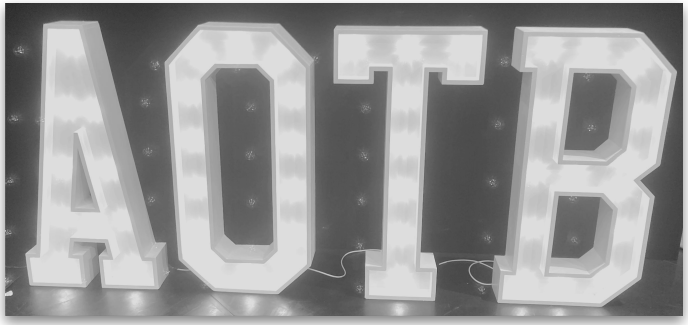
Building software products distilled:

Customer value, engineering and delivery



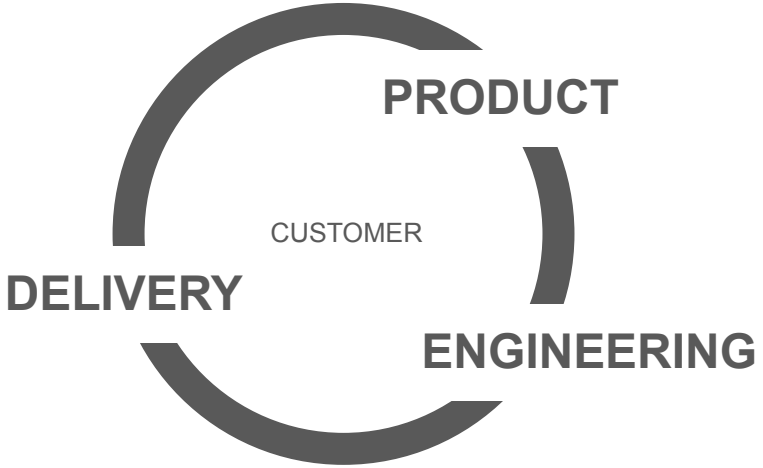
@jimbarritt

PEOPLE

PRACTICES

PRODUCTS

PLATFORMS



PRODUCT

WHAT AND WHY?

CUSTOMER VALUE

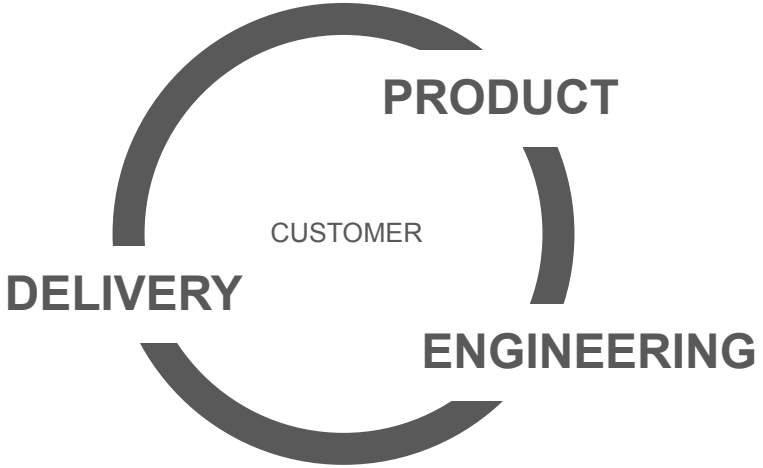
HOW? - DESIGN

DELIVERY

HOW - PEOPLE, TIME, MONEY

ENGINEERING

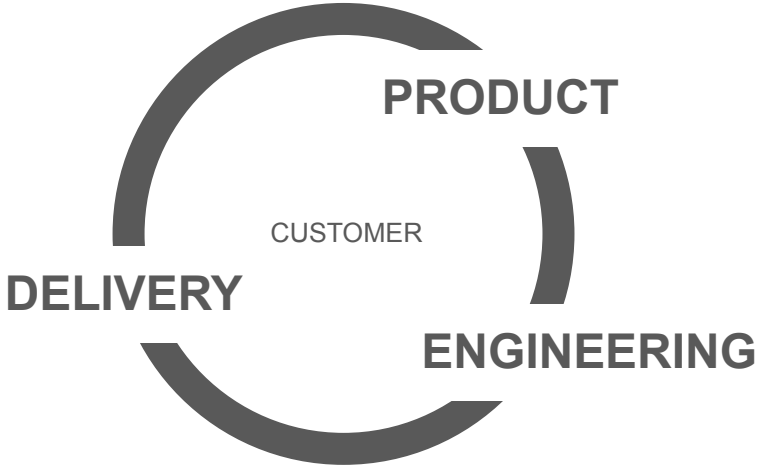
HOW - TECHNOLOGY



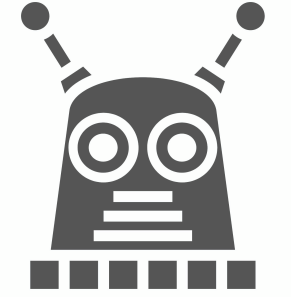
“Reverse engineering the organization” - Gregor Hophe

