BUILDING PRODUCTS
with Agile Development

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“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
- Market insight
  - Find early adopters
- Investment
  - $

MAPS #2 > P-M Eval
- MAP #2
  - Product Drawings
  - Detailed Spec
- Face-to-face technology demo
- Locate Strategic partners
  - Seed Funding
- Paid-beta customers
- Investment
  - $$

MAPS #3 > P-M Fit
- MAP #3
  - Prototype
  - Functional Output
- Field Pilot
- Revenue
  - Customer Validation
  - Capital Investment
- Investment
  - $$

MAPS #1 > Concept
MAPS #2 > P-M Eval
MAPS #3 > P-M Fit
#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.
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
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

You Filed Your Taxes!
That’s it. Just check your email for status updates in the next 1 to 2 days. You can sign back in to SnapTax to check for updates at any time.

Tell a Friend

Average rating for the current version: 5 stars 231
4 stars 26
3 stars 4
2 stars 3
1 star 6

Average rating for all versions: 5 stars 1623
4 stars 1441
3 stars 237
2 stars 208
1 star 40

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

Wrong Problem

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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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