

Welcome to Dallas Product Camp: *Experiment-Driven Development*

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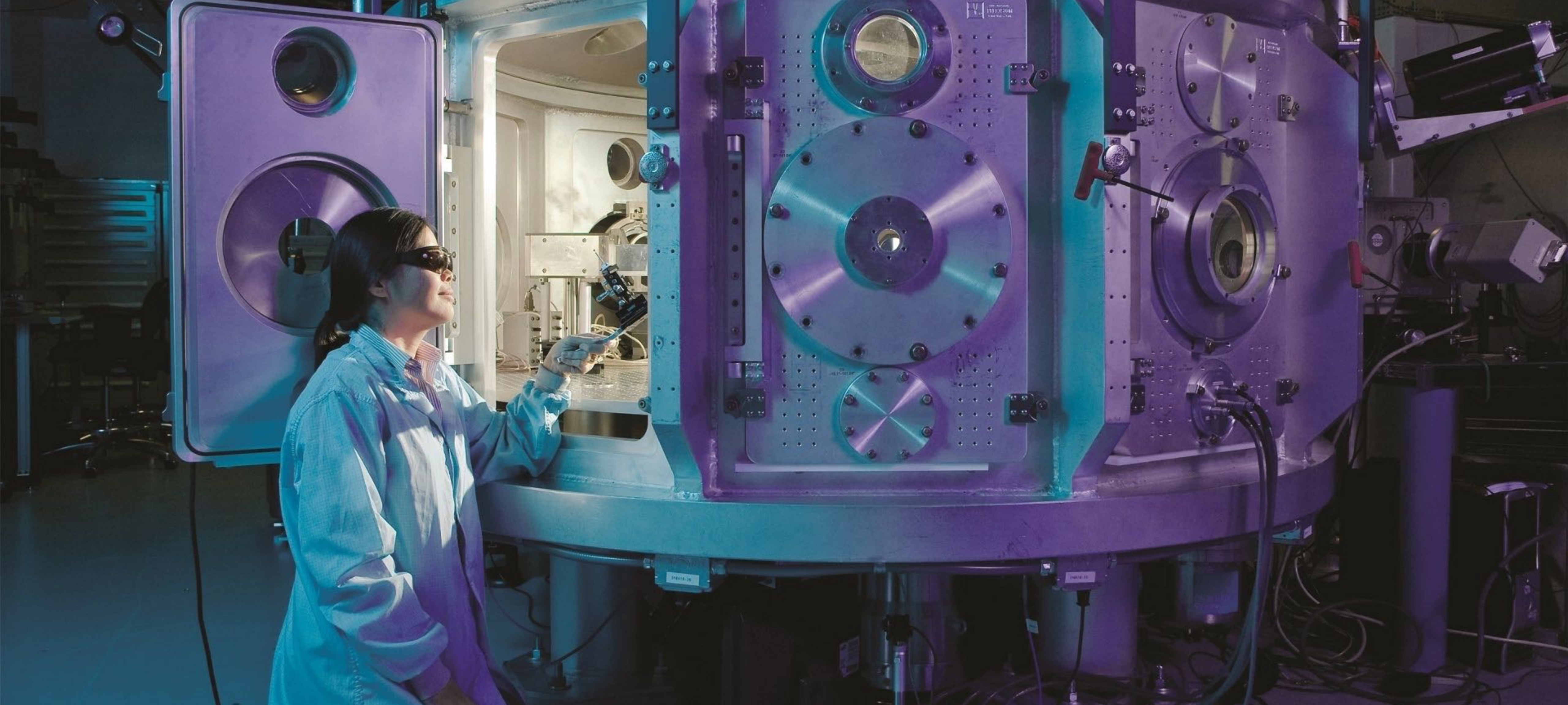
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What if we found ourselves building something that nobody wanted?

In that case, what did it matter if we did it on time, on budget, and with high quality?

Has this ever happened to you?



Experiment-Driven Development (EDD)

EDD Step 1: Define Product Hypotheses

Develop a short list of product hypotheses:

- Consider “baked-in” assumptions
- Define testable hypotheses from assumptions
- Prioritize these hypotheses - based on potential learnings

“An in-store available iPad app will increase sunglass sales by 20%.”

“Potential customers have no easy way to compare different versions of sunglasses, leading to poor sales of < \$200K annually.”

“Allowing the customer to ‘compare’ themselves side-by-side in different sunglasses will enhance their overall experience at our sunglass station with survey results > 80% satisfied.”

“More than 50% of potential customers will choose the iPad app as the best solution to make it easier to try on sunglasses.”



Activity:

3

Write out a testable hypothesis for a product you are currently working on (or recent one).

Hint: consider your baked-in assumptions!



