



UNDERSTANDING YOUR PRODUCT'S PURPOSE & DIRECTION

Hina Popal, Thomas Heisey, Matt Takane, Ross Turk
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Hina Popal

Hina is a Senior Agile Practitioner at Red Hat. Before Red Hat, she was doing government contracting work while pursuing her passion for Agile avoiding process related bottlenecks.



Matt Takane

Matt is an Agile Coach with the Red Hat Open Innovation Labs. He is passionate about adapting working environments for customers to innovate, while ensuring individuals and interactions are never sacrificed



Thomas Heisey

Tom is passionate agile evangelist, project manager, and coach. As an Engagement Lead with RH Labs, Tom is responsible for delivering unique and transformative experiences for our clients in a safe and experimental environment.

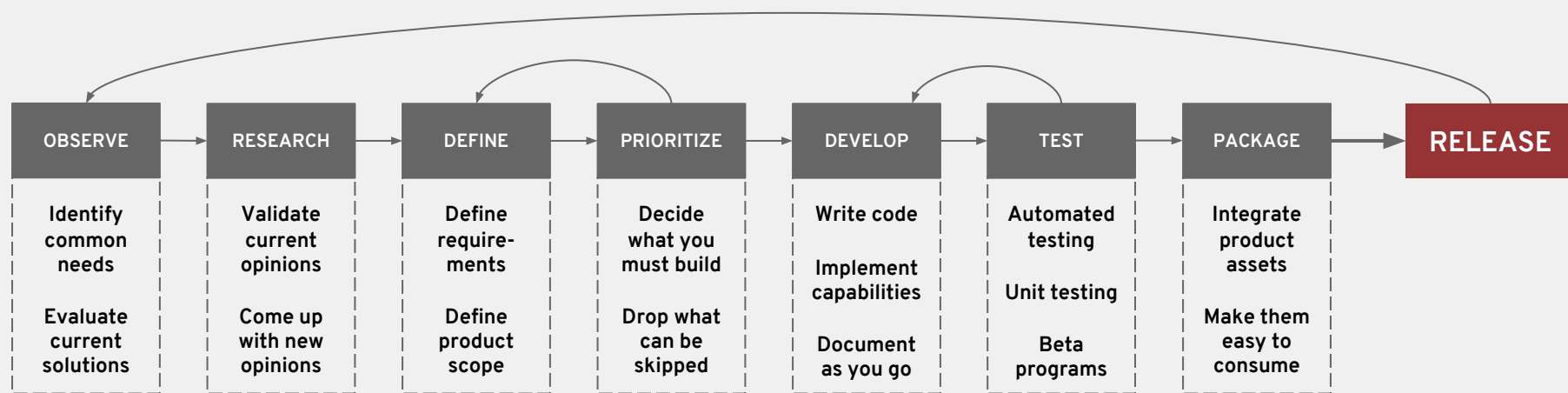


Ross Turk

Ross is a director of technical product marketing at Red Hat. He has a passion for communities and the way they operate - particularly their effect on businesses and the users they serve.

