ScrumTrek
culture of process

Итерация 0: как спасти котов

Асхат Уразбаев

Agile Coach

ScrumTrek

Асхат Уразбаев

- ScrumTrek
  - Agile Coach
  - Управляющий партнер
- В прошлом
  - Программист, менеджер проектов, методолог

ScrumTrek
culture of process

Agile Russia

«…песики, преданно заглядывающие в глаза, нам совершенно не нужны. Хорошего программиста нужно ценить вместе со всеми его странностями. С другой стороны, всех этих хороших программистов нужно каким-то образом заставлять двигаться в одном направлении»

«Вести в заданном направлении даже одного кота (программиста) – нетривиальная задача. А для того чтобы вести за собой дюжину этих упрямых тварей, требуется предельная концентрация и весьма специфический комплекс приемов.»

Заказчик и бизнес

Руководитель

Конечные пользователи

Маркетинг

Разные

- Разное представление о прекрасном
- Разный опыт
- Разные цели
- Незнакомы
- Не доверяют

Нулевая итерация: договариваемся на старте

Vision

Pragmatic Personas

Feature Generation

Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!

Нулевая итерация

2-10 дней

- Vision
- Pragmatic Personas
- Feature Generation
- Story Mapping
- Architectural Workshop
- UI Workshop
- Estimating & Release Planning
- GO

Vision

Vision

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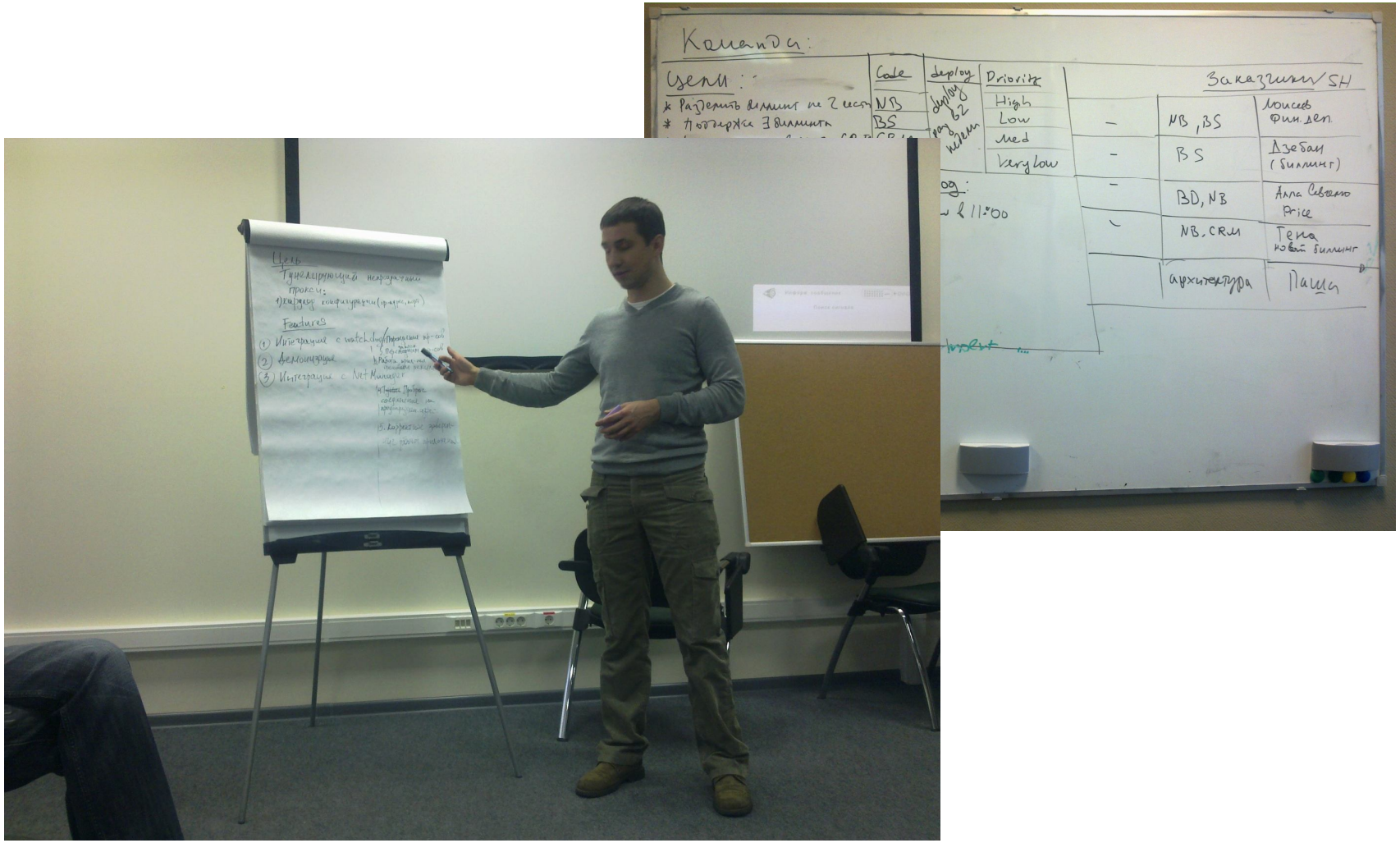

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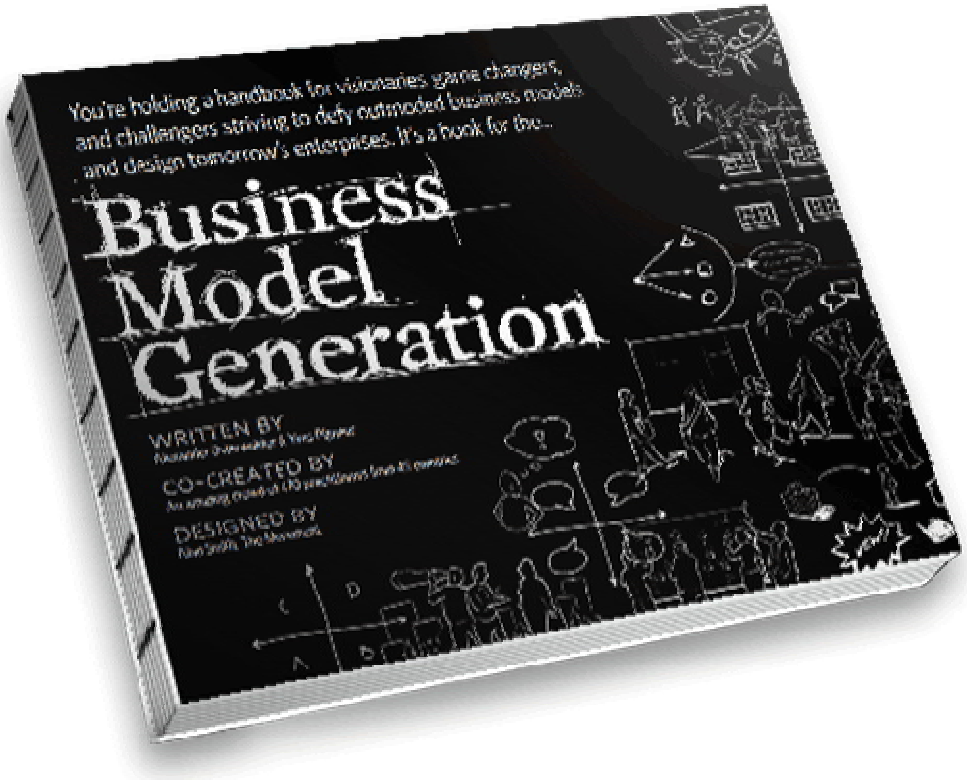
Business Model Generation

http://businessmodelgeneration.com



Alex Osterwalder

Lean StartUp Canvas

Ash Maurya ©

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Problem
Top 3 problems

Solution
Top 3 features

Key Metrics
Key Activities that you measure

Unique value proposition
Simple, Clear message that states why you are different

Unfair Advantage
Can't be easily copied or bought.