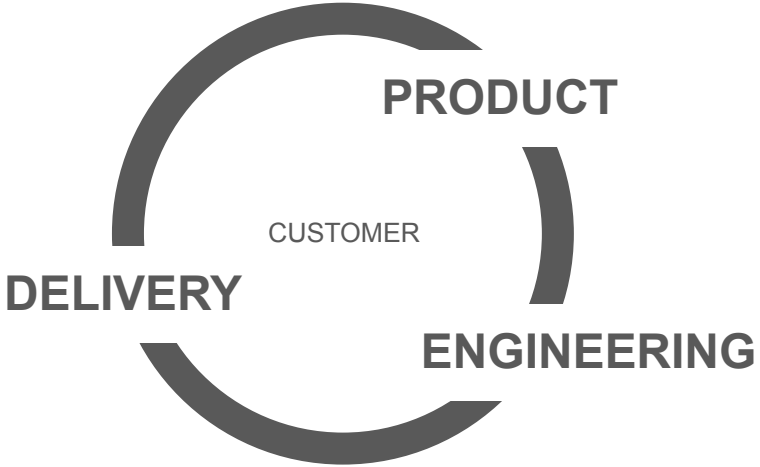
	Cost Center	Asset	Partner	Enabler
Focus on	Cost	Return on Investment	Business Value	Speed & Innovation
Typical CIO Reporting line	CFO	COO	CDO	CEO
Common Strategy	Outsource IT	Harmonize / Rationalize	Insource IT	IT = business
Levers	Cost Cutting	Economies of Scale	Agility	Economies of Speed