THE CHALLENGES OF PRODUCT DEVELOPMENT

A TYPICAL PRODUCT PROCESS



A TYPICAL PRODUCT TEAM



Engineering Manager

Implements features
Evaluates technologies



Product Manager

Owens the product plan
Manages to milestones



Marketing Manager

Brings the market reality
Generates demand



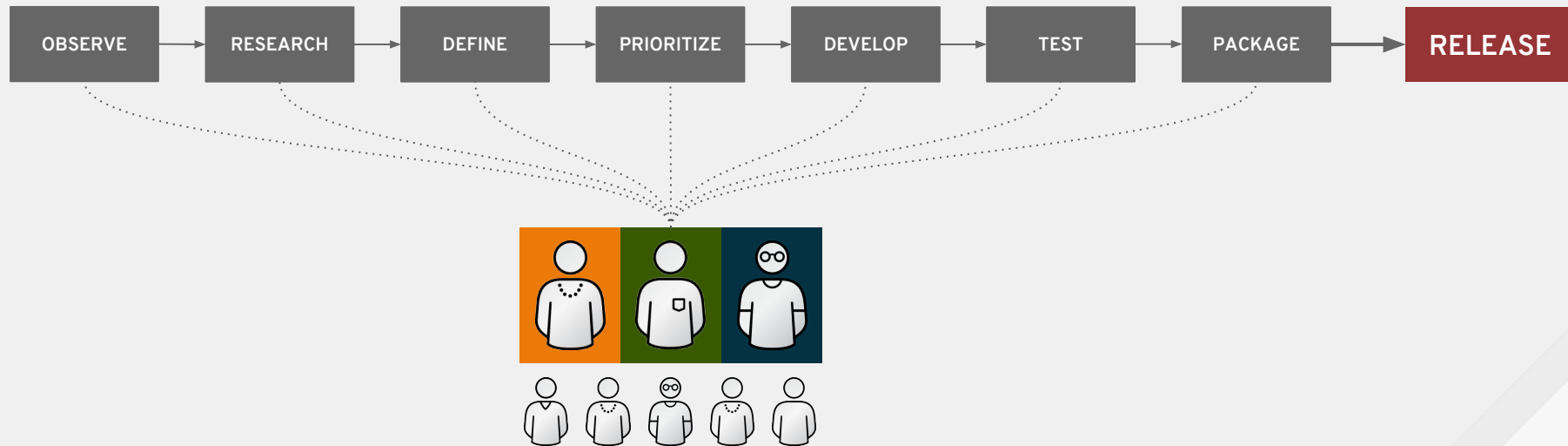
Team Members

SILOS ARE NATURAL

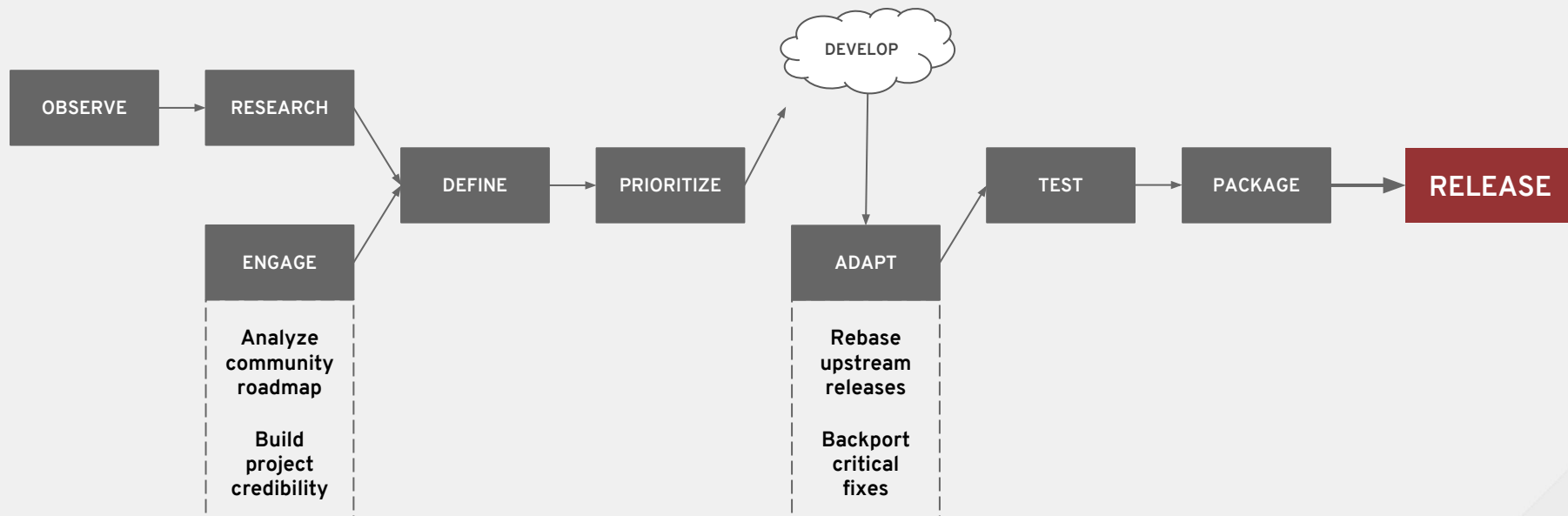
AND A BIG PROBLEM



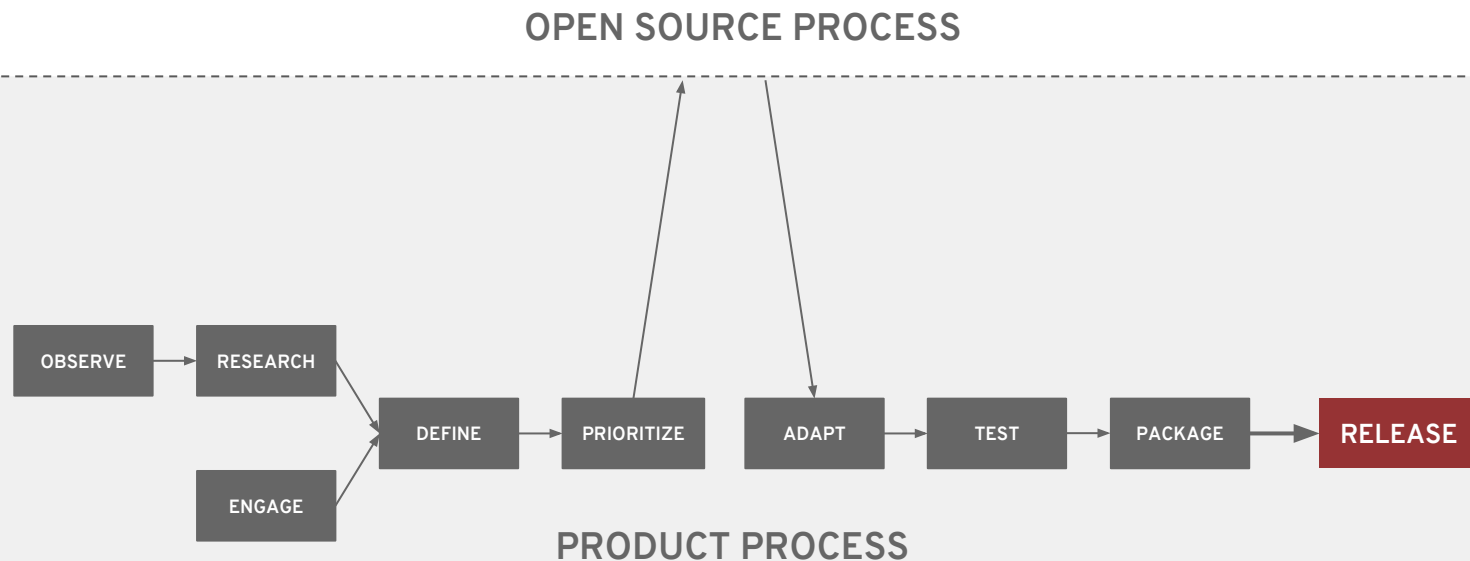
COORDINATING END-TO-END



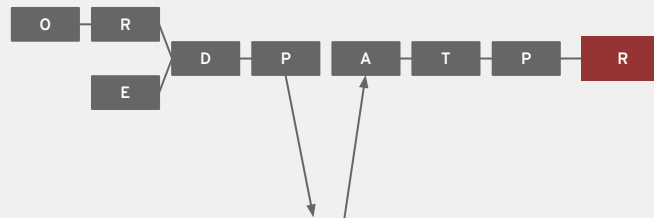
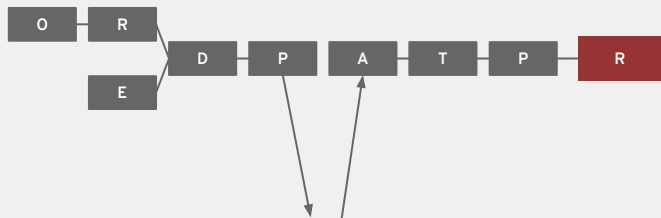
