



Global Scrum Gathering®
Minneapolis
April 16-18, 2018



Move Beyond User Stories...What's Next?

Scrum Alliance

Global Scrum Gathering®
Minneapolis
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Agile
Velocity



Agile Training
with more engagement



Agile Teams
with faster value



Agile Transformations
with less risk

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Accelerate Agility
Transformation | Training | Coaching



Align

Learn

Predict

Accelerate

Adapt

PTA-I

The goal for the transformation cannot be to do Agile. Understanding and communicating the business objectives that will be achieved with the transformation is a critical first step.

Through Agile training and coaching, teams and leadership are equipped with new techniques and an understanding of how Agile works.

Ownership of processes are transferred to an empowered team and a culture of continuous improvement is put in place.

Teams harden these newly learned practices and become more disciplined in order to deliver working product in a predictable and iterative manner.

Once the teams become disciplined and predictable, we can focus on team and organizational improvements to optimize across the full delivery cycle and shorten time to market.

Agile will begin to permeate throughout the organization and executive leadership, enabling empowered teams and adaptive leadership to respond to ever-changing market demands as they have transformed to an organization with true Agility.

New Status Quo

Status Quo



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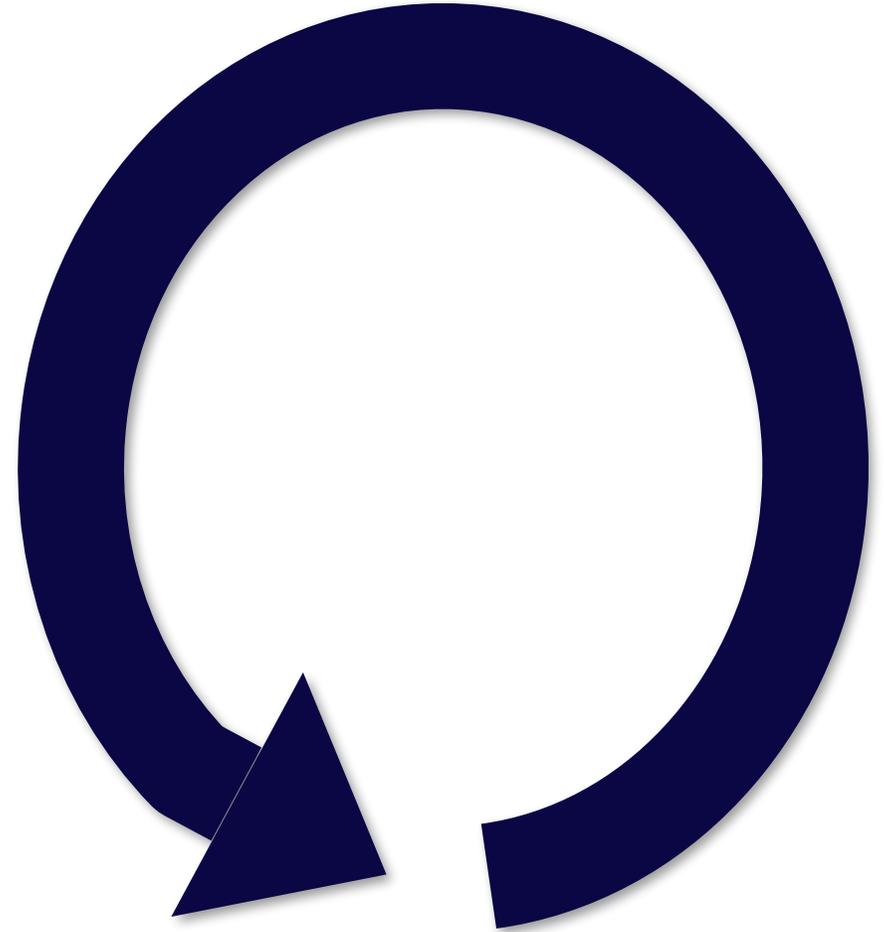
Chaos & Resistance