Sales Channels
Path to Customers

Customer Segments
Target Customers

Cost Structure
Fixed Cost
Hosting
Salary
Etc…

Revenue Streams
Revenue Model
Lifetime Value
Revenue
Gross Margin

Canvas

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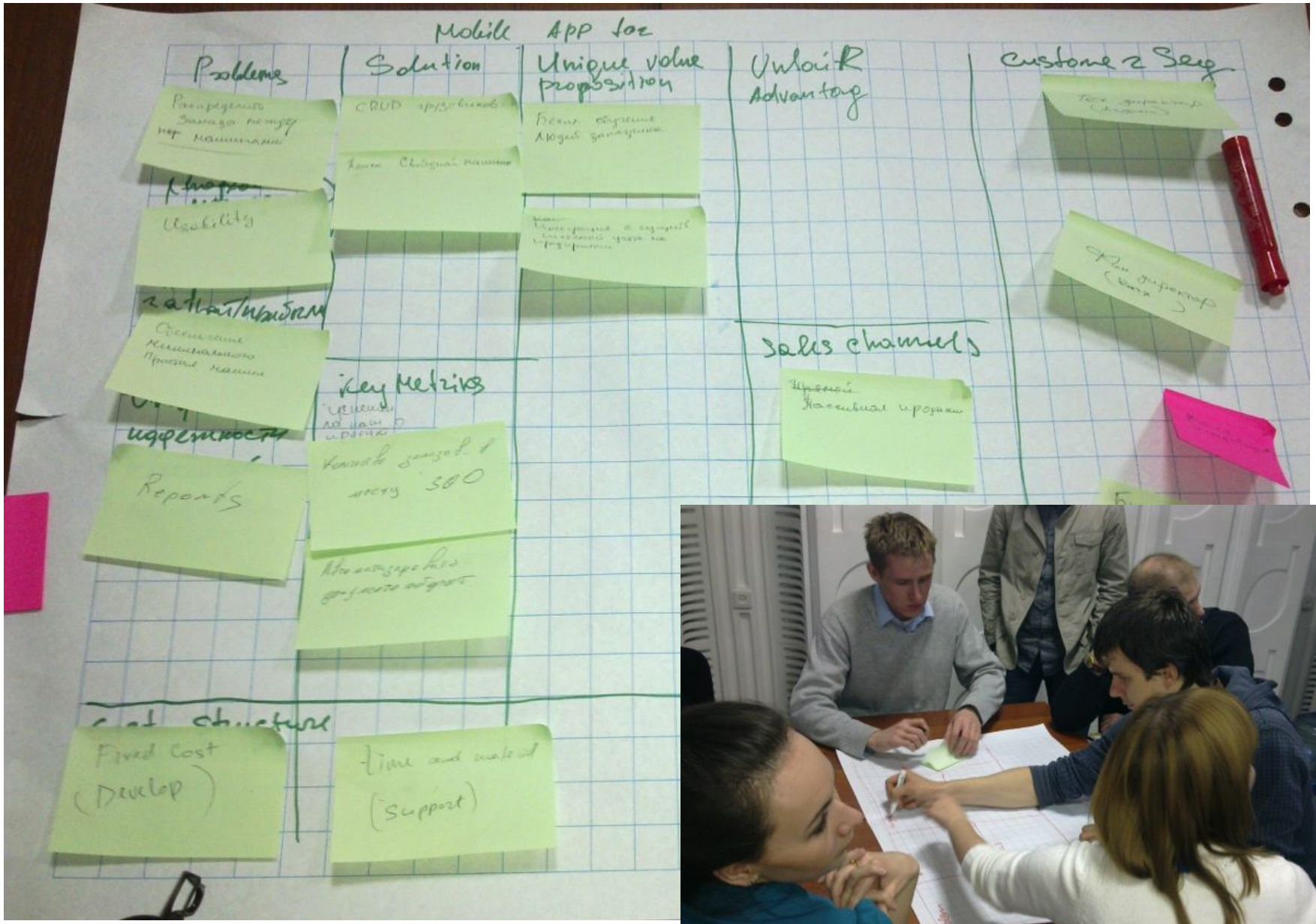

Release Canvas © Scrumtrek

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Project Goals
Project goals

Success Criteria / Measurements
How do we know that project succeeded

Definition of Done
Testing, acceptance, required test automatio

Features / Solutions
Key product features

Channels
How do we get feedback for each Key stakeholder/end users

Key Stakeholders
Customers and End Users

Team
Team members, their roles and availability

Logistics and Rules
Iterations and cadences
Steering/technical committees and working groups
Reporting
Acceptance procedures
etc

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Валидация

- Обсуждать с реальными пользователями
- Приглашать экспертов

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Pragmatic Personas

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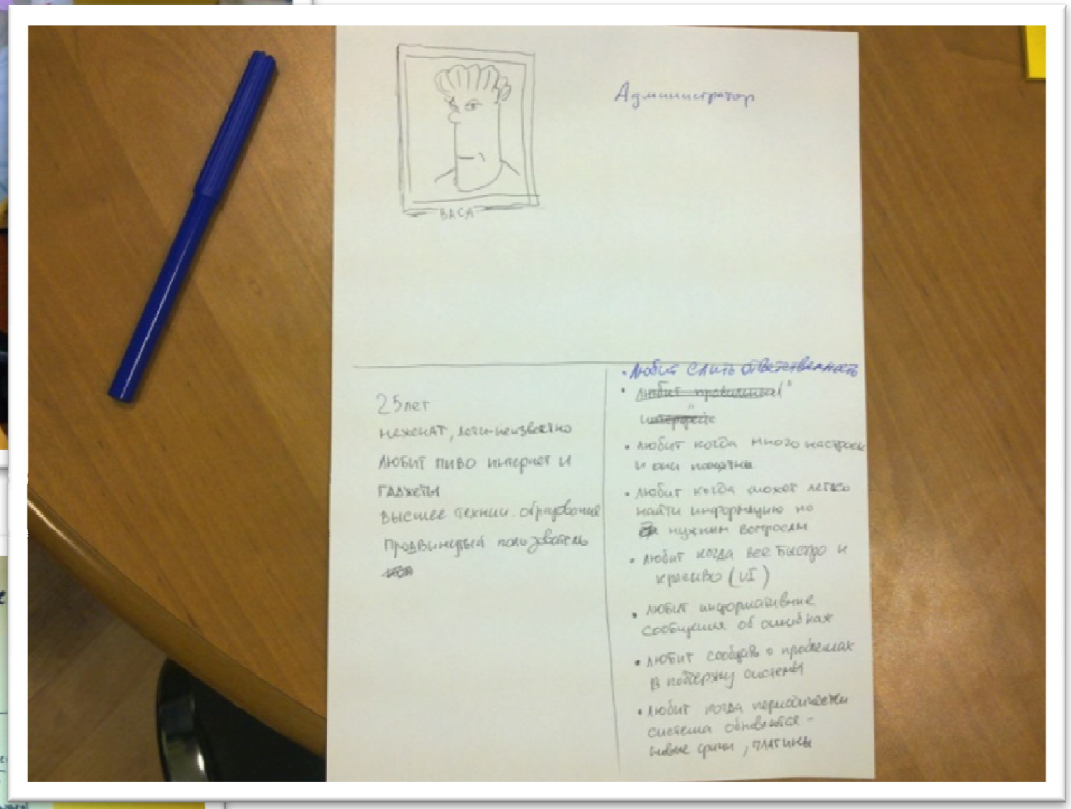