A TYPICAL OPEN SOURCE PRODUCT PROCESS



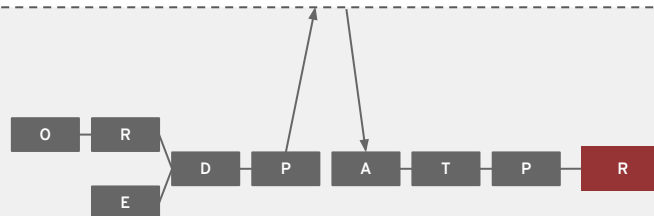
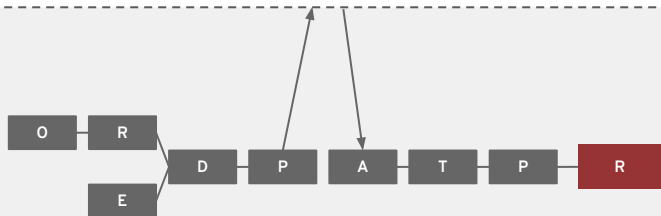
NOT REALLY A SINGLE PROCESS ANYMORE



THE PLOT THICKENS!



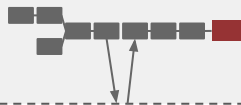
OPEN SOURCE PROCESS



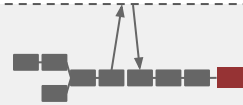
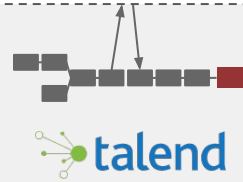
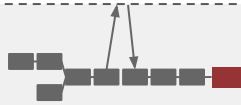
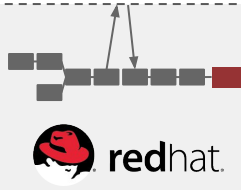
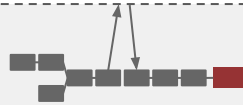
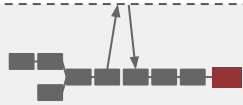
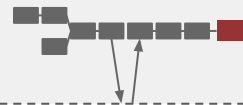
REAL WORLD EXAMPLES



