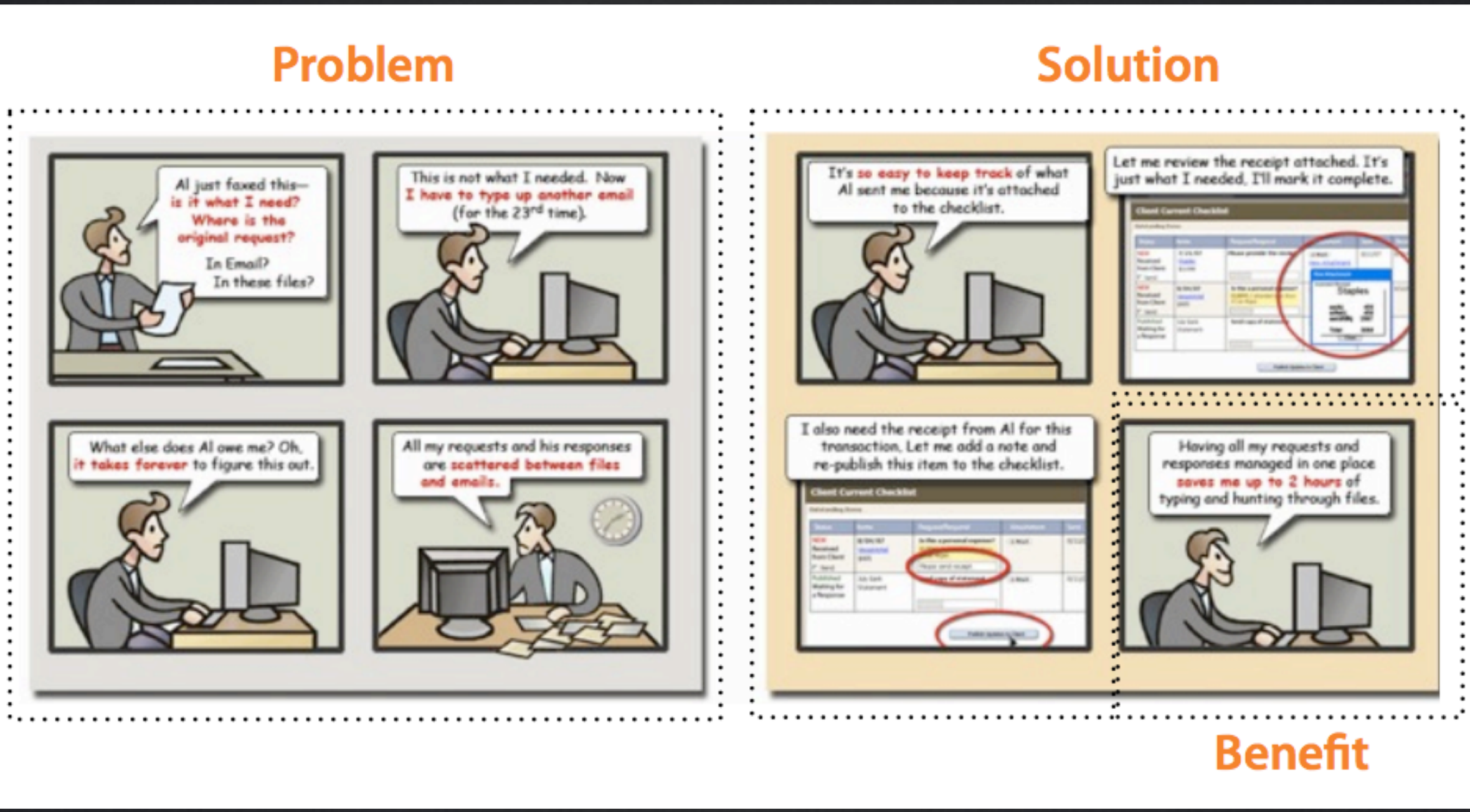
Storyboards
Sample



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Landing Pages
High Performing