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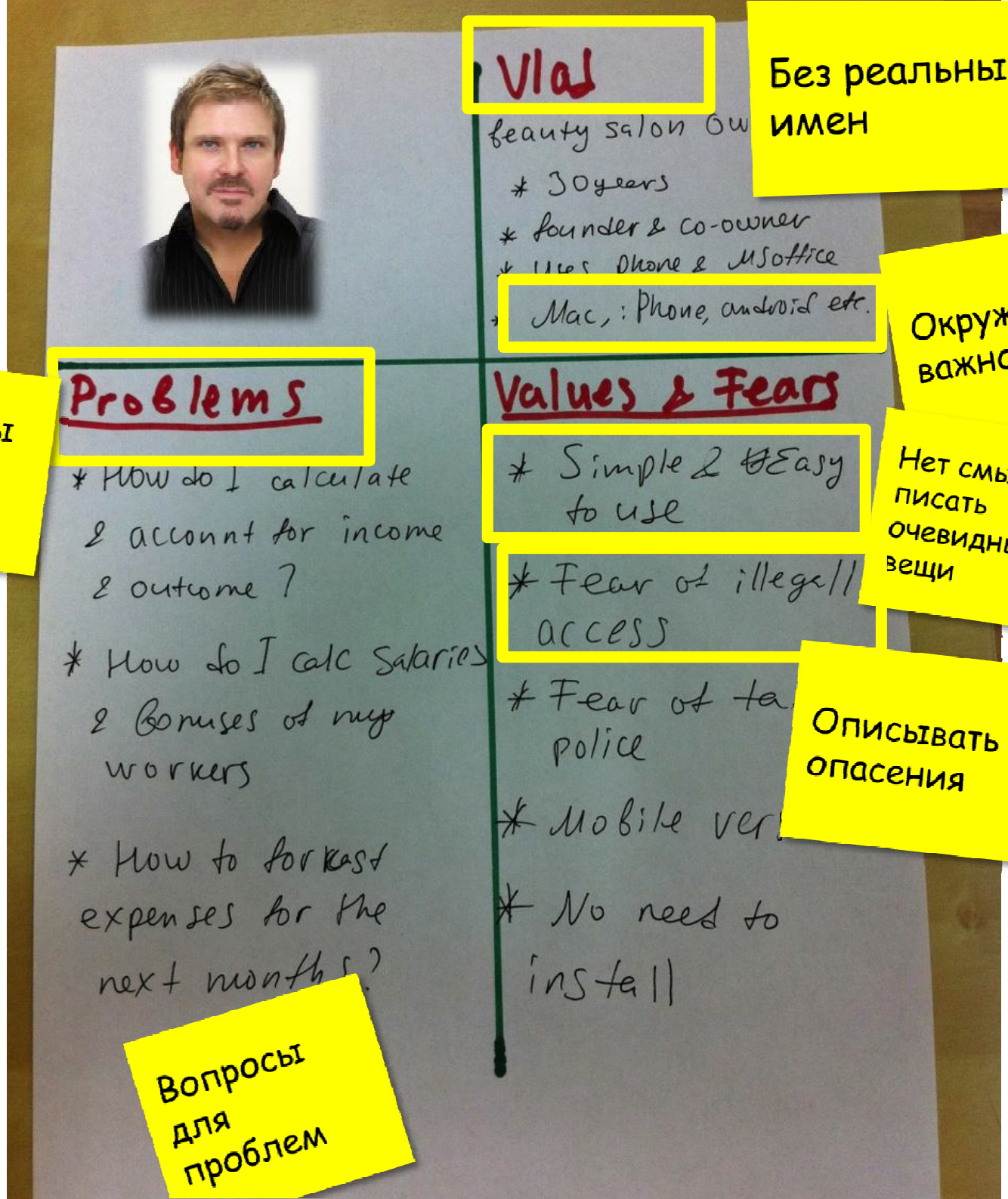

Проблемы - а не решения

Вопросы для проблем

Без реальных имен

Окружение важно

Нет смысла писать очевидные вещи

Описывать опасения

Инновационные игры для исследований пользователя

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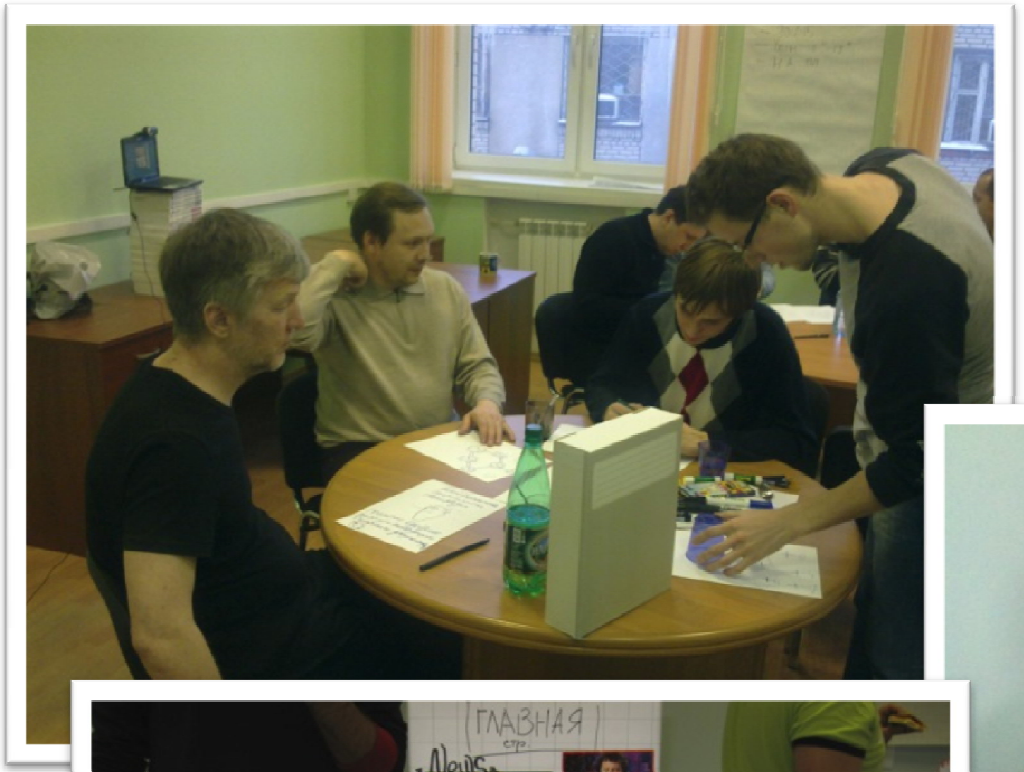

Спрашивать пользователя о фичах может быть опасно :)

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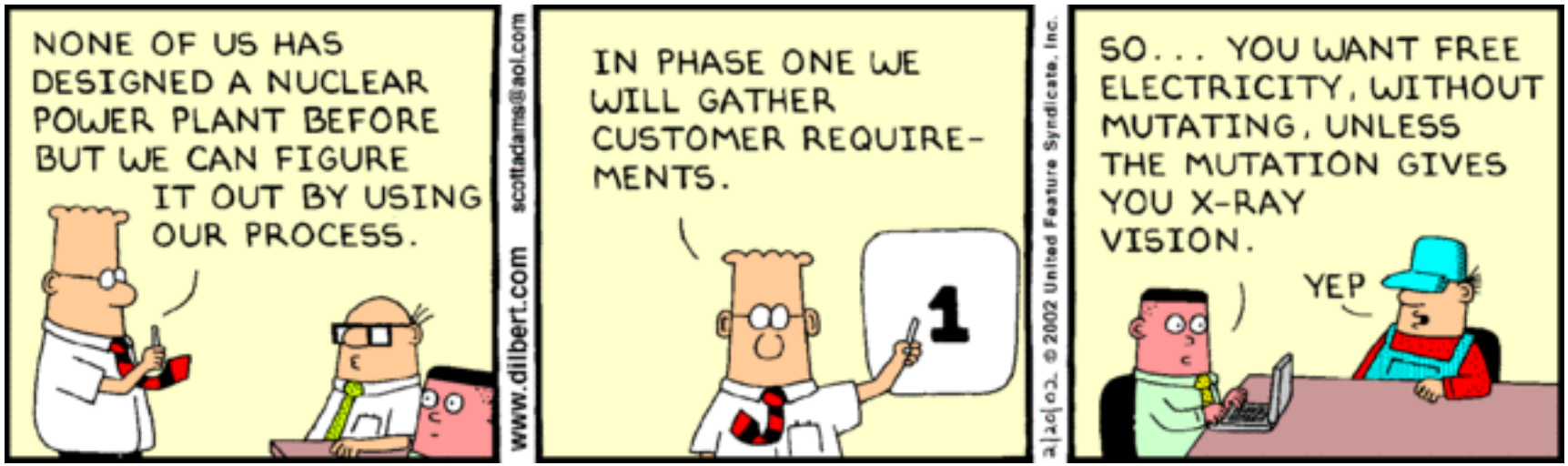