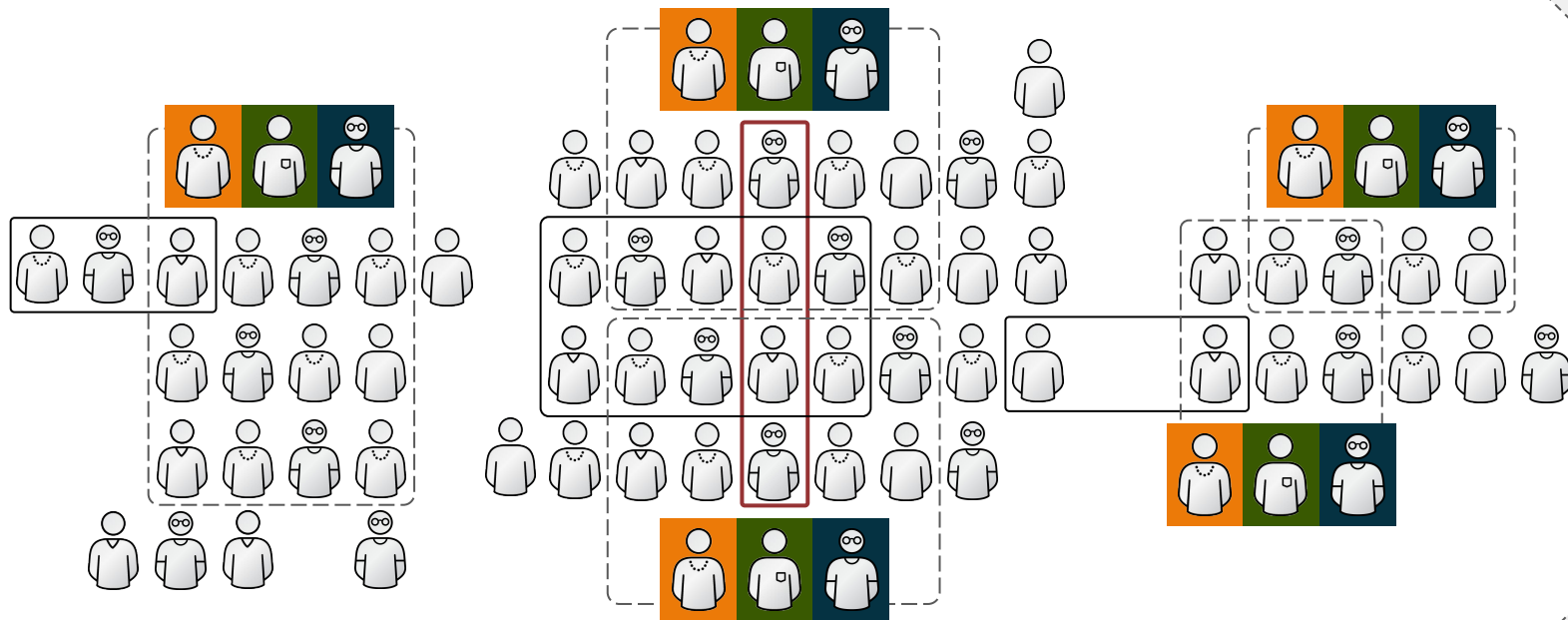
CANONICAL



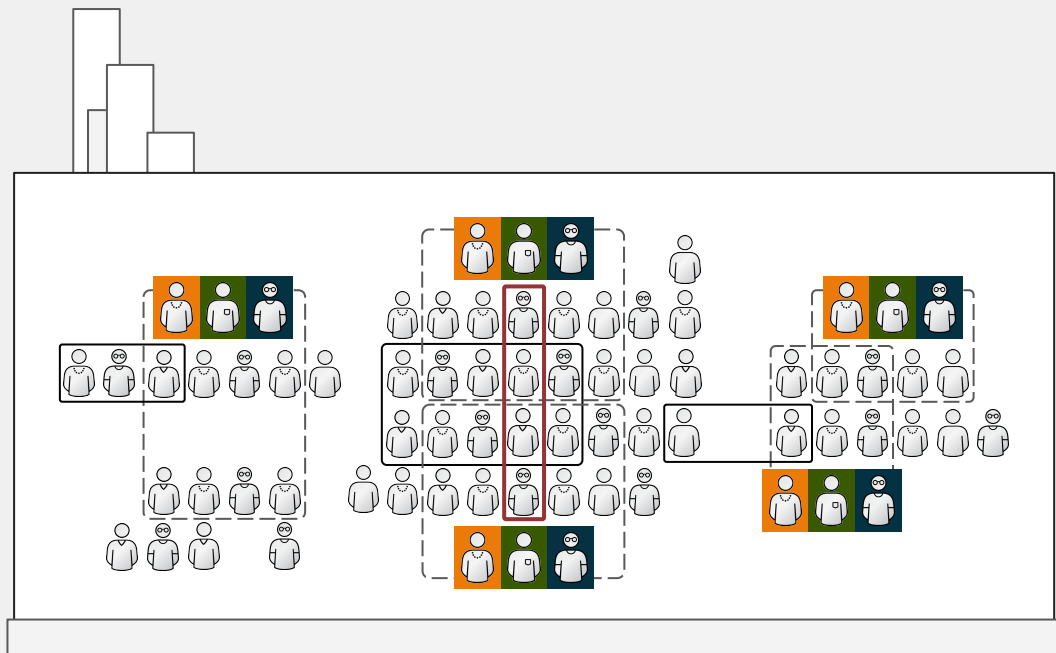
FUJITSU



A WEB OF CONTRIBUTORS



...ALSO A TYPICAL LARGE COMPANY



A MULTI-DIMENSIONAL EFFORT

MULTIPLE

TEAMS
PURPOSES
WORK STYLES

INTERSECTING

GOALS
PROCESSES

ASYNCHRONOUS

COMMUNICATION
DECISION MAKING



DON'T LOSE SIGHT
OF YOUR PRODUCT'S PURPOSE

A tall, spiky tower constructed from numerous folded paper strips, likely index cards or similar thin paper. The strips are folded into a series of sharp, triangular peaks that radiate outwards from a central core, creating a star-like or cactus-like silhouette. The tower is positioned on a bright green, textured surface. A semi-transparent dark grey rectangular box is overlaid on the middle of the image, containing white text.

ACTIVITY INSTRUCTIONS