How IT is considered in the organisation



https://www.linkedin.com/pulse/reverse-engineering-organization-gregor-hohpe/



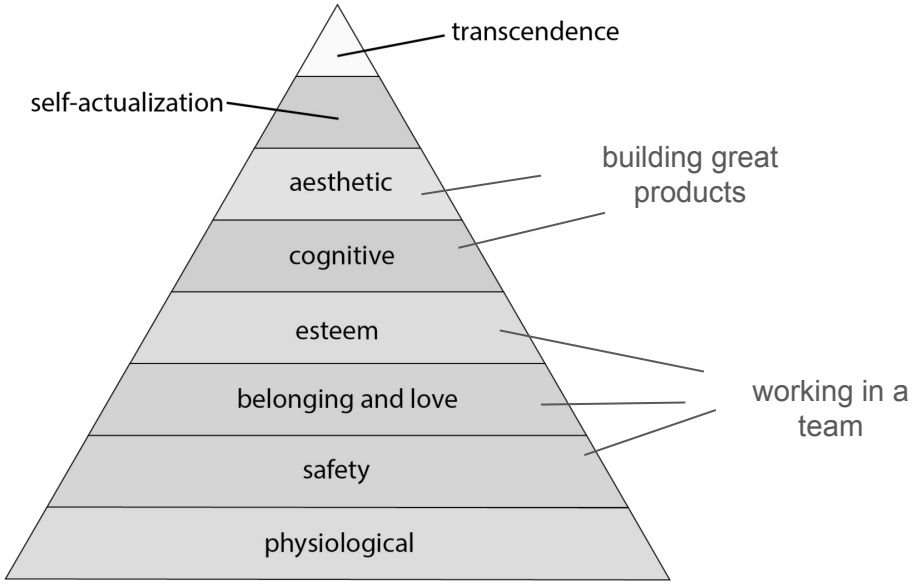


PEOPLE

SAFETY | **MOTIVATION** | **CAPABILITY** | **LEADERSHIP** | **TEAMS**

FEAR IS THE MIND KILLER

From “The Litany against fear” - Frank Herbert, Dune

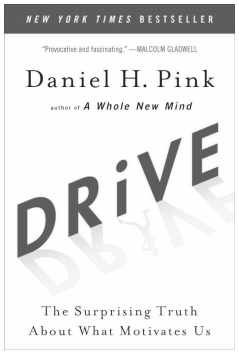


Maslow's Hierarchy of needs

AUTONOMY

MASTERY

PURPOSE



PEOPLE

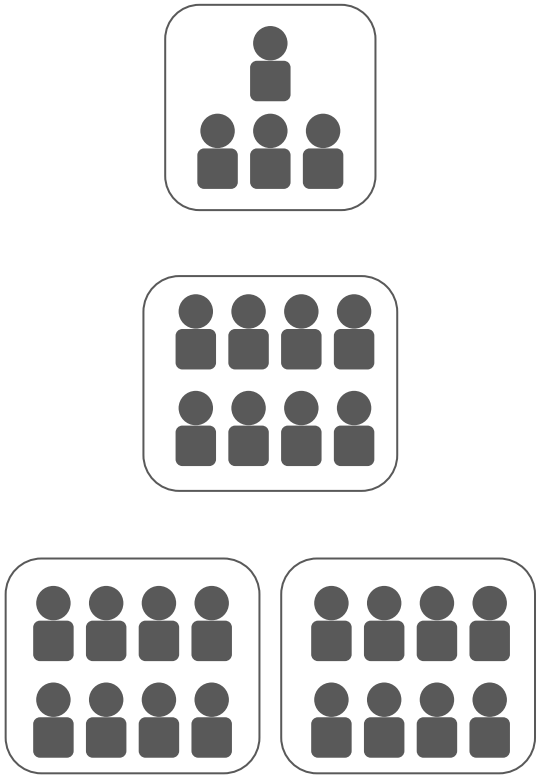
SAFETY

MOTIVATION

CAPABILITY

TEAM SIZE

WORK SIZE

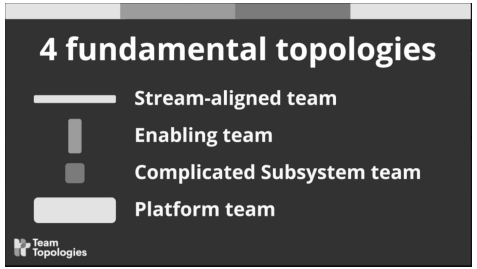


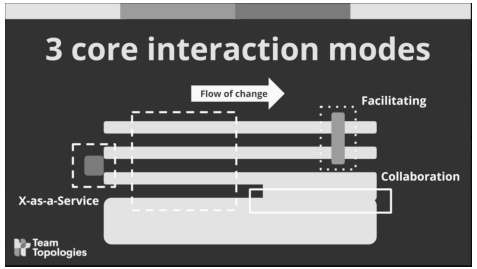
PEOPLE

TEAMS

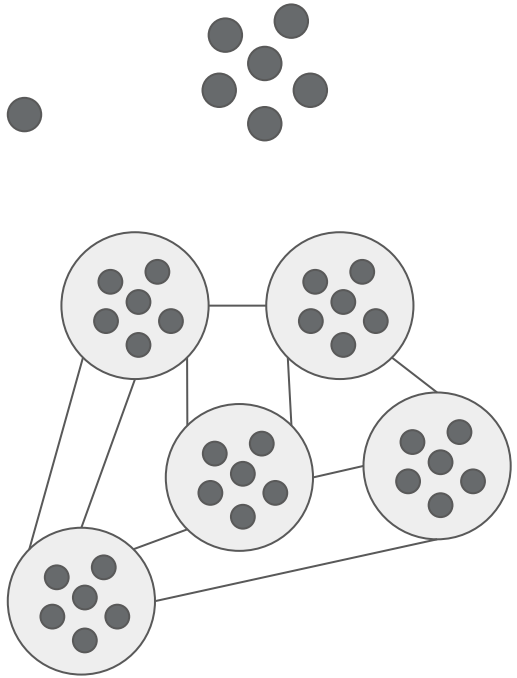
This can probably be broken into smaller pieces