EDD Step 2: Identify Experiments

Take your **highest priority Hypothesis** and define the **smallest** experiment that will prove or disprove it.

Examples:

- *Hypothesis: An in-store available iPad app will increase sunglass sales by 20%.*

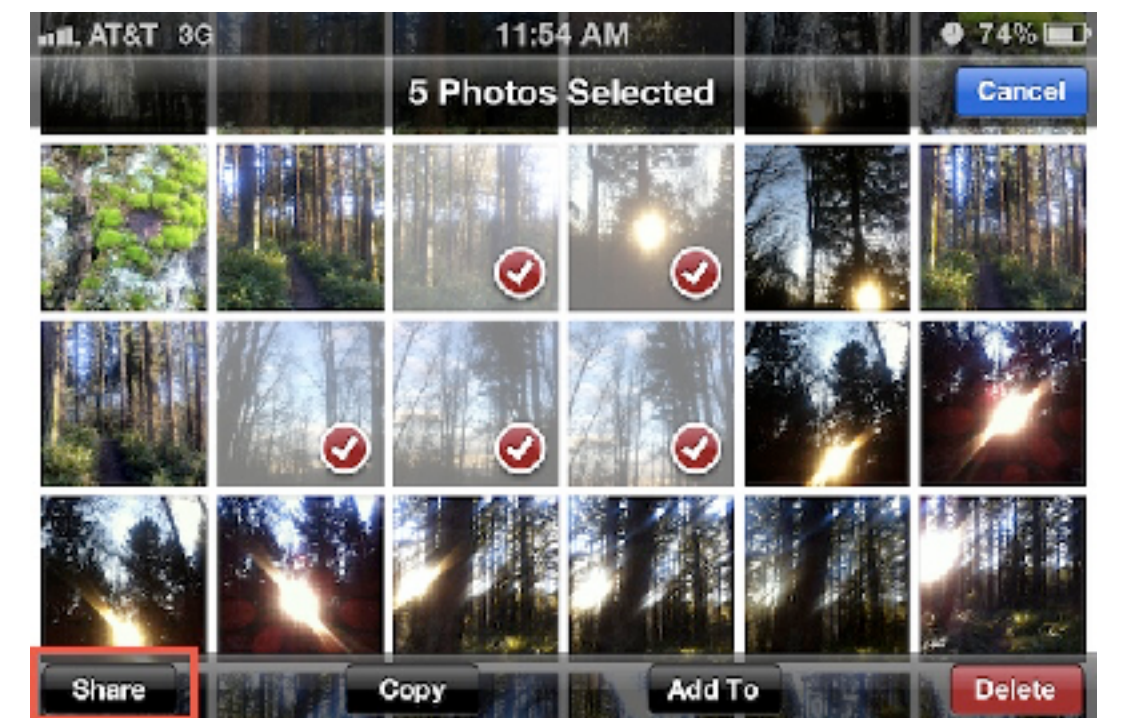
Experiment 1: Develop a basic iPad app that allows customer to compare what they look like with various sunglasses.

Experiment 2: Roll out to 10 stores only, measure sales impact.

- *Hypothesis: Side-by-Side is a better comparison technique than multi-pic.*

Experiment 1: Create a multi-layout technique showing up to 6 different pics in the main view

Experiment 2: Demo both approaches (side-by-side and multi-view) to at least 100 customers. Measure preference %.



Activity:

