

BUILDING PRODUCTS

with Agile Development

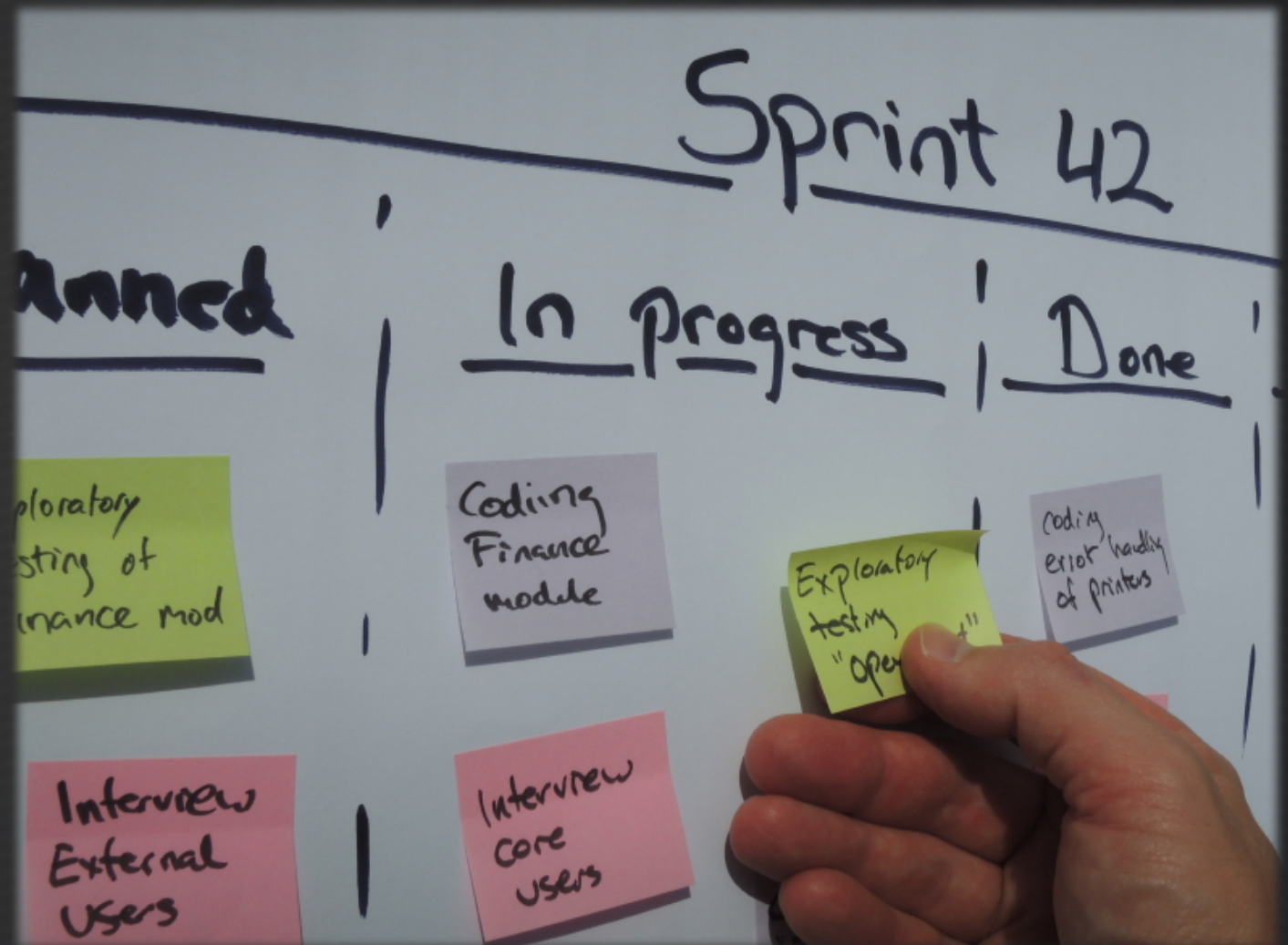
Sean Ammirati

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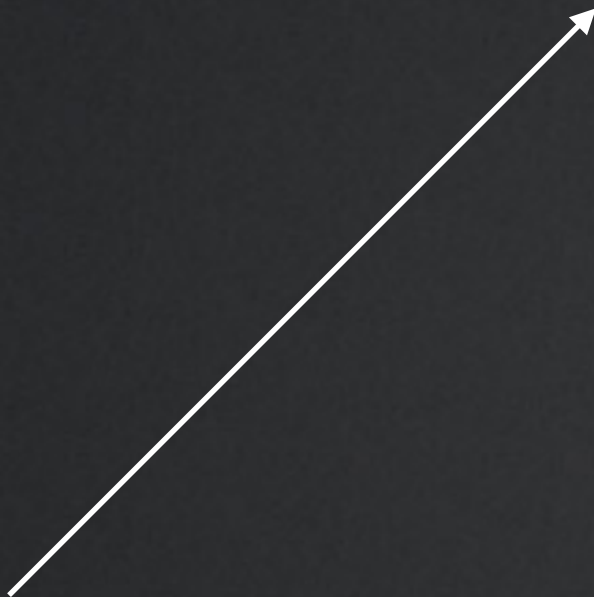
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Feb 18, 2020



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

A high-speed photograph of a clear glass bottle shattering on a dark wooden surface. The bottle is broken into several large, jagged pieces, and a spray of water is erupting from the center of the impact. The background is a blurred wooden floor, and the overall scene conveys a sense of sudden destruction or failure.

Five **Misunderstandings** **about MVPs**

#1: Viable \neq 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

Encourages
Customer
Honesty

Storyboards
3 Benefits

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

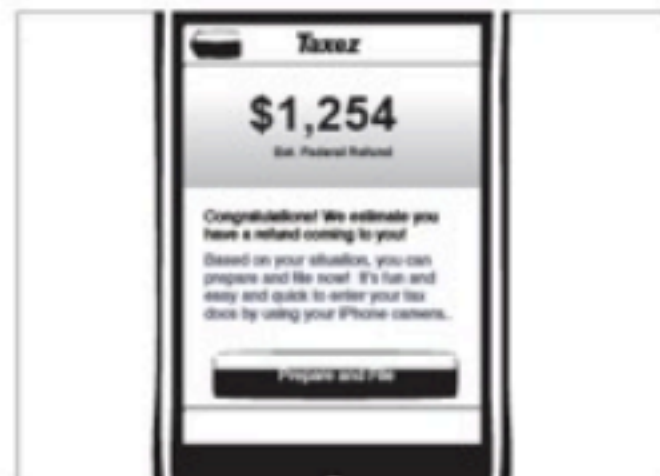
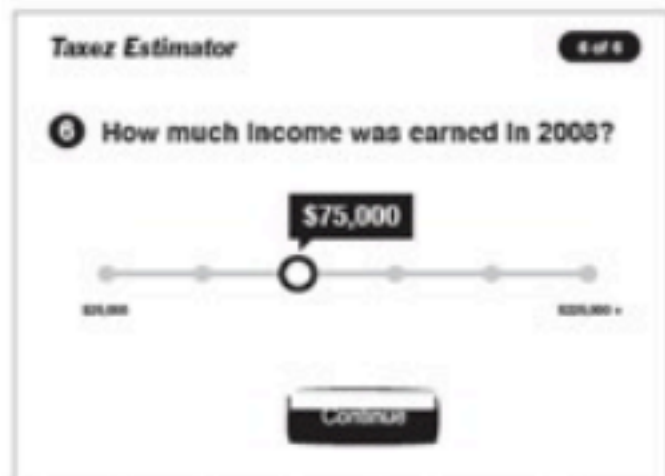
Storyboards