Build a tower using only 15 sheets of paper
Tower must be completely free-standing
Tower must stand for 10 seconds
No speaking (gestures okay)
Highest tower wins

THE IMPORTANCE OF PRODUCT VALUE AND PURPOSE

Our highest priority is to satisfy the customer through early and continuous delivery of **valuable** software.

- Agile Manifesto

This wasn't what we wanted



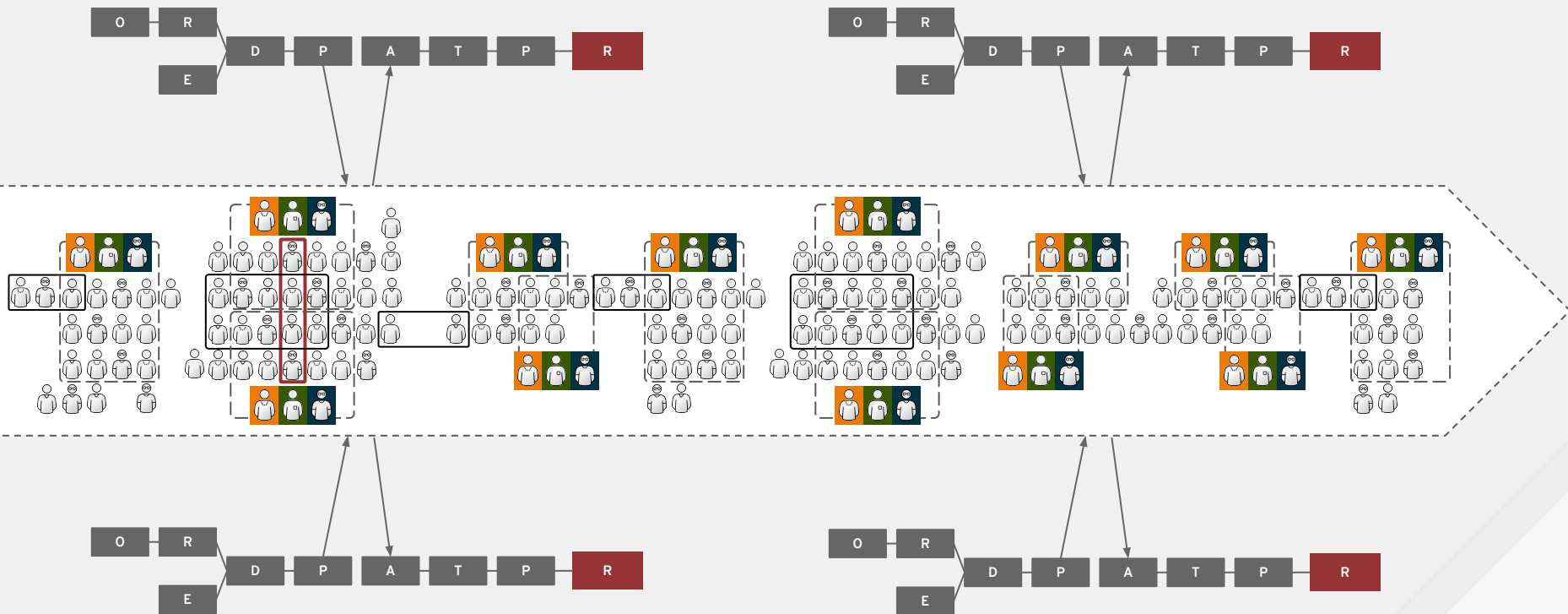
UNDERSTAND WHAT ADDS VALUE

Christiaan Verwijs Business Value Cheatsheet:

- Commercial Value
 - How much profit or revenue will this generate?
- Market
 - How many new customers will we be able to serve?
- Efficiency
 - How much time or money will this save us?
- Customer
 - To what extent will this decrease the likeliness that customers will abandon our product?
- Future
 - How much time or money will this save us in the future?