Integration & Practice

Path to Agility

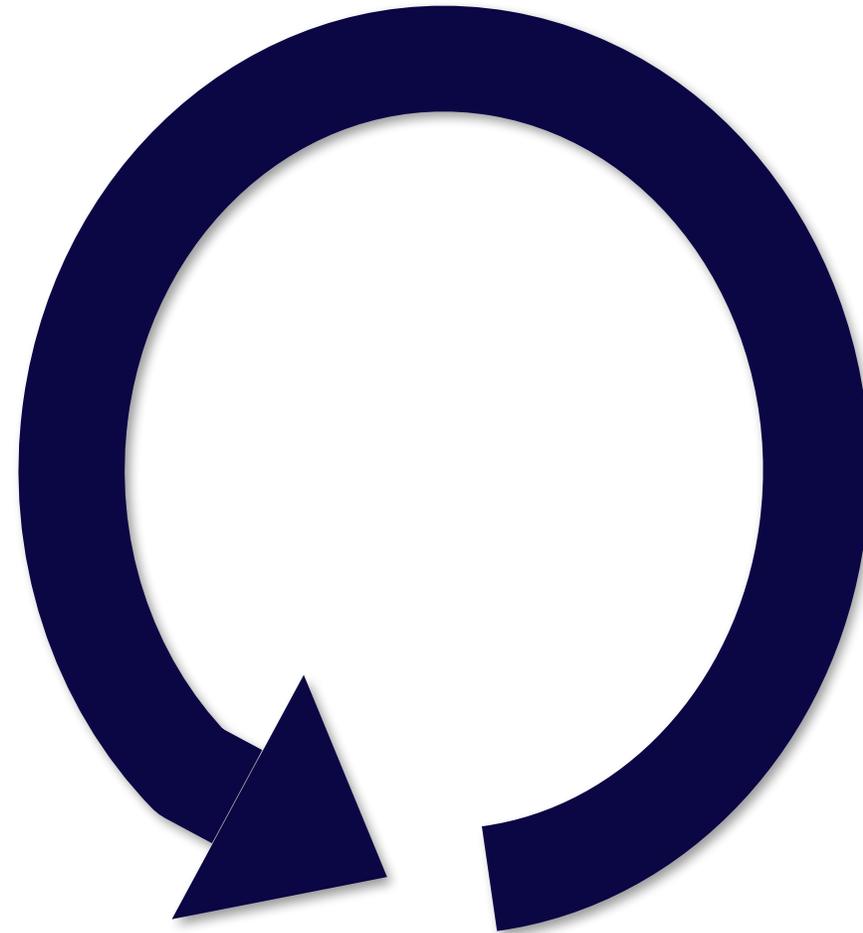
**Agile =
Shorten the
Feedback
Loop**

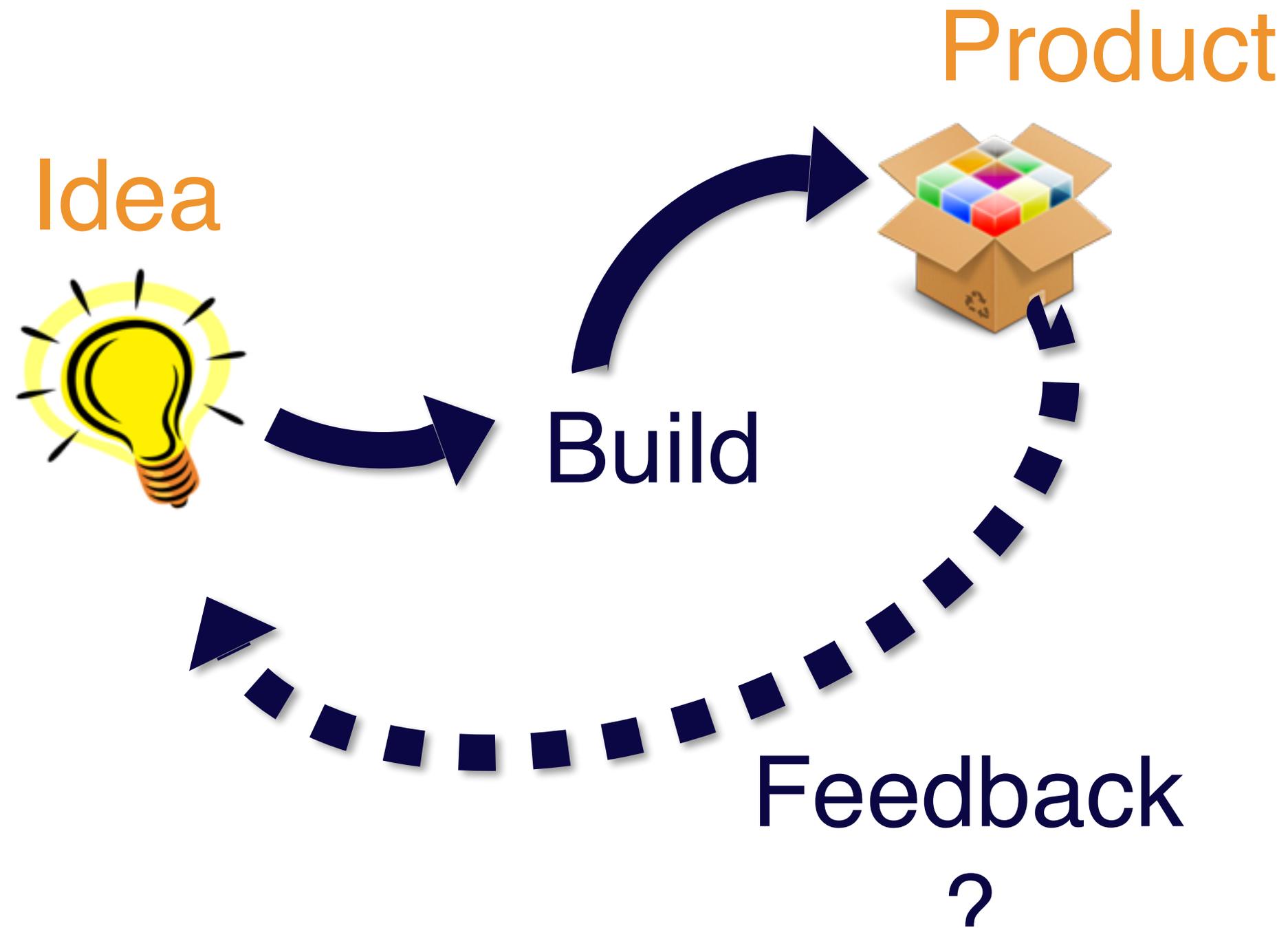
But, to Who?



