ValueTransformed

Agile Product Development

June 11, 2019 @ Silicon Halton

WHO WE ARE:

In a highly disruptive world (context)

We empower businesses (who)

To elevate customer value (why)

By rapidly evolving their practices (how)

Which of these best describes your background?

22%

Entrepreneur or Investor

6%

Marketing or Advertising

22%

InfoTech or Digital

11%

Business or Product

0%

Strategy or R&D

0%

Finance or Operations

0%

Service Delivery

6%

Customer Service or Success

33%

Consultant or Other

18

Which of these best describe your role / job title?

32%
I create / develop / make magic happen (e.g. designer)

11%
I provide creative or technical direction (e.g. tech lead)

21%
I lead small to medium teams (e.g. manager)

5%
I lead departments / divisions (e.g. director)

5%
I manage product development (e.g. product manager)

16%
I grow clients and ensure their success (e.g. client success lead)

0%
I am a stakeholder owning budgets / resources (e.g. VP)

11%
I run the show... nuf' said (e.g. CXO / business owner)

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Choose your own adventure: What do you want us to FOCUS on the most?

1st — Whatever you HAVE I'll take it

2nd — PRACTICAL advice & tools

3rd — Give me great INSIGHTS

4th — Inspire me to CHANGE

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Are you USING Agile processes in your company / organization?

Are you **BEING** Agile
in your company / organization?

Using = Process   Being = Mindset

Product ➡ Customer

Scope ➡ Value

Control ➡ Self-Directed

Resist Change ➡ Embrace Pivots

Value of Product & Business Agility

|		
Faster Time to Market	**Product Innovation Opportunities**	**Risk Reduction & Early Detection**
Early Revenue & Less Cost of Delay	**High Performing Healthy Teams**	**Increased Product Quality**
Increased Delivery Predictability	**More Competitive Market Position**	**Higher Sustainable Pace of Work**

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Myth: You can achieve these benefits by just USING Agile processes
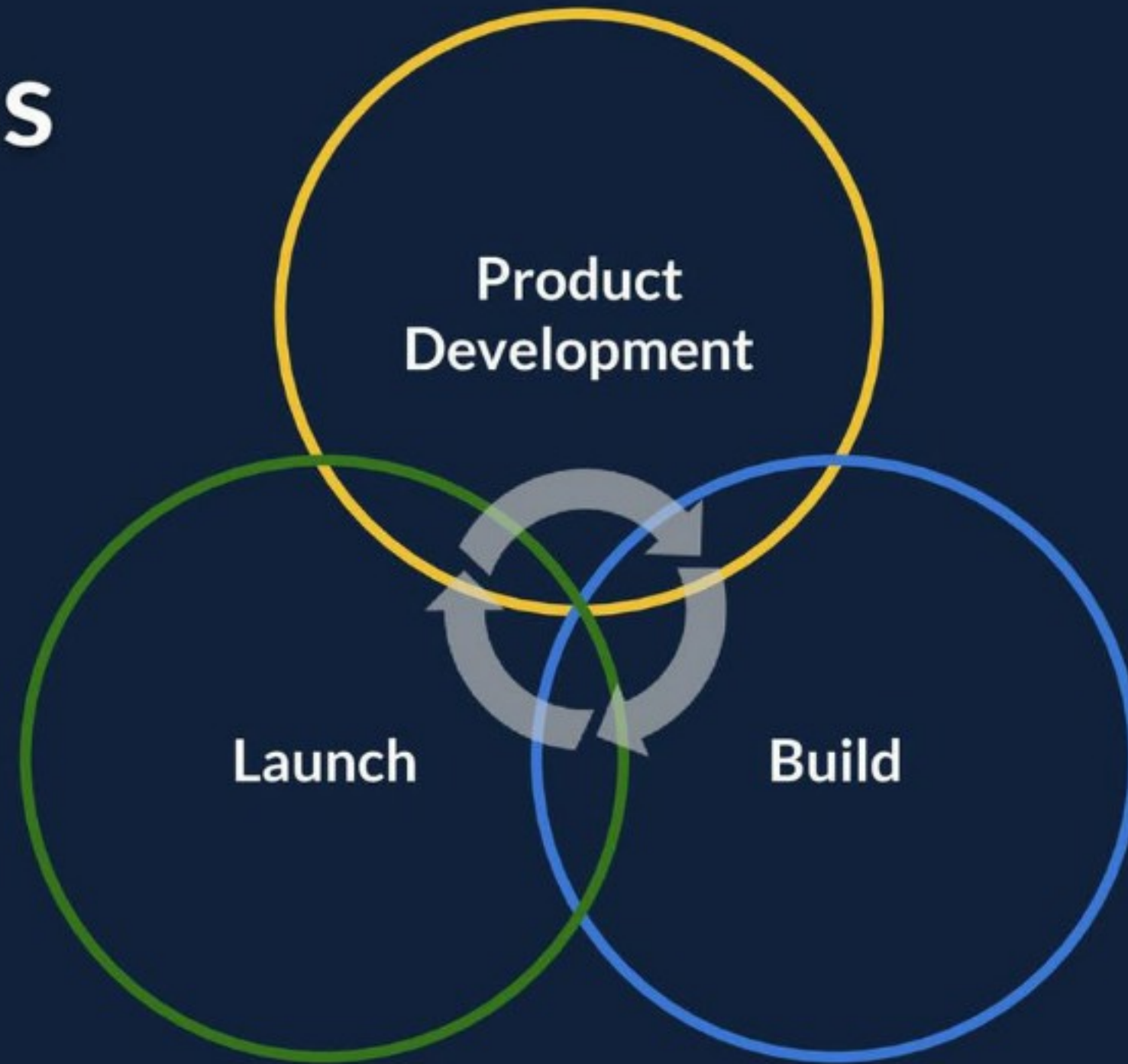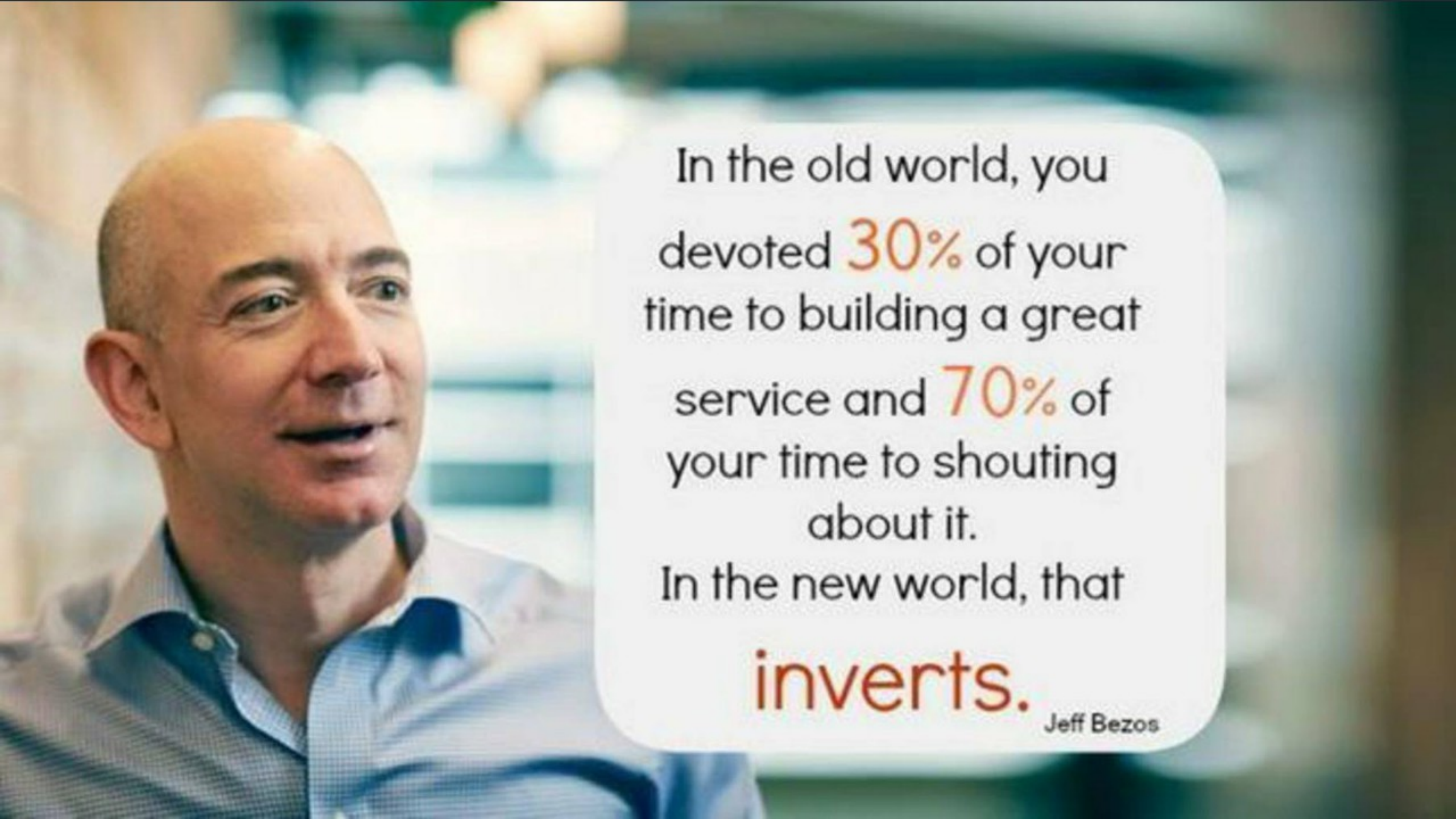
In the old world, you devoted 30% of your time to building a great service and 70% of your time to shouting about it. In the new world, that