Ясно сформулированные вопросы упрощают мозговой штурм

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Story Mapping

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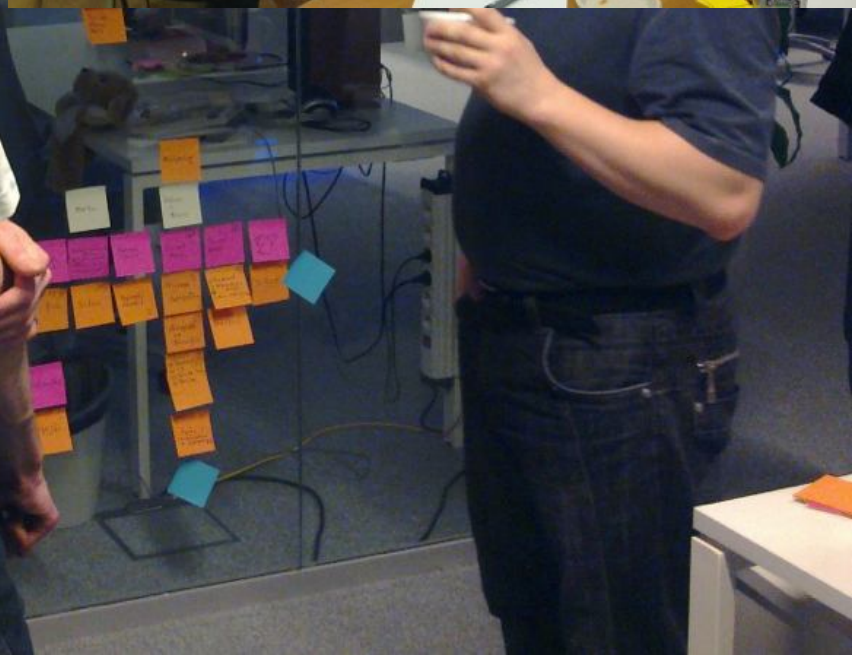

Story Map

Vision

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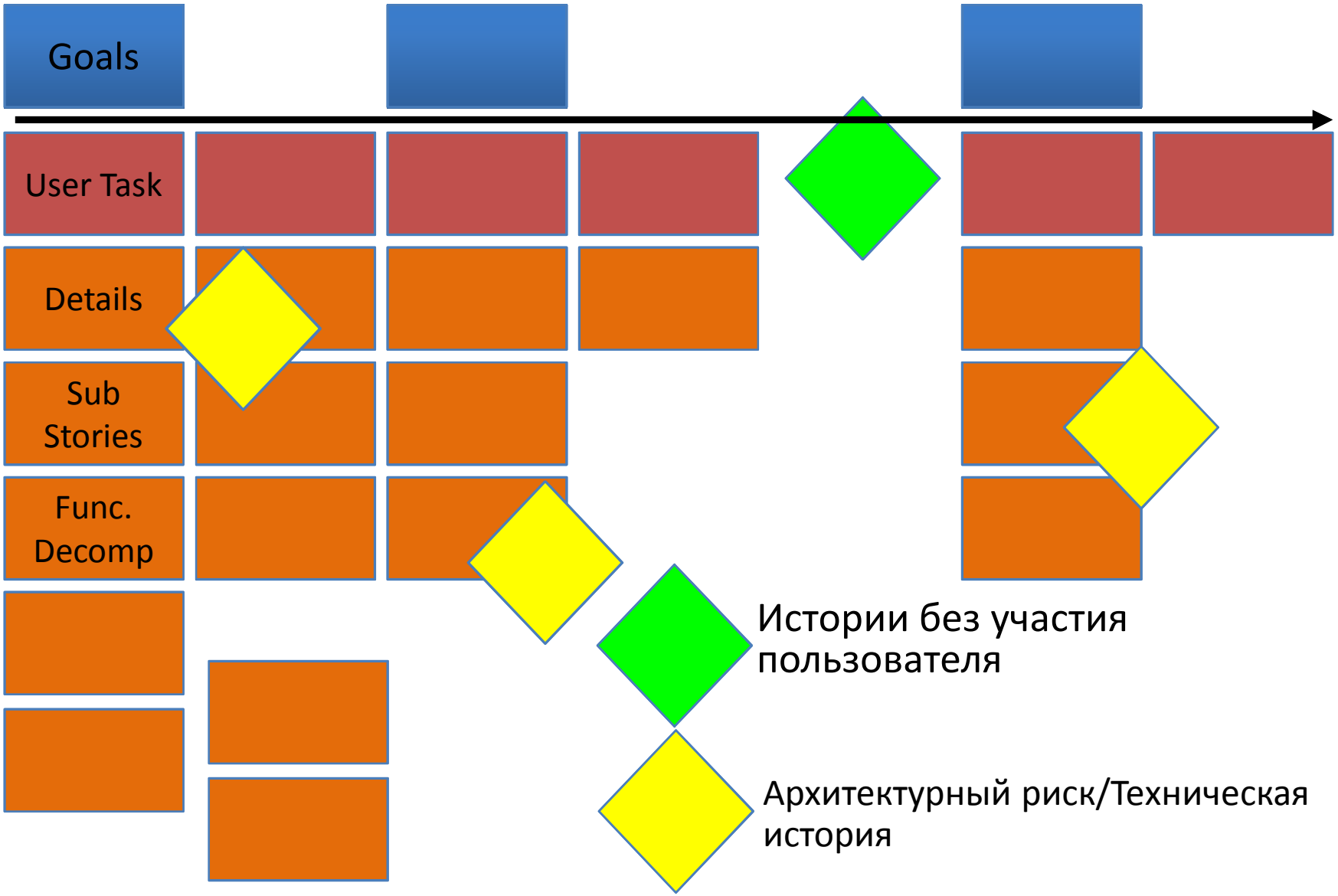

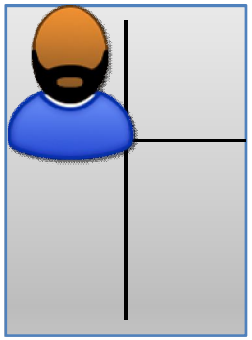

Vision	Create travel story					
Pragmatic Personas						
Feature Generation	Login	Create travel	Upload photos	Annotate photos	Create View	Share
Story Mapping	Backbone (скелет)					
	Open ID	Travel name	1 photo at a time	Add description	Slideshow	Link to twitter
Architectural Workshop						
UI Workshop	FB login	Auto-name	Multi upload	Geo info	PDF to print	Export to FB
Estimating & Release Planning	twitterlogin		Import from picasa	Draw on photo	Printing companies	
GO!	приоритезация		Import from Dropbox			

Vision

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UI Workshop

Estimating & Release Planning

GO!

Валидация требует дисциплины

Vision

Pragmatic Personas

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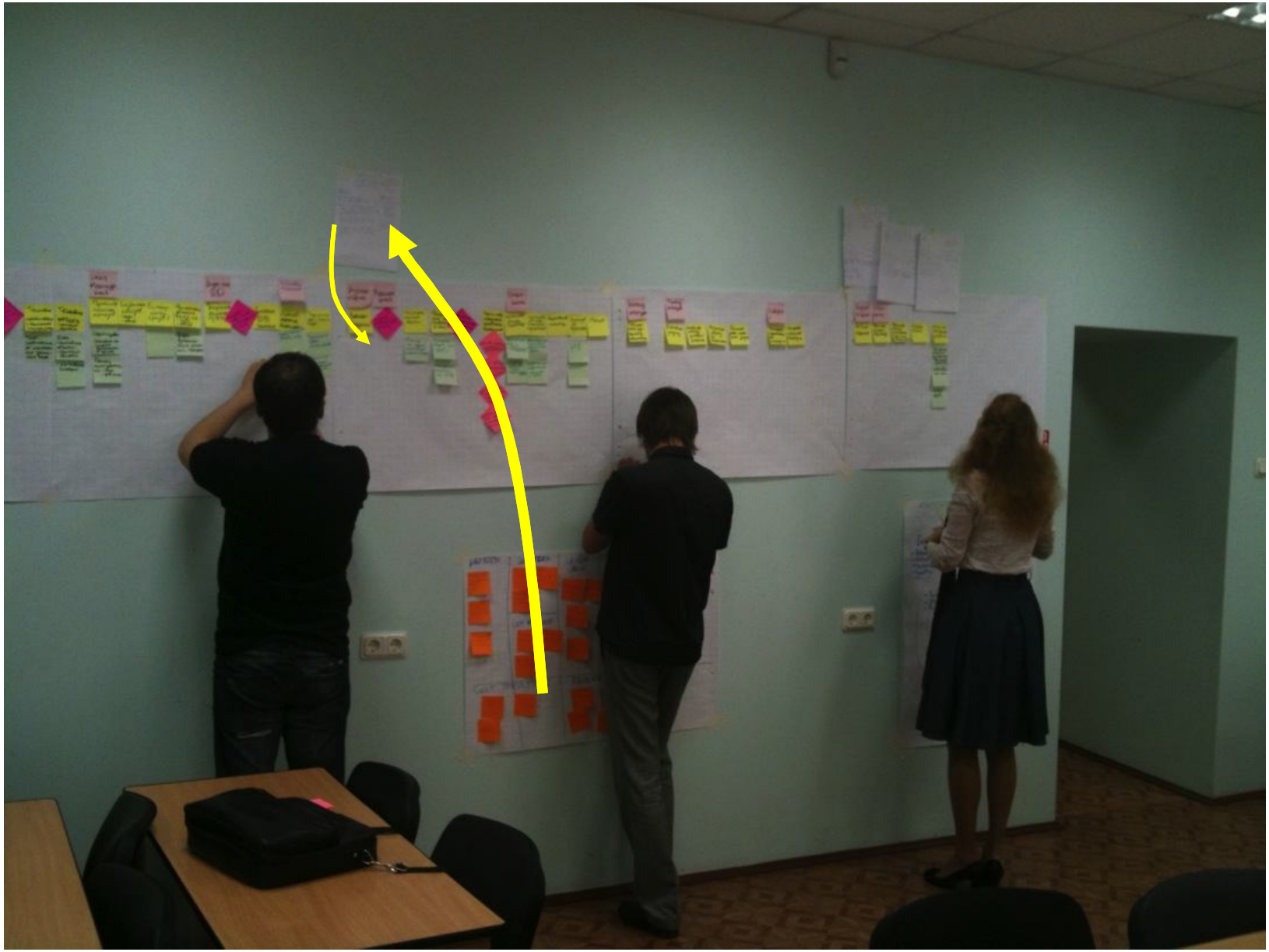