Delivery *Focus*

- Agile
- Scrum
- Predictability
- Velocity
- Test Automation
- Continuous Integration
- User Stories





Idea



How do you
know you are
building the
right thing?

Product



Feedback?

Idea



**When do you
find out if you
are right?**

Product

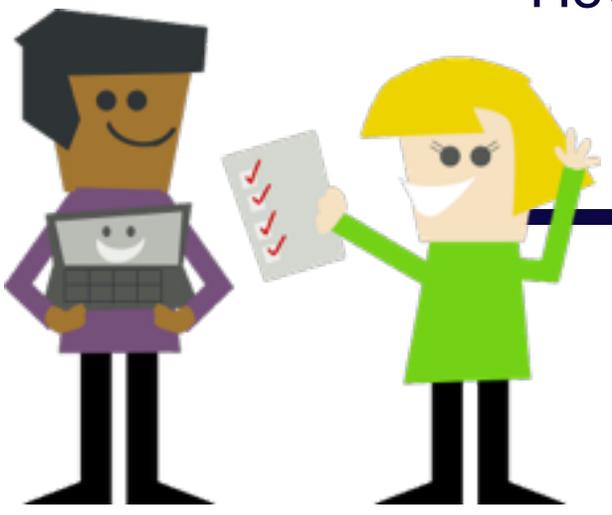


Feedback?

Your Reality

Your Product Today

Your Reality	Your Product Today		
How long is the Release cycle? (From Concept to Customer)			
How many features are released together?			
How is success determined?			



Debrief

Your Product Today

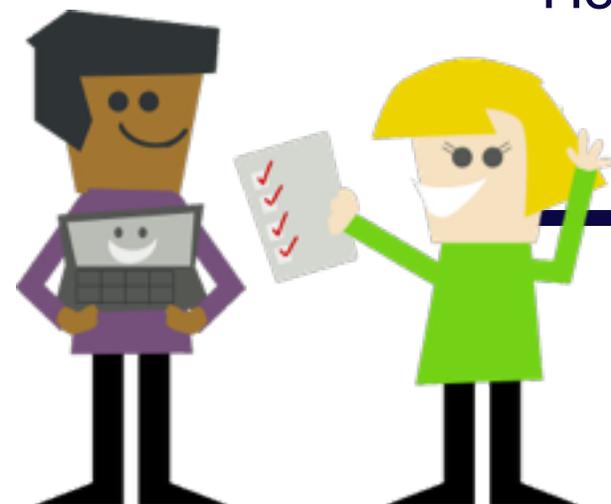
In the Video

What was the impact?

How long is the Release cycle? (From Concept to Customer)

How many features are released together?

How is success determined?



It is a

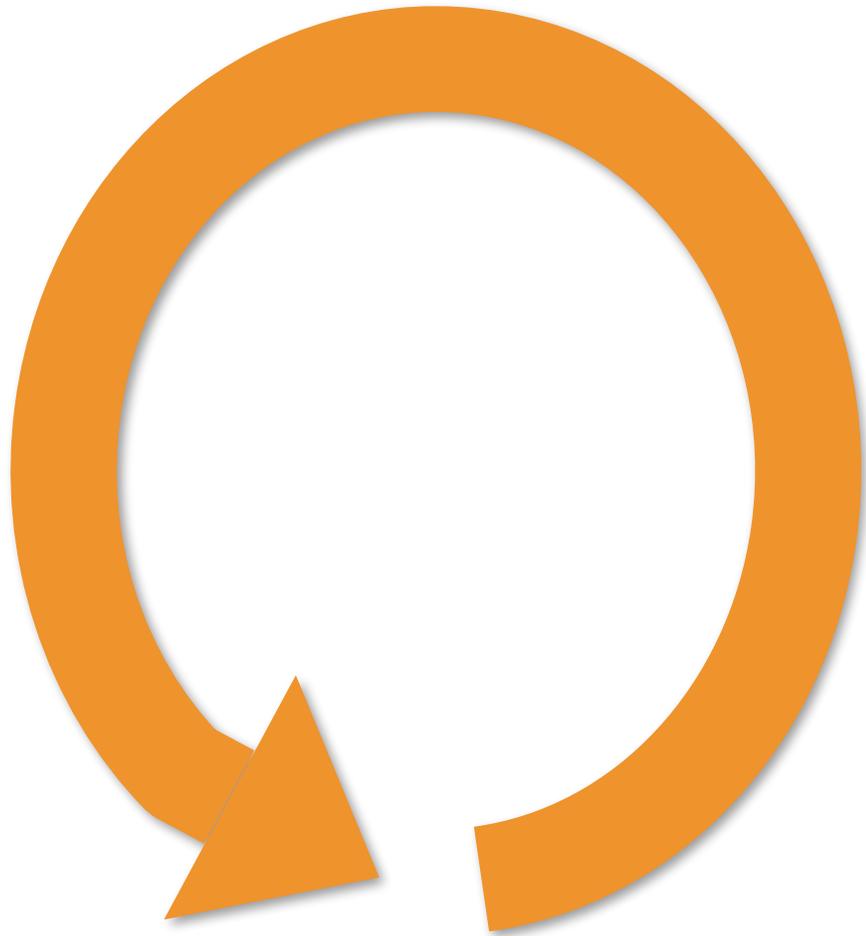
Requirement

Dammmit!

