

Building Quality In

Blending Craftsmanship, Systems Thinking, and Lean into Agile Practices

Stephen Vance

Do You Know ...

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- Lean Startup?

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- Extreme Programming (XP)?

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- Lean Software Development?
- Kanban?
- Scrum?
- Continuous Delivery?
- Extreme Programming (XP)?
- Test-Driven Development (TDD)?

How We Build Software



How We Build Software



Build what we think the customers want

How We Build Software



Build what we think the customers want

Build what we think the organization needs

How We Build Software



Build what we think the customers want

Build what we think the organization needs

Build what we were asked to build

How We Build Software

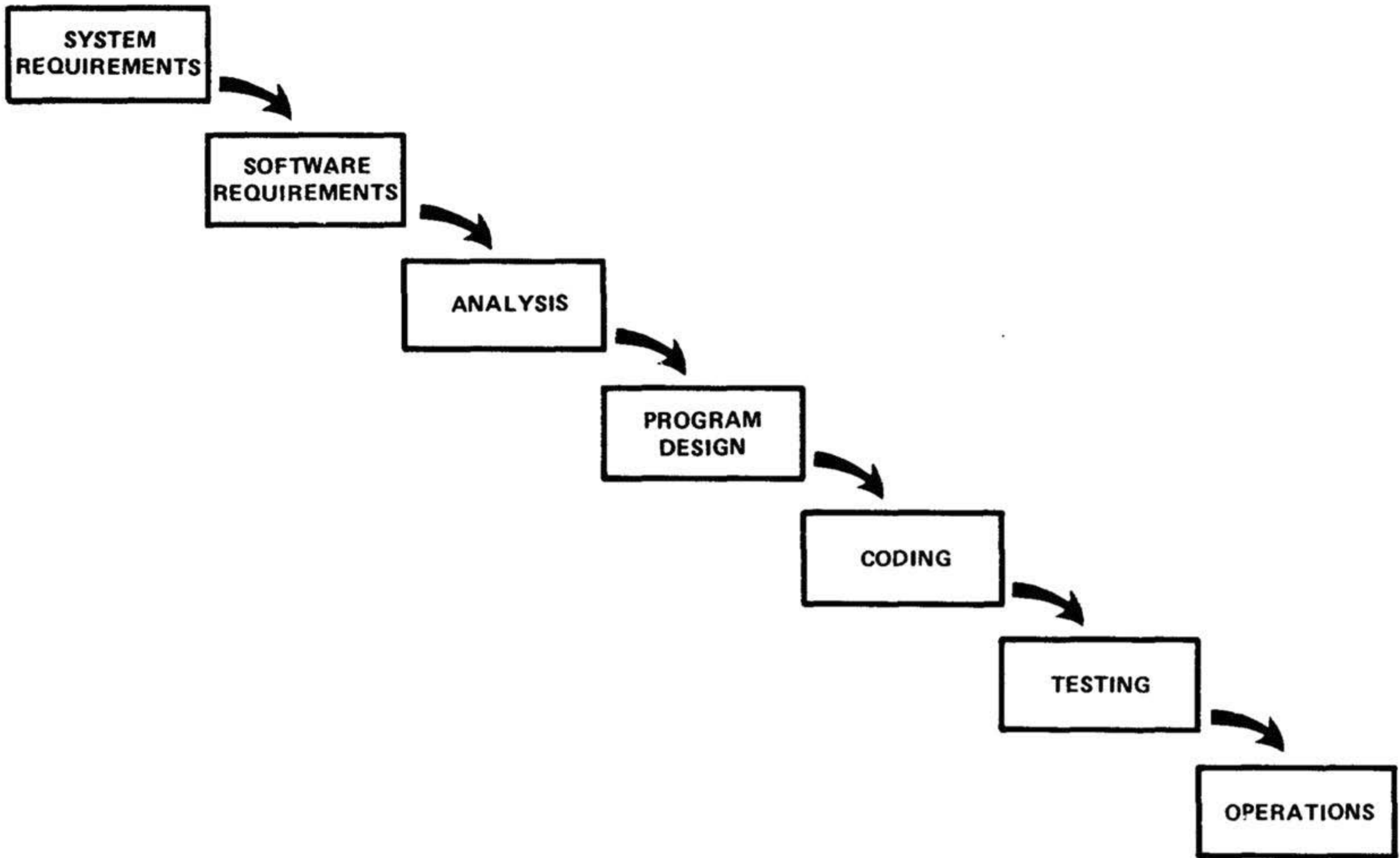


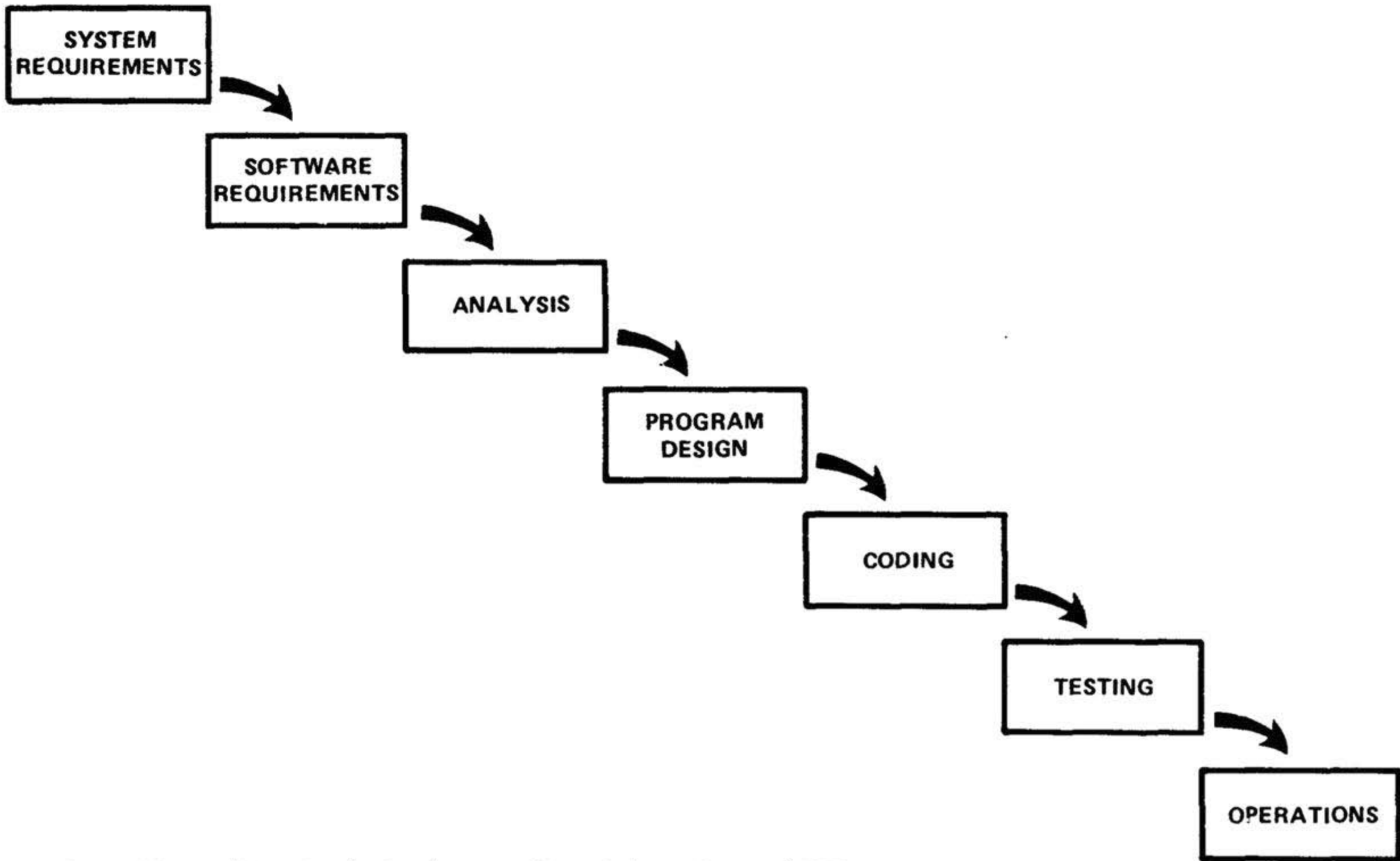
Build what we think the customers want

Build what we think the organization needs

Build what we were asked to build

Build what we tried to build





Royce, Winston, "Managing the Development of Large Software Systems," 1970.

