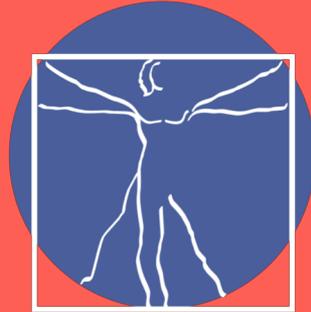


Making Products That Matter

Value Driven Development



Get it Right
before you
Get it Done

Marcel Kwakernaak



Marcel.Kwakernaak@protonmail.com

Creating Value Alliance

Value Driven

Quality Driven

Test Driven

www.creatingvalue.co

Problem



Solution

Self Centered

End-User Centric

Focus on Product Quality

Focus on User Value

How Technology Works

How Users Work

Product Driven

Value Driven

Quality \neq Value

Quality



Product Perspective



Value

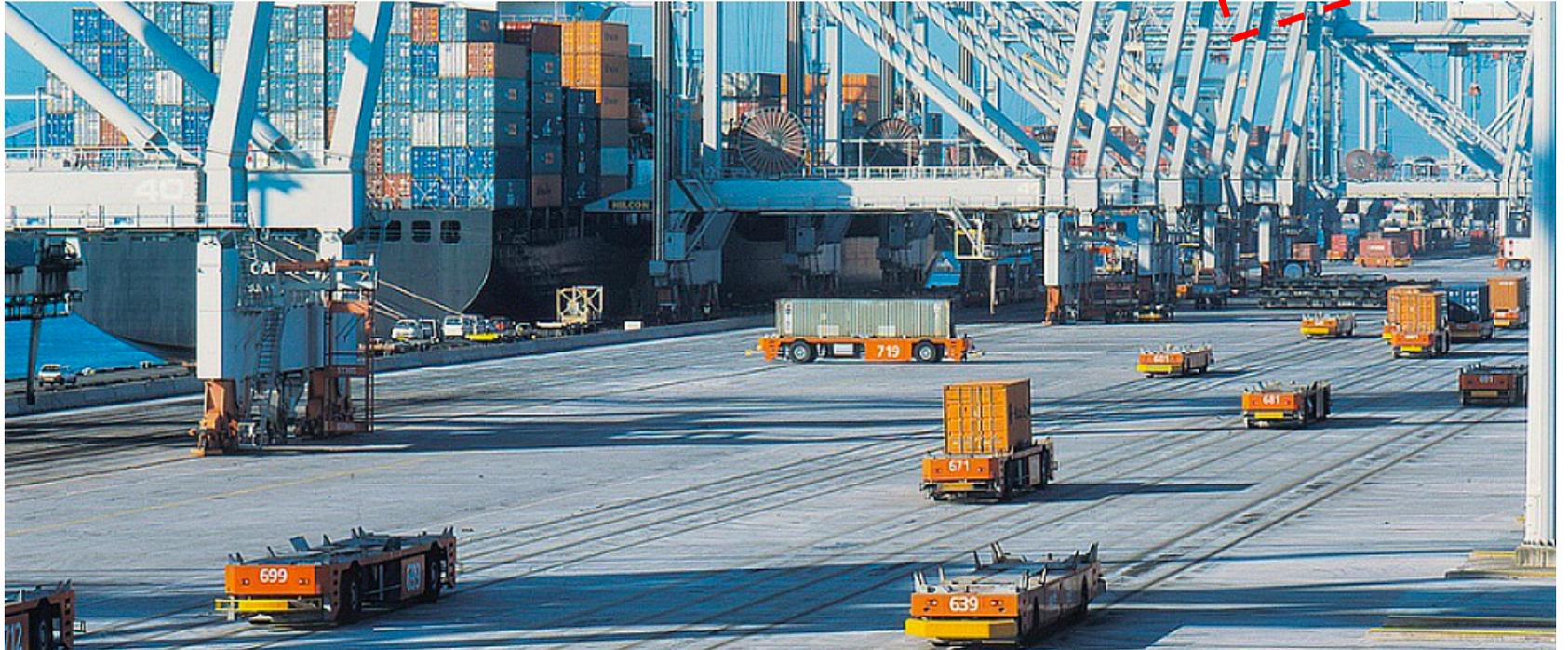


User Perspective

Rotterdam Container Terminal

AGV Routing: Dynacore

Quality Trap



Example: High Quality Bicycles

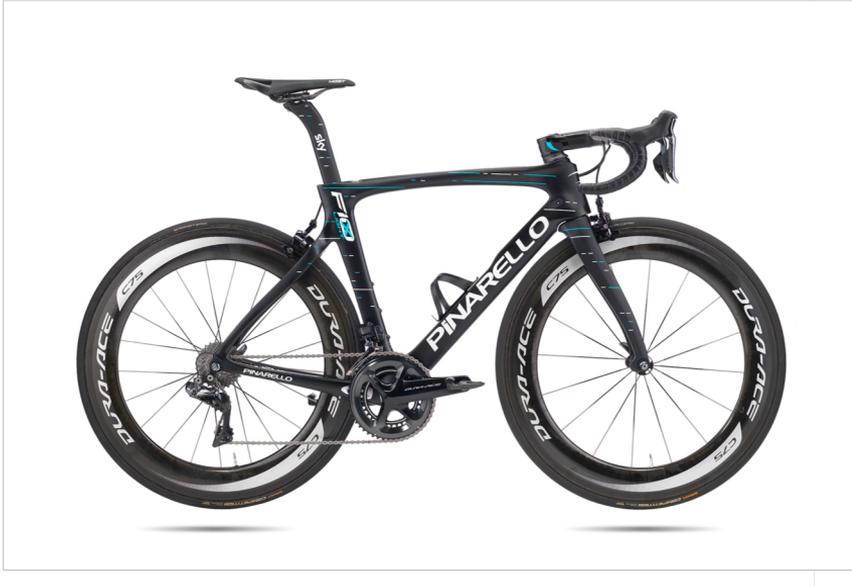


Pinarello Dogma F10



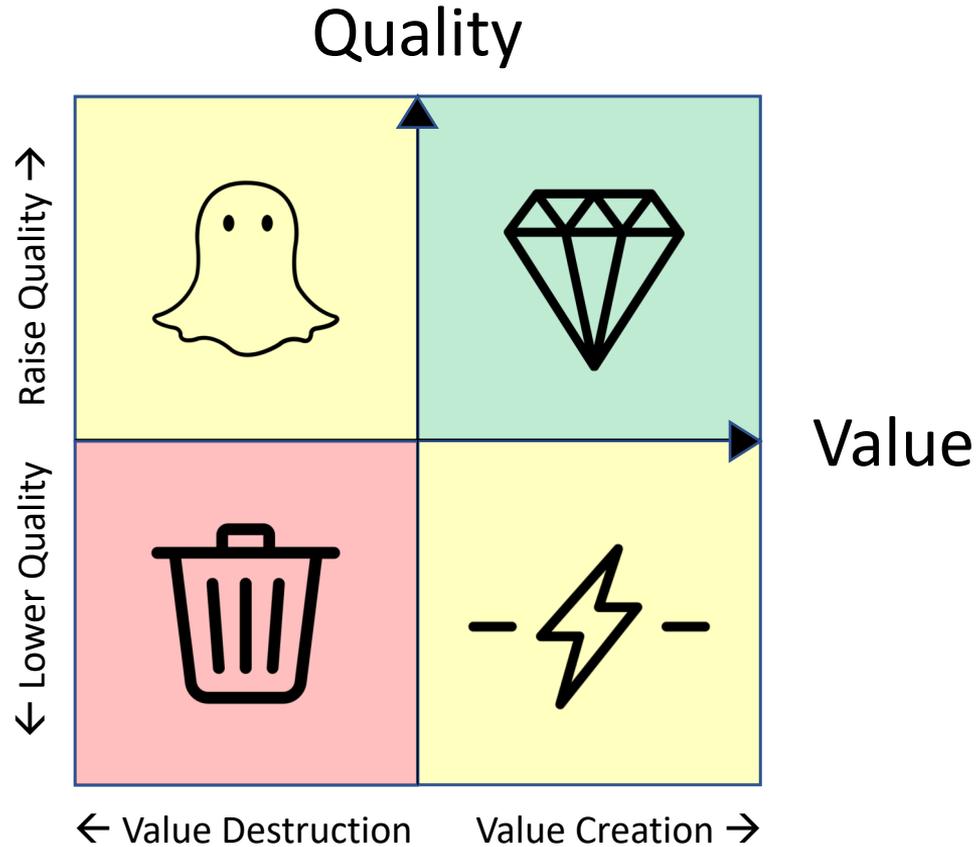
Yeti SBS XX1 Eagle Turq

Example: High Value Bicycle?