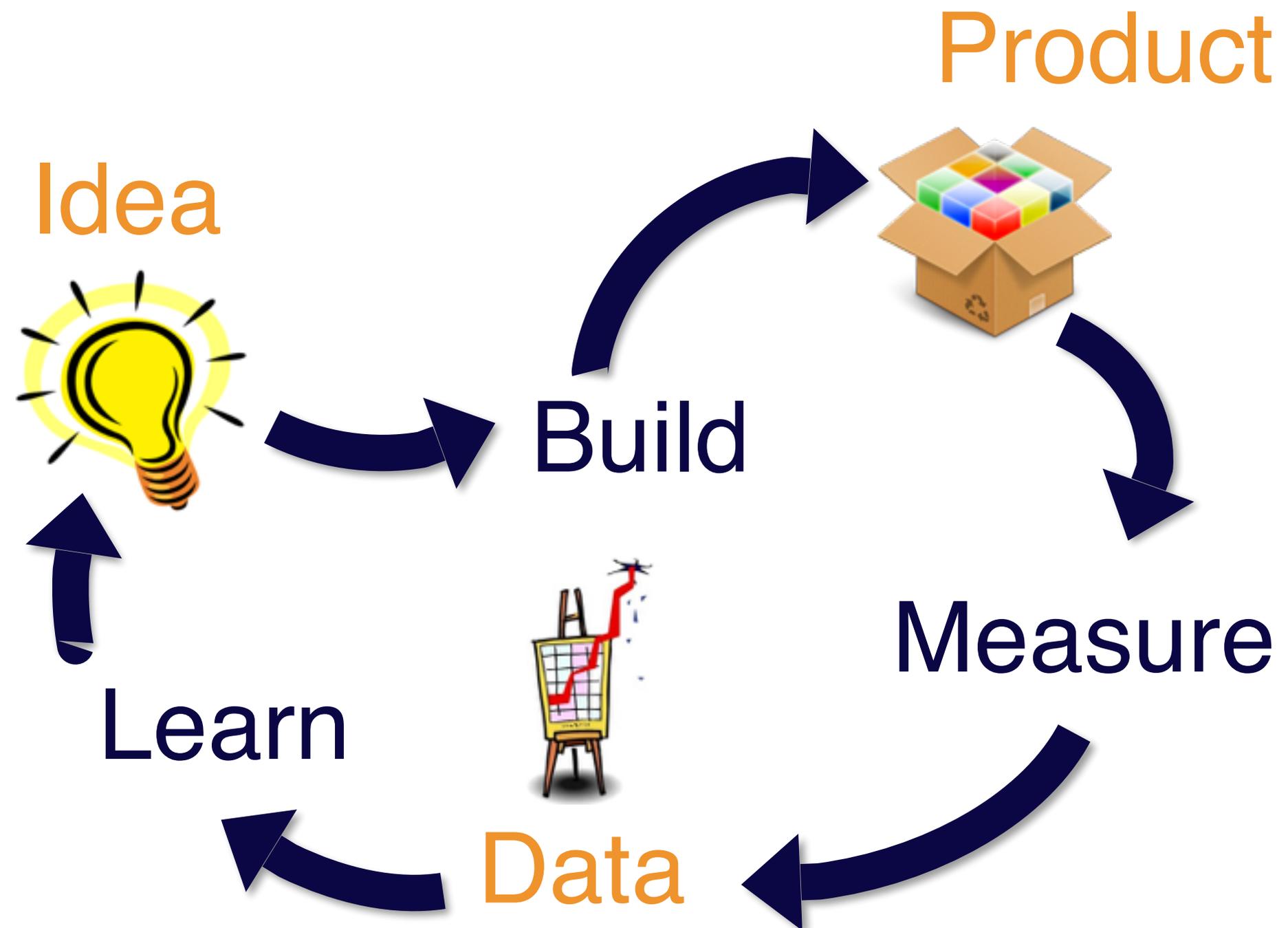
64% of the
features we build in
the software
industry are **Rarely**
or **Never Used!**



Discovery



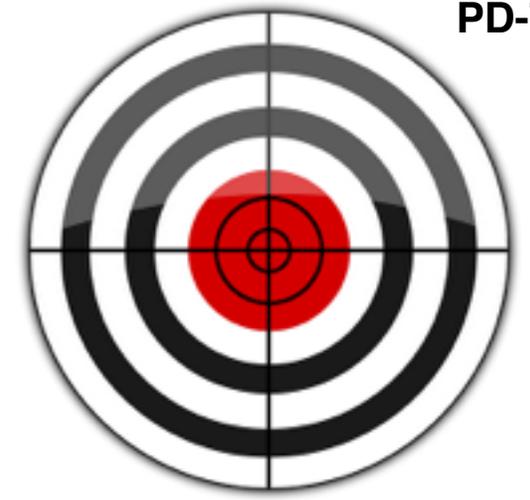
- Lean Startup
- User Story Mapping
- Design Thinking
- Lean UX
- Experiment Driven





