



# SOFTWARE FEATURE FACTORIES

---

MORE, MORE, MORE....

# FEATURE FACTORY

When organizations become stuck measuring their success by outputs rather than outcomes



# OUTPUT vs. OUTCOME

## OUTPUT (ACTION):

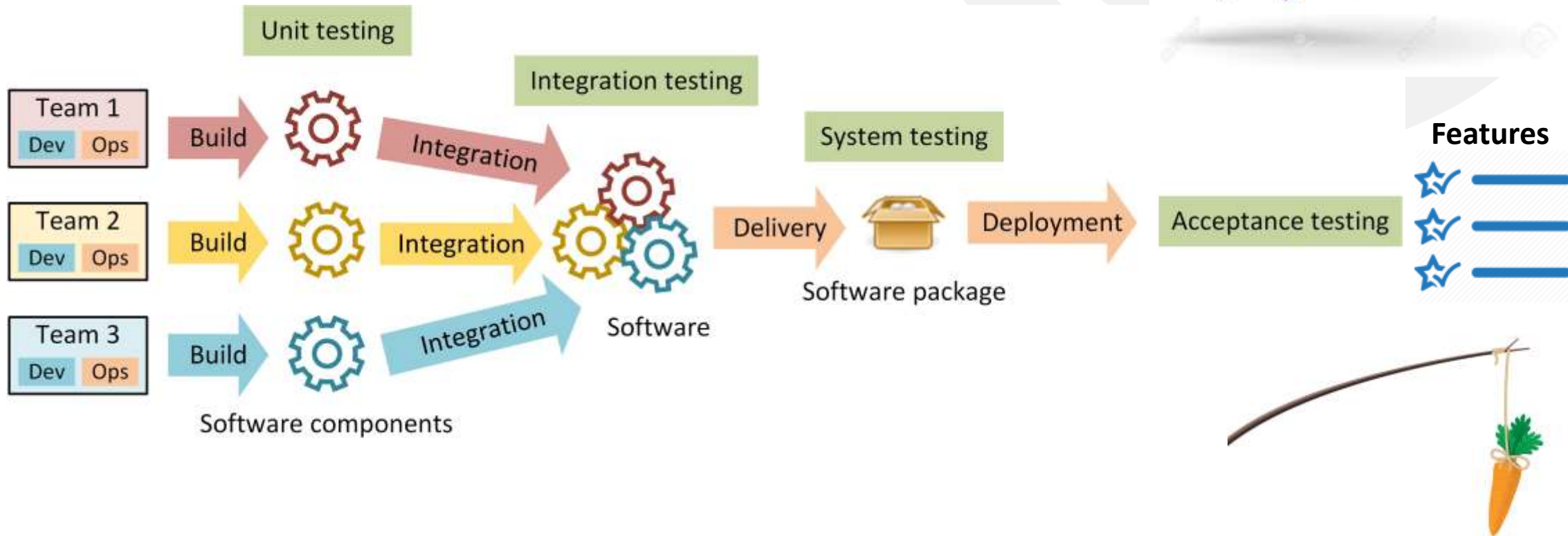
If we build a device that measures peoples steps and activity....