User Centric

Clear & Concise

Conversion Focused

Shareable

Measurable

Consistent

Demo Video

https://www.youtube.com/watch?v=7QmCUDHpNzE

Wizard of Oz

1

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

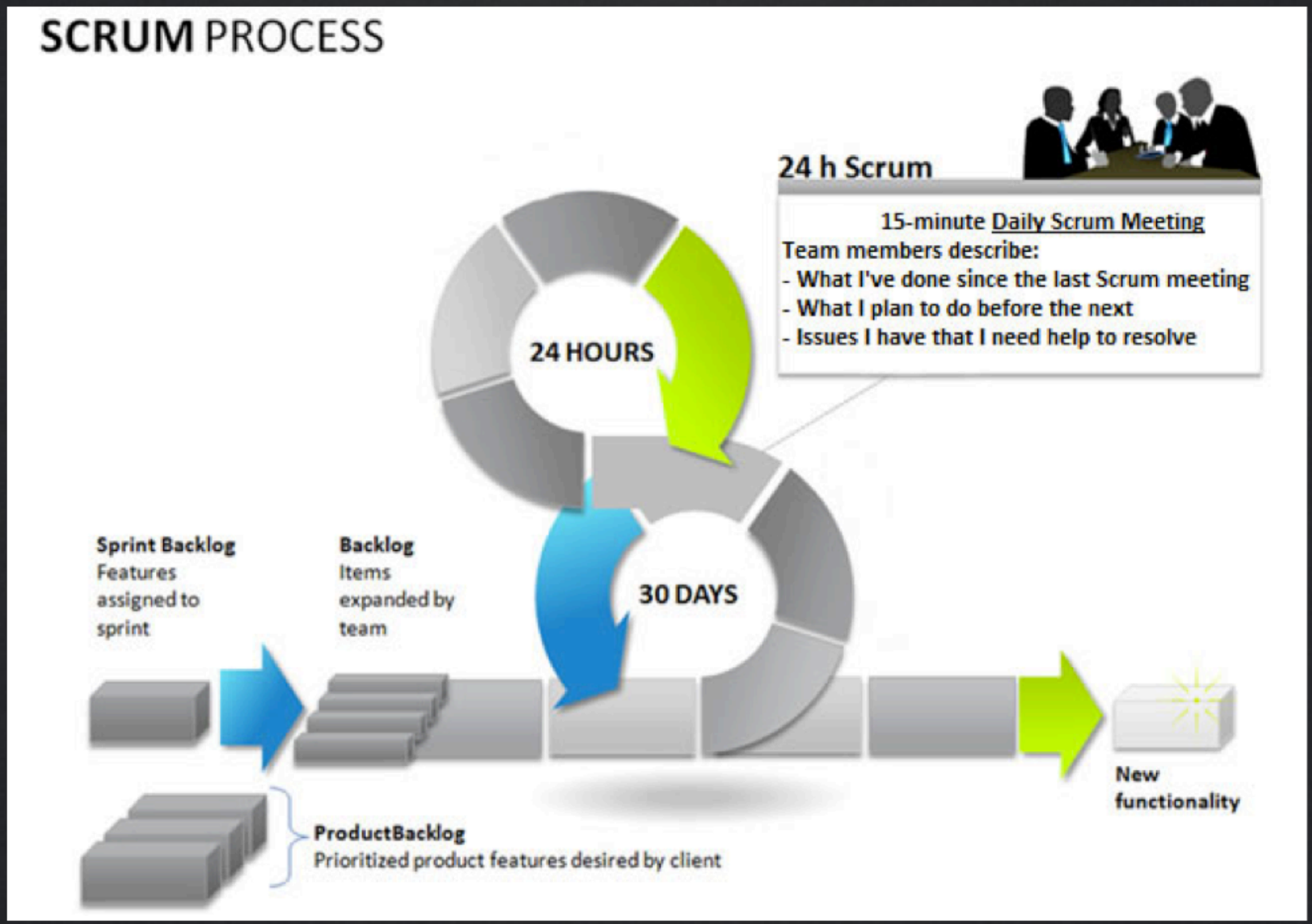
Engineering Practices

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)

The process of *scrum?*



Source: http://www.krishnabitla.com/post/2011/02/02/scrum-process-sprint-agile-software-methodology.aspx