inverts.

Jeff Bezos

People don't want to buy a quarter-inch quarter-inch drill.

They want a quarter-inch hole!

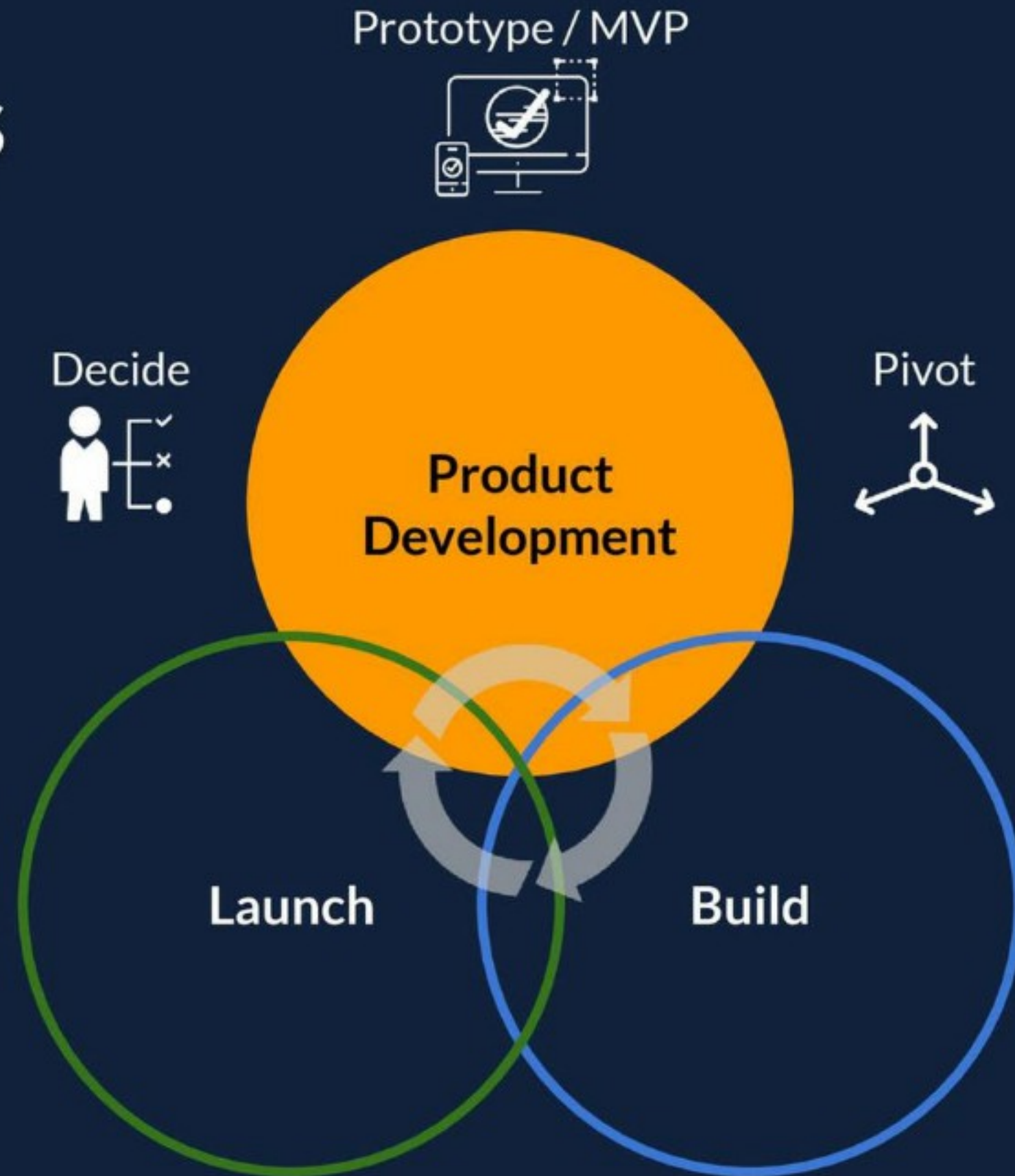Harvard Professor

Theodore Levitt

Which one of the following methods you have utilized in your product development process?

