

Pivotal Summit 2019

Balanced Products with Balanced Teams!

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Common problems we hear from clients

“It takes forever to release new features.

We see opportunities to sell to new customers, but we **can’t respond to change** fast enough.”



“We built something for our customers but it doesn’t meet their needs. **Users aren’t adopting our product**”

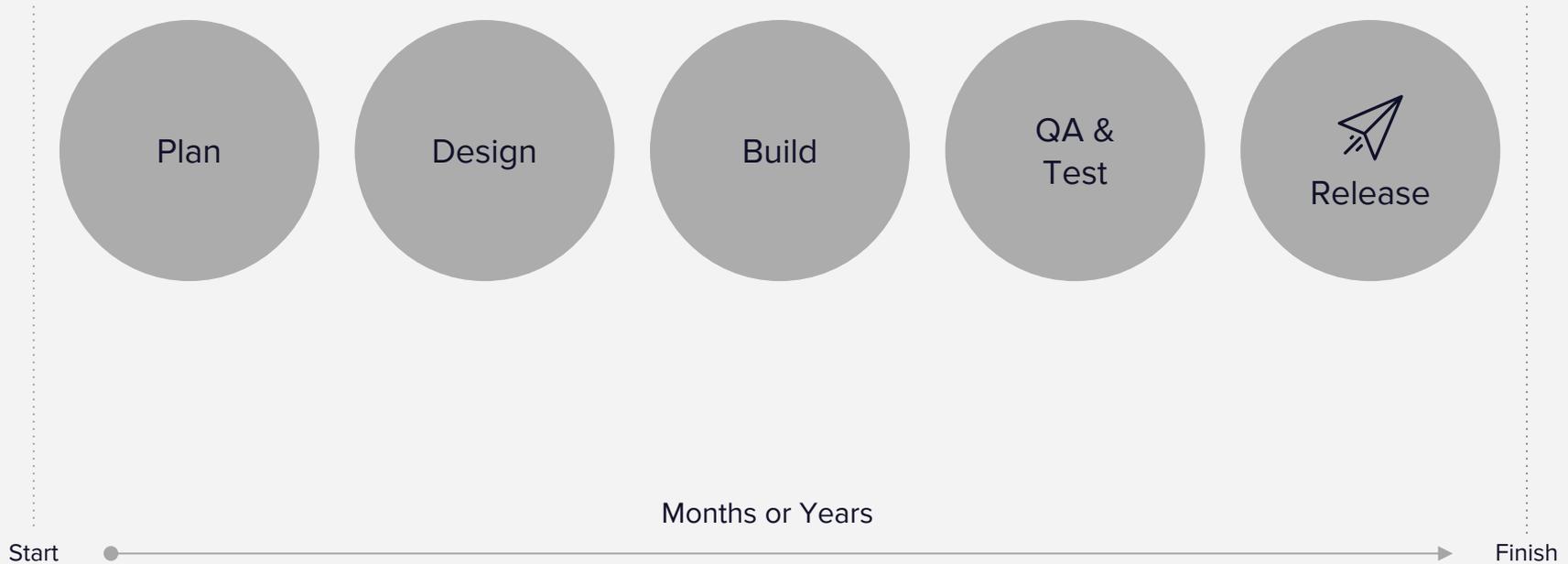


“We handed off the requirements to IT, but then 6 months later we got a **product that didn’t meet our expectations.**”