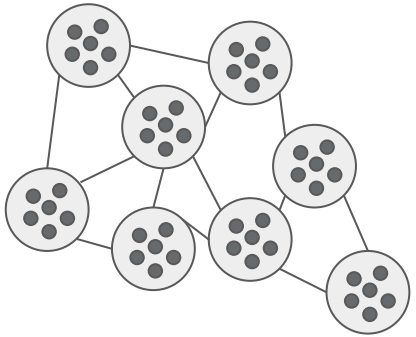
TEAM TOPOLOGIES





https://teamtopologies.com

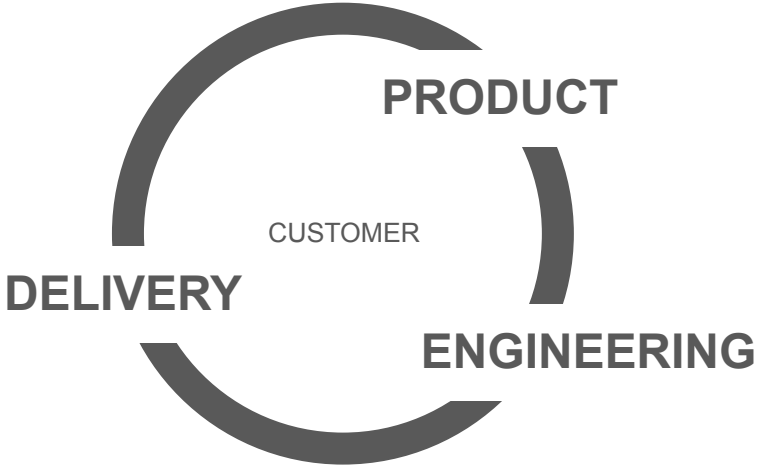




PEOPLE

TEAMS

Encapsulation and well defined interactions

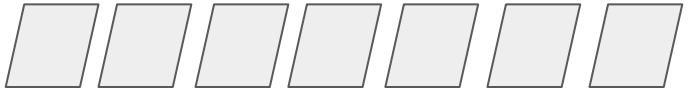


PRACTICES

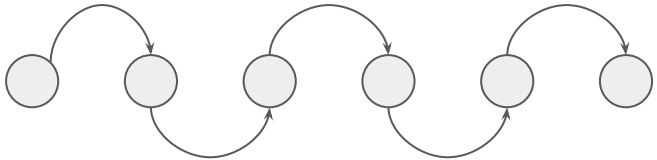
PRODUCT | **DELIVERY** | **ENGINEERING**