Story map для этого доклада

Vision

Pragmatic Personas

Feature Generation

Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!

Architectural Workshop

Vision

Pragmatic Personas

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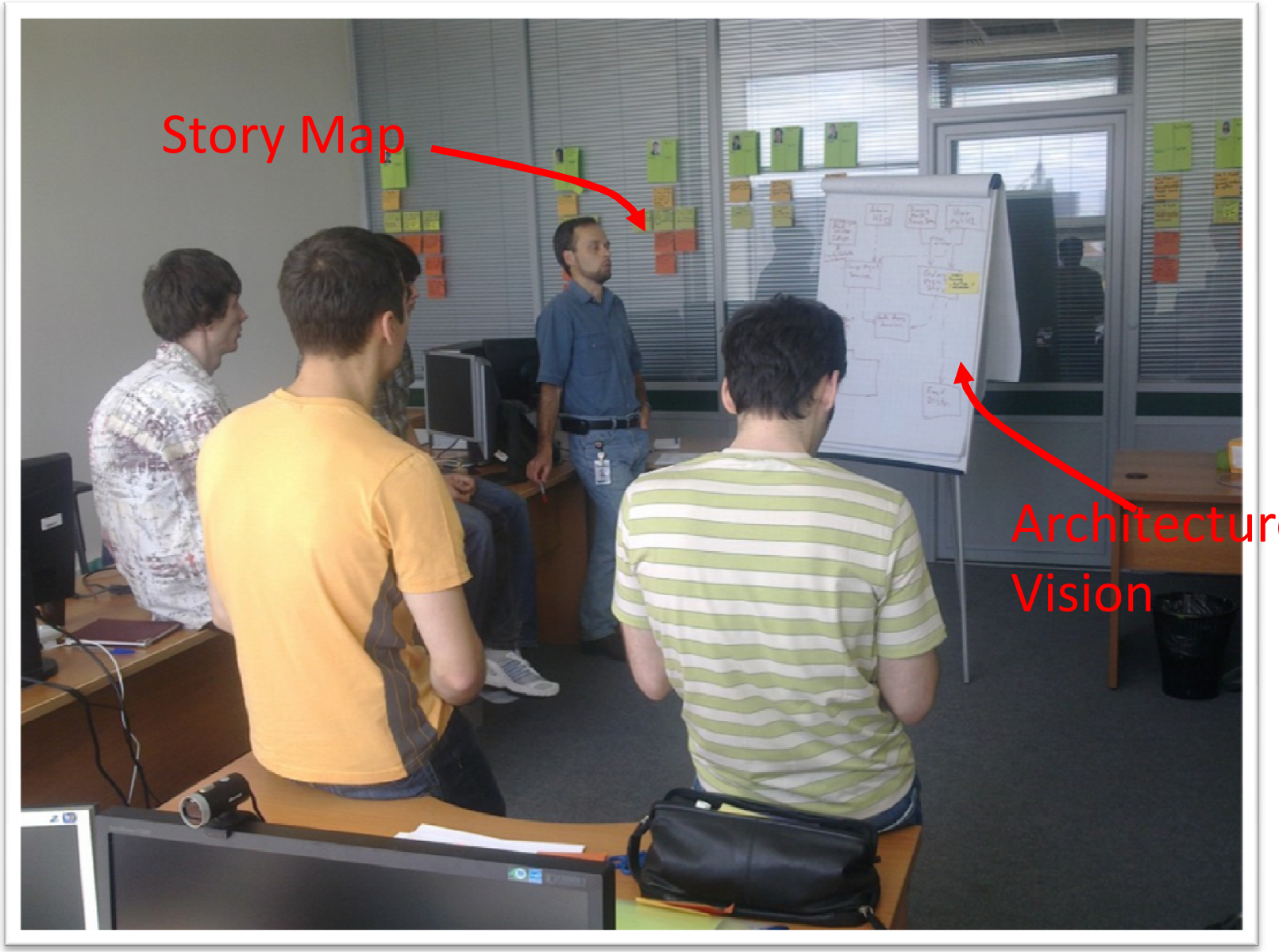

Vision

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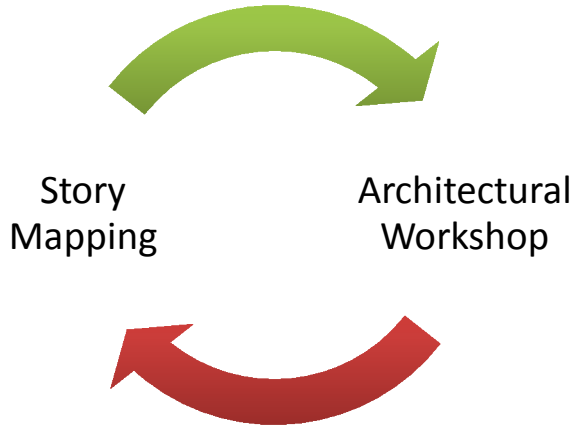
UI Workshop

Estimating & Release Planning

GO!

Цель архитектурного воркшопа

- Инфраструктурные истории
- Имеющийся технологический долг



UI Workshop

Vision

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UI Workshop

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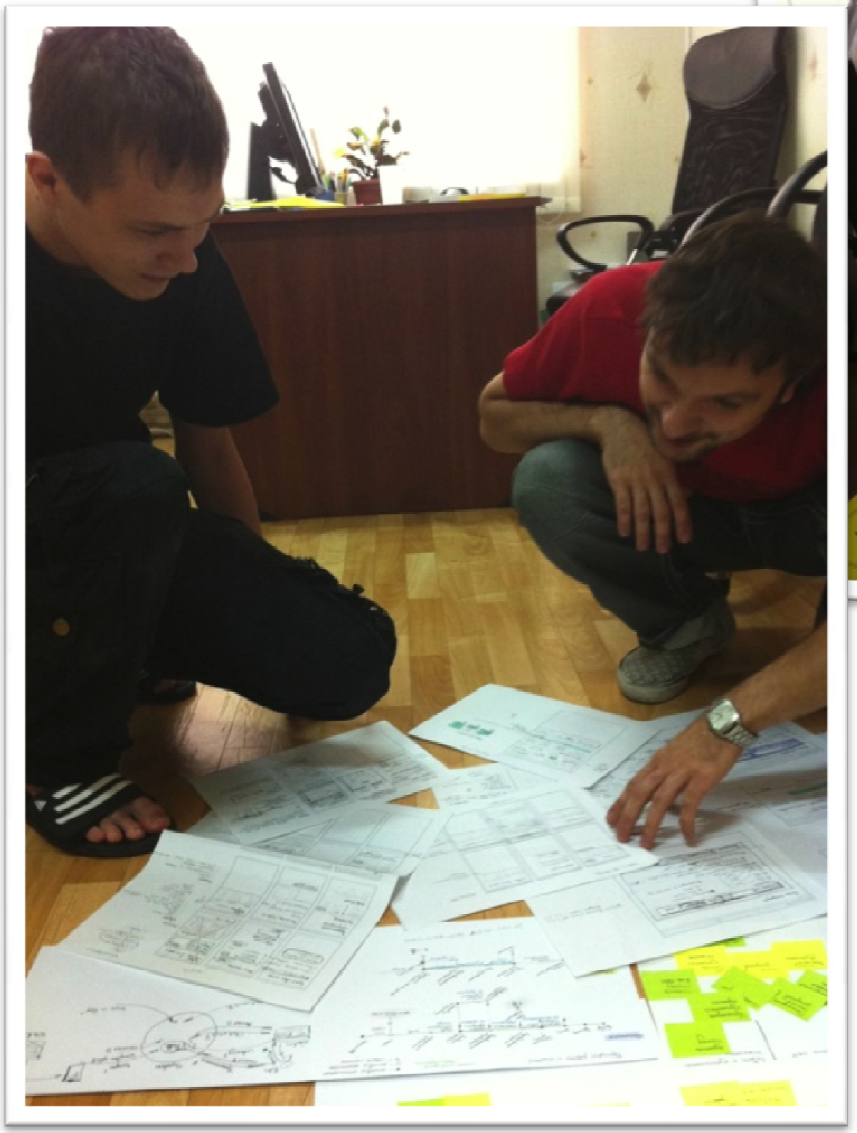