Sample



Storyboards

Sample

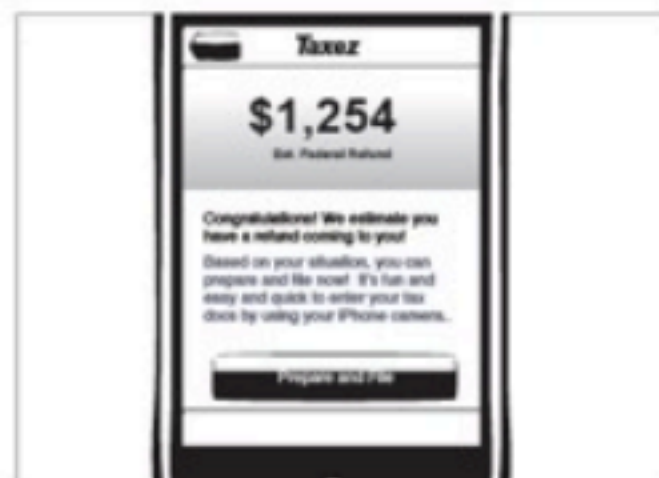
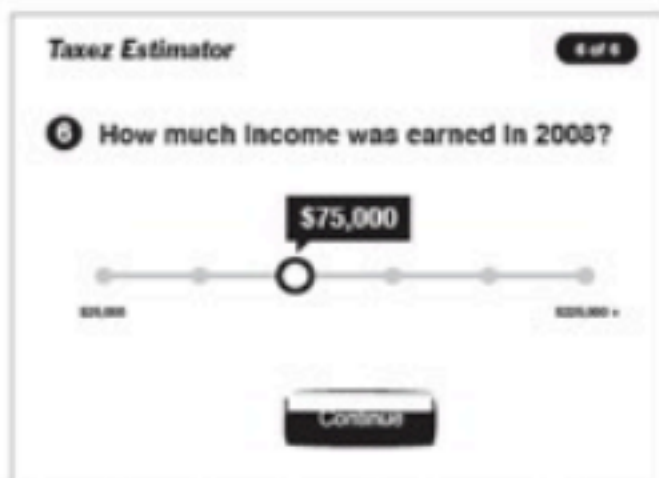


Storyboards

Sample



Wrong Problem

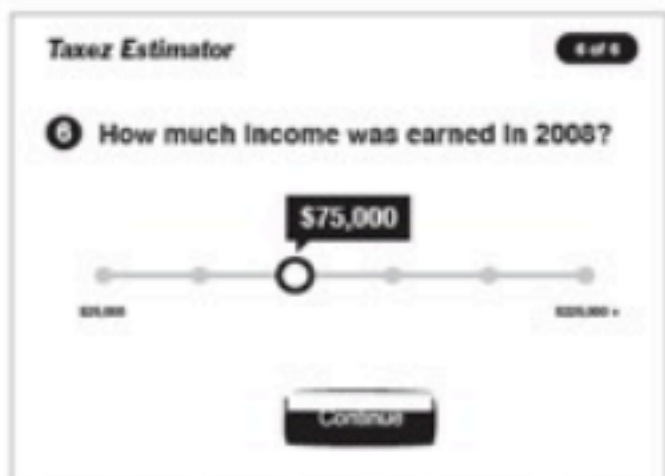
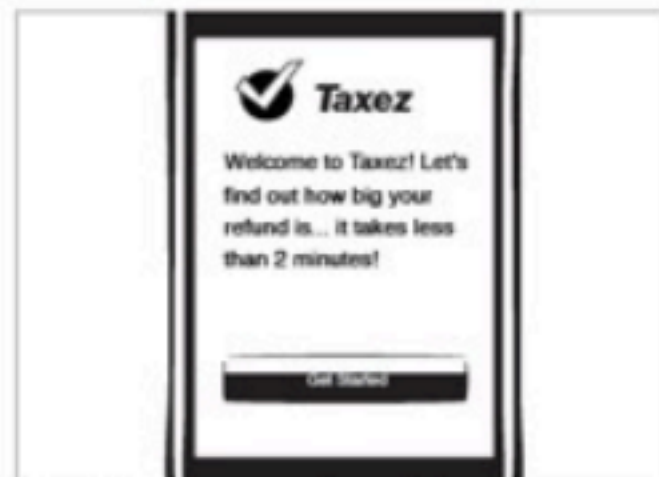