PEOPLE

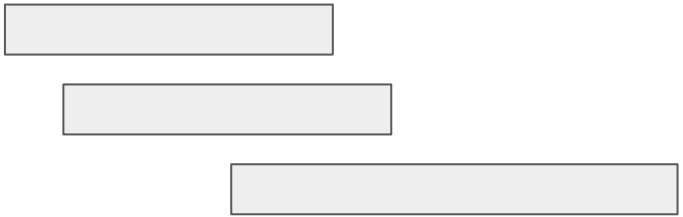
ACTIVITIES



USER JOURNEYS

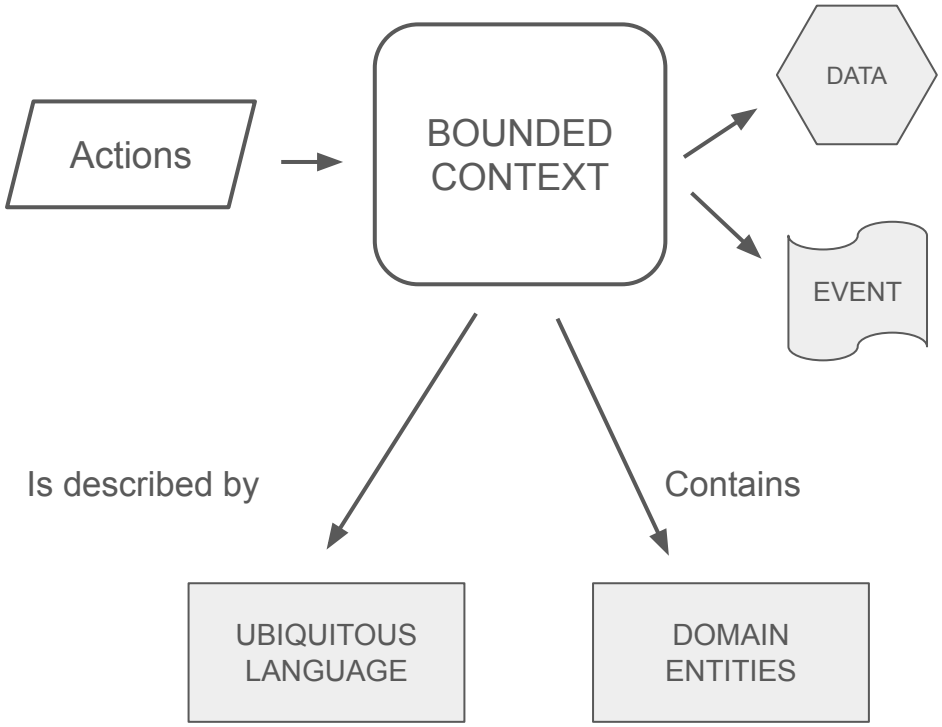


SYSTEMS



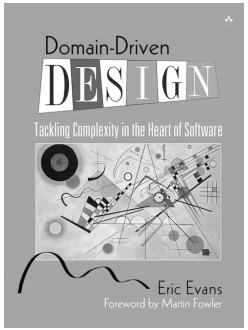
PRACTICES

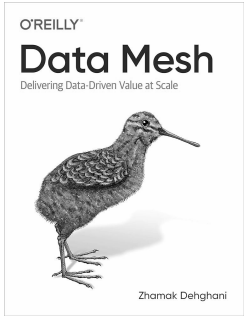
PRODUCT

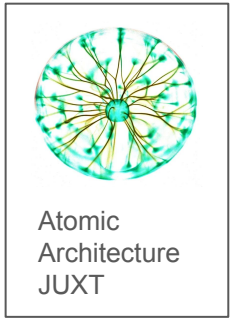


PRACTICES

PRODUCT





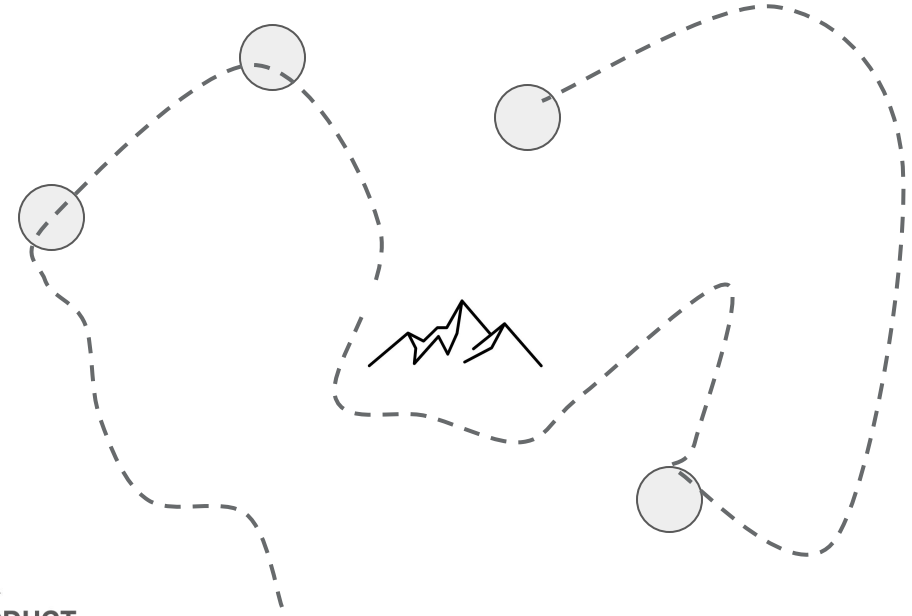


NAVIGATION

FORECASTING

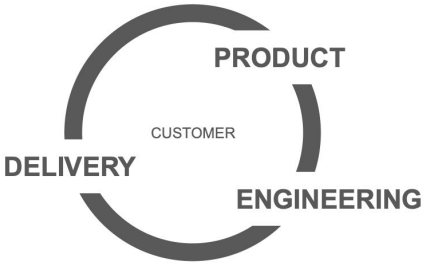
SMALL STEPS

DEPENDENCIES



PRACTICES

DELIVERY



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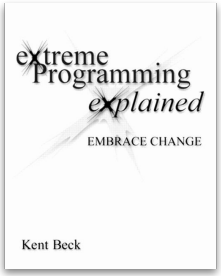
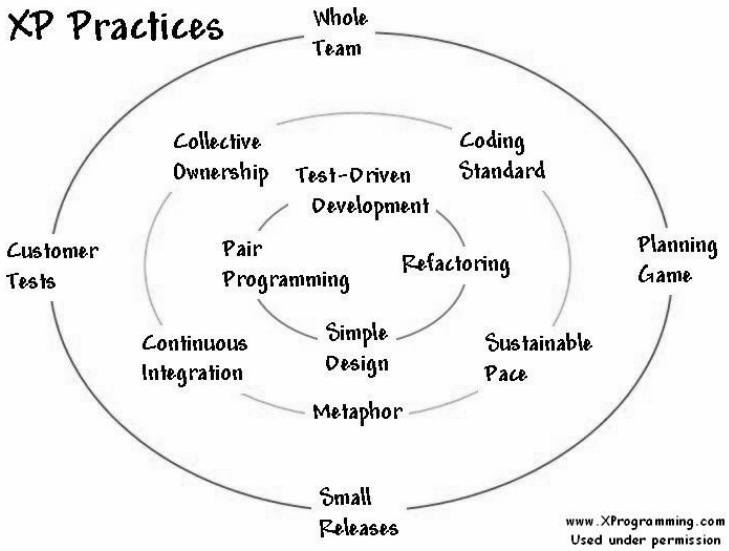
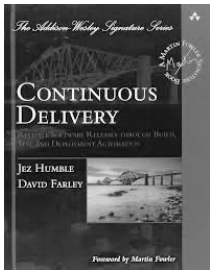
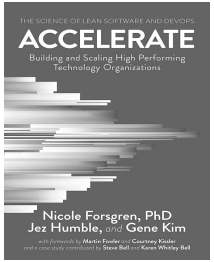