THE PLOT THICKENS AGAIN



Let's forget about the
community's needs
and focus only on our
customers

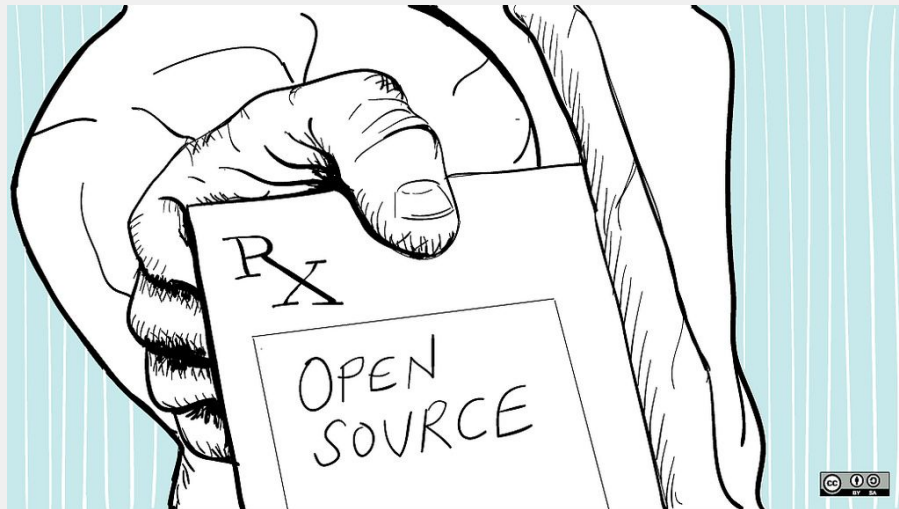
NO!



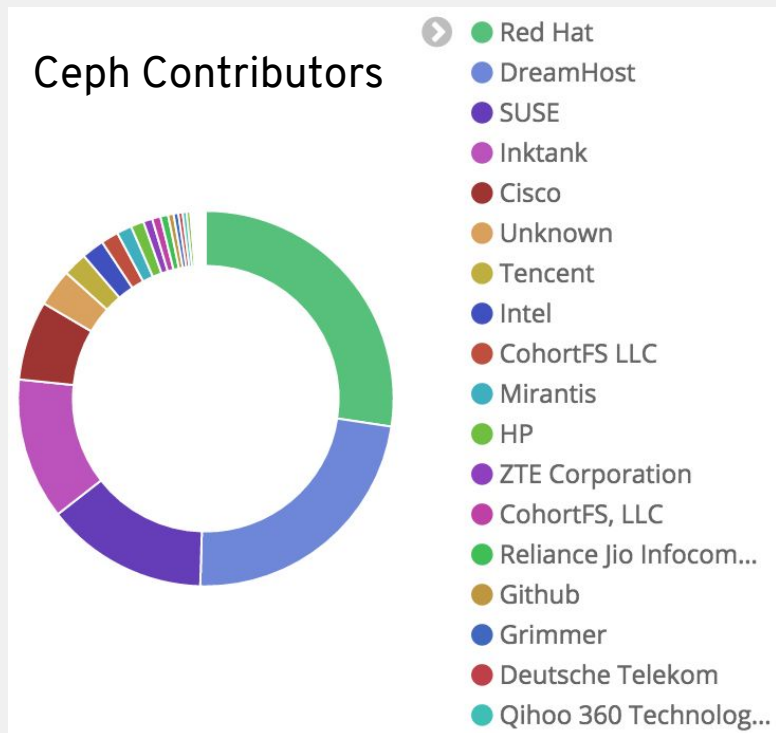
THE VALUE OF OPEN SOURCE

The open source way:

- Open Exchange
 - Exchange ideas
- Participation
 - Collaborate and create
- Rapid Prototyping
 - Faster solutions
- Meritocracy
 - Rewards best ideas
- Community
 - Share work



CONSUMING THE OPEN SOURCE PIE



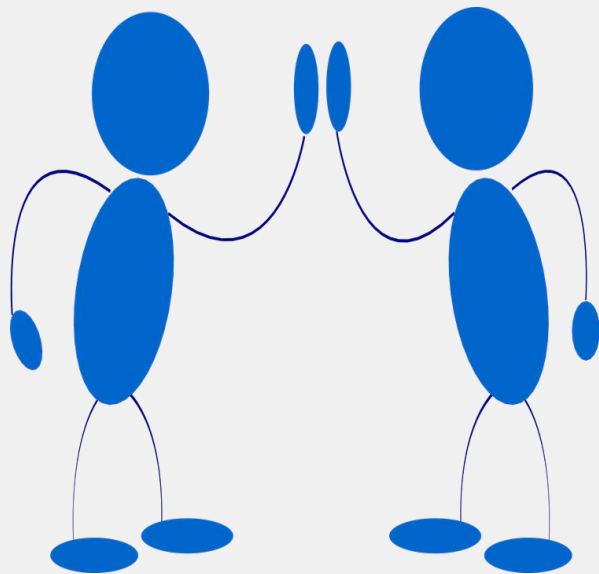
- Consider the needs of our users based on a clear defined mission & vision
- Determine which pieces you want to pull in and provide support for
 - Make sure it fits in your story
 - Update your story if necessary

DEFINE THE PURPOSE

Tell a story that answers the following questions:

- What challenges currently exist?
- Who is being impacted?
- Why is it important to solve the problem?
- Which enhancements will make me happier than my current state?
 - Where do I start?





