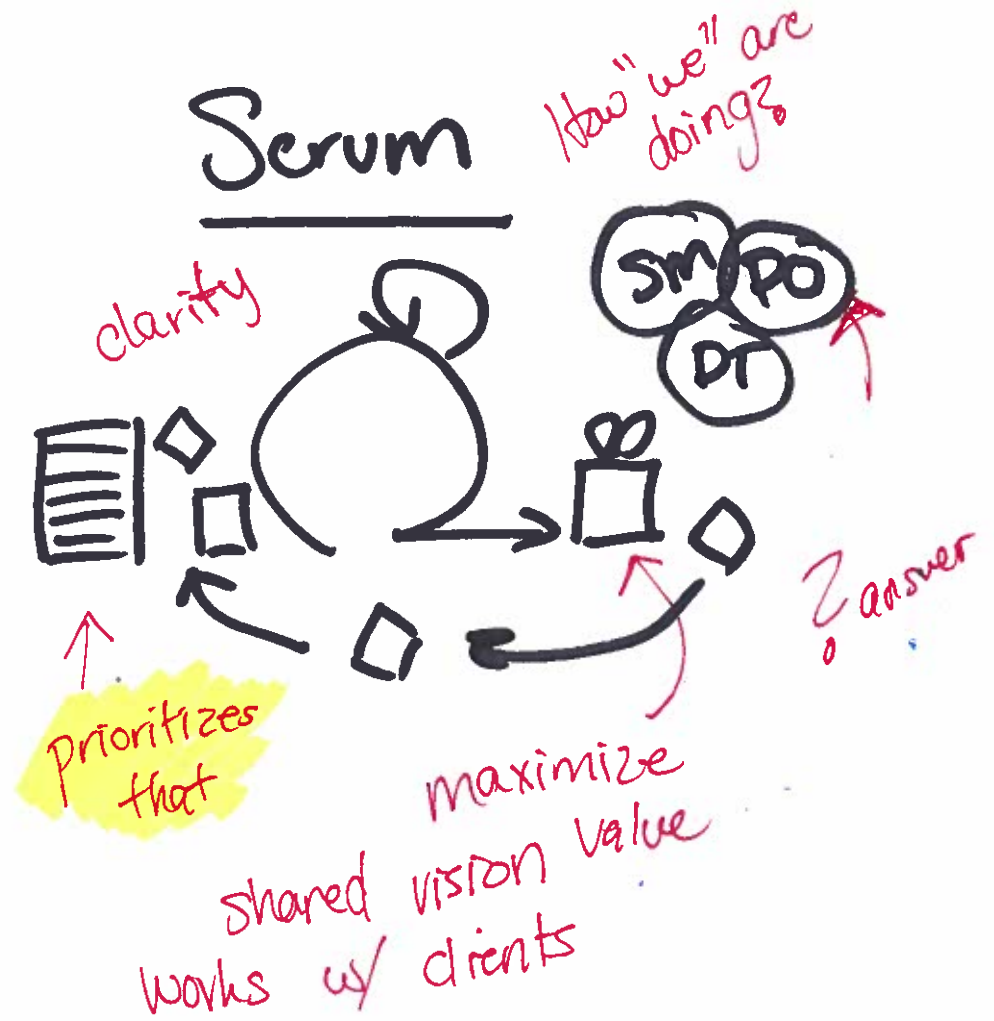
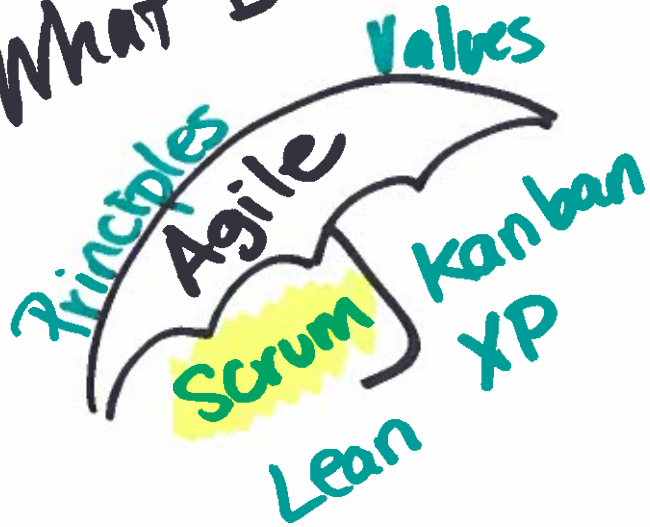


How Great  
Product Owners  
Choose What to  
Build Next

Erin Beierwaltes  
(Buy-er-waltes)

"Agile"  
What is it?