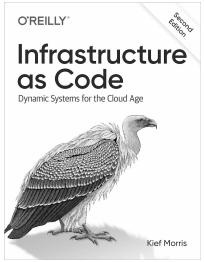


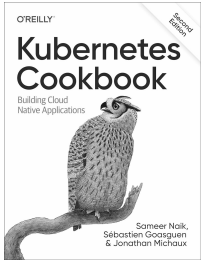
PRACTICES

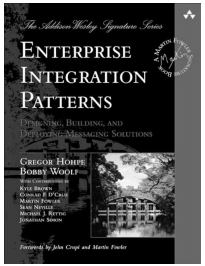
ENGINEERING

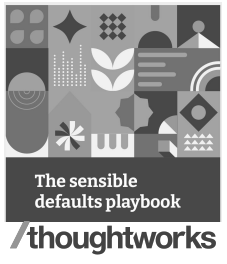


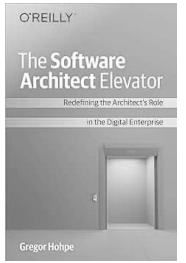


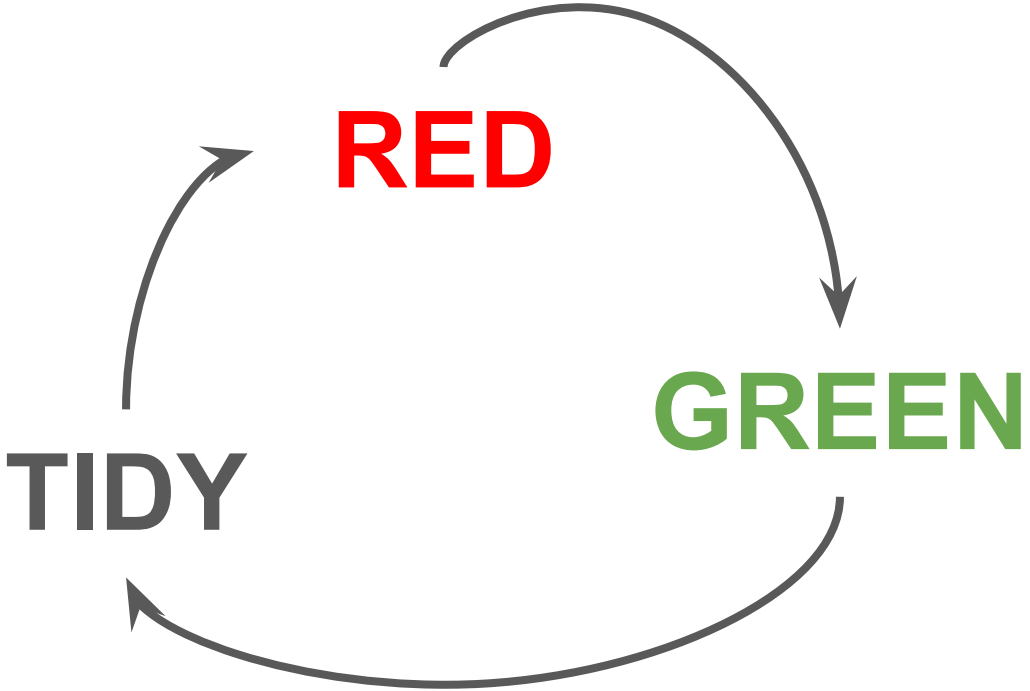










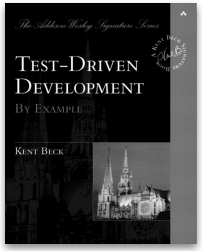


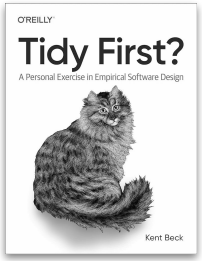
WRITE THE TESTS FIRST!