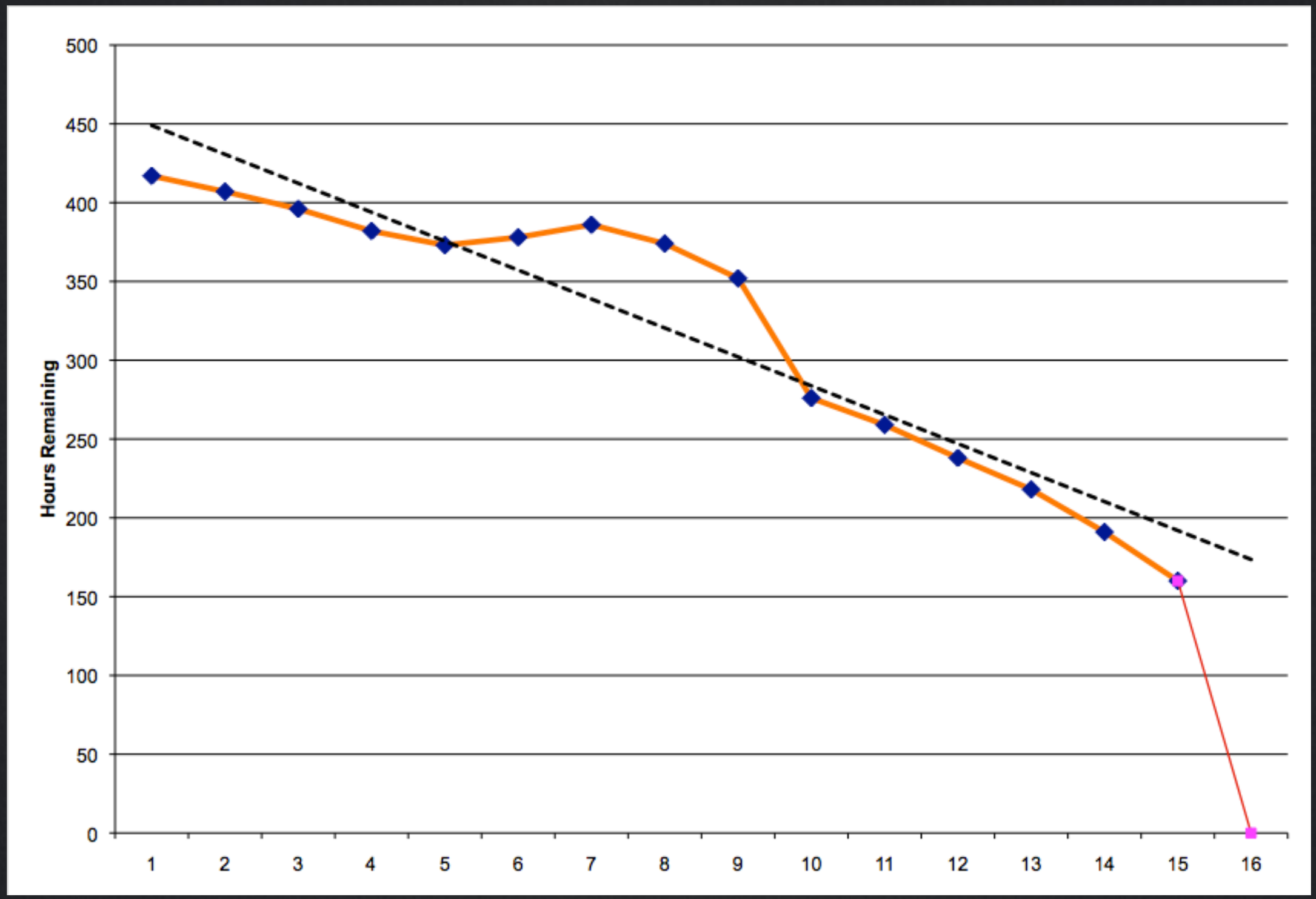
Velocity / Burn Down

The average decrease in estimates for the total effort / time remaining is a sprint's velocity