16%
Customer Personas

17%
Customer / User Testing

0%
Body Storming

14%
Customer Surveys & Interviews

0%
"Jobs" to be Done Theory

16%
Rapid Prototyping

10%
Customer Journey Mapping

5%
Value Mapping

22%
Minimum Viable Product (MVP)

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Continuous Learning Cycle

Prototype / MVP

Decide

Pivot

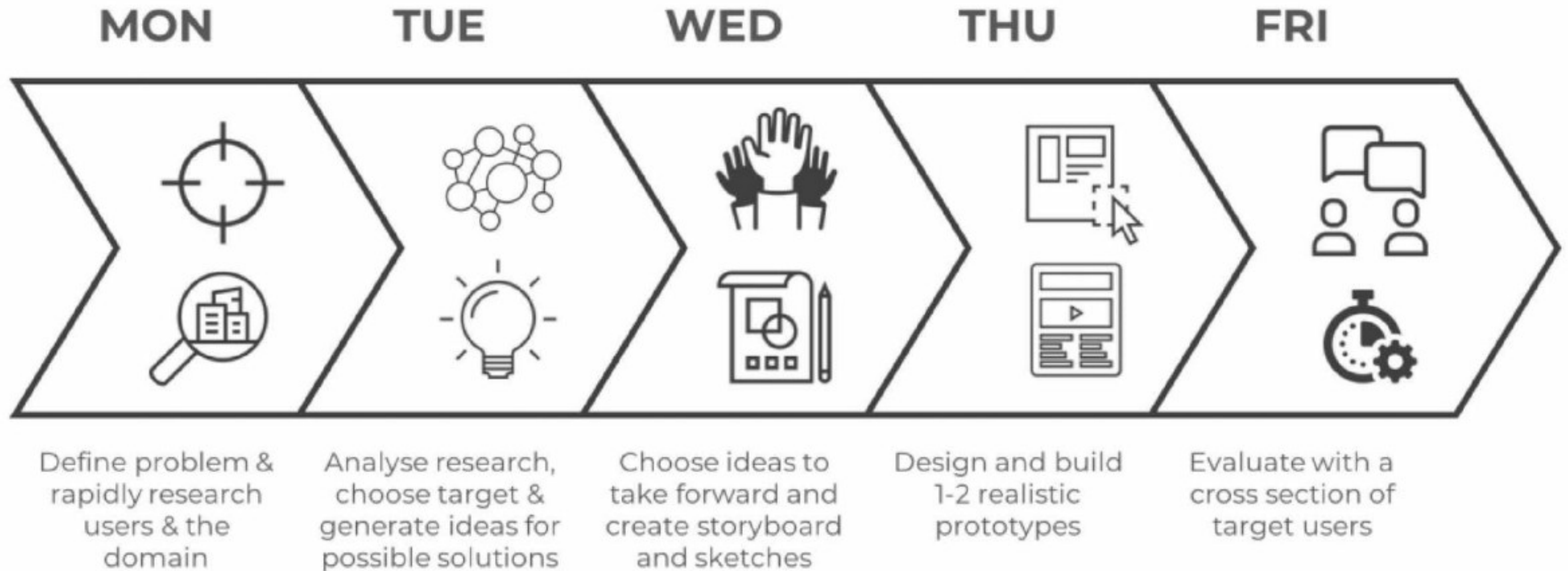Product Development

Launch

Build

The Design Sprint

=

Get from hundreds of **PRODUCT IDEAS...** to winning idea **PROTOTYPES...** and rapid **CONSUMER** testing... in just **FIVE DAYS**

The Design Sprint

MON	TUE	WED	THU	FRI
Define problem & rapidly research users & the domain	Analyse research, choose target & generate ideas for possible solutions	Choose ideas to take forward and create storyboard and sketches	Design and build 1-2 realistic prototypes	Evaluate with a cross section of target users

Which one of these are crucial to developing great products?

16%
Constant input from customer

14%
Iteratively delivering value

8%
Self organizing teams

15%
Cross-functional teams

5%
Maximizing the work NOT done
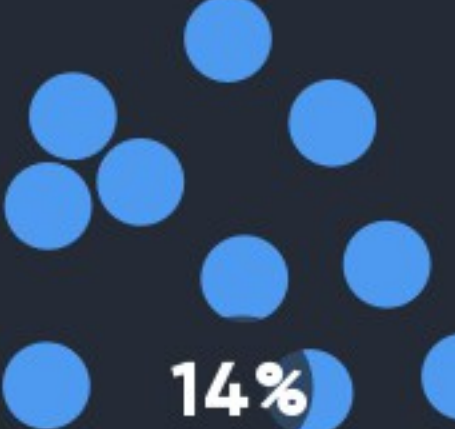
14%
Prioritization of work to be done