PRACTICES

ENGINEERING

TDD

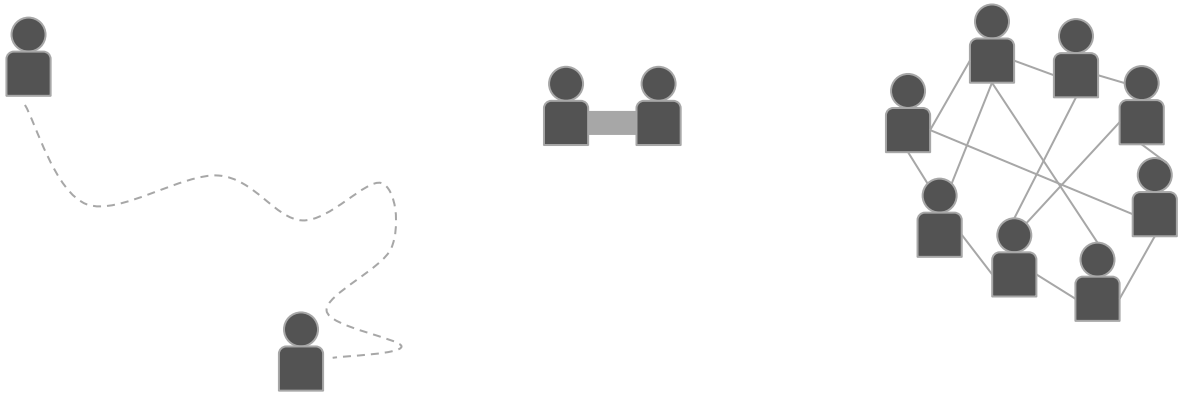




Pull Requests

Mob Programming

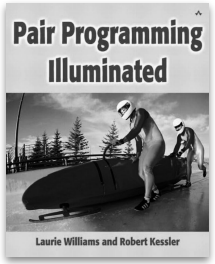
#slack



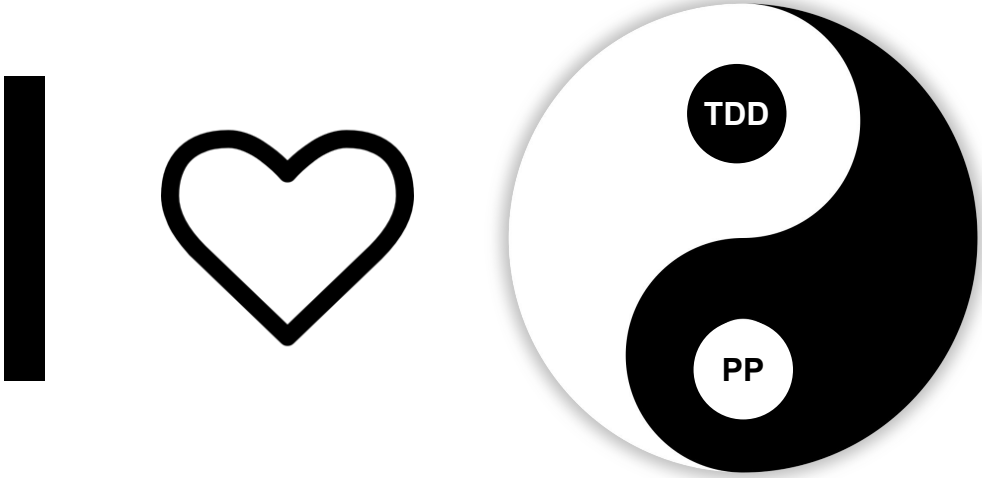
PRACTICES

ENGINEERING

PAIR PROGRAMMING

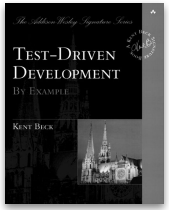


Pull Requests: Pair programming, the hard way



TDD - Test **Driven** Development

PP - **Pair** programming



PRACTICES

ENGINEERING

Kent
Beck

Nicole
Forsgren

John
Cutler

Kief
Morris

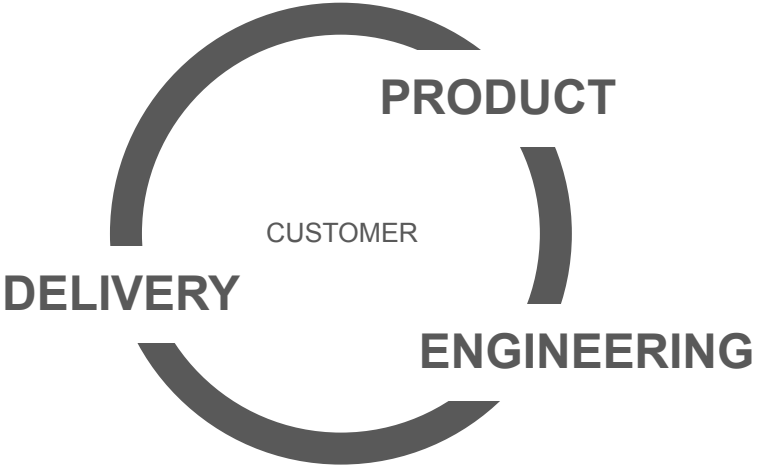
Gregor
Hophe

Jez
Humble

PRACTICES

PEOPLE

PRODUCTS



CUSTOMER VALUE	**EXPERIMENTS**	**PRODUCT MINDSET**	**DESIGN**

VALUE

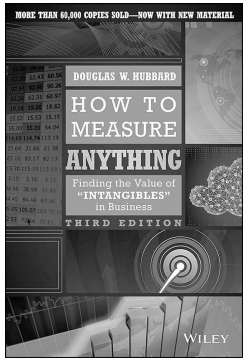