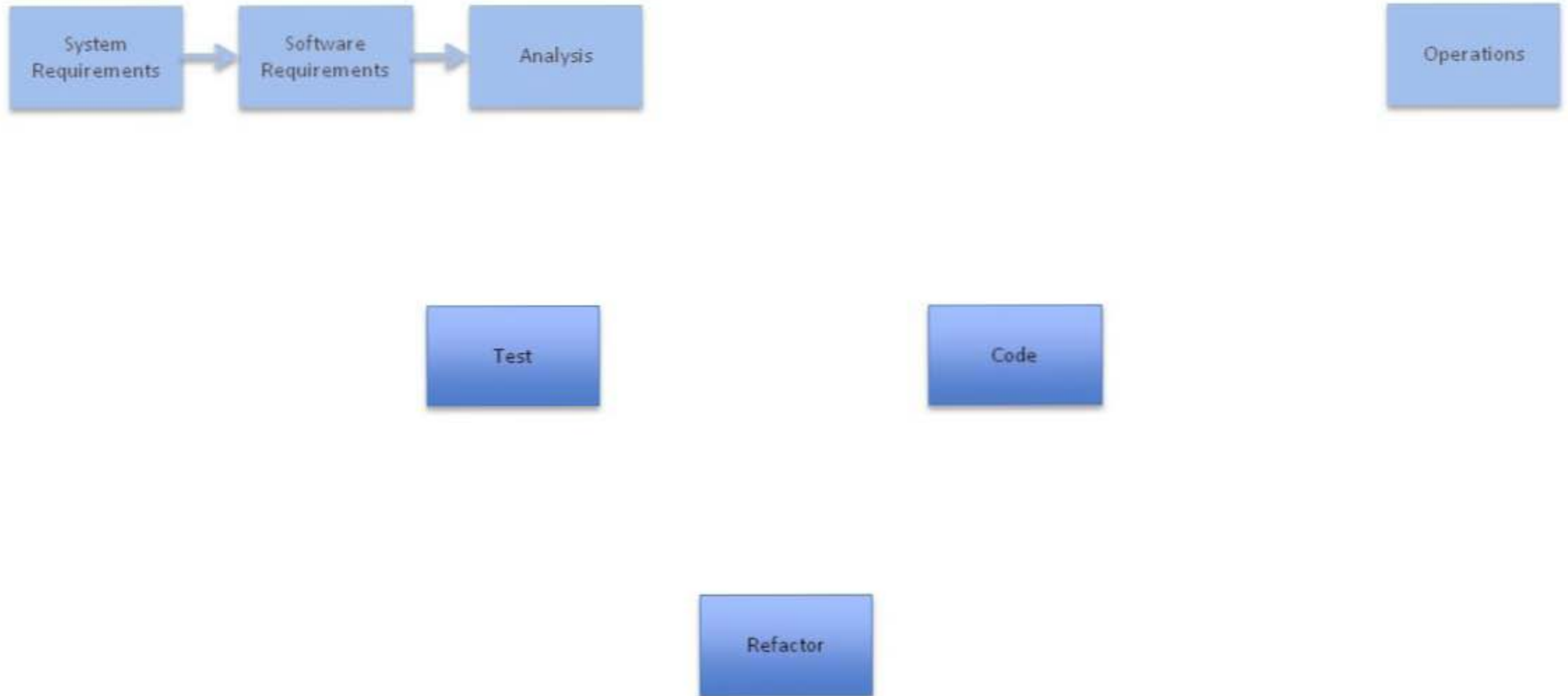
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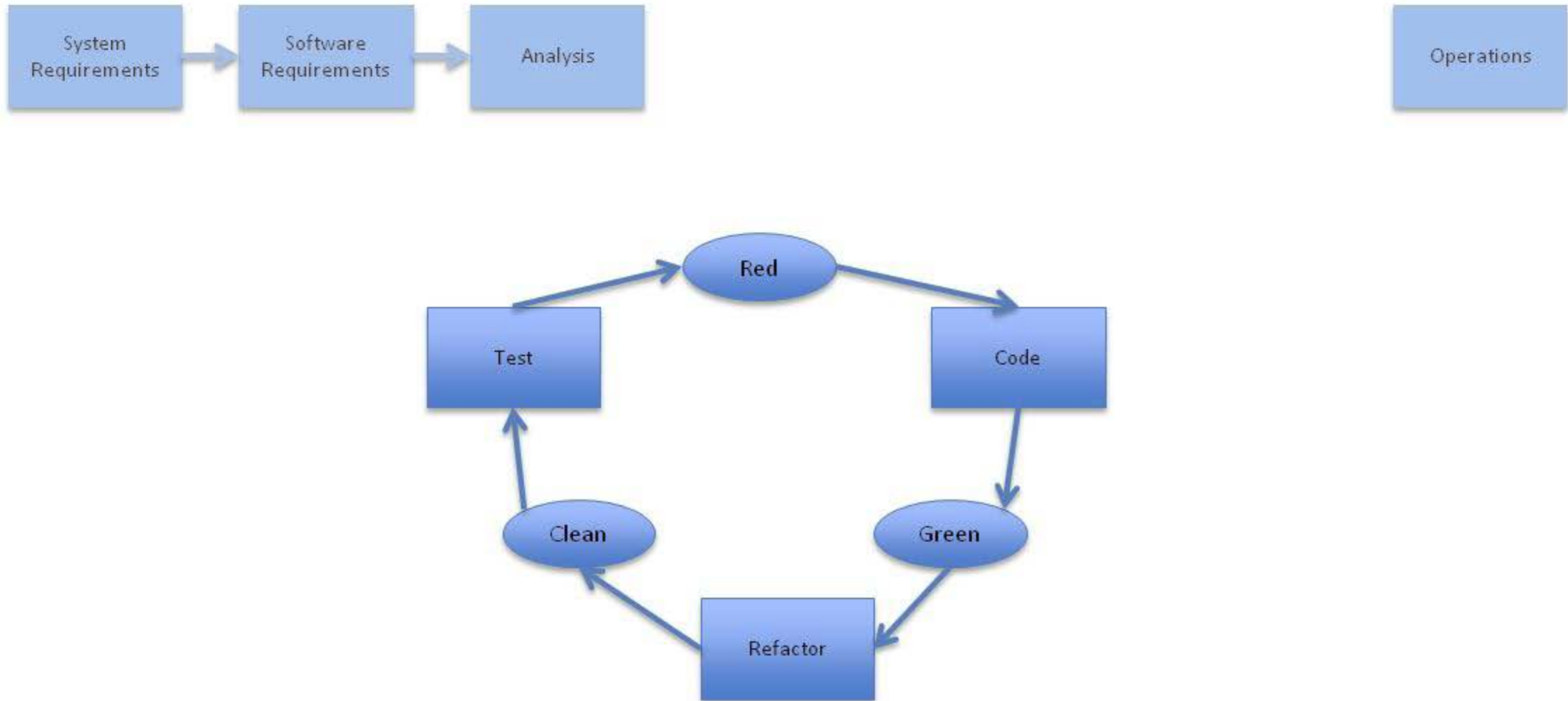
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