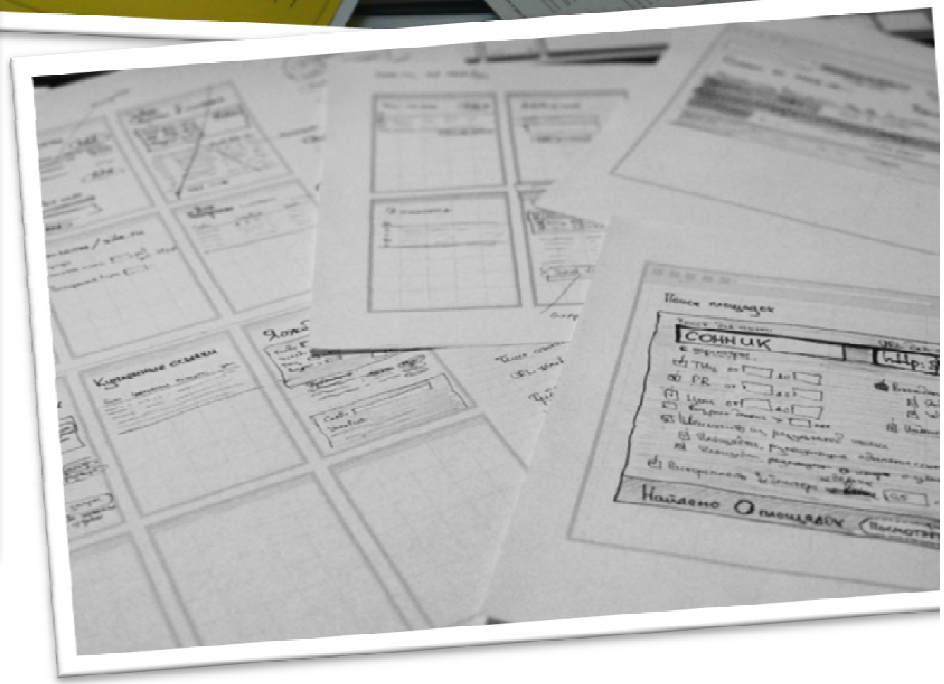

Andrey Shapiro ©

UI Workshop

Vision

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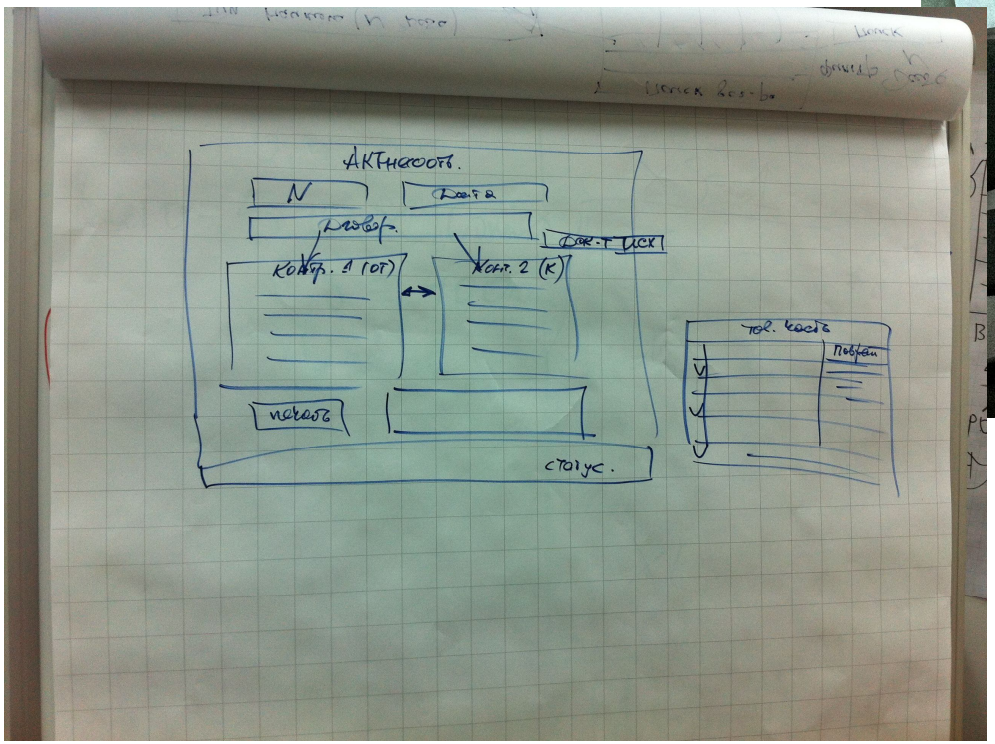
GO!



UI sketch board

Vision

Pragmatic Personas

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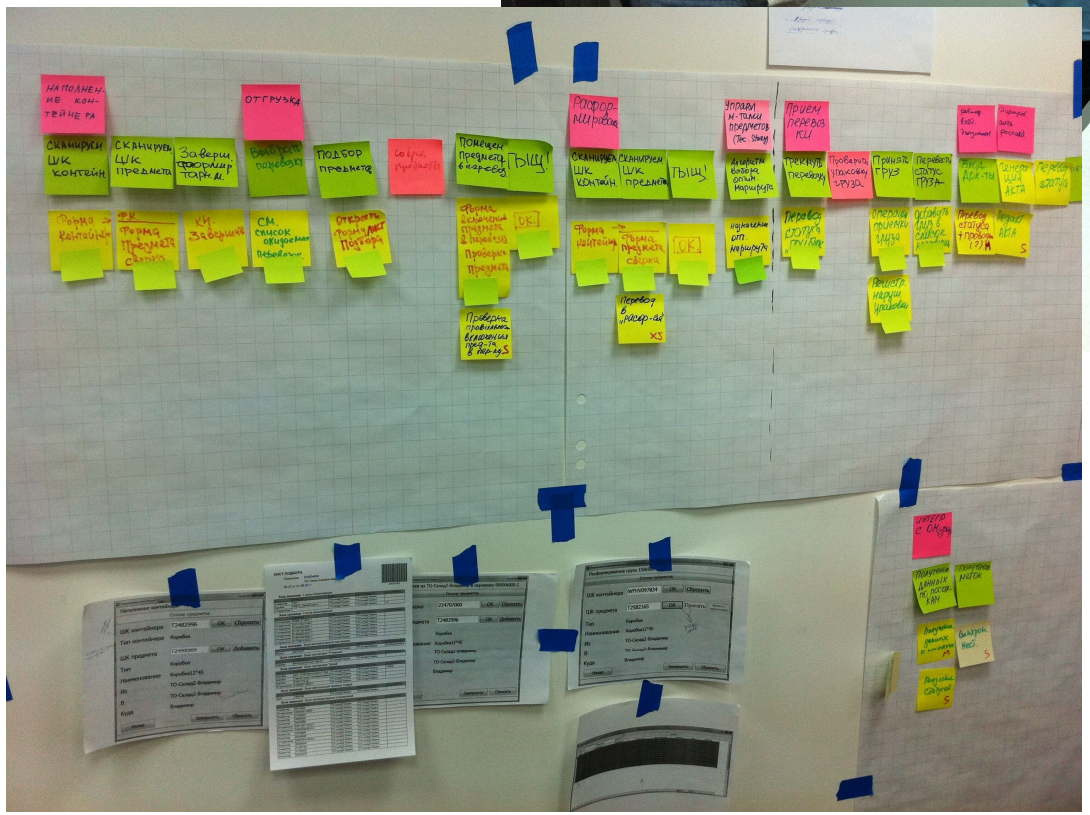
GO!



