Your Idea is dangerous and must be crushed

The ramblings of an acolyte Product Owner
About Me - Steve Pitchford

- Certified CSPO in 2014
- Software Developer for > 20 years
- Currently “Development Manager” at //majestic.com
- Former Technical Architect, Jungle.com
- Tendency to sit on “Agile Boundary”
Agile - A quick visit

An umbrella - not a methodology
Fix for term “lightweight methodologies”
Attempts to address difficulties with up-front design and excessive attempts at control
Before we begin, after we have begun

http://www.wordle.net/show/wrdl/8274942/Agile_Manifesto
### Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

- **Individuals and interactions** over processes and tools
- **Working software** over comprehensive documentation
- **Customer collaboration** over contract negotiation
- **Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

<table>
<thead>
<tr>
<th>Kent Beck</th>
<th>James Grenning</th>
<th>Robert C. Martin</th>
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<tr>
<td>Mike Beedle</td>
<td>Jim Highsmith</td>
<td>Steve Mellor</td>
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<td>Arie van Bennekum</td>
<td>Andrew Hunt</td>
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<td>Alistair Cockburn</td>
<td>Ron Jeffries</td>
<td>Jeff Sutherland</td>
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<td>Ward Cunningham</td>
<td>Jon Kern</td>
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<td>Martin Fowler</td>
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The “Agile Boundary”

What

How
The “Agile Boundary” - Scrum

Product Owner

Scrum Master
Definitions...

The Scrum Master… Isn’t a master…

The Product Owner… Isn’t an owner…
The world of the product owner
The “What Gang”

- Customers
The “What Gang”

- Customers
- Market
The “What Gang”

- Customers
- Market
- Stakeholders:
  - Management
  - Developers
  - Marketing
  - Sales
  - ...

The Result...

Too many ideas…
Talk not about prioritising ideas

Instead, see:

- Kano Analysis
- Lean Startup
- Product Vision / Go Roadmap
- ROI - Effort / Return ...
Talk is about Ideas

src: http://www.wpclipart.com/cartoon/animals/germ/virus_cartoon.png.html
And Danger

src: http://commons.wikimedia.org/wiki/File:3_Alarm_Building_Fire.jpg
And Crushing
Questions:

We want to crush the most dangerous ideas.

What are the most dangerous ideas?
MY answer:

The most dangerous ideas are the good ones.

Most organisations are capable of weeding out the bad ones.
We want to crush good ideas?
Crushing isn’t necessarily bad.
Crushing and distilling can be good
Back to crushing good ideas...
Idea Guardian? No thanks...

- Ideas have owners...
- Idea owners wish to be recognised for their idea...
- Idea owners may wish to preserve the purity of their vision...
- Idea owners may not have skills to implement or realise their idea...
Bits of the idea may suck...

*when a user takes a photo, the app should check whether they're in a national park...*

*sure, easy GIS lookup, gimme a few hours.*

*...and check whether the photo is of a bird.*

*I'll need a research team and five years.*

*in CS, it can be hard to explain the difference between the easy and the virtually impossible.*

src: http://xkcd.com/1425/
So by “Crushing”

- We capture the essence of an idea - a vector of opportunity and benefit
- The idea becomes more “tweakable”
- The idea can grow beyond it’s creator
- fin -
Essential Reading

http://agilemanifesto.org/
http://www.mountaingoatsoftware.com/blog
http://www.romanpichler.com/blog/
More on...

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