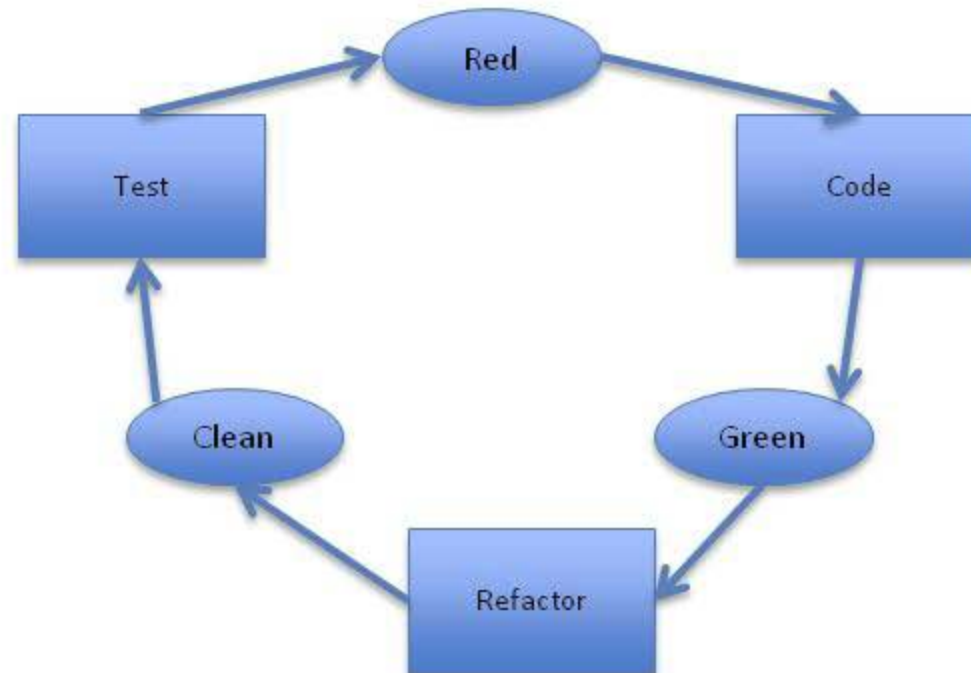
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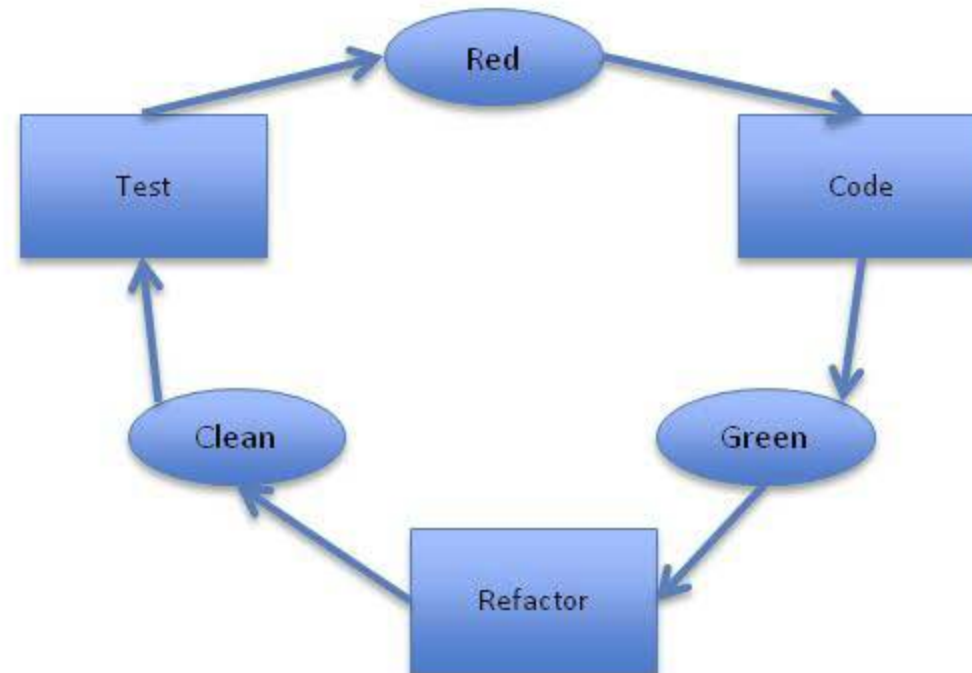
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