HBR

New New Dev Game  
"Scrum"

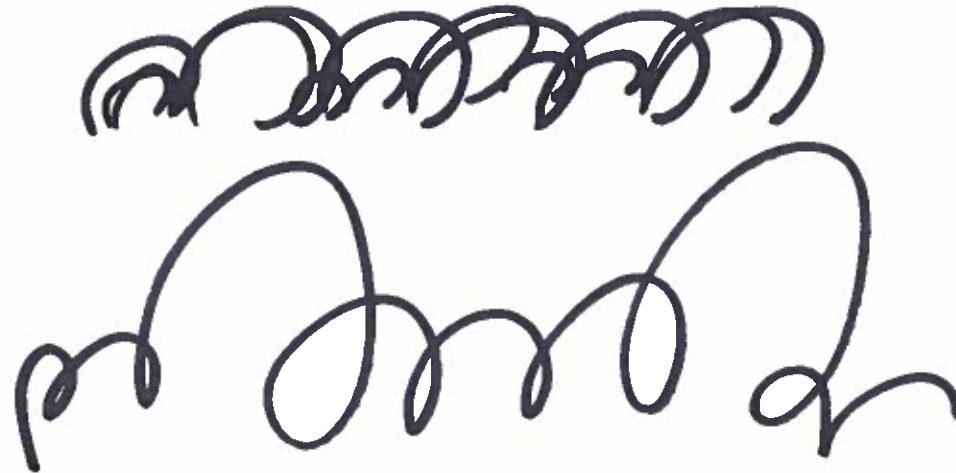
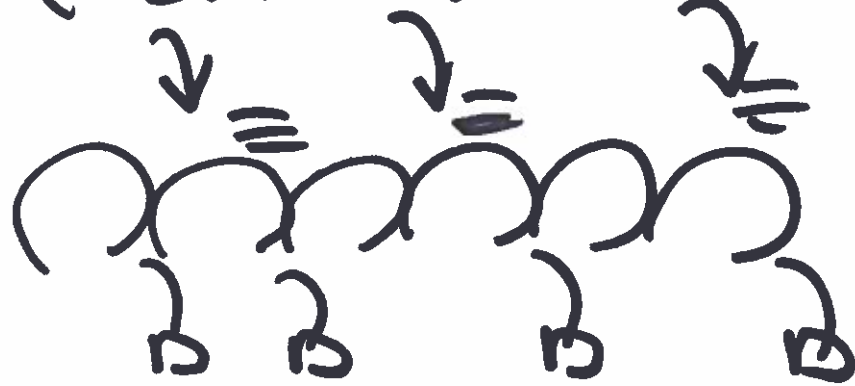