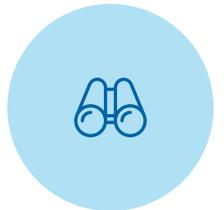
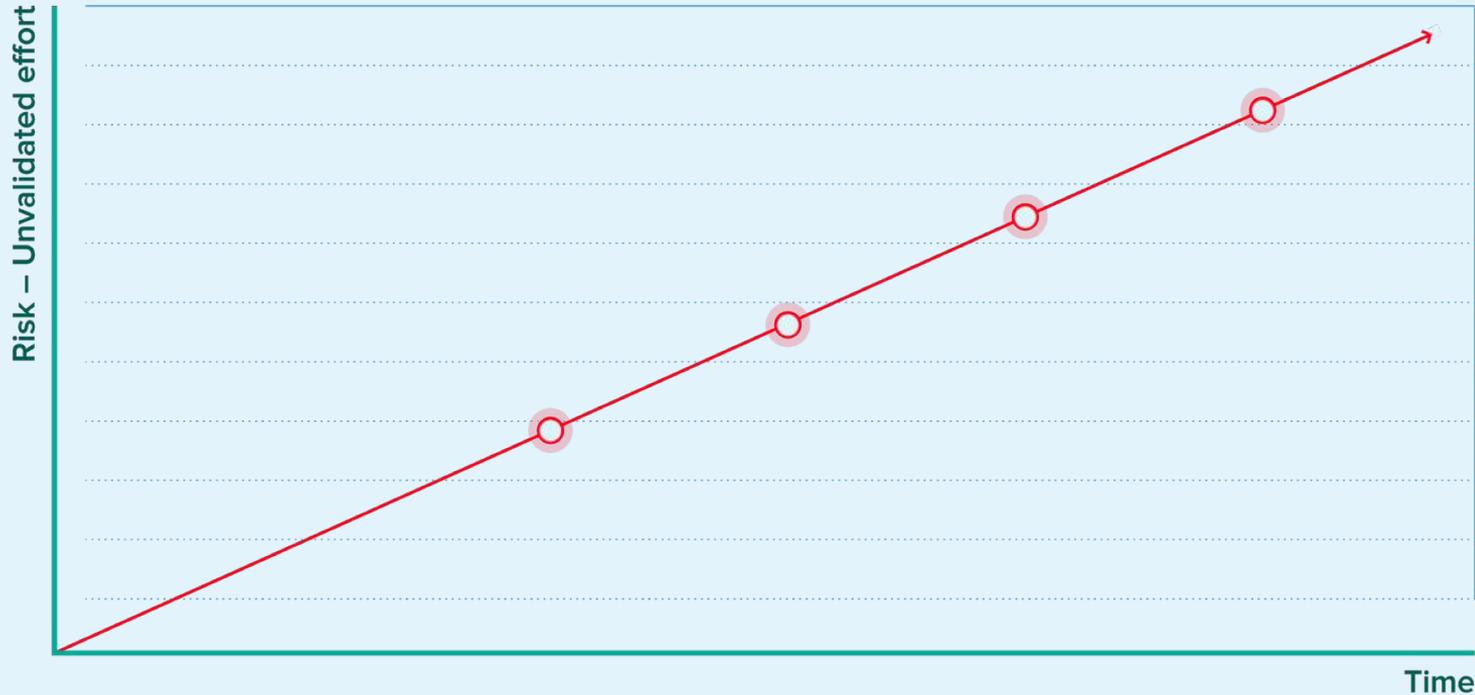