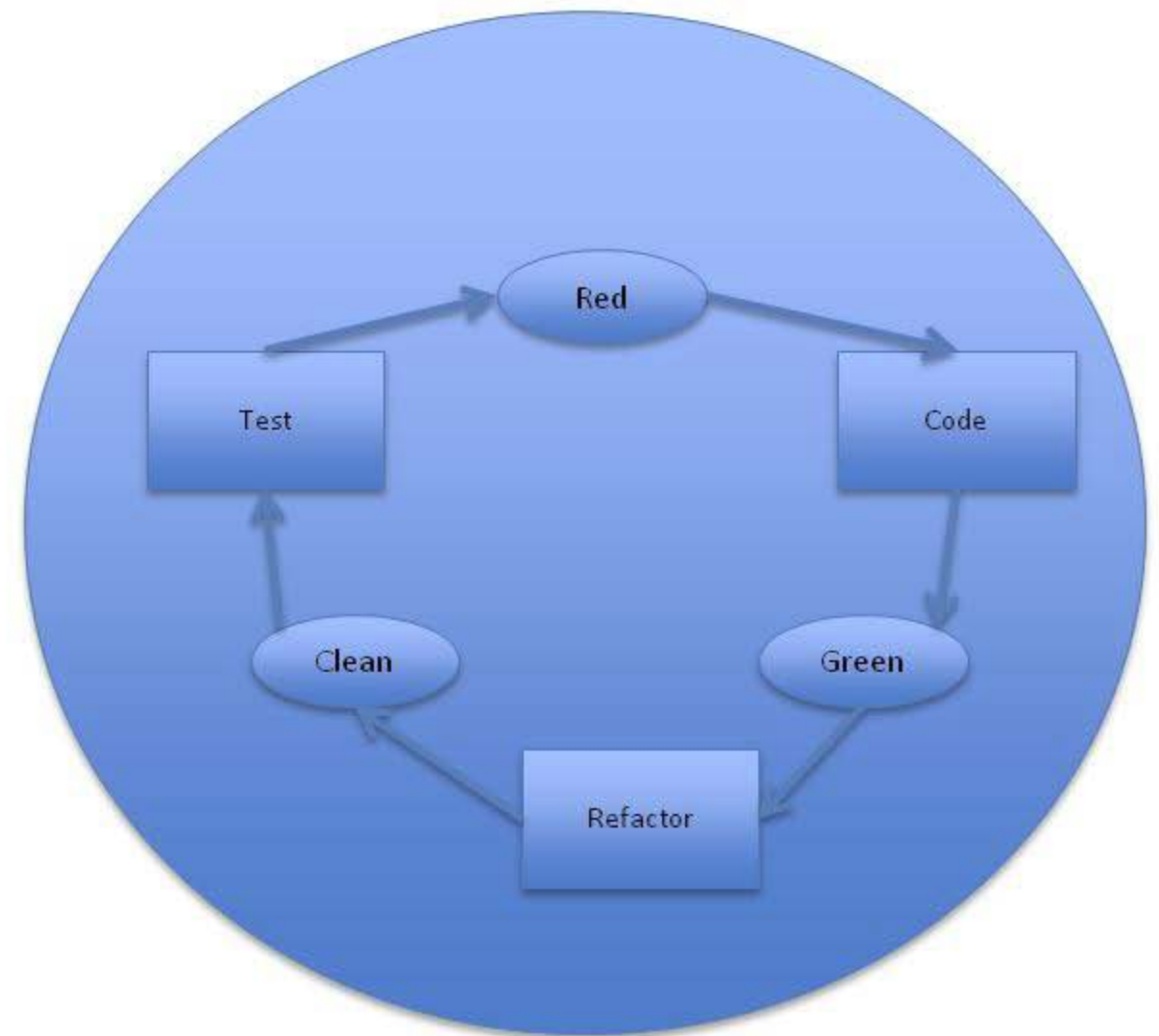
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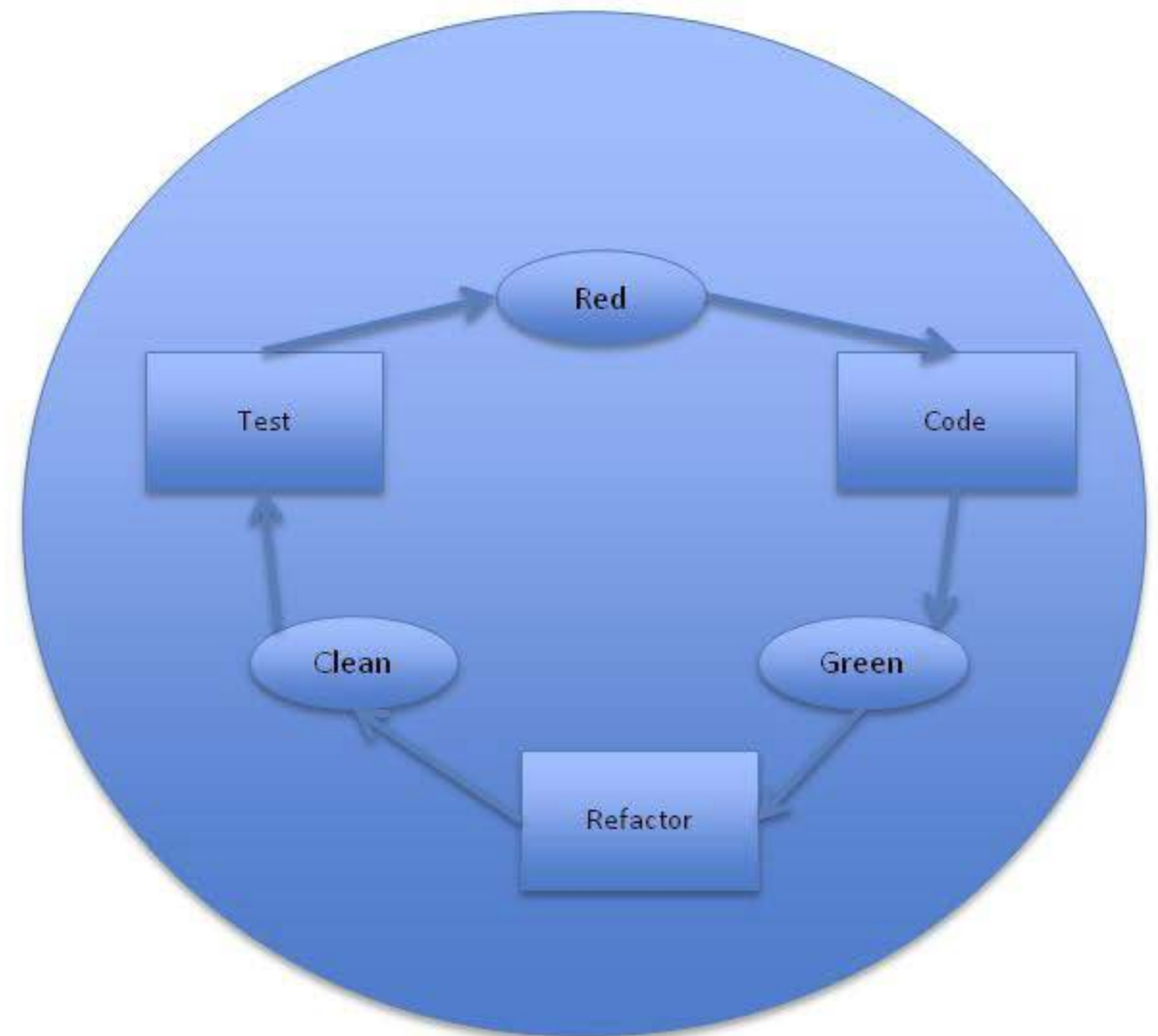