Sharing your product's purpose creates **transparency** and **alignment** with you and your communities.

USER STORY MAPPING

WHAT IS USER STORY MAPPING?

“User Story Mapping is about having a good old-fashioned conversation and then organizing it in the form of a map.” - Jeff Patton

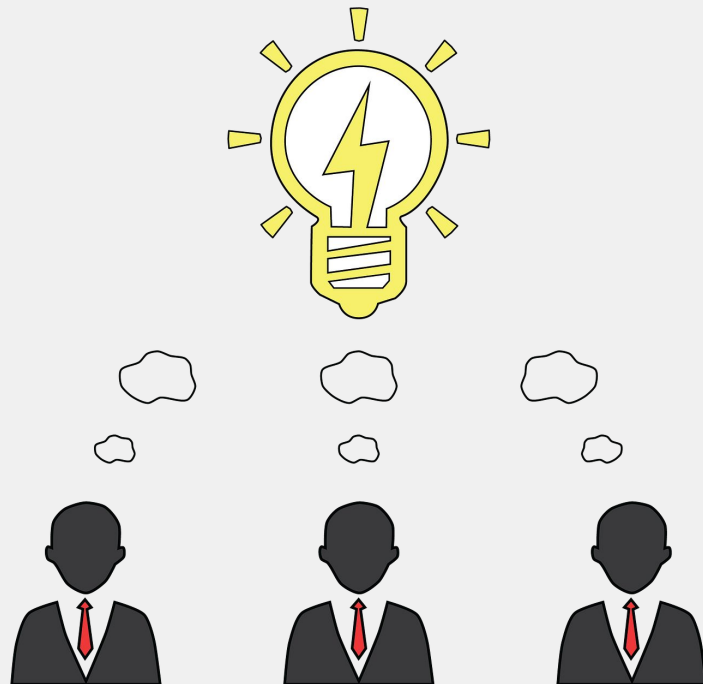
Individuals and Interactions over Processes and Tools

- Core Value of Agile

WHY USER STORY MAPPING?

How does this benefit me?

1. Create a Shared Understanding of the product between all involved
 - Everybody is a first class citizen here
2. Think of work as a story progression instead of a task list
3. Helps keep the big picture in mind during implementation



WHO IS INVOLVED IN STORY MAPPING?

WHO IS INVOLVED?



WHY MAPPING?

USER STORY MAPPING STEPS

How do I do this?

1. Understand your User's goal/objective
2. Understand who your Users are
3. Identify common activities your Users do
4. Derive stories from those activities
5. Identify slices of work

KNOW YOUR GOAL/OBJECTIVE



EXERCISE GOAL: Want to be able to get out of bed and out the door on my way to work

WHO ARE MY USERS?



Who is involved between
when get out of bed and
when you get out the door
on your way to work?

EXERCISE: WHAT ARE MY STEPS?

Think of the steps that you do to get ready in the morning to get out the door on your way to work.



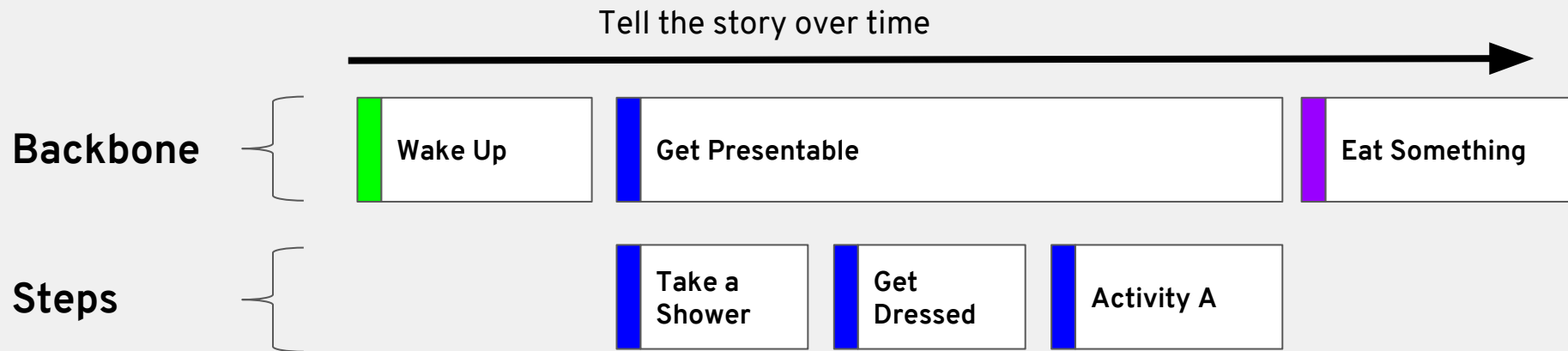
EXERCISE: WHAT ARE MY STEPS?