Waterfall Development

Long feedback loops, higher risk

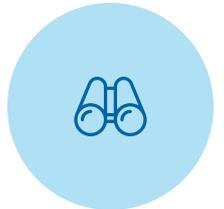
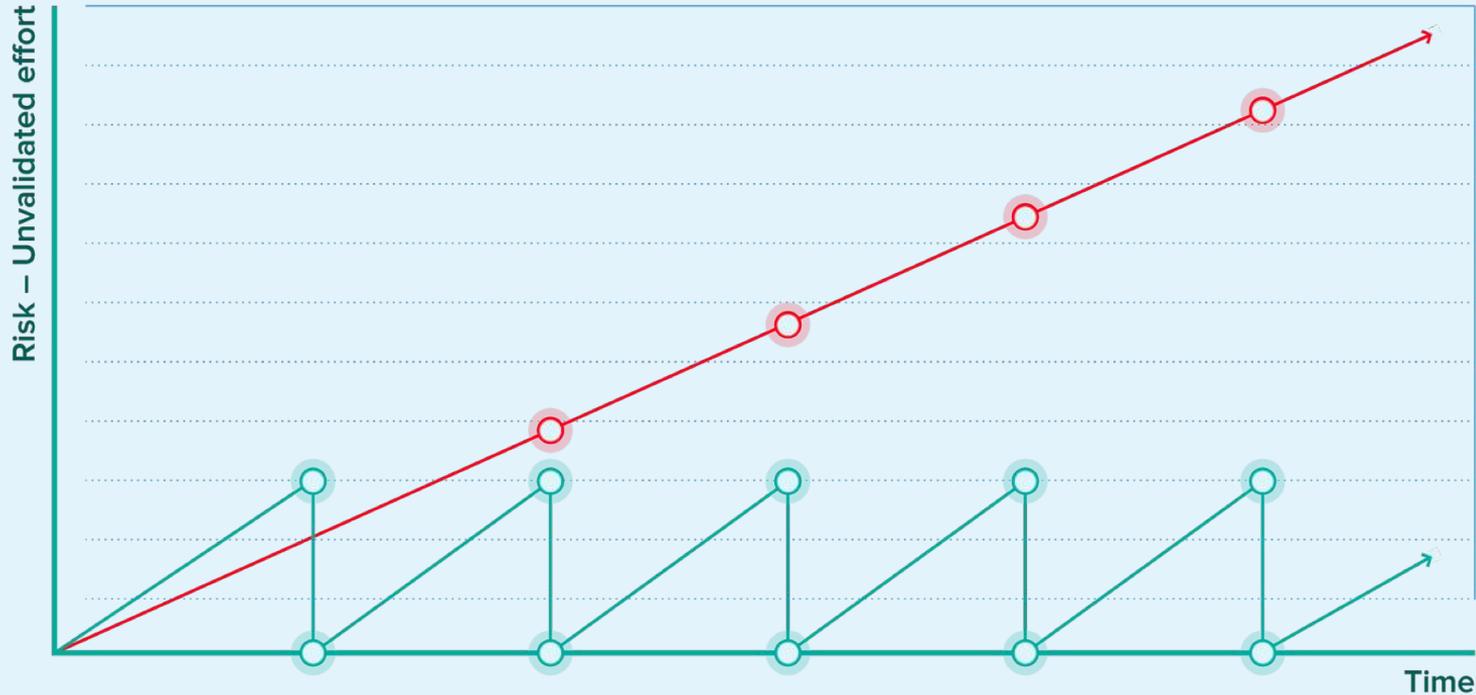