Storyboards

Sample



Wrong Problem



Wrong Benefit

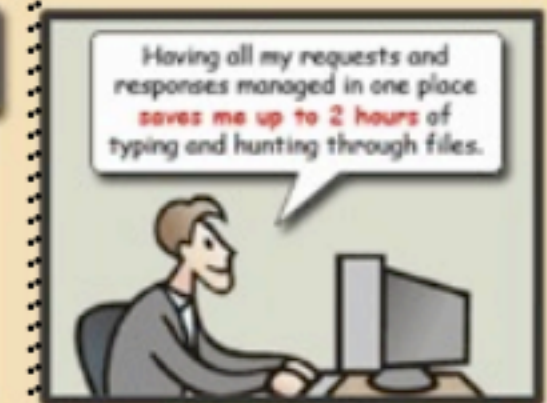
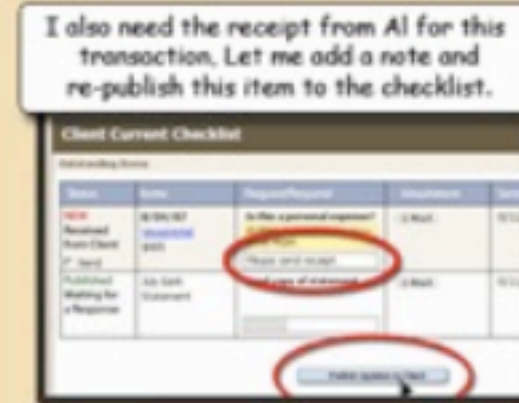
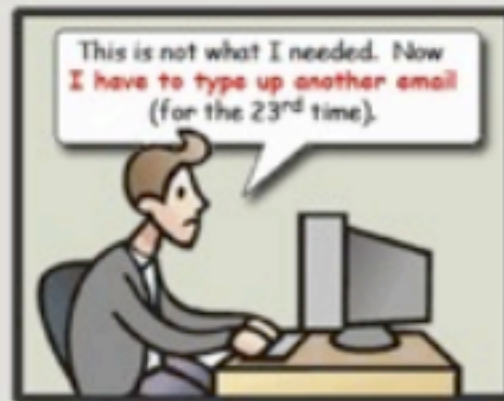


Storyboards

Sample

Problem

Solution



Benefit

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



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 than you are right

Key Metric: How fast can you iterate?

Need to Predict Delivery Times

How to do agile development?