Expected Outcomes:

- Done Individually
- Post-its with Steps performed
- One Step per Post-it
- Identify roll-up topics for your Steps

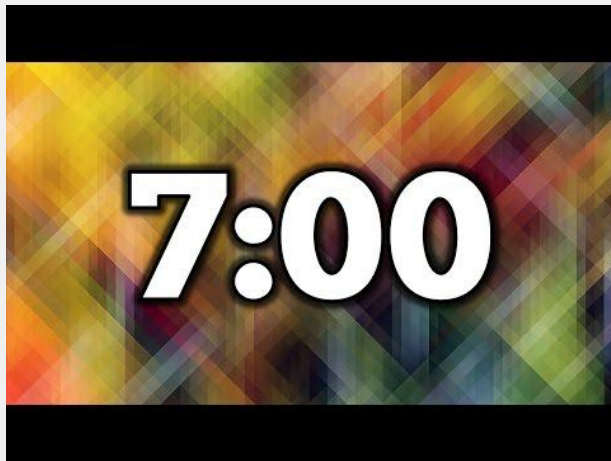


EXERCISE: LET'S CREATE A TEAM BACKBONE!



- Choose a space on the wall and gather 6 of your new friends
- Group your steps under common topics (Backbone items) on the wall in sequential order

EXERCISE: LET'S CREATE A BACKBONE!



- Choose a space on the wall and gather 6 of your new friends
- Group your activities under common topics (Backbone items) on the wall in sequential order

EXERCISE: GETTING SOME MORE DETAIL

Backbone

Wake Up

Get Presentable

Steps

Take a Shower

Get Dressed

Activity
A

Activities

Lather
Soap

Put on
Pants

Wash Face

Put on
Belt

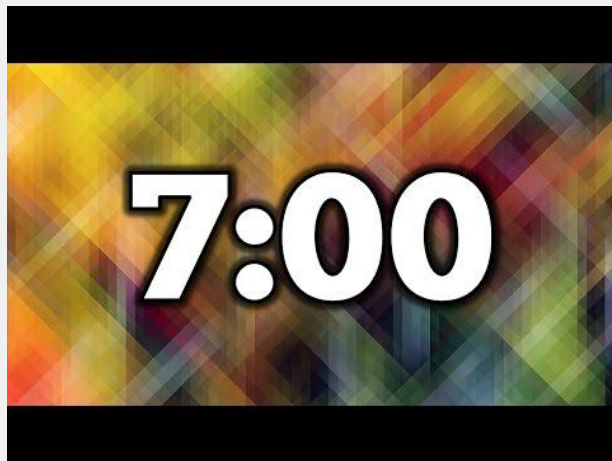
Shave
Legs

Wash
Body

Wash Hair

“What additional detailed activities are taken within each of the Steps identified”

EXERCISE: LET'S GET DETAILED!



- Identify activities for each Step that you have
- Order your activities based on criticality (top being the most critical)

EXERCISE: O.M.G. I OVERSLEPT!!

Backbone

Get Presentable

Steps

Take a Shower

Get Dressed

Activity
A

Activities

Put on
Pants

Put on
Shirt

MVP

Lather
Soap

Wash Face

Shave
Legs

Put on
Belt

Put on
Socks

Wash Hair

“What is a must have slice to consider ready to go out the door?”

EXERCISE: O.M.G. I OVERSLEPT!



- What are the must have items now that you don't have all the time you thought you did?
- Draw a line with Tape that identifies your MVP

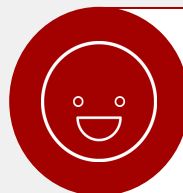


SUMMARY

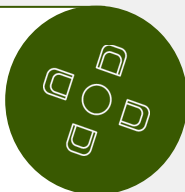
Understand your purpose



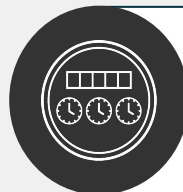
Know who will benefit from it



Share your vision with everyone



Define a minimally-viable product



SUMMIT CODE: W1055

OTHER SUMMIT SESSIONS

Matt Takane and Josh Ranoa

- “Using impact mapping to increase team velocity”
 - Time: Thursday, May 10, 11:15 AM - 12:00 PM
 - Location: Discovery Theater

Discovery Session One-on-One Sign Up

One-on-One sessions with Red Hat consultants will provide an open communication forum with one of our subject matter experts to better assist you with understanding how Red Hat products and solutions can help solve your business problems.

Please visit red.ht/labssignup to request time with your speakers either on-site at Summit or in the near future!



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Thomas Heisey

 **@t_heisey**



Ross Turk

 **@rossturk**

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