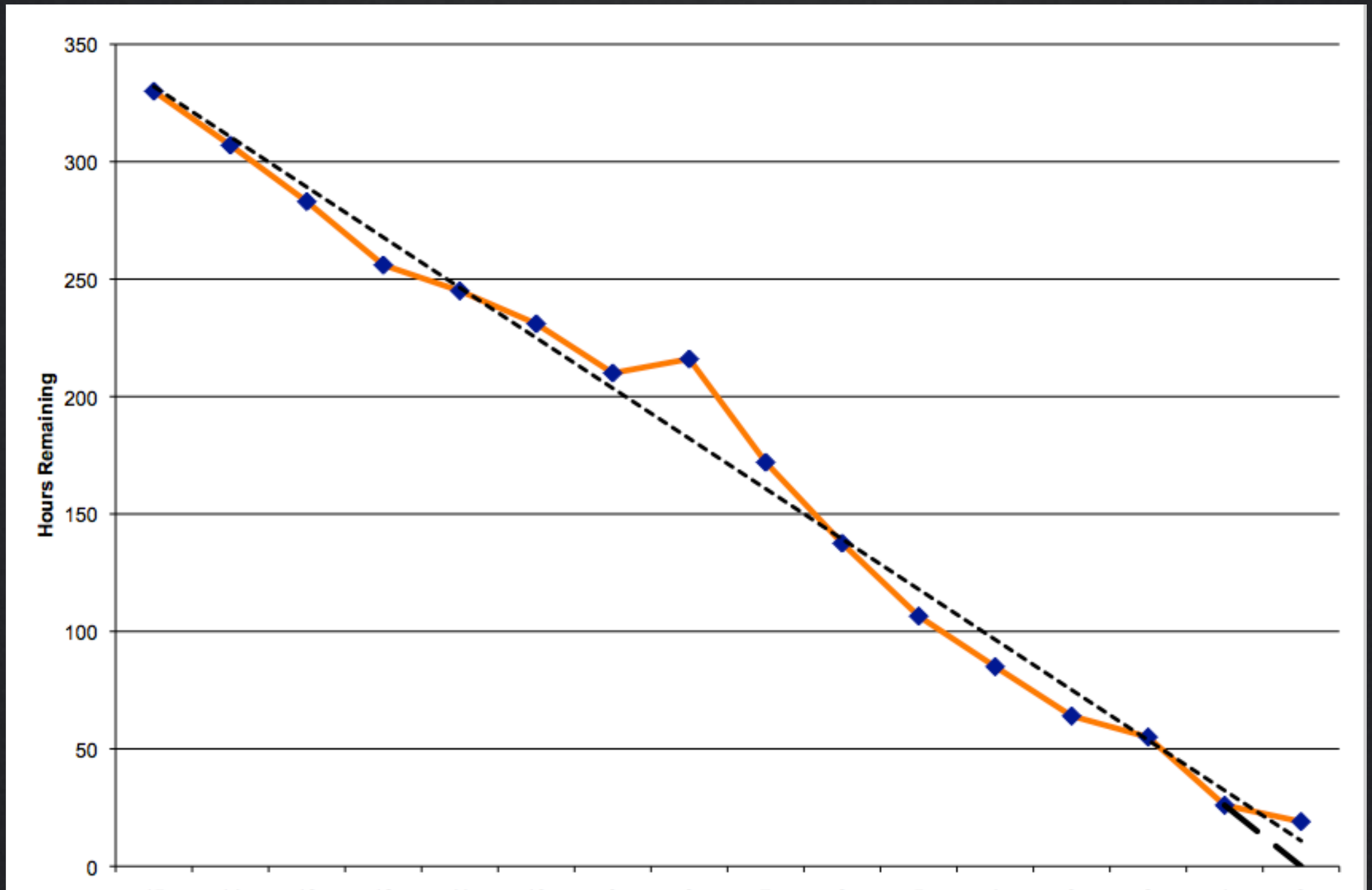
Overtime velocity becomes very helpful for planning purposes

The chart showing daily total of time remaining is called a burn down chart or sprint's signature

Velocity / Burn Down



Velocity / Burn Down



Thank you

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