Scrum

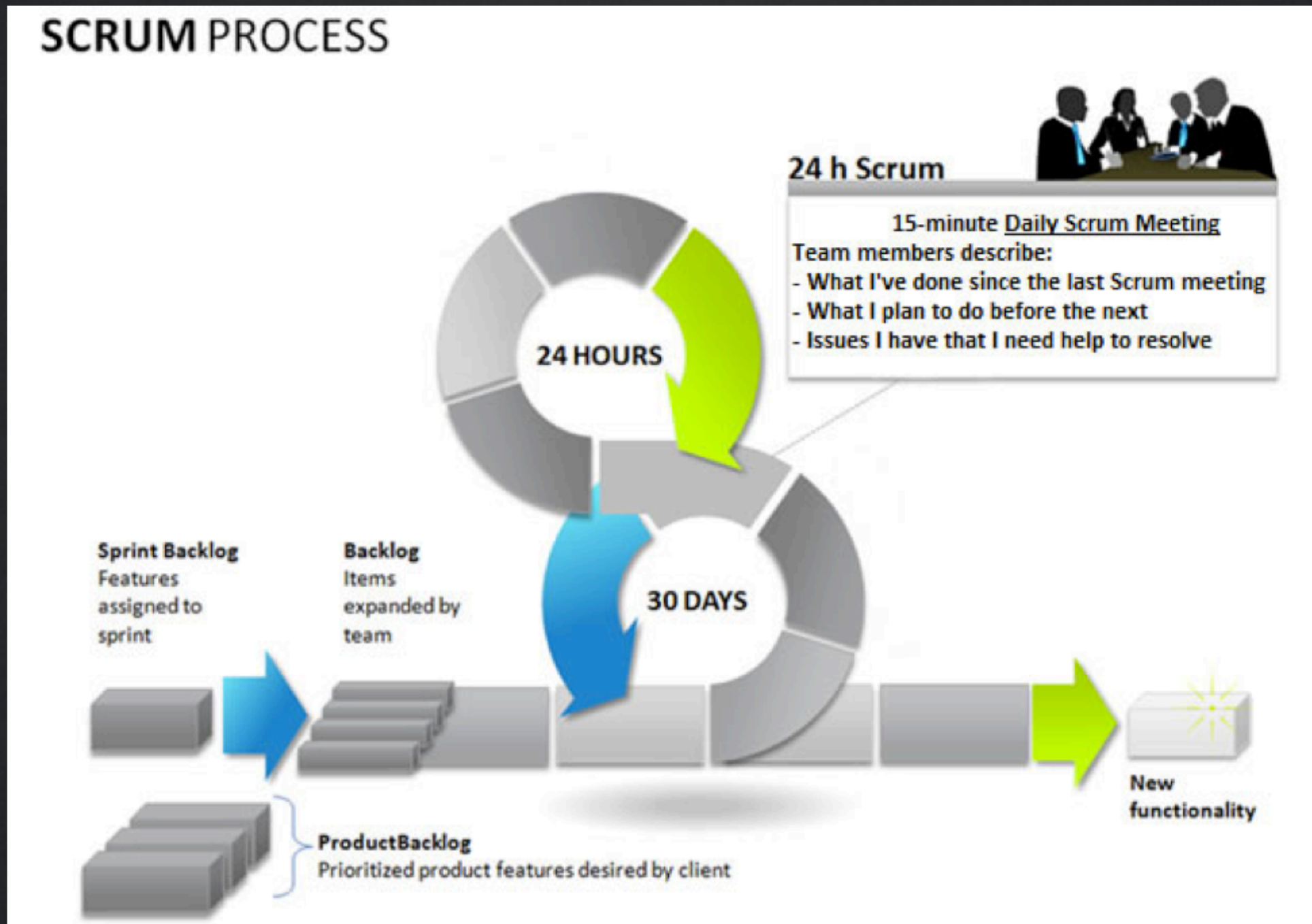
Engineering
Practices

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?