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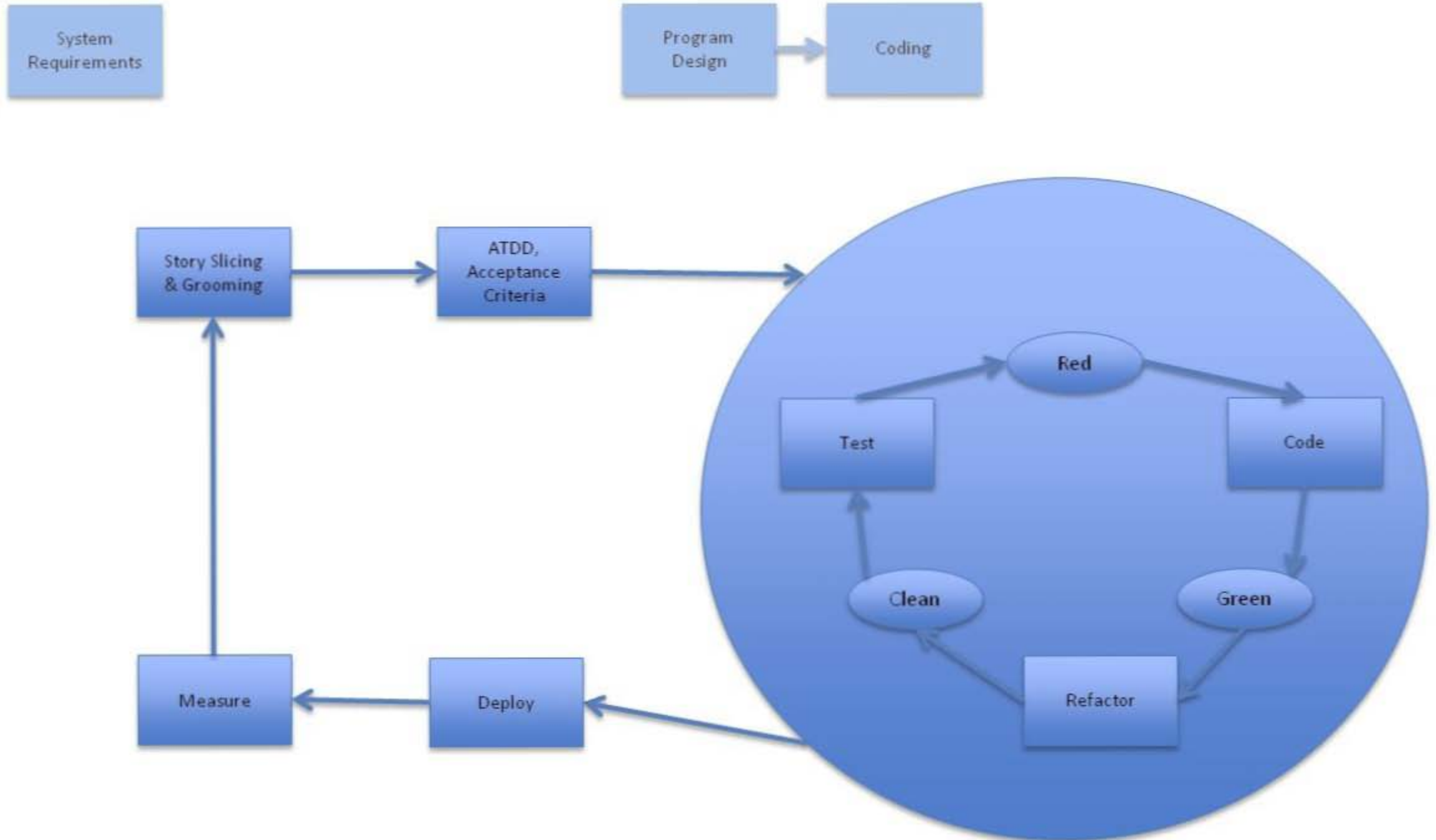
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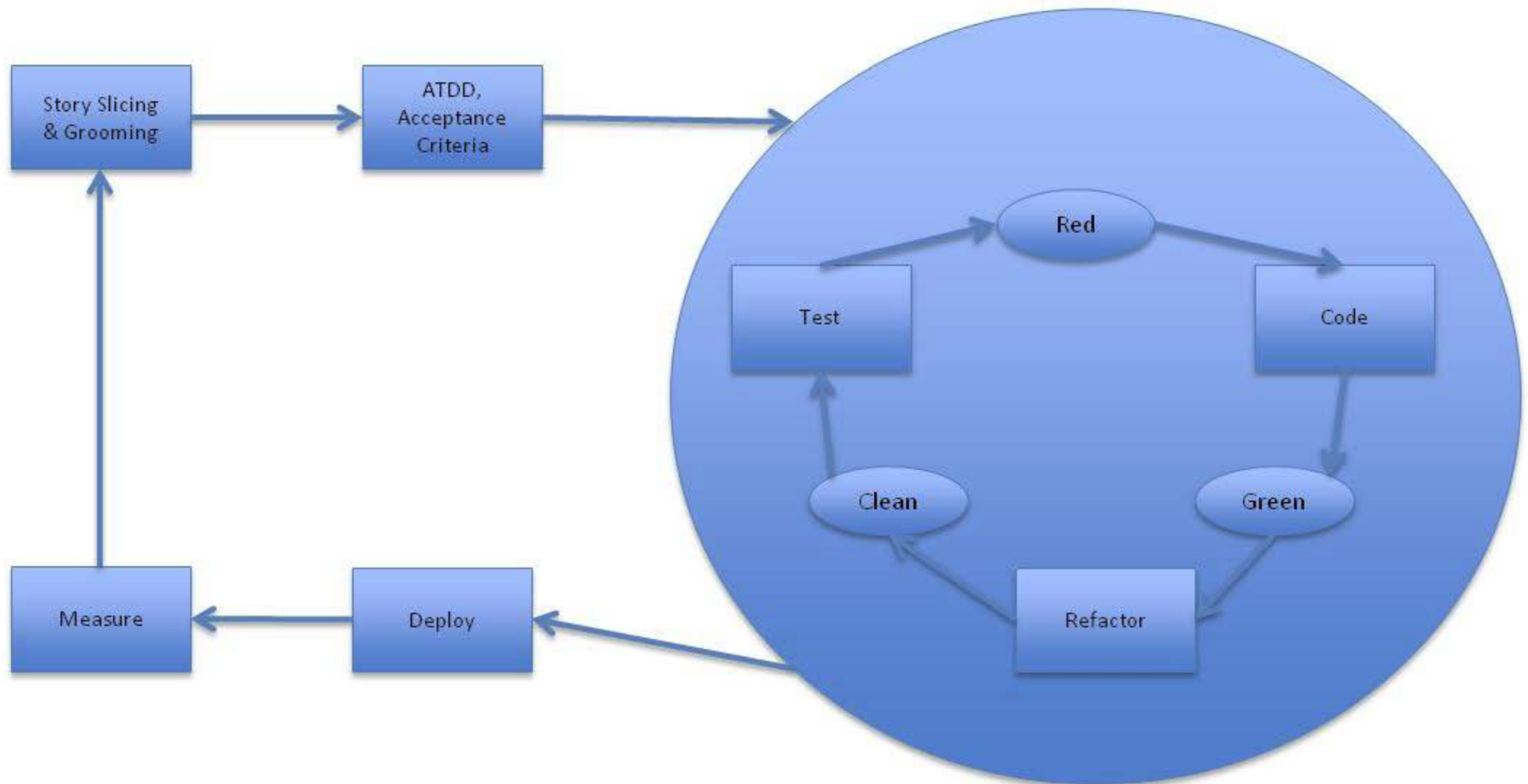
Sprint