The Goal is to Shorten the Learning Cycle

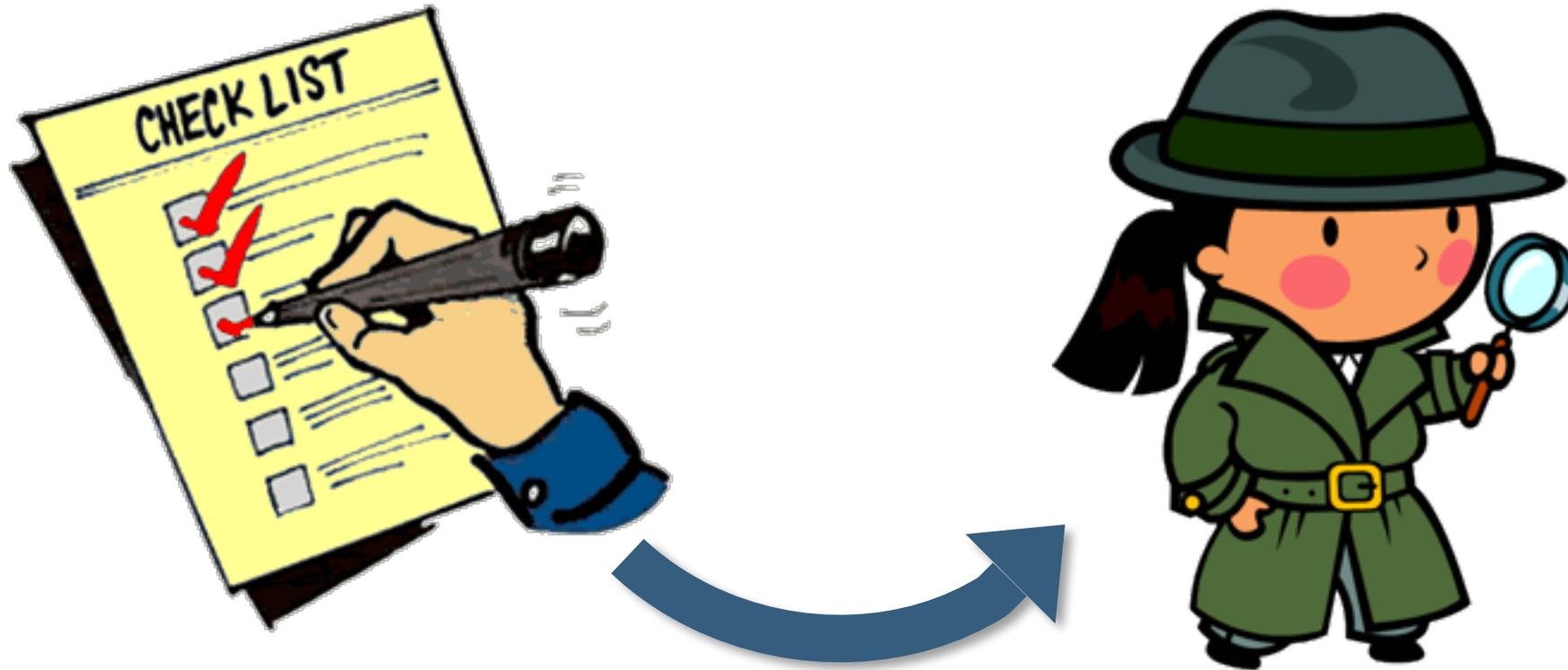
Objective



Objective:

- Key Result 1: _____
- Key Result 2: _____
- Key Result 3: _____

Turn your Requirement into a Hypothesis



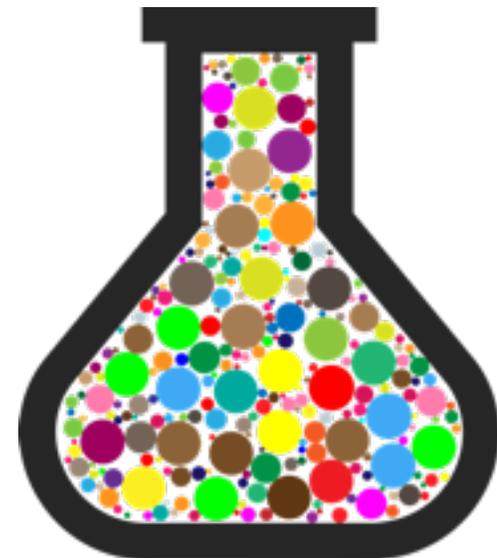
If we do **X** then **Y%** of customers will
behave in way **Z**

Hypothesis

If we do _____,

then _____% of customers

will behave _____



Assumptions

Write down the top assumptions you have about your product related to your hypothesis.

?

?

?