18%
Continuous improvements

11%
Blameless retrospectives

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Continuous Learning Cycle

Product Development

Launch

Build

Initiatives Backlog

Lightweight Business Case

Build Iteratively

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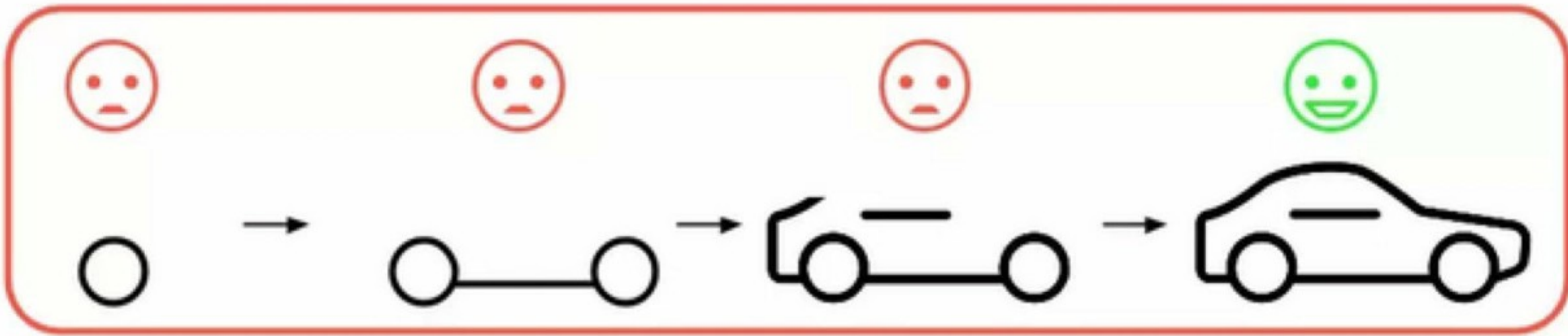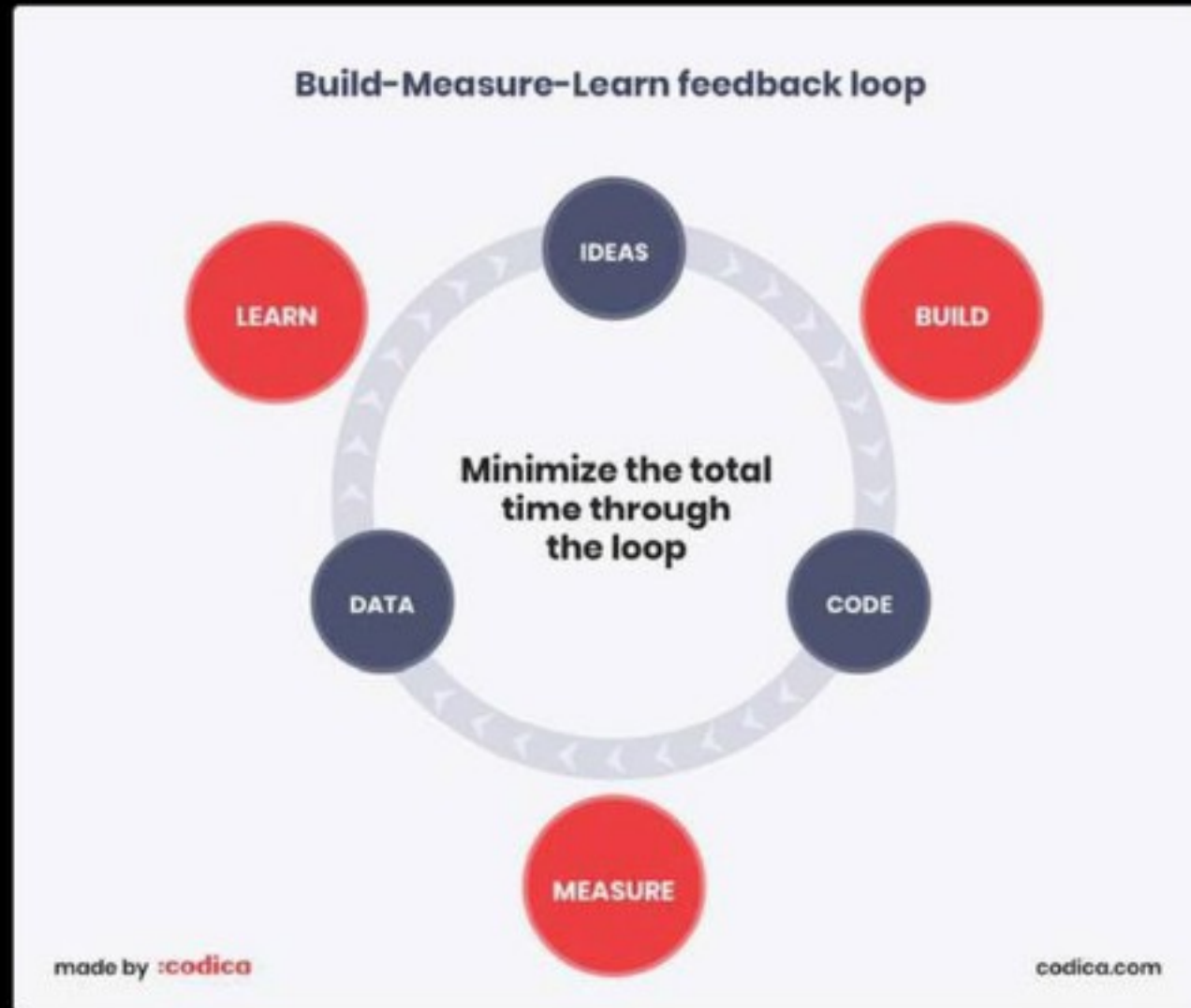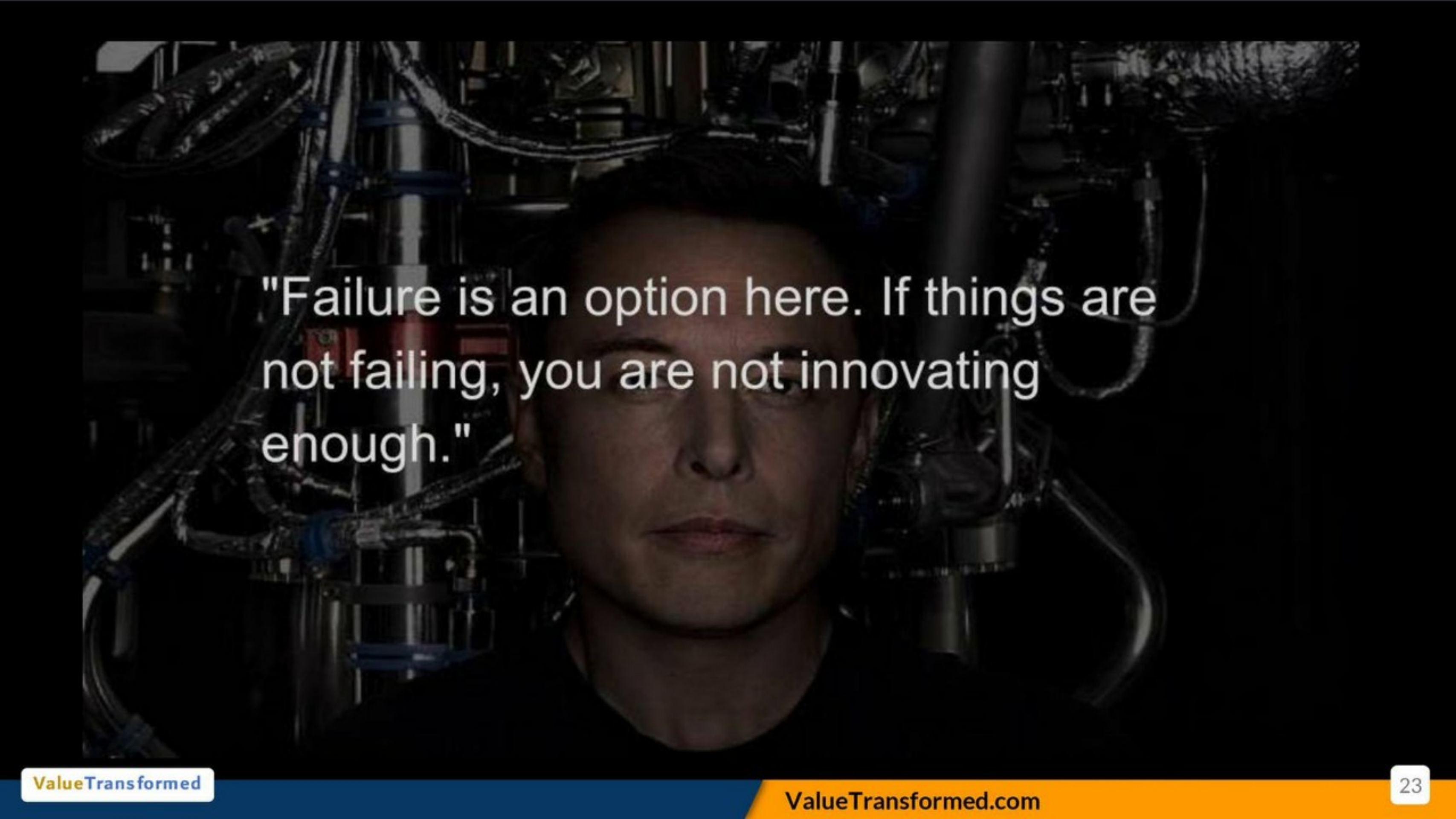
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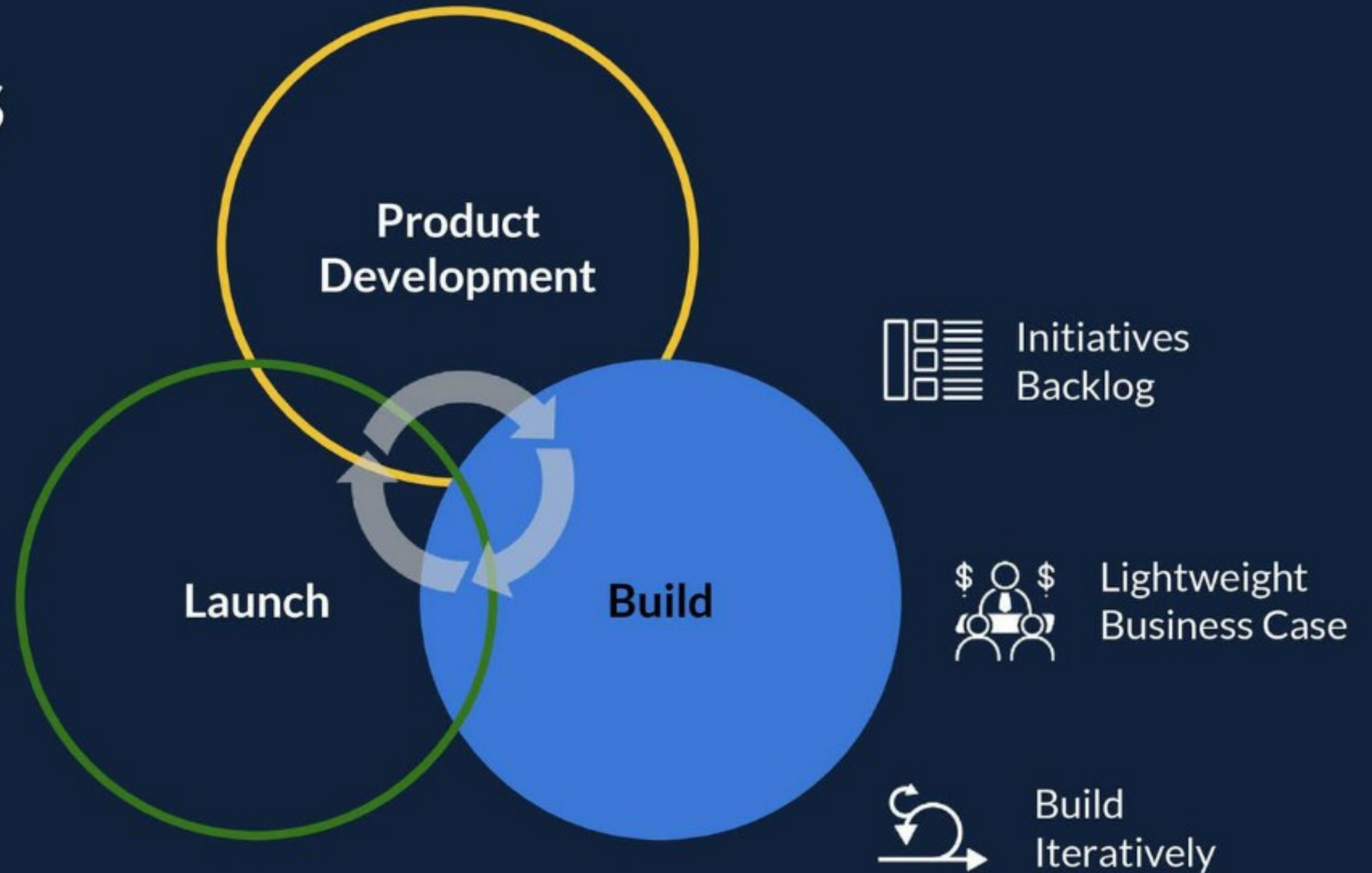
It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do.
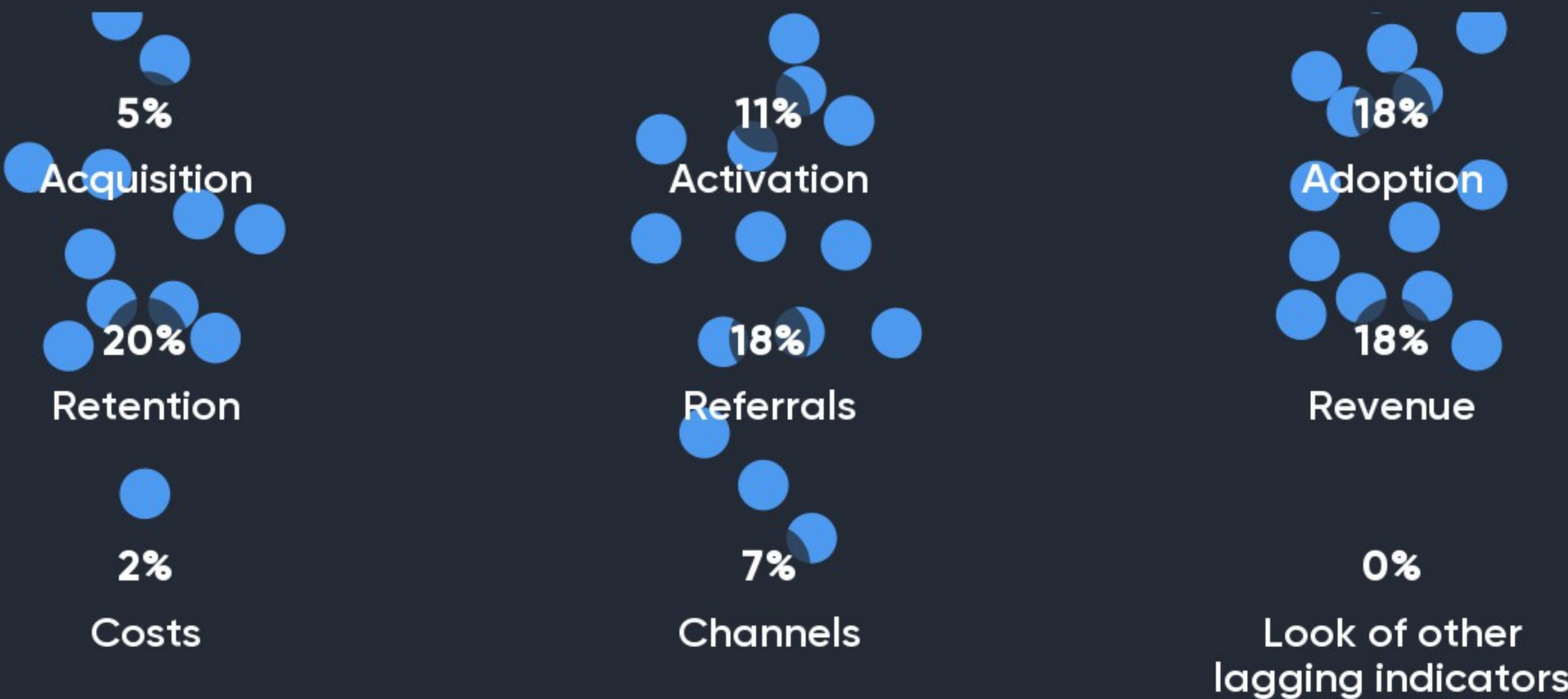
- Steve Jobs