Sprint



Project



Product

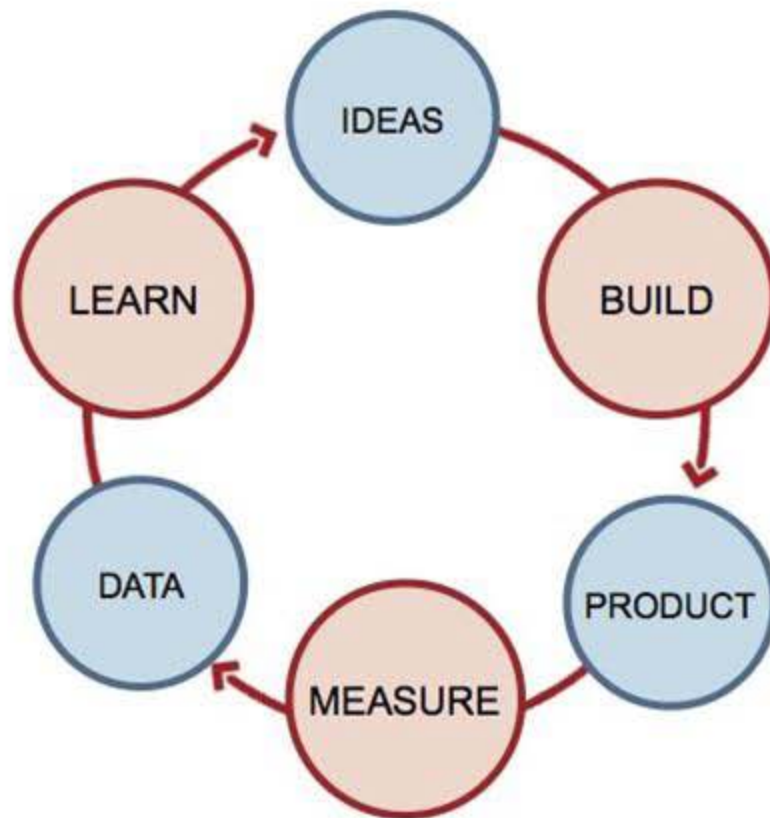


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Product

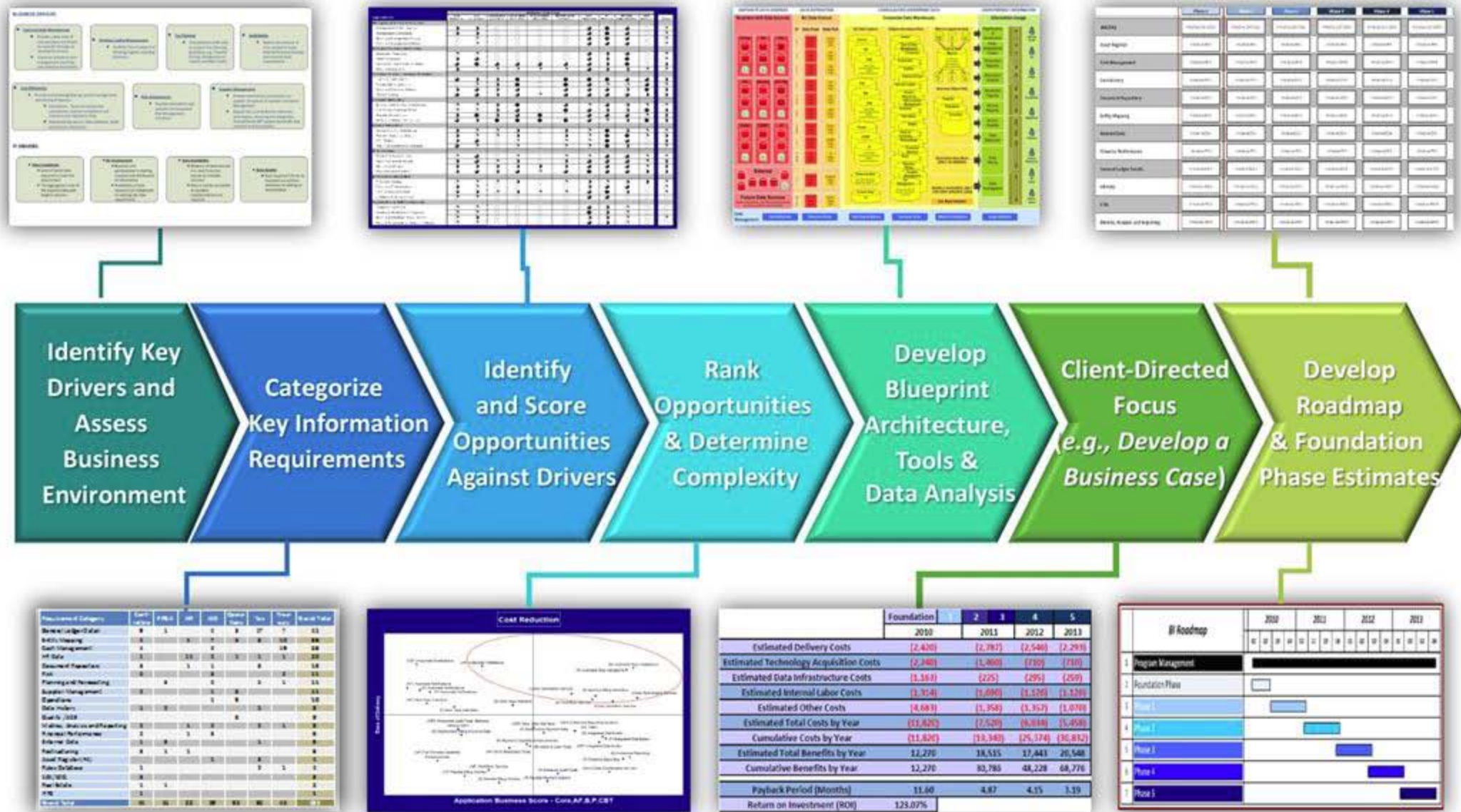


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Ries, Eric, "The Lean Startup," 2011.