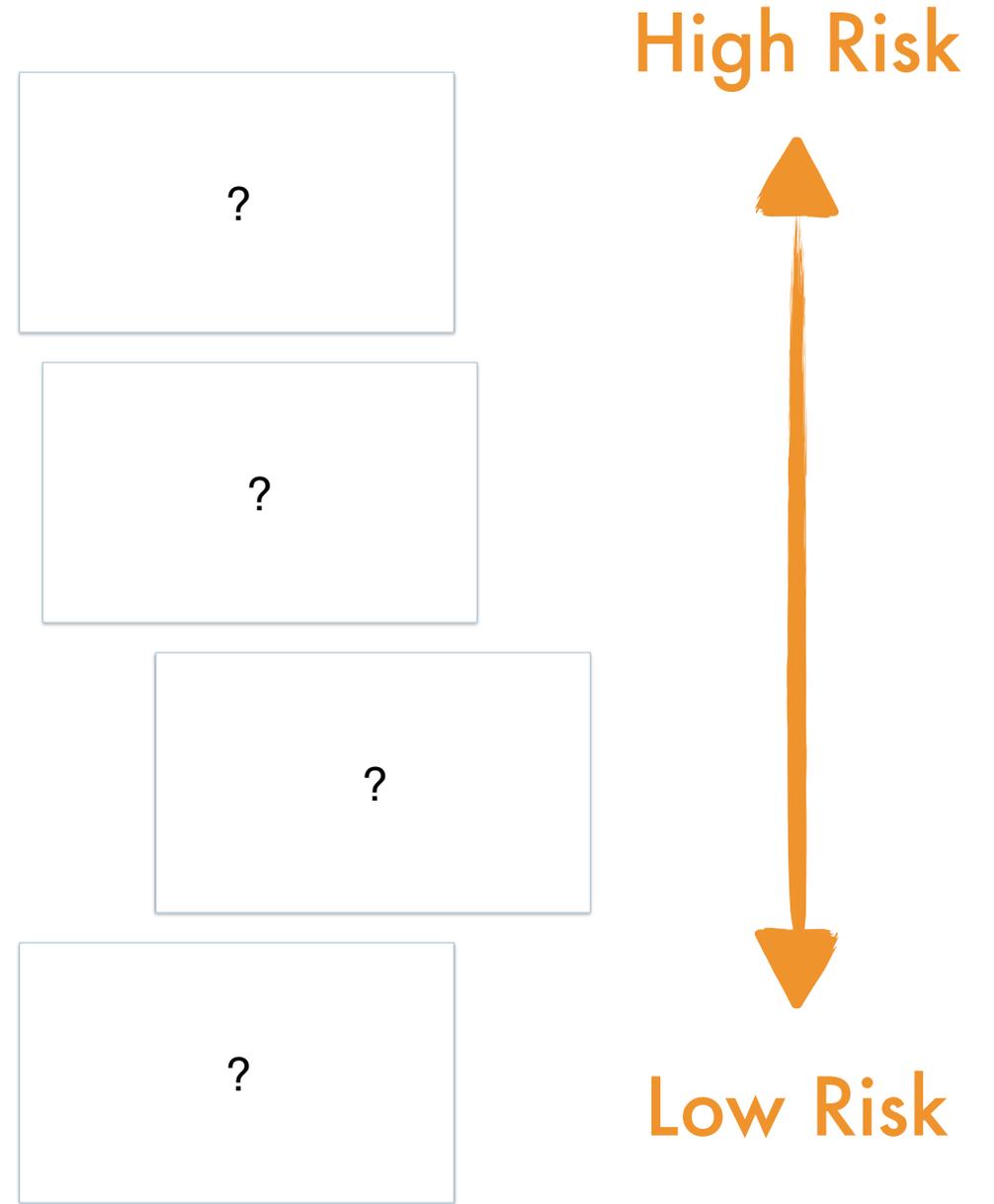
?

Identify the riskiest
assumption for your
current product.



How could you validate
(or invalidate) it quicker?

Sort the Assumptions



Experiment

Build the absolute minimum required to test your hypothesis, as fast as possible

- Measure real behavior
- Don't just confirm, learn
- Include ways to capture surprises



Experiment

We believe that **[doing this/building this feature/creating this experience]**

for **[these people/personas]**

will achieve **[this outcome]**.

We will know this is true when we see **[this market feedback, quantitative measure, or qualitative insight]**



What tools and techniques do you use to validate ideas before beginning development?



Experimentation

Objective



Define the business goal

Hypotheses



Explore baked-in assumptions and define them as testable hypotheses

- “10% of all free version users will convert to paid.”
- “If we provide this feature, then 25% more will buy our service.”
- “Non-gluten recipes take more than 30 minutes to find.”
- “90% of parents want an easy way to share photos.”

