

The World's First Mob Design Session

David Grabel



vistaprint®



250 **FREE** Business Cards

- Printed on premium grade card stock
- Choose from 45 stylish designs
- Create in minutes and receive in as few as 3 days



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www.vistaprint.com/mayoffer

100% Satisfaction Guaranteed



All of our products are
absolutely guaranteed.

Every time. Any reason.

Or we'll make it right.

500 for \$9.99



Standard Business Cards >

★★★★★ (12678)

Up to 40% off



Flyers >

★★★★★ (544)

Up to 40% off



Postcards >

★★★★★ (2734)

1 starts at \$9.99



Banners >

★★★★★ (1515)

10 start at \$9.99



Posters >

★★★★★ (733)

1 starts at \$9.99



Lawn Signs >

★★★★★ (641)

33% off



Brochures >

★★★★★ (923)


40% off



Websites >

★★★★★ (575)



Next 2	Analysis 3	Development 3		A
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	<p>Definition of Done:</p> <ul style="list-style-type: none">• Goal is clear• First tasks defined• Story split (if necessary)	<p>Definition of Done:</p> <ul style="list-style-type: none">• Code clean & checked in on trunk• Integrated & regression tested• Running on UAT environment		<p>Defi</p> <ul style="list-style-type: none">• Cu• Re



The Agency at Vistaprint





WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



**Adam
Charlton**

Agile Games 2016



April 28-30

Cambridge, MA

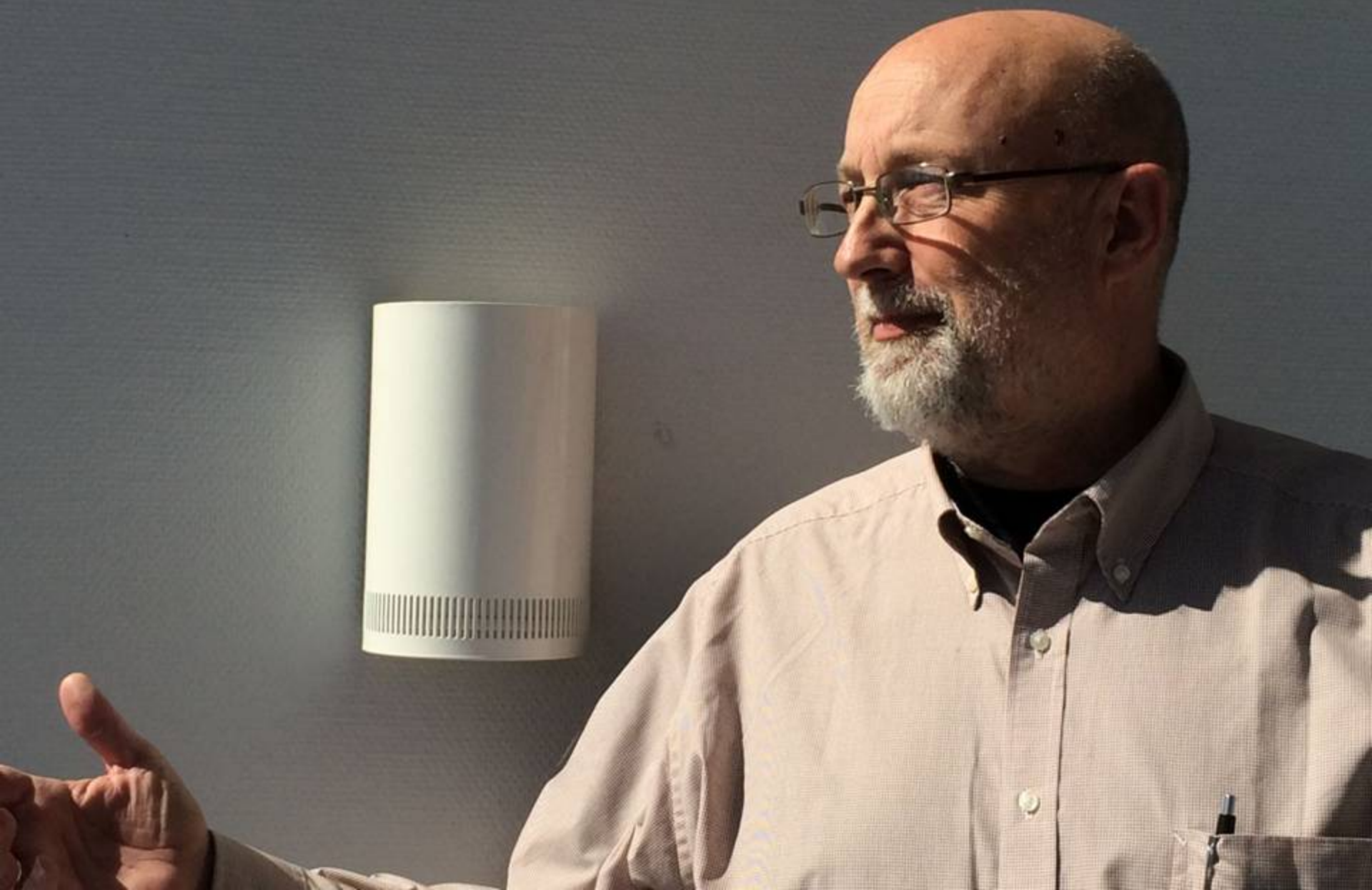
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MOB PROGRAMMING CONFERENCE