Build Iteratively

Build–Measure–Learn feedback loop

LEARN · IDEAS · BUILD · DATA · CODE · MEASURE

Minimize the total time through the loop

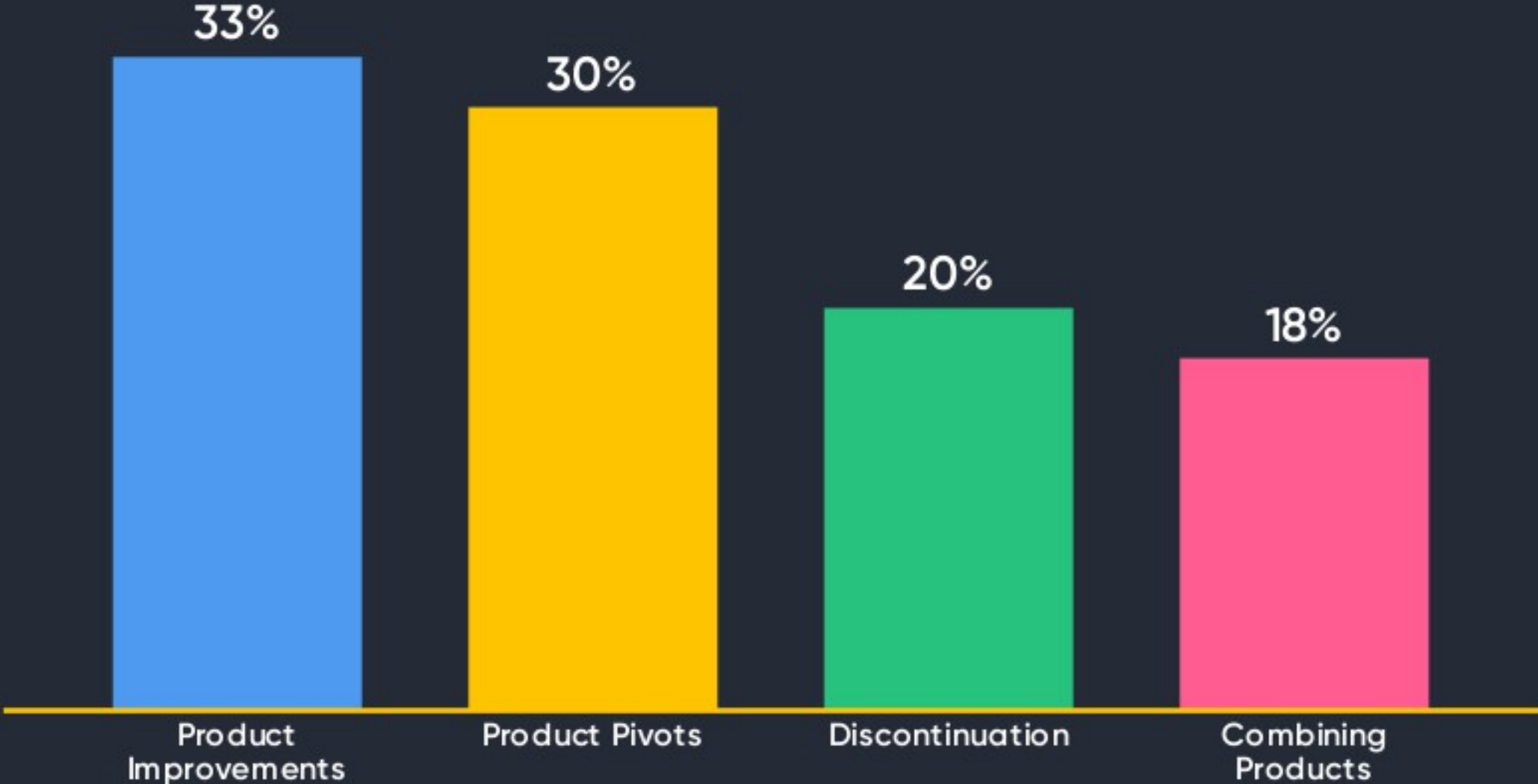made by :codica

codica.com

AGILE SCRUM

"Failure is an option here. If things are not failing, you are not innovating enough."

