BUILDING PRODUCTS
with Agile Development

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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

MAP #1
PPC Campaign
Landing Page

Features / Benefits
description
‘More info’
Call to Action

Customer Interaction

Learning Objective

Market insight
Find early adopters

Investment

$ $

MAPS #2 > P-M Eval

MAP #2
Product Drawings
Detailed Spec

Face-to-face
technology demo

Field Pilot

$ $$ $

MAPS #3 > P-M Fit

MAP #3
Prototype
Functional Output

Locate Strategic partners
Seed Funding
Paid-beta customers

Revenue
Customer Validation
Capital 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)
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.
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
Encourages Customer Honesty

Easier to react honestly to rough sketches than final pixel perfect images
YOU will NOT Fall in Love

Never seen anyone fall in love with their storyboard.
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
Demo Video

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

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**?

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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