5

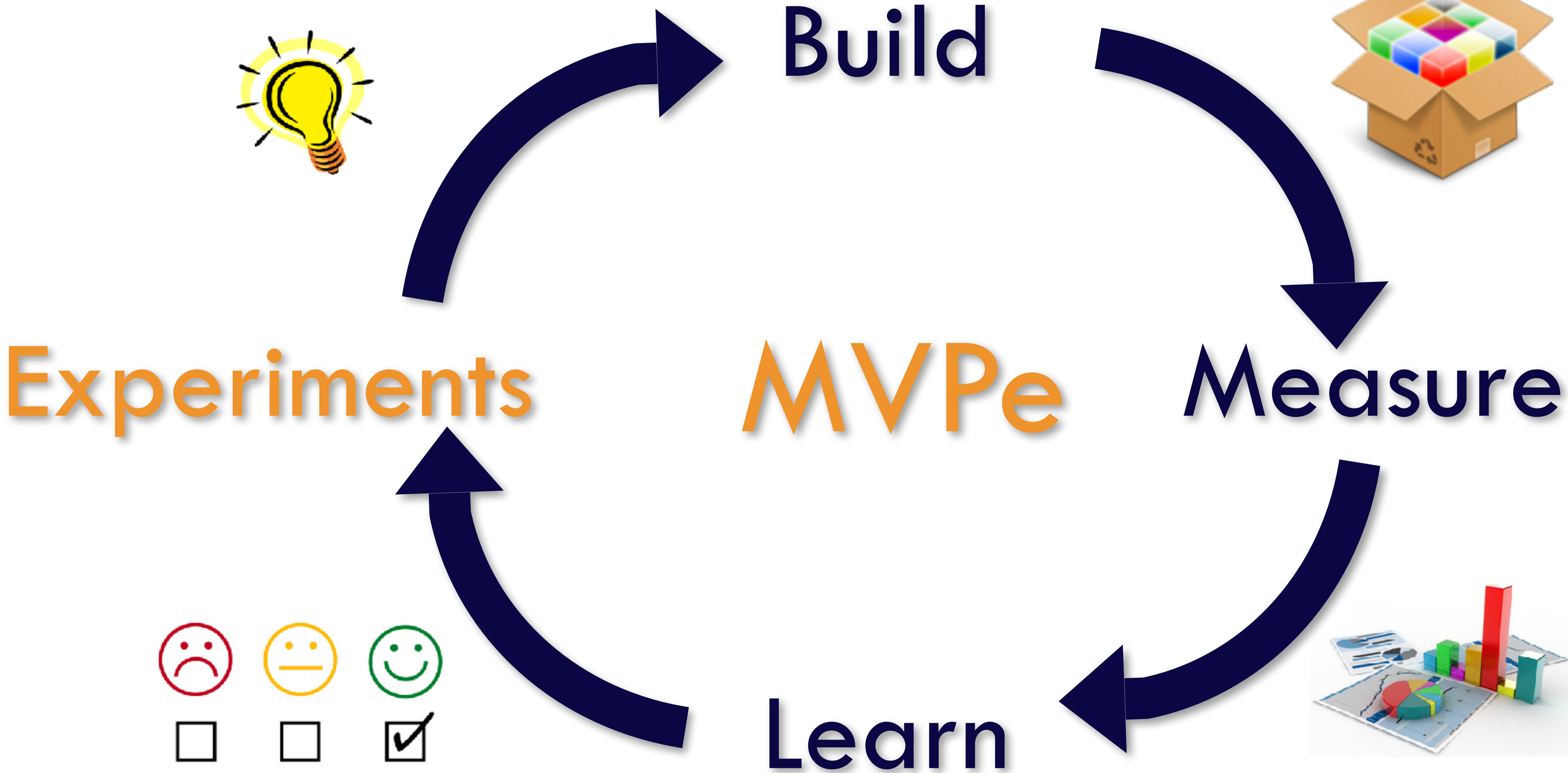
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Write out 2 - 3 experiments for your product hypothesis.

Share your hypothesis and experiments with a new friend.



EDD Step 3: Run Experiments





SIMULATION

EDD Simulation: Ball Point Game

- Self-organize into Table teams of 5 - 6
- Take your Agile Velocity ball and an index card with you!
- Find some space - move to open area, corner, etc.

Hypothesis:

Our team can score **50 points** or more in the Ball Point game in a single round of 1 minute.



Ball Point Game

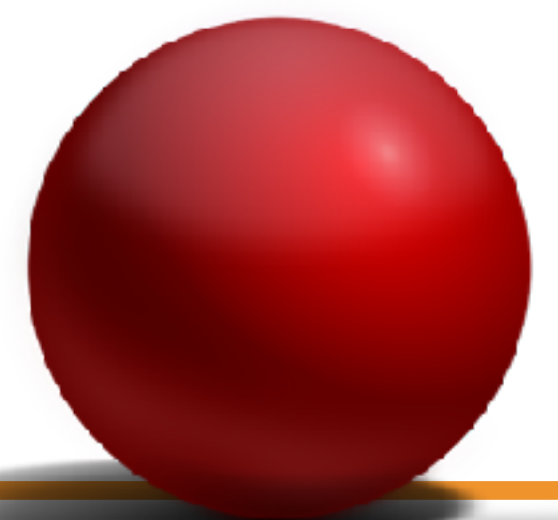
Objective: Get as many ball points as possible in 1 minute

Rules

- A ball which is passed to each person and returns to the starting person scores a point
- Each ball must be touched by each person
- Each ball must spend time **in the air** during each pass between people
- A ball cannot be passed in a totally circular motion (left/right)
- Balls may be re-used
- A ball that drops is counted as a defect and does not earn a point

Play

- 2 min to write down and prioritize your experiment(s) for testing the hypothesis
- Go announcement: 1 min to move balls
- Stop announcement: record your score
- 1 min to adjust your experiments
- Repeat n times



Debrief

As a Product Manager or Product Owner, what can you do to encourage experimentation on your product?

How did you use your validated learnings?

Did your Experiments change as you executed the iterations?

Would more planning time have really helped?

Did any team pivot to a new hypothesis (different approach, different structure)?





Thank You!

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