Which of the following do you utilize for product feedback from the marketplace?

5%
Acquisition

11%
Activation

18%
Adoption

20%
Retention

18%
Referrals

18%
Revenue

2%
Costs

7%
Channels

0%
Look of other lagging indicators

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Which of the following actions have you taken based on market metrics?

Product Improvements	Product Pivots	Discontinuation	Combining Products
33%	30%	20%	18%

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Continuous Learning Cycle

Product Development

Learn & Pivot

Measure Impact

Launch MVP / MMF

Launch

Build
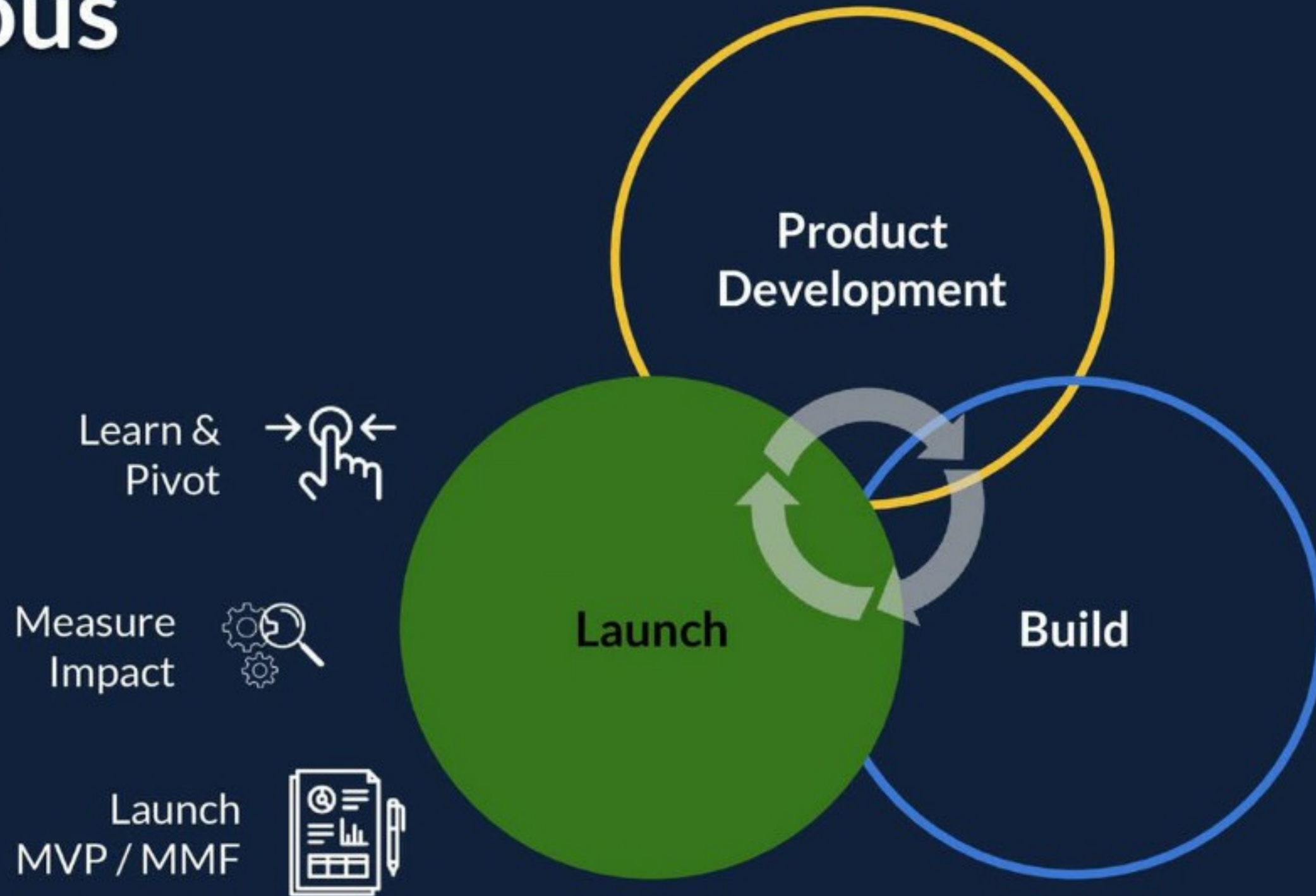
If you are not embarrassed by the first version of your product, you've launched too late...