Оценка и планирование релиза

Vision

Pragmatic Personas

Feature Generation

Story Mapping

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UI Workshop

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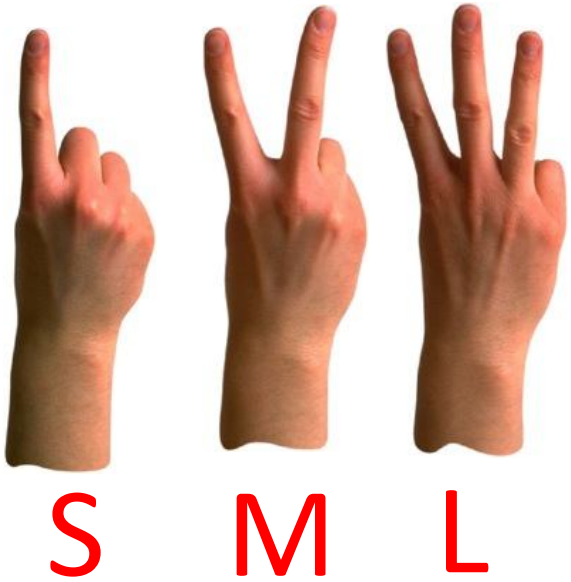
GO!



- S = 2, M=4, L=8
- XL=16 for epics
- XS=1 for legacy bugs

1) Оценка историй

Vision

Pragmatic Personas

Feature Generation

Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!

2) Ревью

Vision

Pragmatic Personas

Feature Generation

Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!

3) Создание плана релиза

Vision

Pragmatic Personas

Feature Generation

Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!

3) Создание плана релиза

Vision

Pragmatic Personas

Feature Generation

Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!

War room

Vision

Pragmatic Personas

Feature Generation

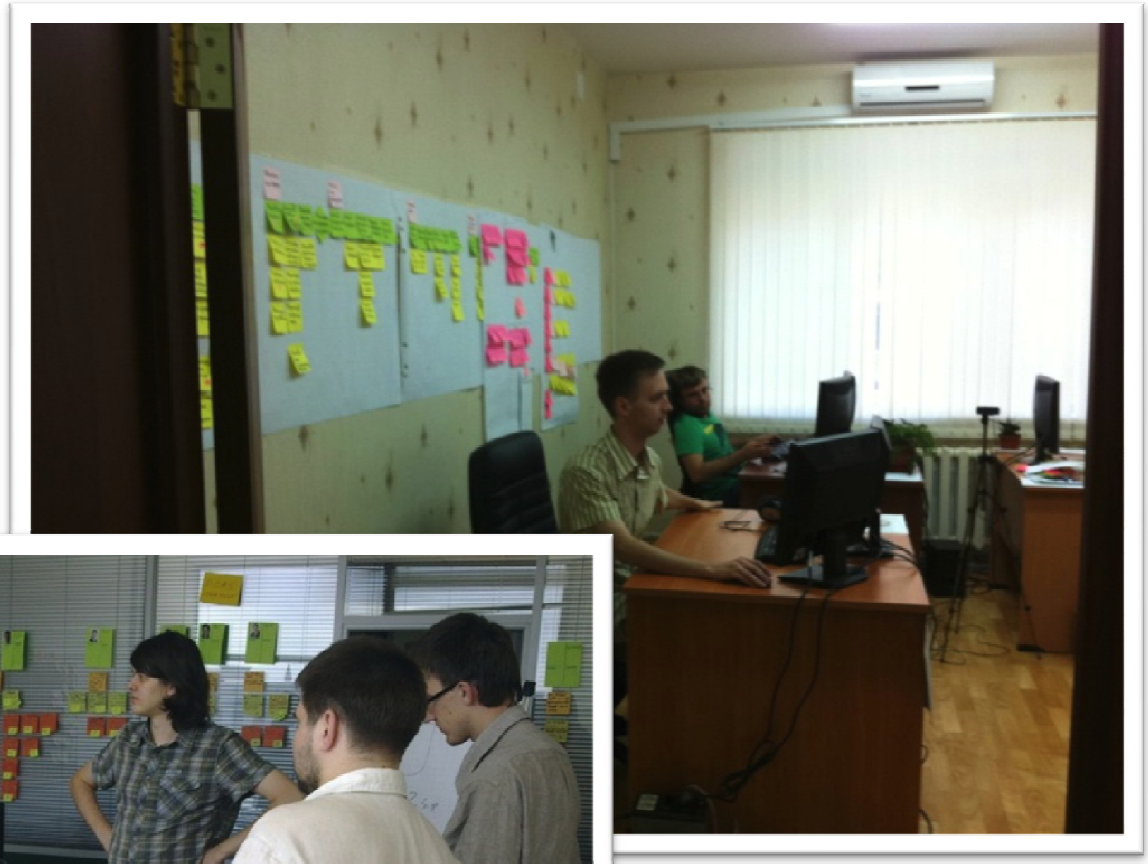
Story Mapping

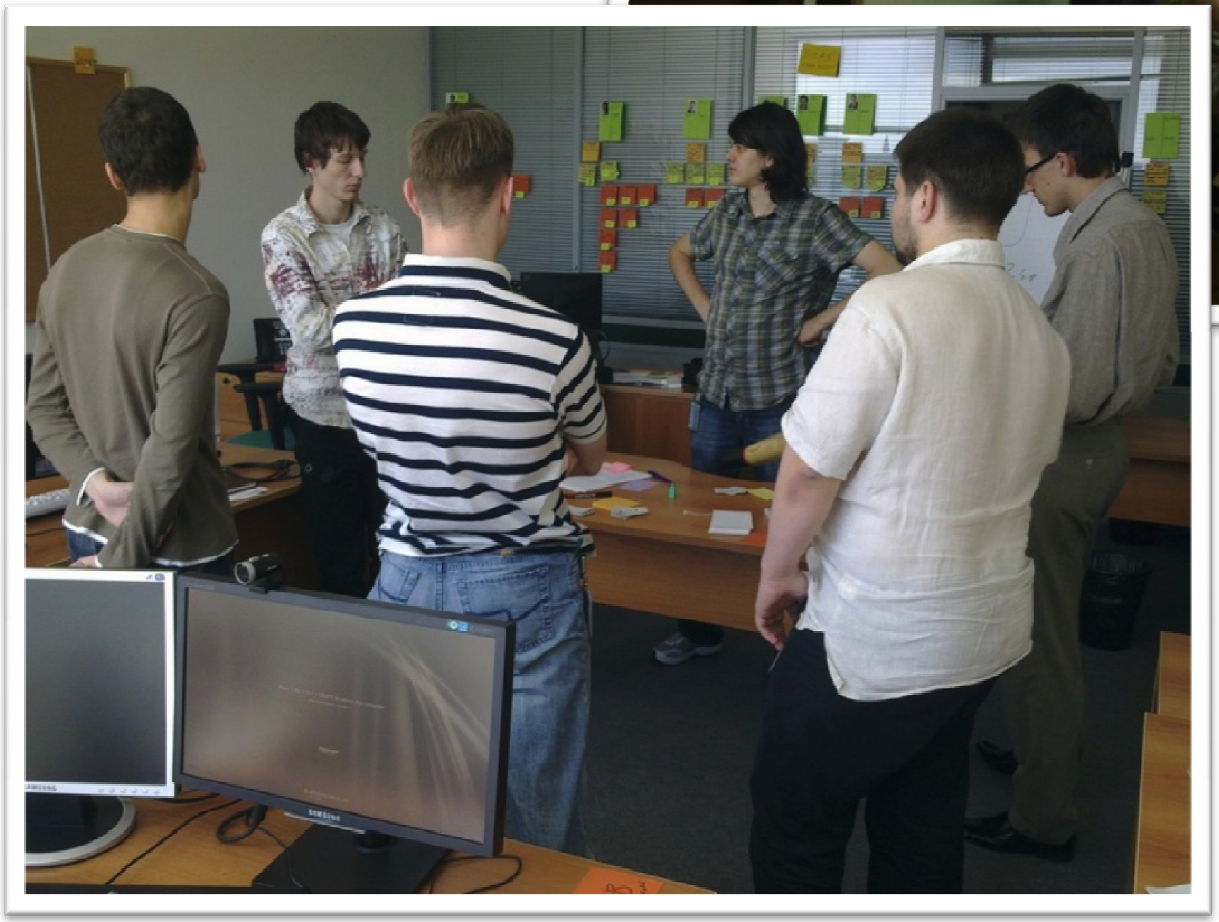
Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!