Lean Product Management Practices



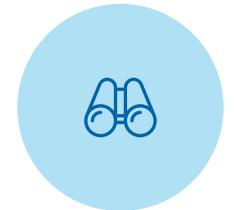
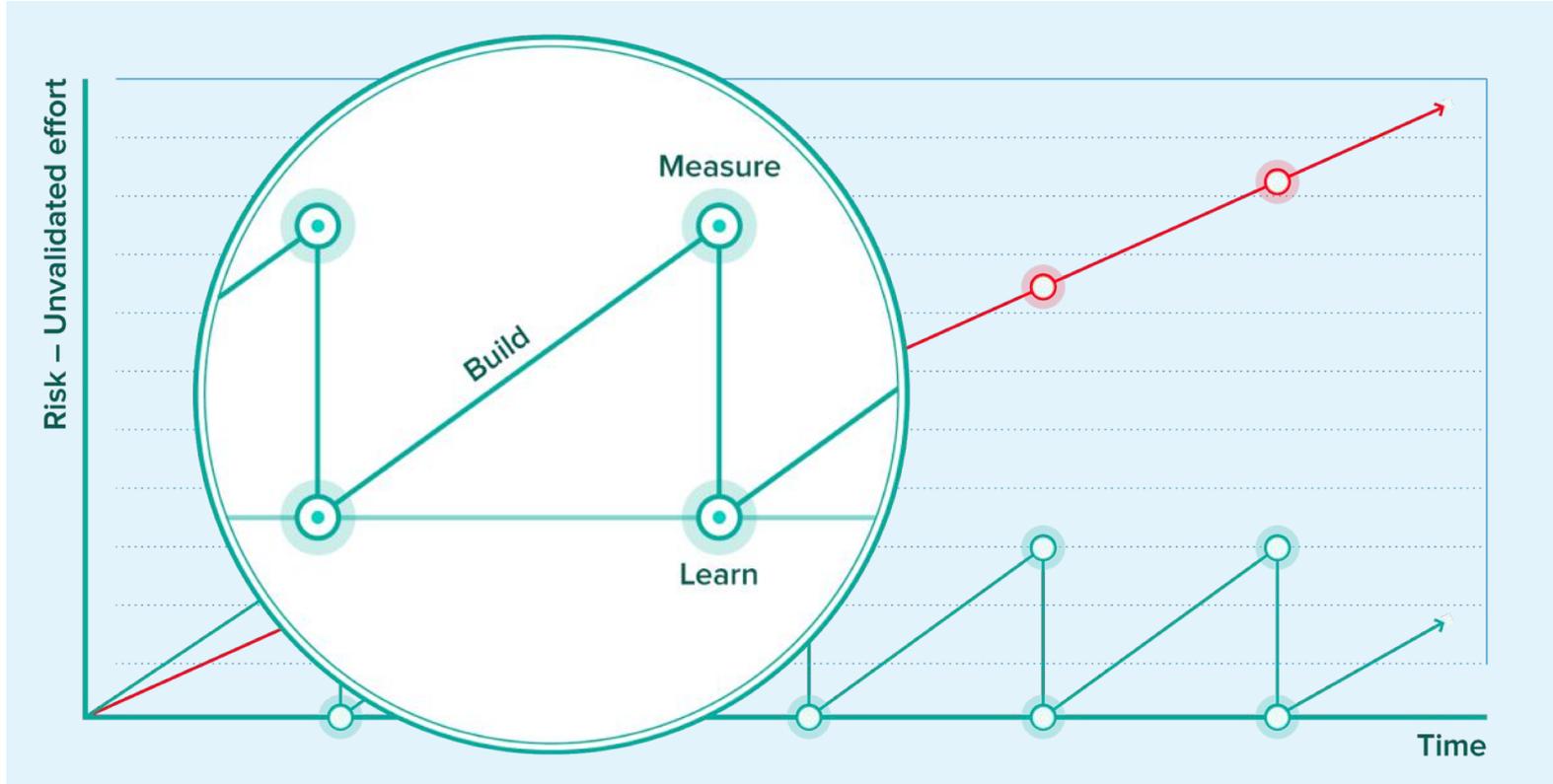
Product
Management

Lean Product Management Practices



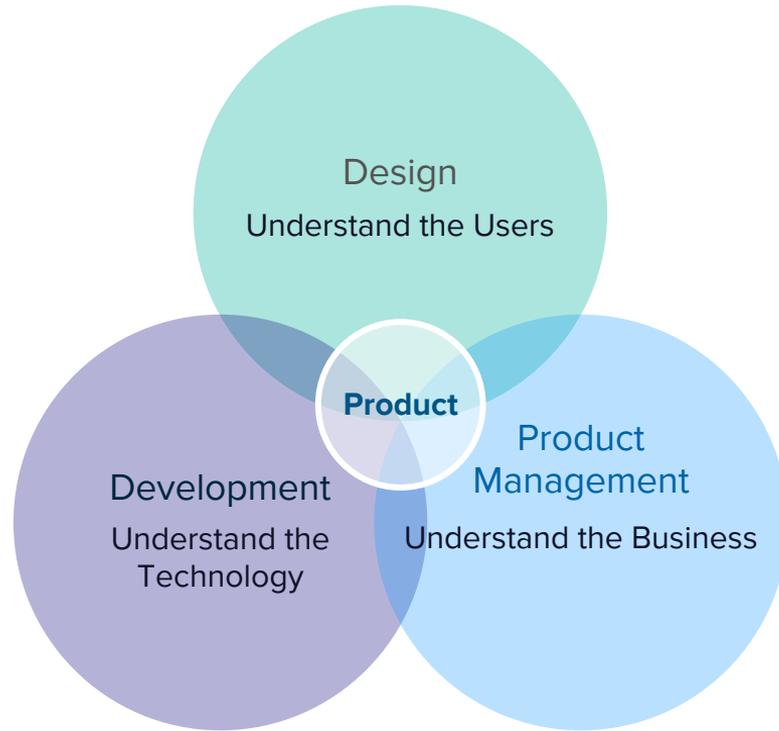
Product
Management

Lean Product Management Practices



Product
Management

Balanced Teams Create Balanced Products



What is Balanced Team?