CUSTOMER

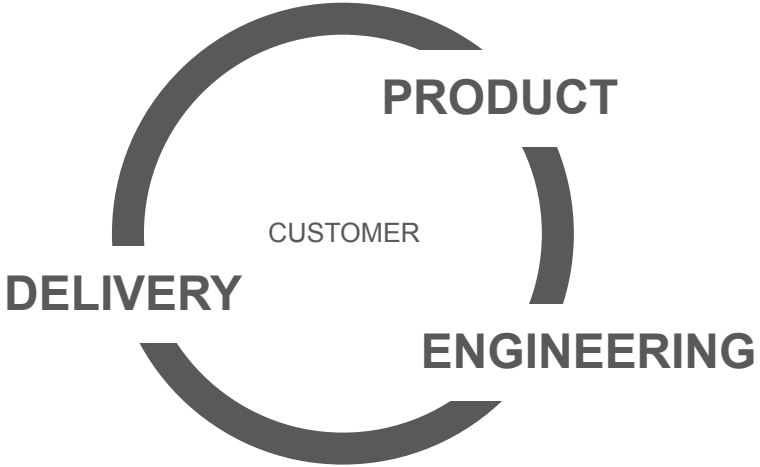
SOFTWARE PRODUCT

Experiment / Iterate

REVENUE OR BUDGET

PRODUCTS





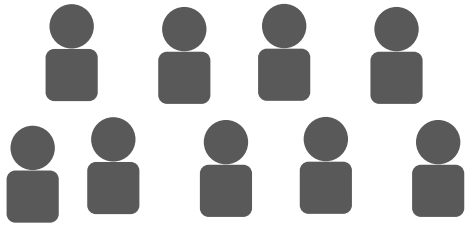
PLATFORMS

ASTRACTIONS

ADOPTION

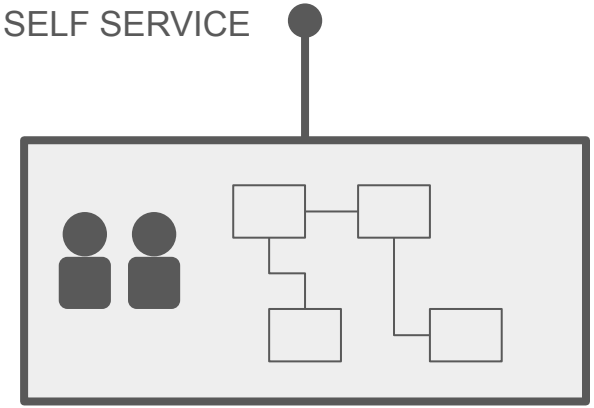
ECONOMICS

CUSTOMERS



SELF SERVICE

PLATFORM



VALUE

PLATFORMS

ASTRACTIONS

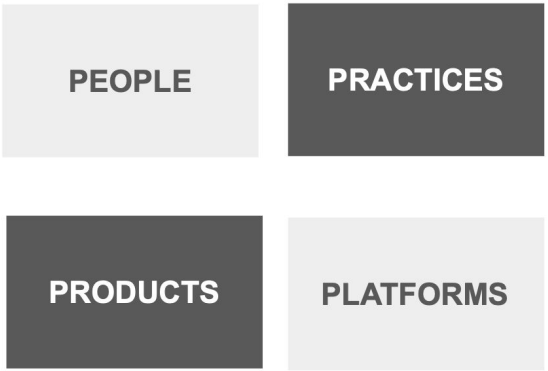
ADOPTION

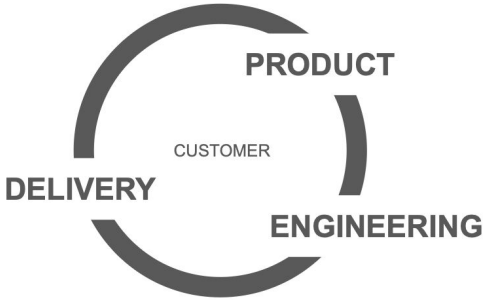
ECONOMICS

YOUR PLATFORM **IS** THE PRODUCT

Questions

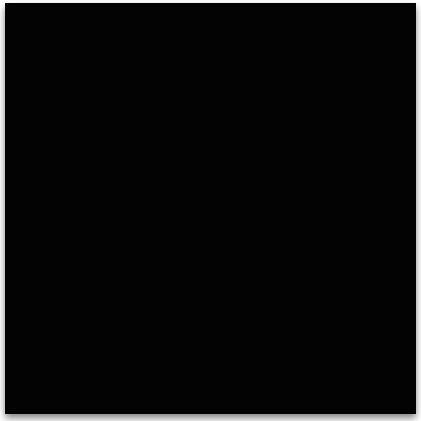
@jimbarritt





Building software products distilled:

Customer value, engineering and delivery



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