Experiments



Design smallest experiment(s) to test the highest-priority hypothesis

Types of Experiments



ACTIVITY: Match the experiment type with a description and picture

MVP

User Observation

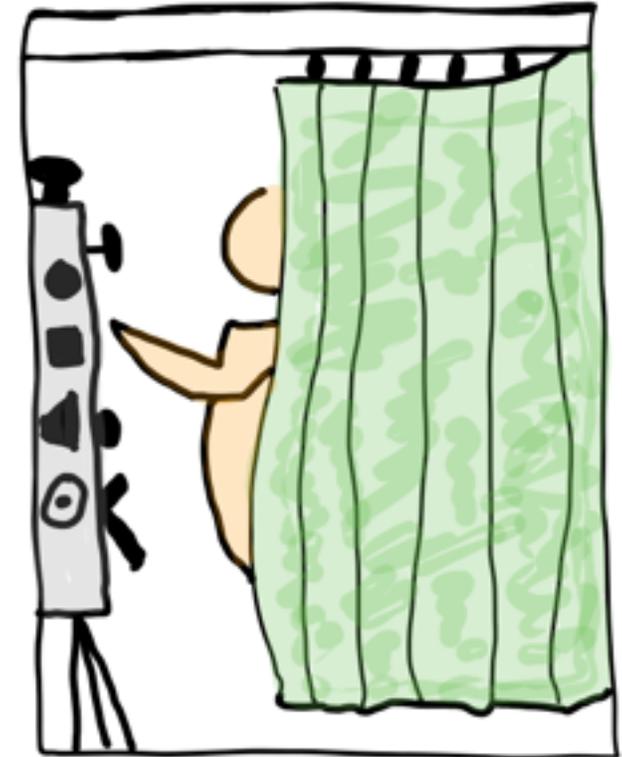
Wizard of Oz

Paper Prototype

Sprint PSPI

A/B Test

Concierge MVP

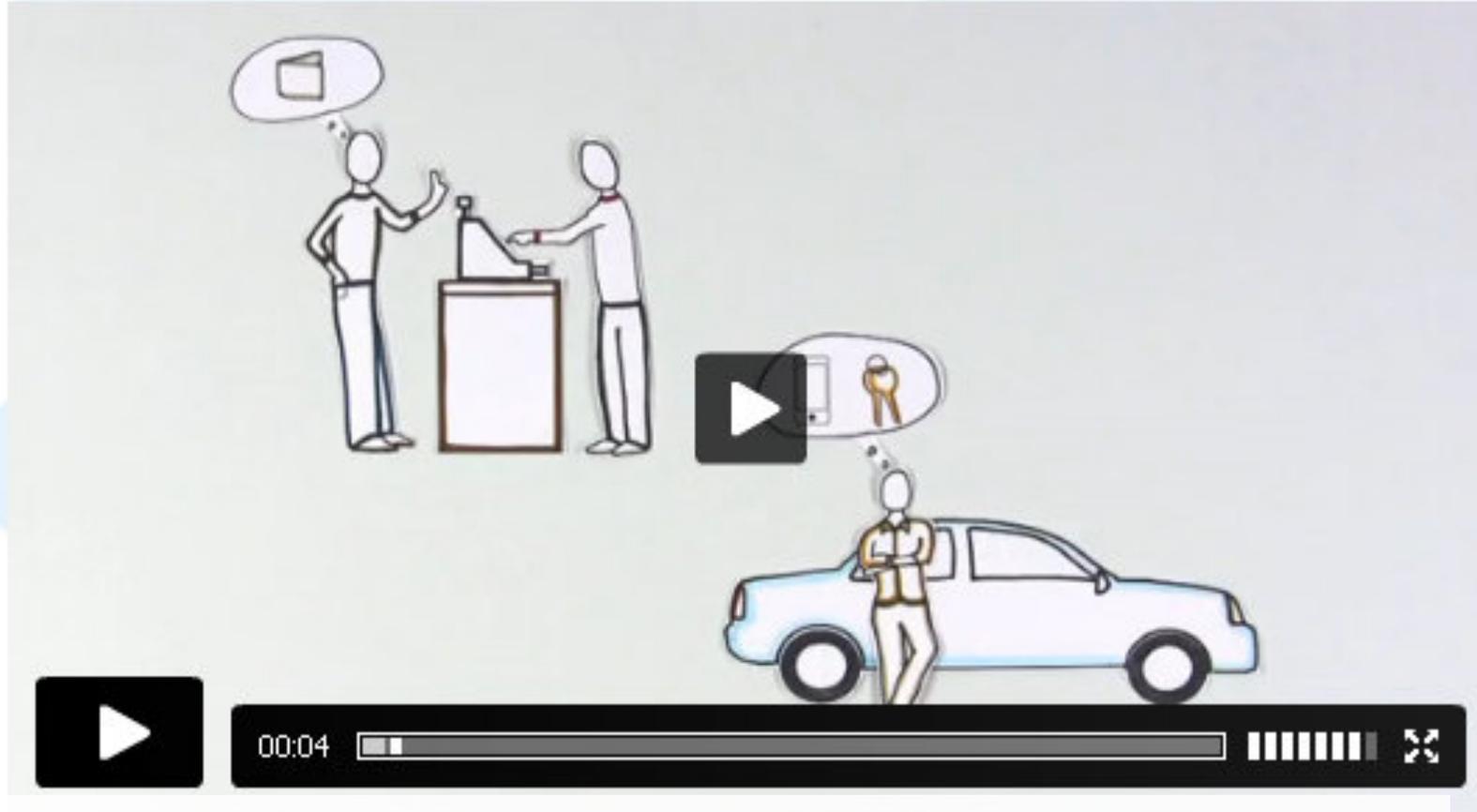




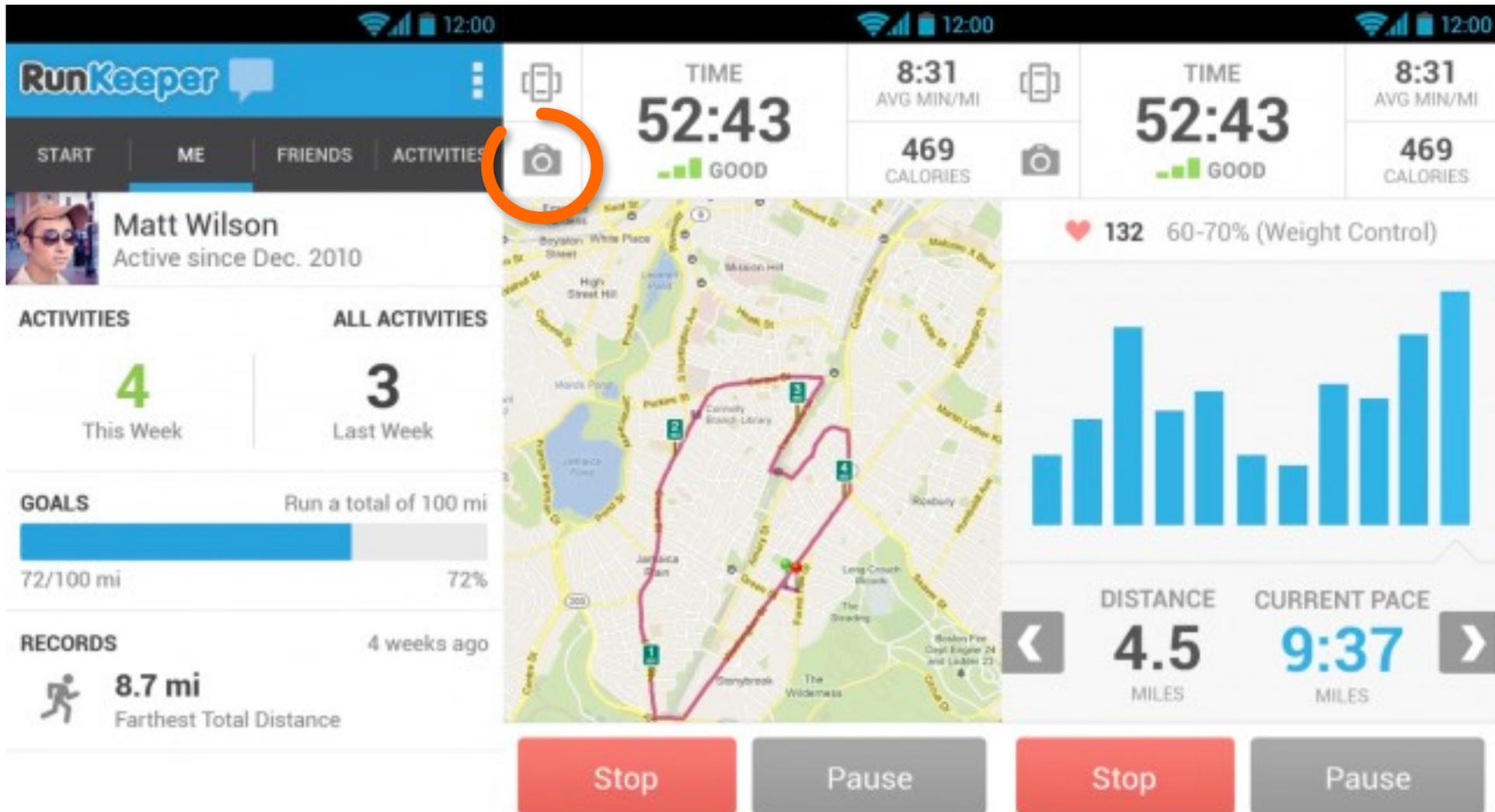
Paper Prototyping



Dropbox



Explainer Video



Facade

Discovery

Delivery



What ways can you shorten the feedback loop in your product lifecycle?



ABOUT AGILE VELOCITY



Agile Training
with more engagement



Agile Teams
with faster value



Agile Transformations
with less risk

ALL THINGS AGILE

Our passion is accelerating agility. The Agile Velocity team consists of a diverse set of thought leaders in the community who **focus our energies on Agile** so we can provide the best solution for our partners.

We believe Agile is helpful to **all industries and verticals**; we do not limit ourselves to one.

AGILE EXPERTS

Our coaches have two things: Love for Agile + Decades of hands-on experience applying Agile to **build high performing organizations**.

AGILE TRANSFORMATION PARTNER

We are not a coaching augmentation company. Our services are focused on guiding your transformation and partnering to enable long term self-sufficiency.

Contact Agile Velocity at Info@AgileVelocity.com OR 512.298.2835

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- An article on Next Level Agile
- A Presentation on Objective-Hypothesis-Experiment Driven Development



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Agile Training
with more engagement



Agile Teams
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with less risk

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2. “**Stop Wasting \$\$\$ Building So Much Crap**” Article PDF
3. “**Advancing Agile By Evolving The Manifesto**” Article PDF

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Sources

- Gothelf, Jeff (2013-02-22). Lean UX: Applying Lean Principles to Improve User Experience (p. 20). O'Reilly Media
- Moves the Needle, Brant Cooper