SUNDAY & MONDAY MAY 1 & 2, 2016 / CAMBRIDGE, MA / USA

Hosted by [Agile New England](#)



Mobbing (as described by Woody Zuill)

All the brilliant minds working on

The same thing

At the same time

In the same space

On the same computer



Original



A black rectangular advertisement with white text. The text reads: "100 Business Cards just \$1.99" in a large, bold font, with "ex. VAT & delivery" in a smaller font below it.

An advertisement for Vistaprint. At the top is the Vistaprint logo. Below it is a stack of business cards with the same lemon and flower design as the first image. At the bottom is an orange button that says "Order Now".

New

A new advertisement for Vistaprint. It features a black background with the Vistaprint logo at the top. The text reads: "100 Business Cards for 7.99€" in a large, bold font, with "ex. VAT & delivery" below it. At the bottom is a white button that says "Shop now".

A new advertisement with a green and blue abstract background. A white rectangular box with a thin gold border is centered on the page, containing the text "your design here" in a bold, black, serif font.

A new advertisement for Vistaprint. At the top is the Vistaprint logo. Below it is a stack of business cards with a green and blue abstract design. At the bottom is a green button that says "Shop now".

A new advertisement for Vistaprint. It features a dark grey background with the Vistaprint logo at the top. The text reads: "100 Business Cards for 7.99€" in a large, bold font, with "ex. VAT & delivery" below it. At the bottom is a white button that says "Shop now".

REQUIREMENTS

- Convert to higher expectations
- Convert product from SBC to PBC (change card template)
- Increase brand impression and conversion element
- Maintain essence of original

How does it work?



Image: Mob Programming: A whole team approach by Woody Zuill , Slideshare.net



A group of four people are gathered around a large computer monitor in an office setting. The monitor displays the text "THE TANK" in a bold, black, sans-serif font, centered within a white wireframe grid that recedes into the distance. A man in a red and blue plaid shirt is leaning over the monitor, looking intently at the screen. Behind him, a woman in a red top is also looking at the monitor. In the foreground, a man with grey hair in a red and white checkered shirt is seated, looking towards the monitor. To his left, another man with a beard and a blue shirt is seated at a desk, looking at the monitor. On the desk, there is a computer mouse, a keyboard, and a red Coca-Cola can. In the background, a whiteboard is visible with some faint drawings and lines. A window with blinds is on the right side of the frame, showing a view of a city building.