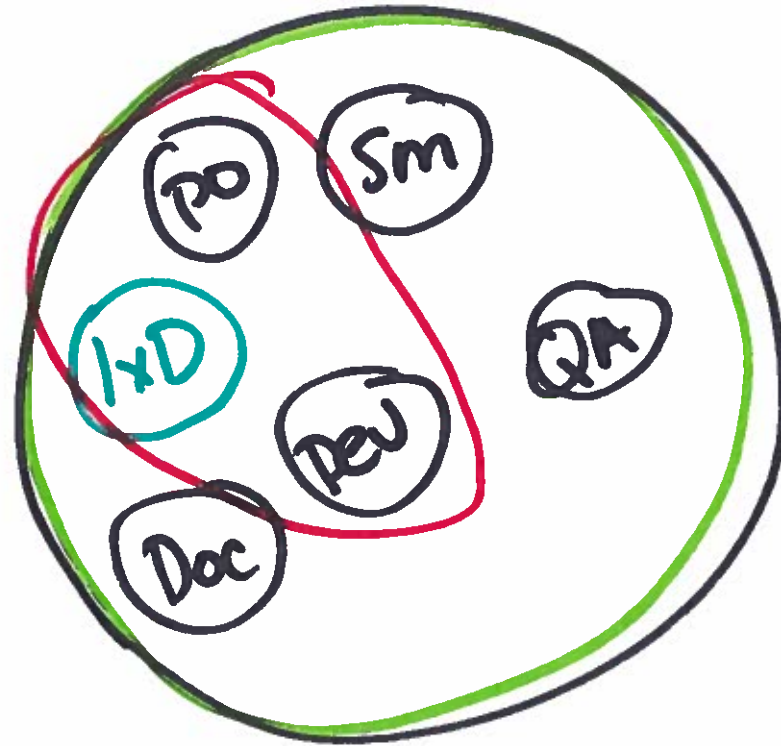
good process is messy

Discovery



Delivery





Scrum  
Team

# Taking the Customer Discovery Stance

waiter

.take orders

doctor

.diagnose

How can we build better products, features, outcomes?

Minimize This!!



Idea  
Feature enhancement  
...  
requirement



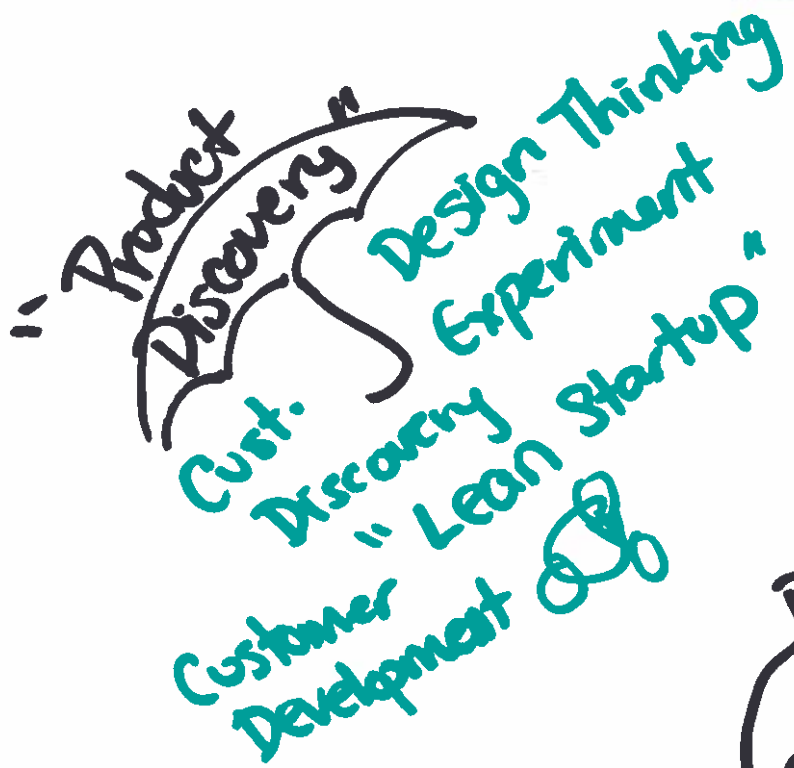
OUTPUT



OUTCOME  
↑  
Maximize This

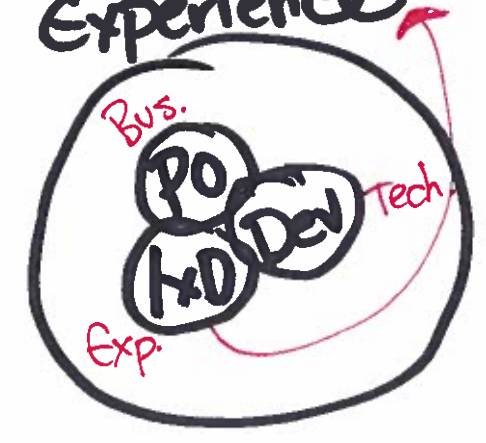
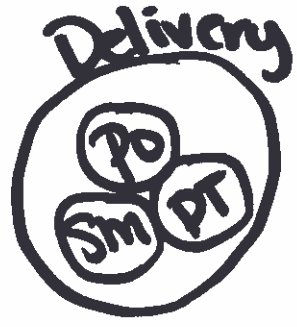