Depends on User

Making Products That Matter



Diamond Example: MP3 Player

iPod.
1,000 songs in your pocket.

Product Quality



User Value



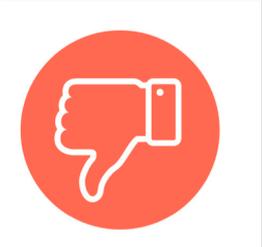
Ghost Example: GPS Cycling Computer

Garmin EDGE 820

Product Quality



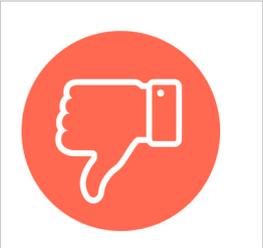
User Value



Waste Example: Commercial Airplane

Boeing 737 Max

Product Quality



User Value



Disruption Example: Music Streaming Service

Spotify

Product Quality



User Value



Mind Reset: Why do we Develop?

Create Cool Technology



Why should we Develop?

Create Happy Users



Why should we create Happy Users?

Sense of Purpose

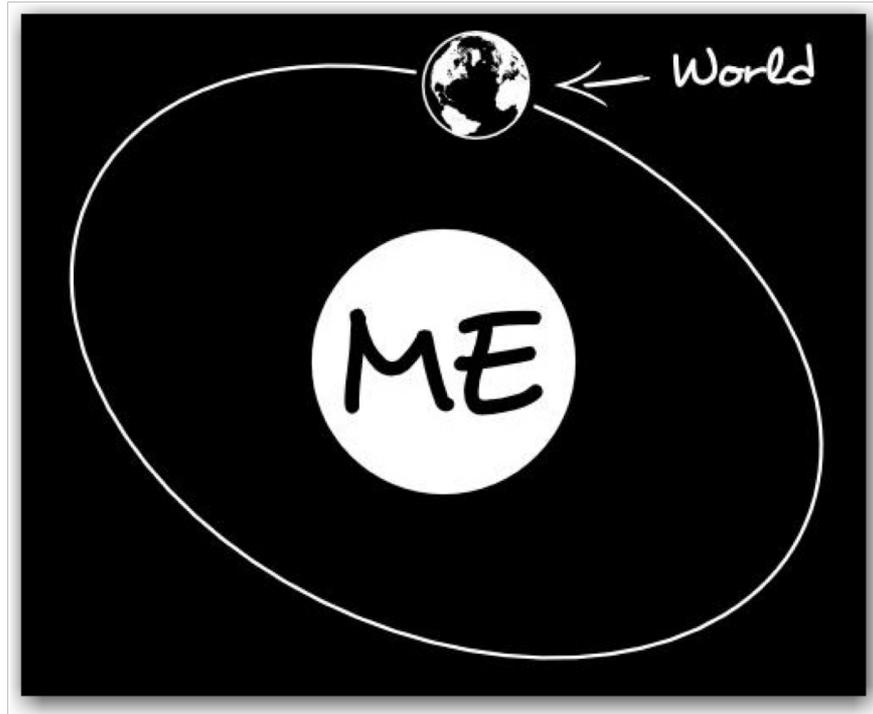
Earn a Living

Do what we Wanna Do

Create Cool Technology

How do we Think?

Inside Out - We are the center of the Universe



How Should we Think?

Outside In - Start with the End User in Mind



How we Work?



How we should Work?