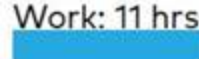
THE TANK





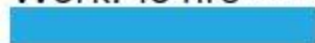
Typical Flow

Work: 11 hrs



Mob Design

Work: 16 hrs (4 People)



Wait time
improvement
5.1X

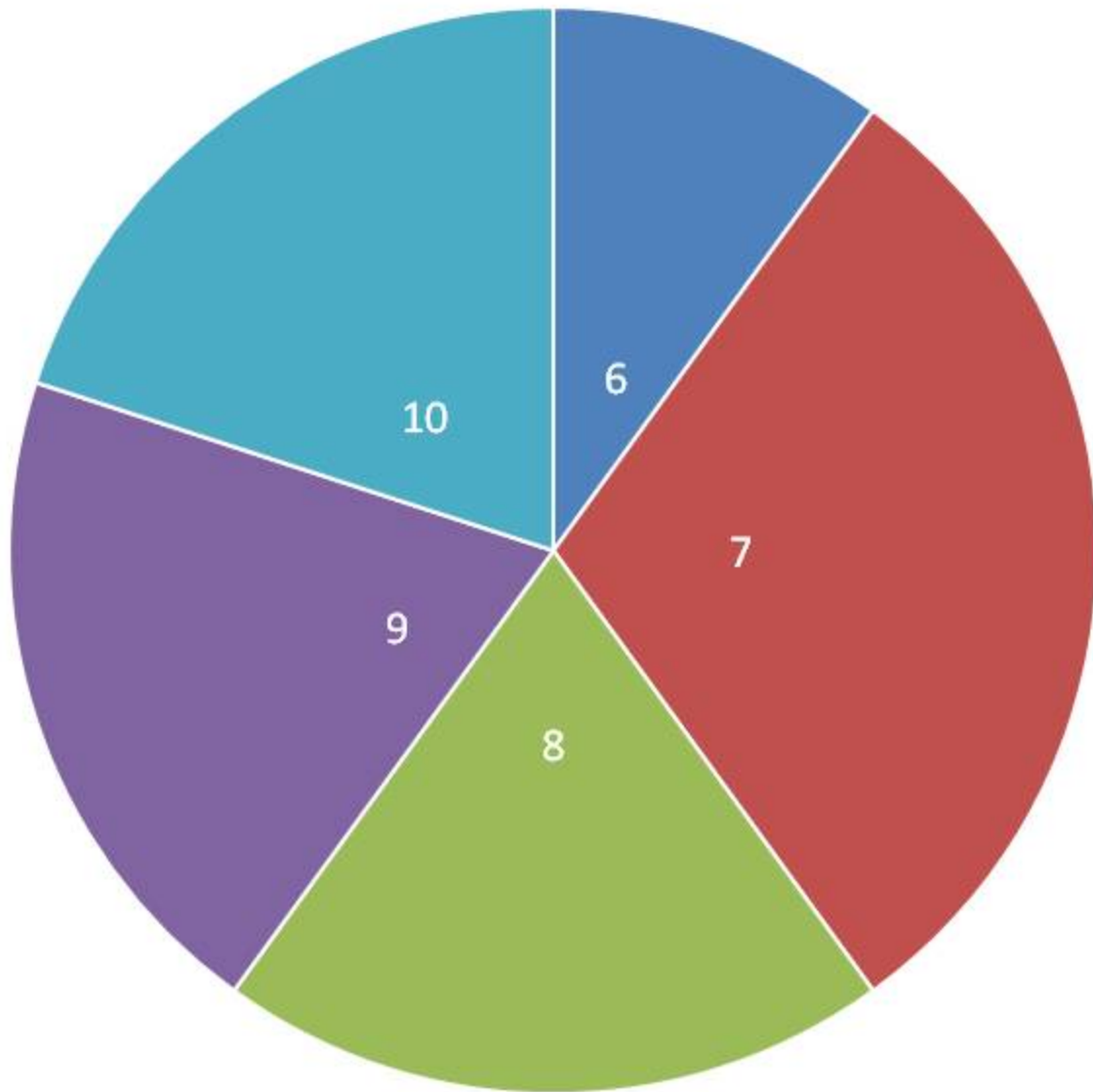
Flow efficiency
improvement
6.8X

Educational **Fun**

Productive

Collaborative

Rating (1-10)



■ 6 ■ 7 ■ 8 ■ 9 ■ 10

Global email team

45 minutes to complete work that normally takes a calendar week





TEAM NORMS

- All day → 10-5pm
- Stay in the room (not for lunch!!)
- It's OK to go to your other meetings. Your team should know.
- ↳ Share with your team to everyone.
- ↳ Slack when possible.
- ↳ agree, submit, alert.