A team management philosophy that has people with a variety of skills and perspectives that support each other towards a shared goal.

A product team that values multi-disciplinary collaboration and iterative delivery focused on customer value as a source for innovation.



Product
Management

Lean

Reducing the risk of building the wrong thing while comfortably changing direction

PRACTICES

- Minimum Viable Product (MVP) definition
- Lean experiments
- Identify & test assumptions
- Data driven decisions



Design

User Centered Design

Ensuring the software solves a real problem for real users in a desirable and usable product.

PRACTICES

- User Interviews
- Ethnographic studies
- Persona definition
- Prototype creation



Engineering

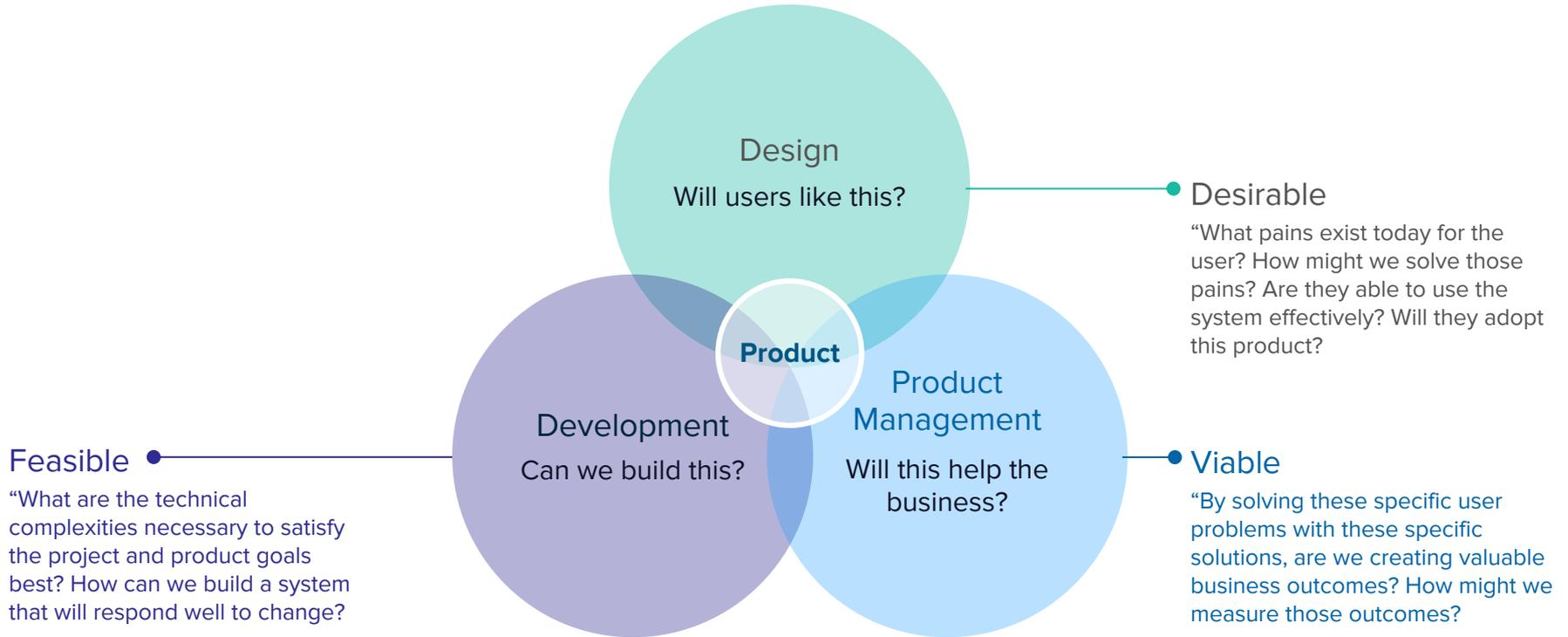
Extreme Programming

Building working software at a consistent speed and quality in the face of changing requirements.

PRACTICES

- Paired Programming
- Test-Driven Development
- Short iterations
- Continuous Integration / Continuous Deployment

Balanced Teams Create Balanced Products



Stay Connected.

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