Focus on our Products

Focus on our Users

Increase Features

Increase Value

Increase Velocity

Increase Expertise

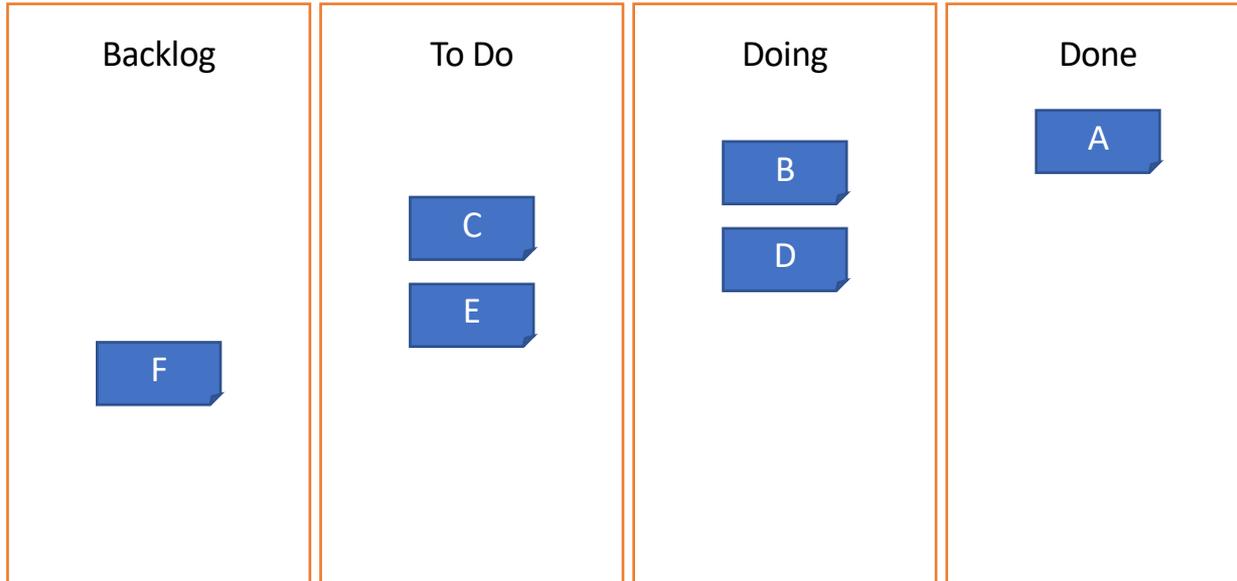
Increase Output (Push)

Increase Benefits (Care)

How do we know what ToDo?

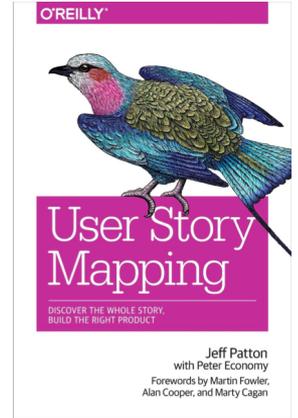
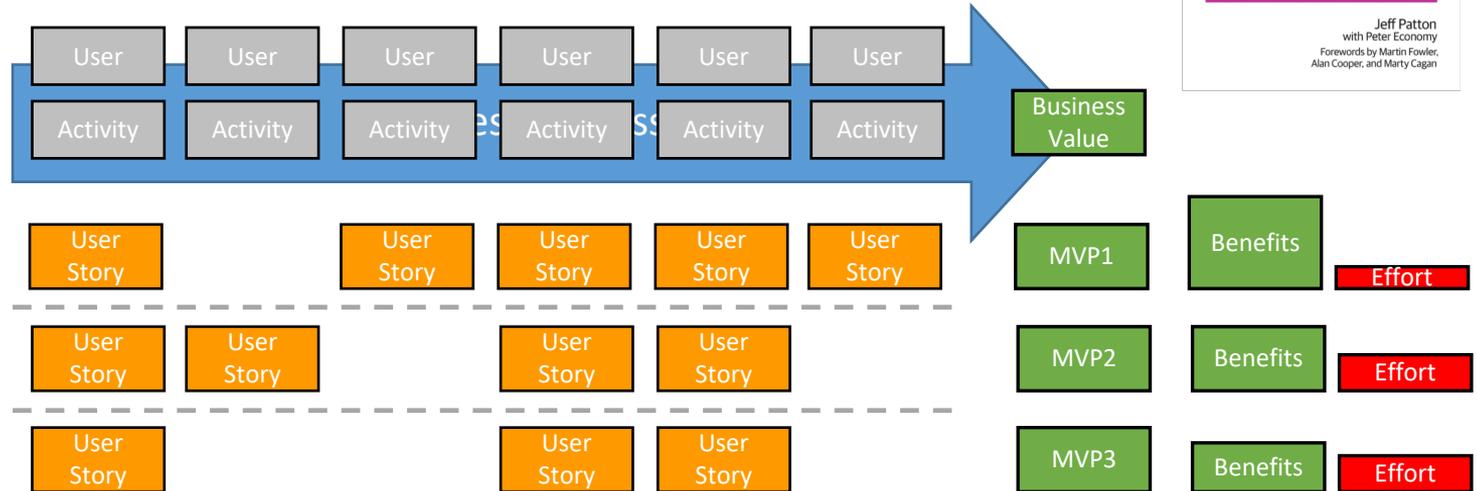
Product Backlog

1 Dimensional



How should we know what ToDo?

User Story Mapping



Minimum Viable Product (MVP)

‘Too large or too small a product
are big problems.