Reid Hoffman
Founder of LinkedIn

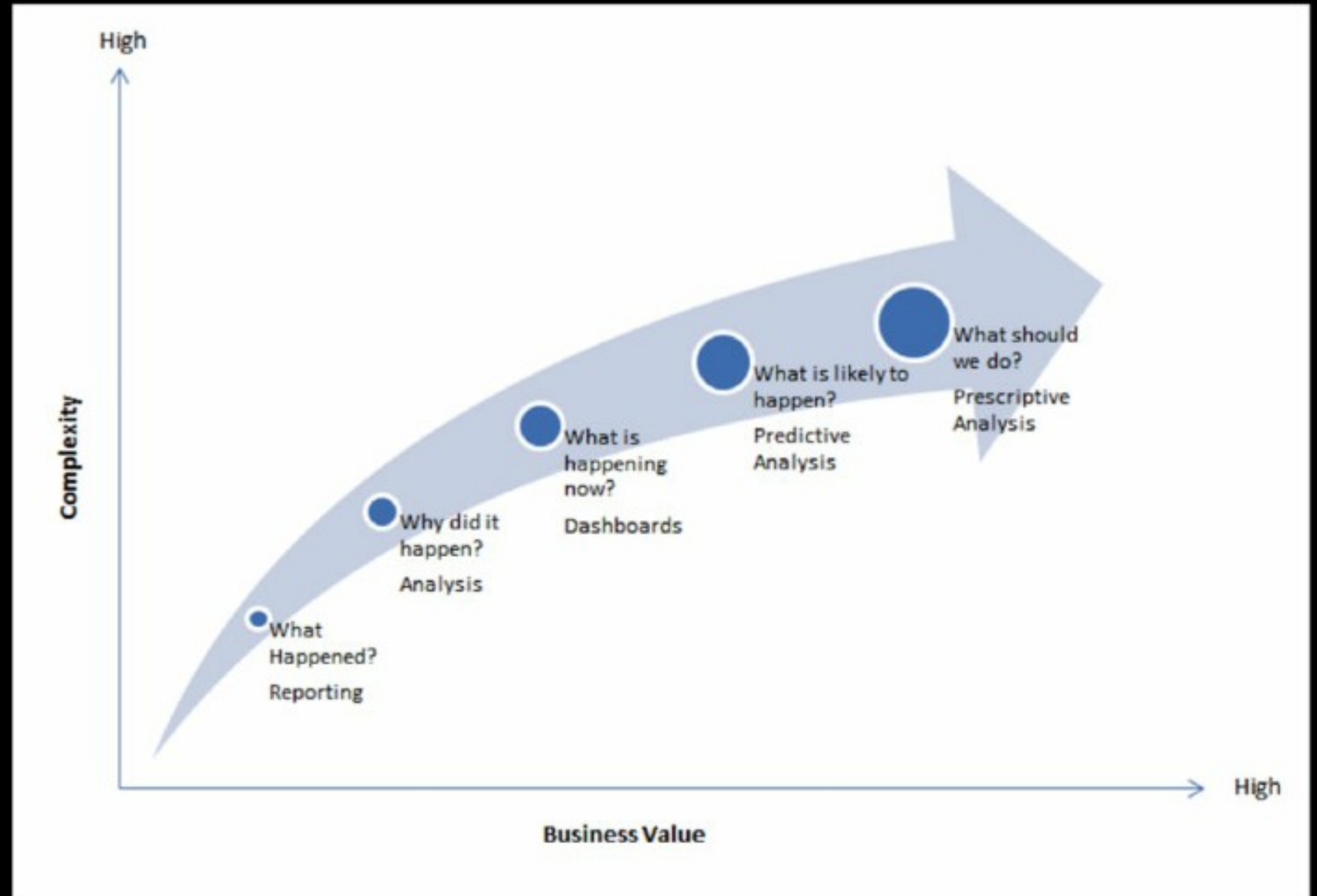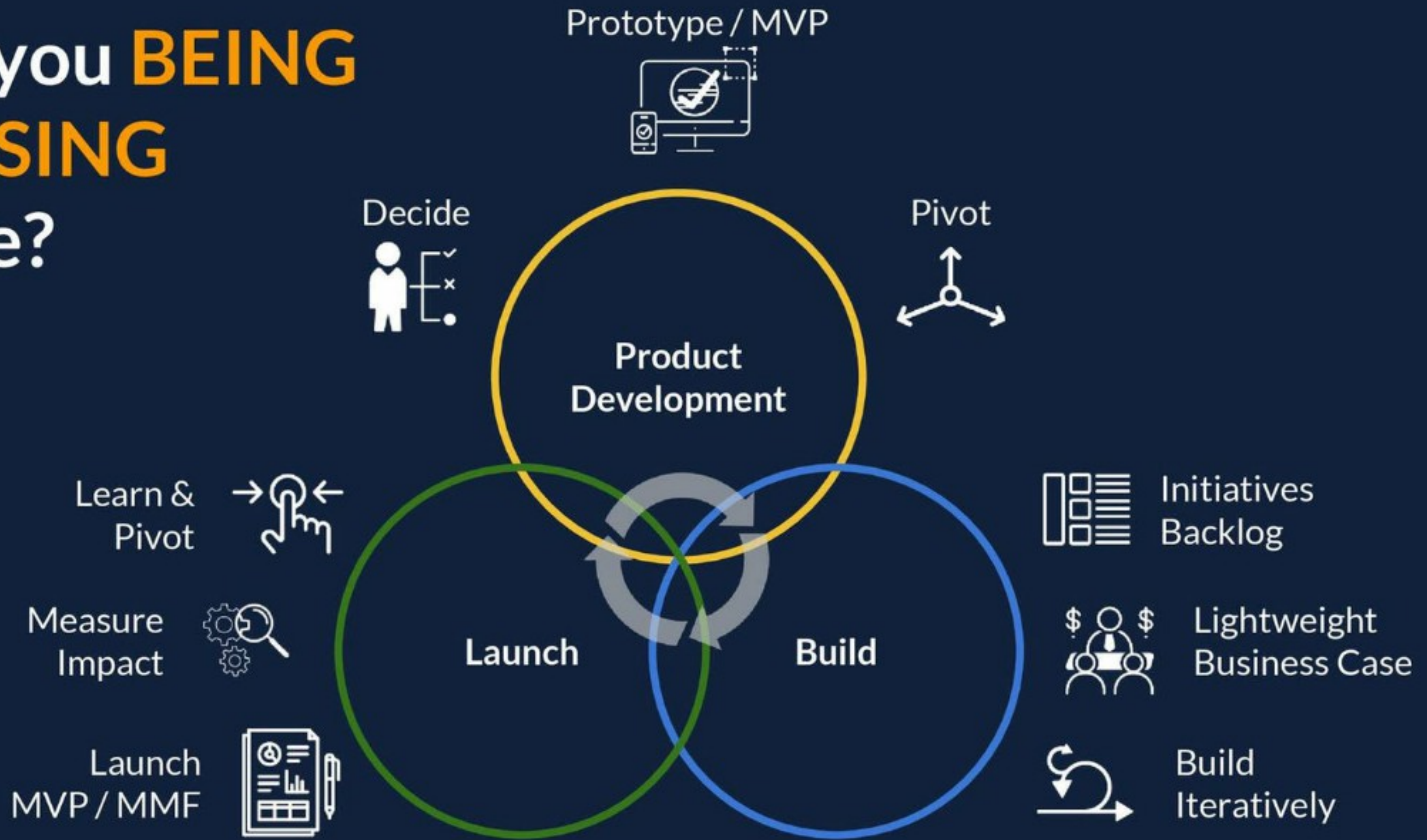# Continuously learn from customer experiences

ACQUISITION	How do users find you?
ACTIVATION	Do users have a great first experience?
RETENTION	Do users come back?
REVENUE	How do you make money?
REFERRAL	Do users tell others?

Use learning to pivot or enhance

Amazon tracking the entire user purchase process

What questions do you have?

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