↑  
IMPACT

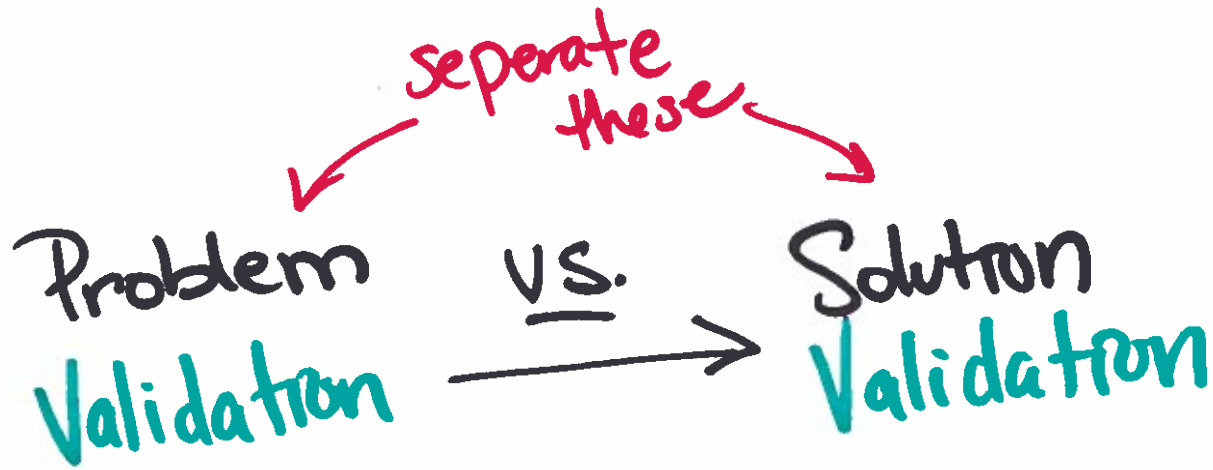


Lean Startup =  
Cust. Disc + Agile  
(Discovery) (Delivery)