The MVP is the difficult-to-determine
sweet spot between them’

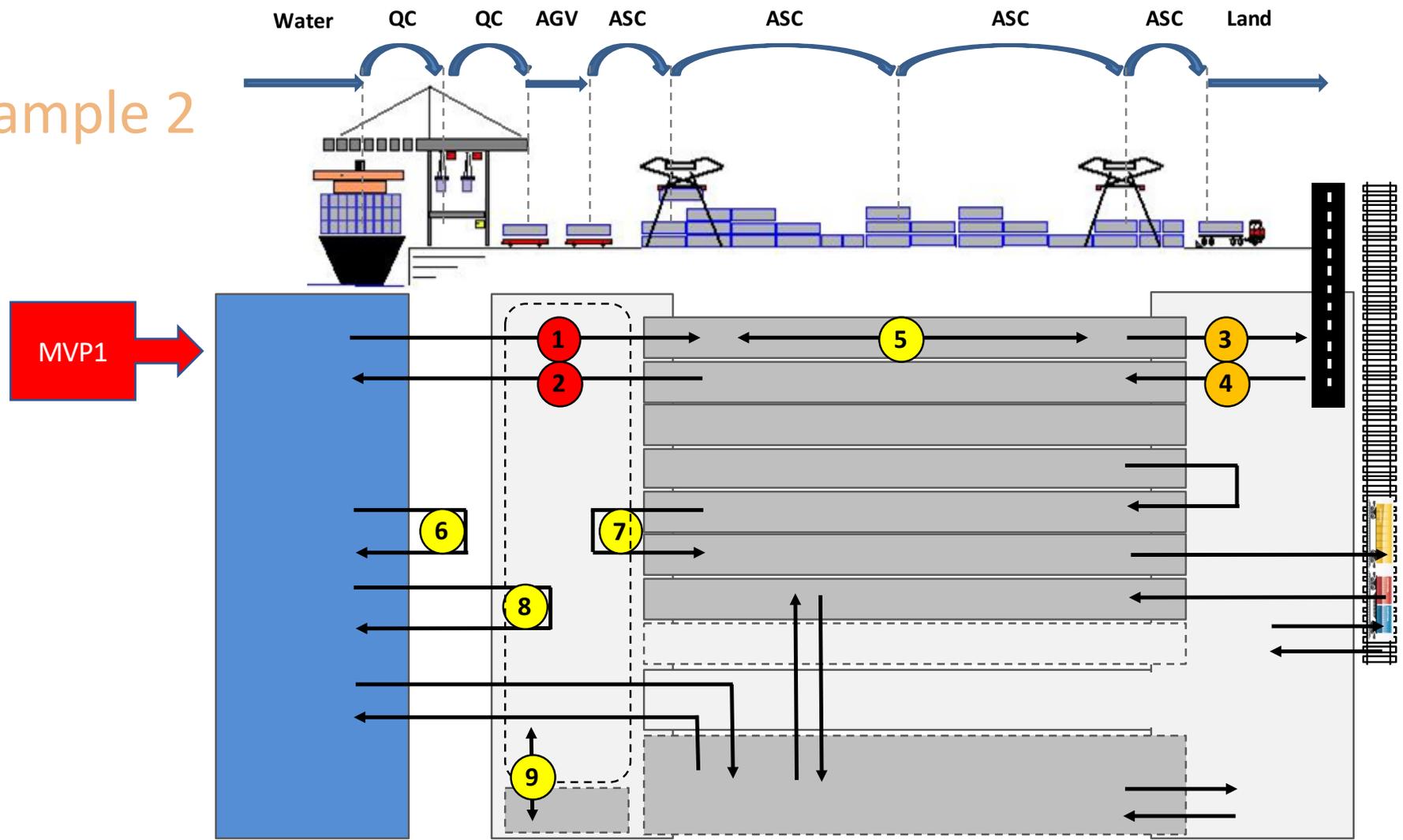
Frank Robinson, 2001

Example 1: MVP for a Chef?