Поместите все в комнату команды

Vision

Pragmatic Personas

Feature Generation

Story Mapping

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UI Workshop

Estimating & Release Planning

GO!

Отслеживайте прогресс на story map

Vision

Pragmatic Personas

Feature Generation

Story Mapping

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UI Workshop

Estimating & Release Planning

GO!

Валидируйте историю с заказчиком

Vision

Pragmatic Personas

Feature Generation

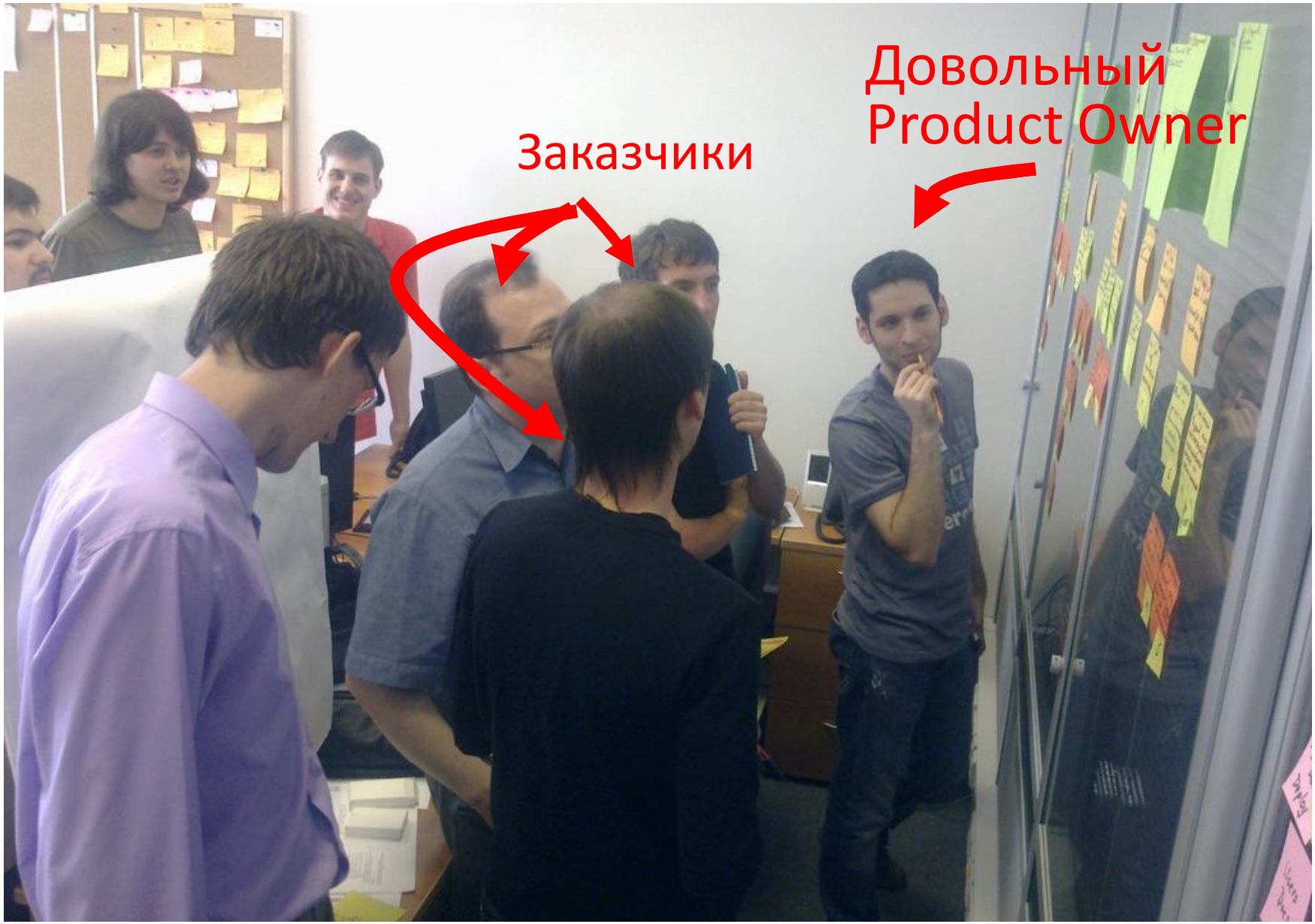
Story Mapping

Architectural Workshop

UI Workshop

Estimating & Release Planning

GO!



Story Map для эпика

Vision

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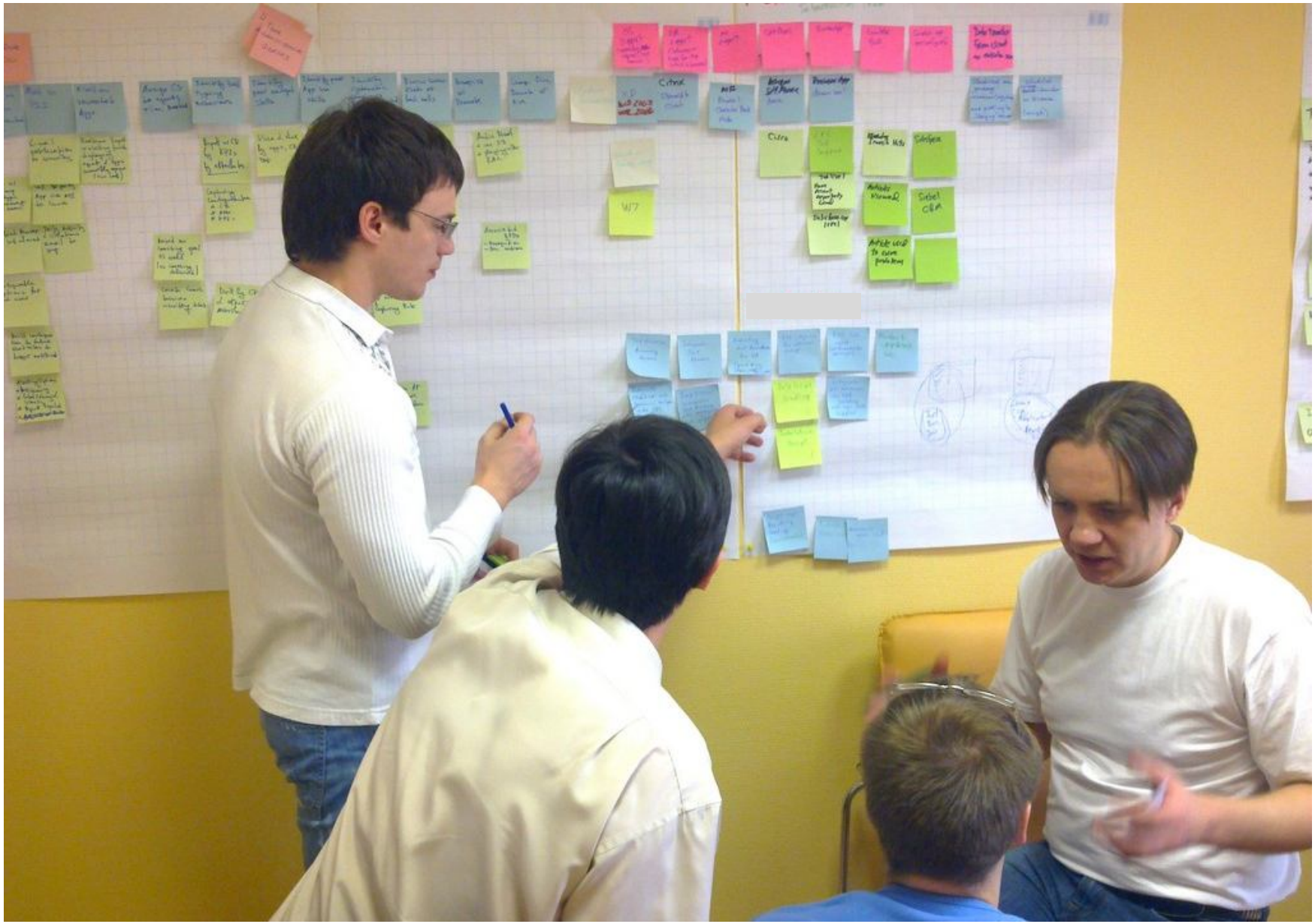

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GO!

Всегда есть время на story mapping ;)

Андрей Шапиро на пути к заказчику

Jeff Patton

http://agileproductdesign.com