Focus on Customer Experience

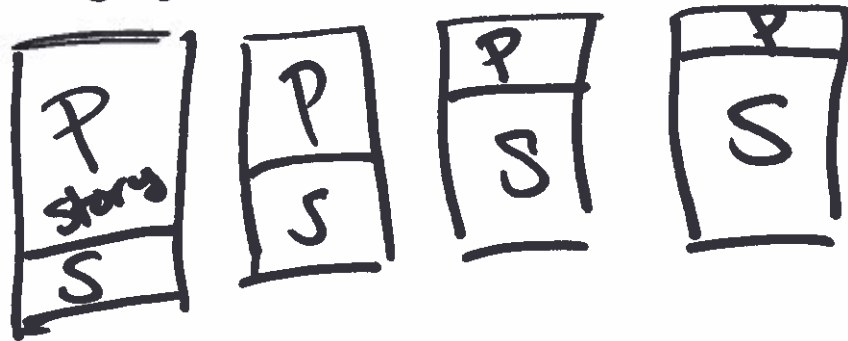






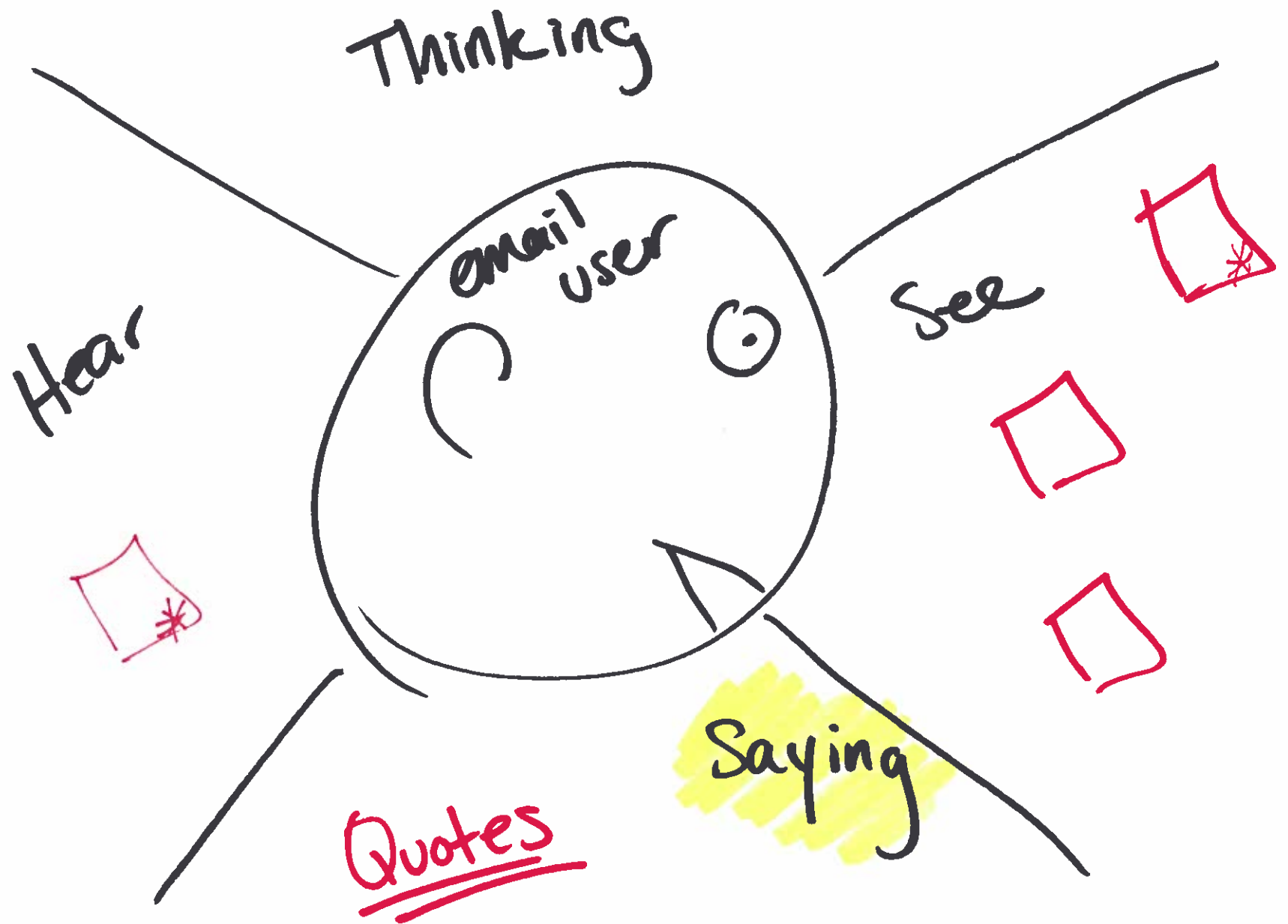
2-part interviews

### Customer Interviews



CUSTOMER COLLABORATION  
vs

CONTRACT  
↑ Negotiation  
internal



What if...

every story / feature is  
a Hypothesis we think  
about based on

OUTCOME?

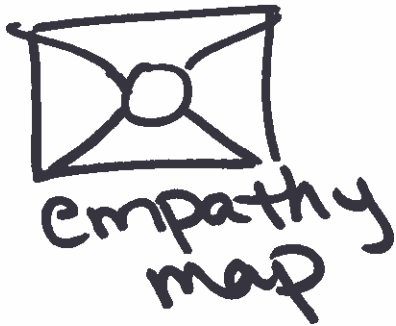
We believe that if we build  
[feature] for [persona] we will  
observe [outcome] that we could  
measure by [metrics]

# Visualize IT

As a user, I want to          so that         

BIG ASSUMPTIONS

"Canvases"



Maps



"How could we test that?"

Value Proposition  
- Osterwalder

# How to test that!