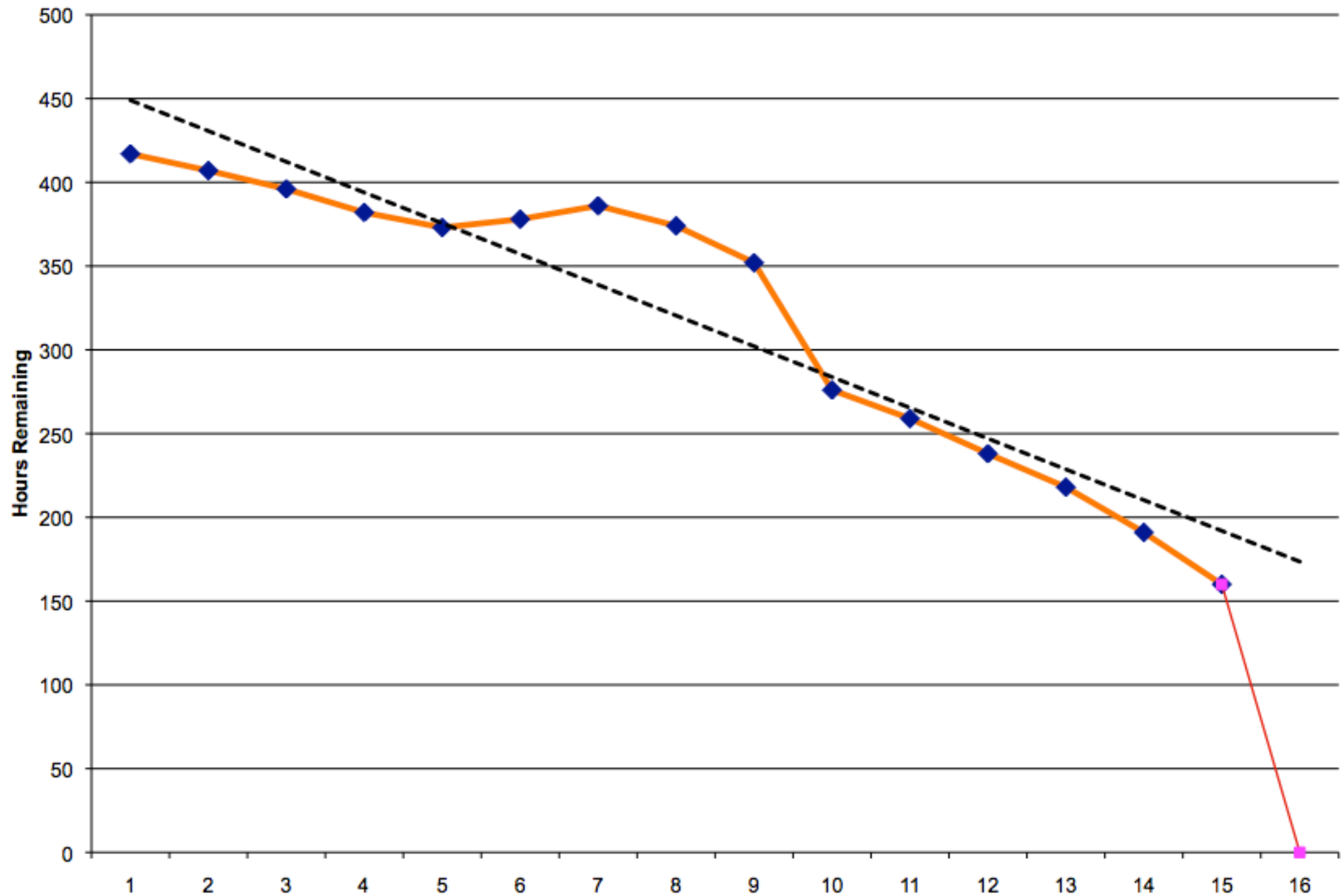
Velocity / Burn Down

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

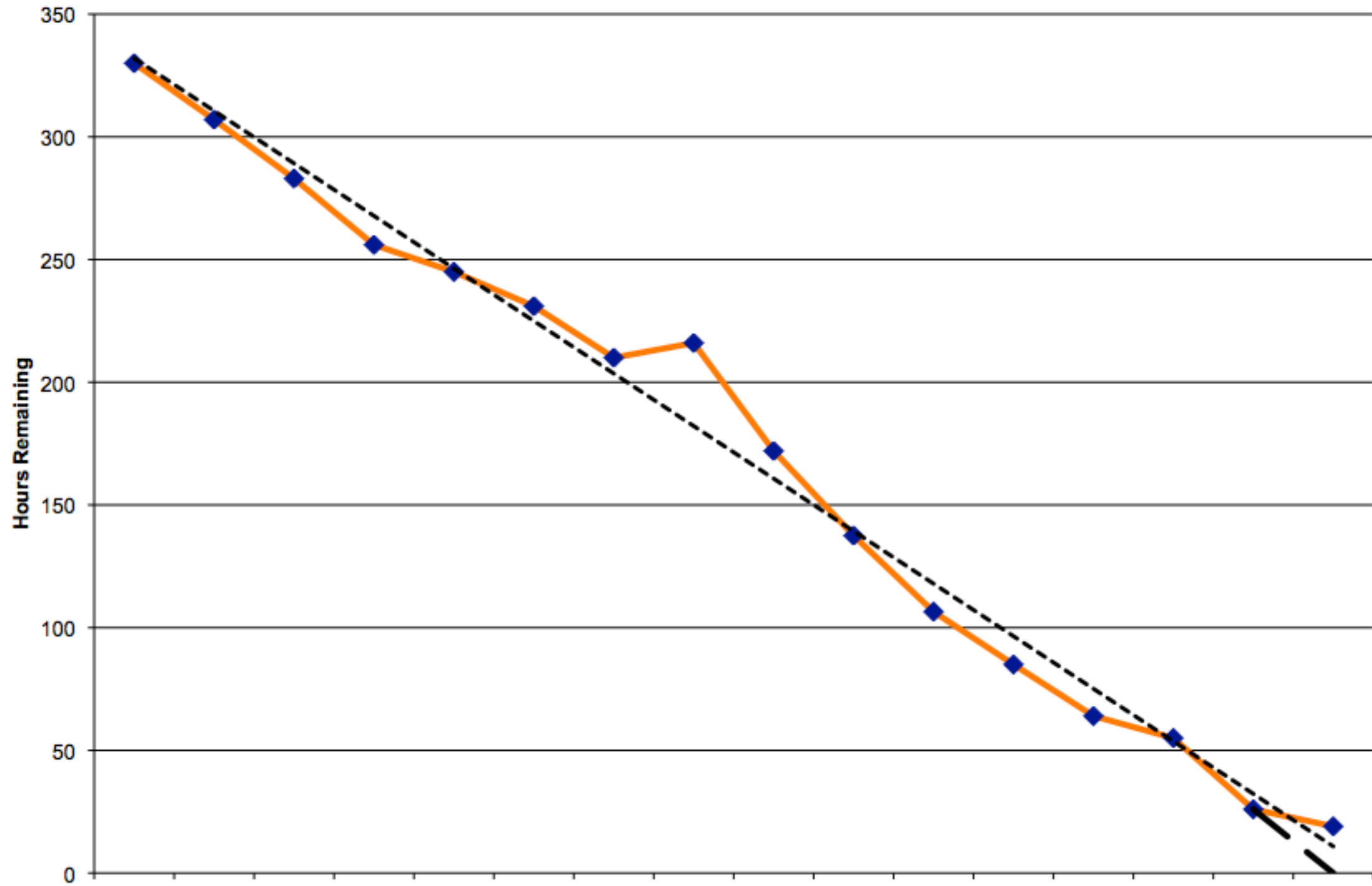
Overtime velocity becomes very helpful for planning purposes

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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