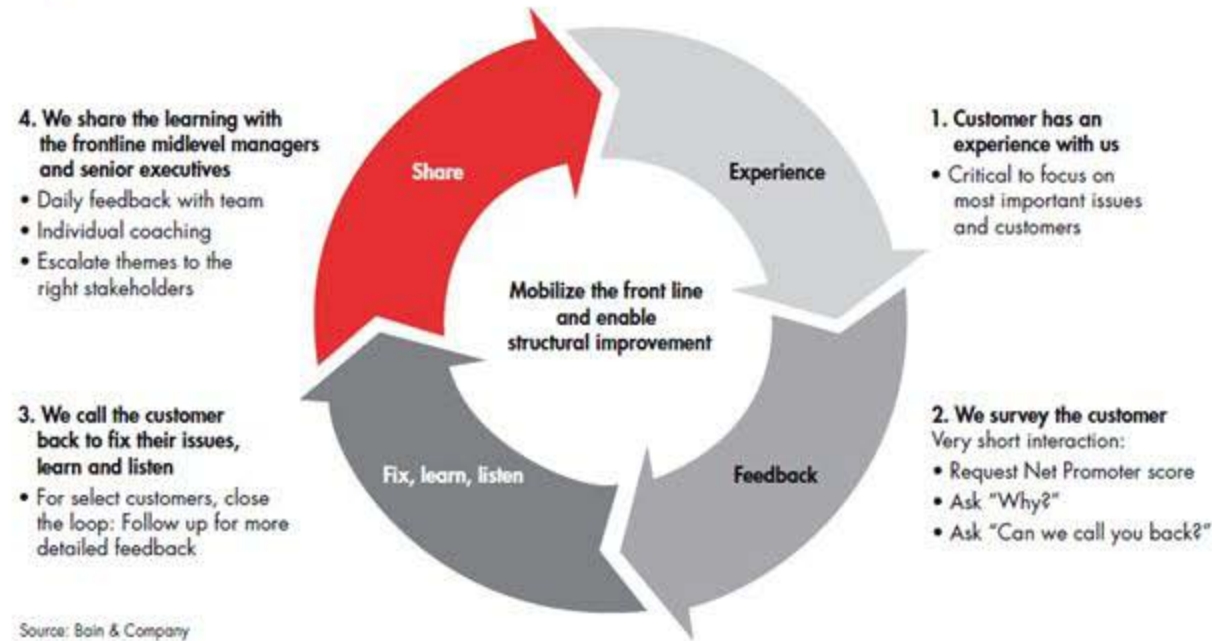
Organization



RCG Global Services, <http://www.rcggs.com/Pages/BI-Roadmap.aspx>

Organization

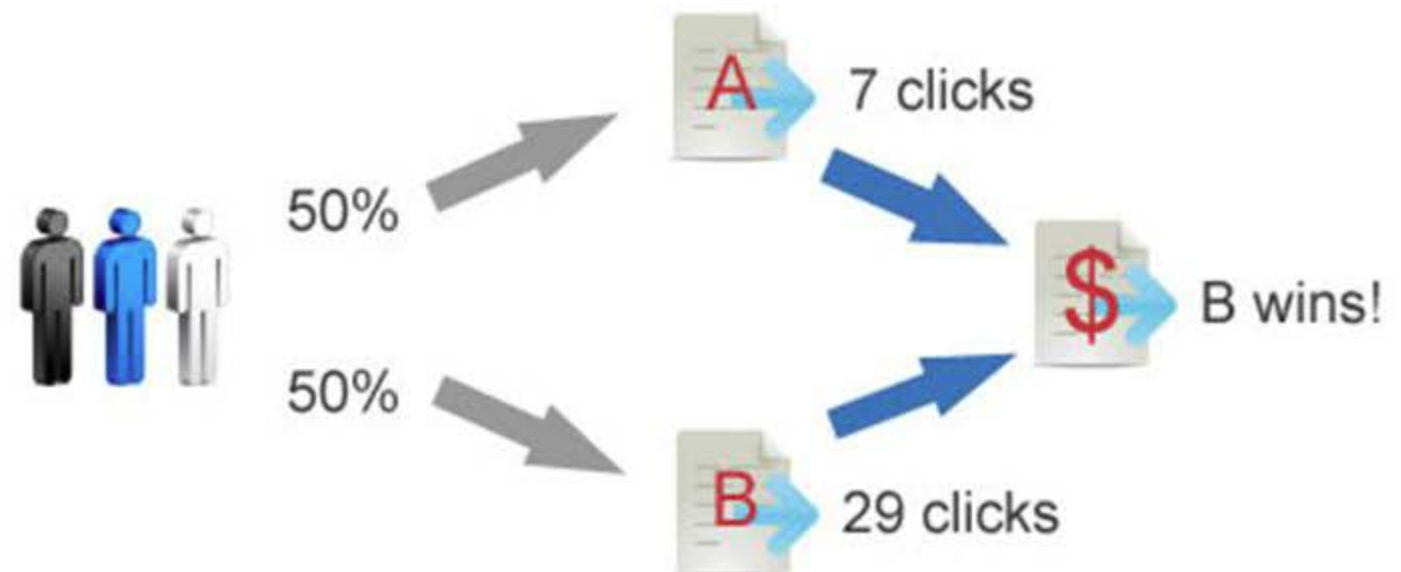
Figure 1: Closed-loop feedback



Source: Bain & Company

Net Promoter System
<http://netpromotersystem.com>

Split or A/B Testing
<http://splittesting.com>



What Does It Mean?

- The Hypothesis Onion
 - Until we connect to our customer response, it's all just (hopefully) educated guesses
- Iterate Quickly
 - Long cycles mean high investment to find out if we're wrong
- Flip the Process
 - Bring verification to the front and recast it as experimental hypothesis
- Empiricism Throughout
 - Formulate and test your hypotheses rigorously

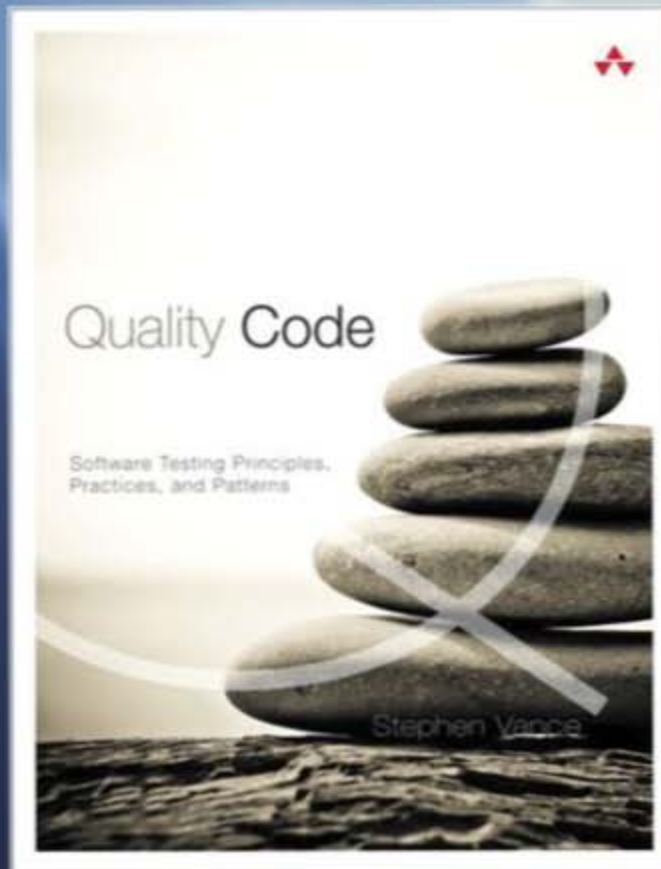
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Web Sites

- <http://Issacademy.com>
- <http://netpromotersystem.com>
- <http://theleanstartup.com>

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By Stephen Vance

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