Global's G-2 Chef's Knife (\$124.95)

Example 2



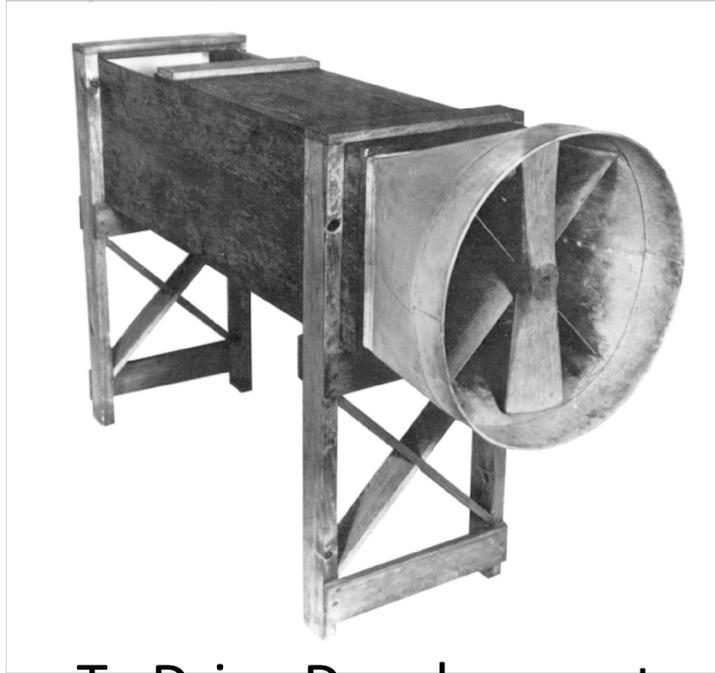
How do we Test?

Evaluate Product Quality



How should we Test?

Collect Accurate Data



To Drive Development

Why Most Products Fail?

5 Critical Launch Phases

1. Delivered
2. Working
3. Added Value
4. Easy to Use
5. Reach Enough Users



Why Some Products Succeed?

Example: Uber App

1. Start with End User in Mind
2. Focus on User Value
3. Find the MVP
4. Ensure its Easy to Use
5. Listen to User feedback



Key Takeaways

Value Driven Development

Understand
User Value



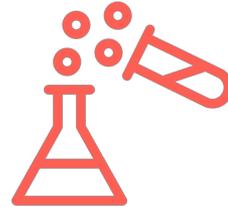
Explore
Opportunities

Find the
Value MVP



Discover
Next Step

Collect
Accurate Data



Experiment
To learn

Care for Users
to ensure



Value
Is Created

Who can do this?



Step Forward & Speak Up

Use Your Skills & Elevate Your Team

Making Products That Matter

Explore



1. Understand Why Products Matter
2. See the Bigger Picture

End User in Mind

User Story Mapping

Discover



3. Discover the MVP Continuously
4. Provide Key Examples

Most Valuable MVP

Specification by Example

Experiment



5. Build Tests to Collect Data
6. Build Pipeline to set the Team Free
7. Assemble the MVP
8. Release the MVP

Test Driven Development

CI/CD

MVP Value Integration

Release Cadence

Value



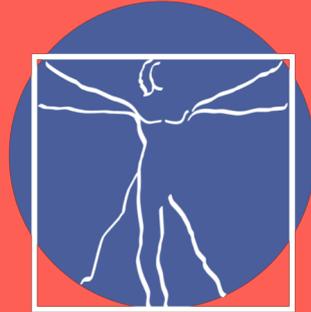
9. Collect Usage Value Feedback
10. Restore Value that is Destroyed

Continuous Feedback

Continuous Cleanup

Questions?

Value Driven Development



Get it Right
before you
Get it Done

Bonus Slides: Skunk Works

Kelly's Rules & Focus on User Value



Skunkworks - can a process from WWII shake up your regular agile development process?

Bonus Slides: Value Creation Learning Tip



SJC Drums
Season 3 episode 1

The Profit

8.1 / 10 | 60 min | Reality

[+ Volg deze serie](#) [▶ Bekijk trailer](#)

THE PROFIT

A close-up portrait of a man with short dark hair and a slight smile, looking directly at the camera. The background is a dark, textured grey.

SJC Drums

Top of the Line



SJC Breakthrough: Good, Better, Best

Starter Kit



> \$1000

Advanced Kit



> \$2000

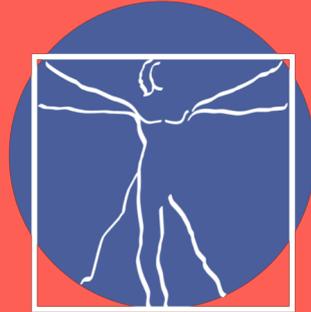
Custom Kit



\$6000

Making Products that Matter

Value Driven Development in Practice



Get it Right
before you
Get it Done

Workshop Options

Brainstorm Quality / Value Examples

User Story Mapping & Specification by Example

Value Driven Development Modules