## OUTCOME (RESULT):

Then, people will get more healthy

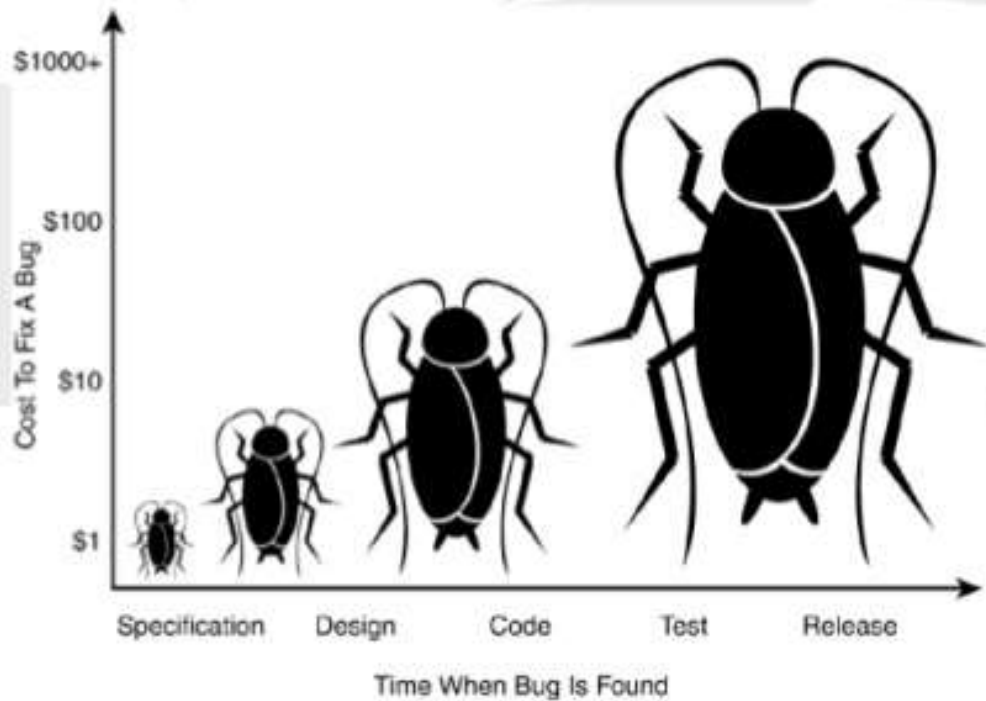


# # FEATURES DELIVERED IS ALL THAT MATTERS



# HOW MUCH FALLOUT OCCURS?

## Bug fixing cost



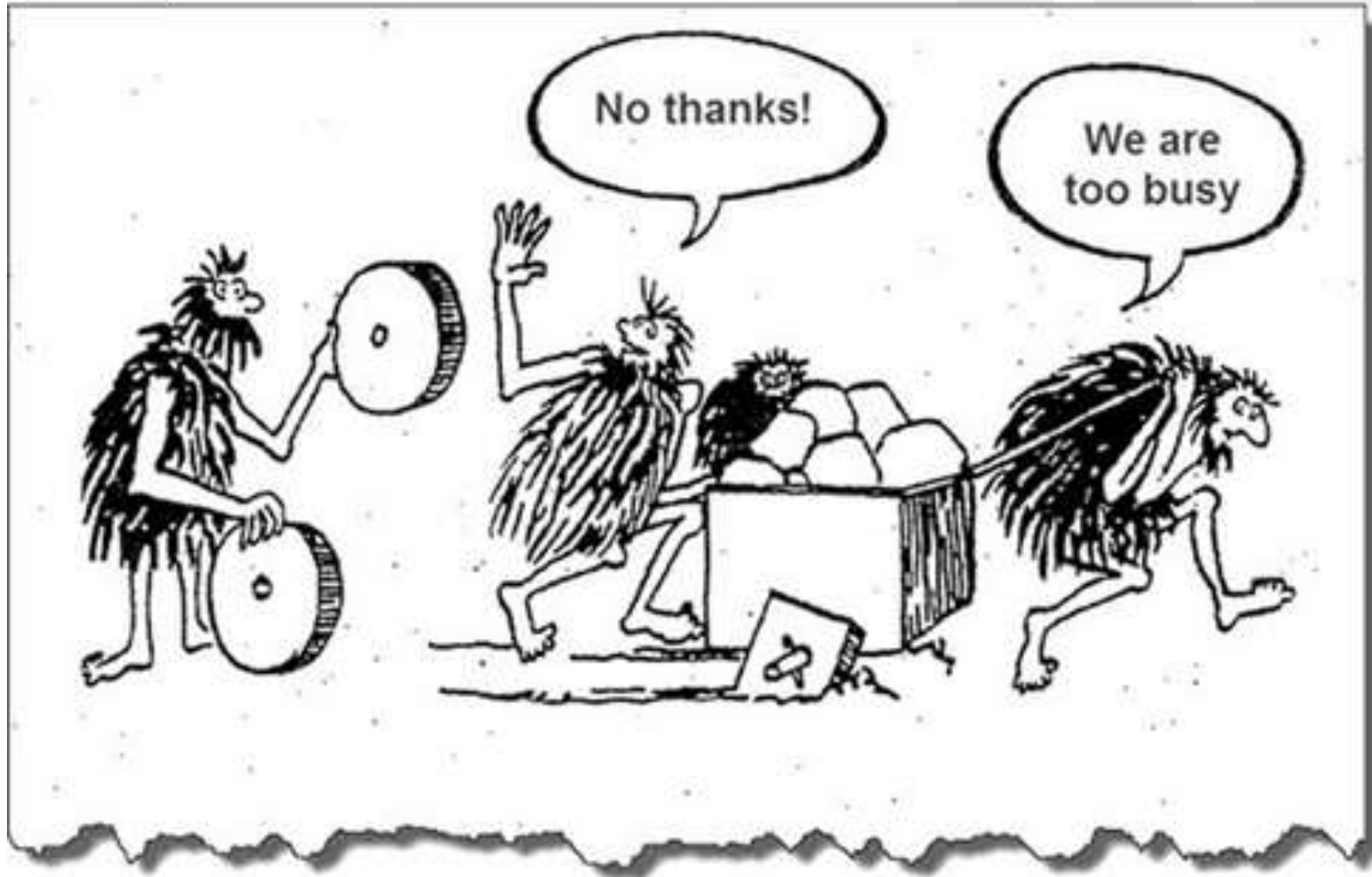
# WHAT HAS SALES PROMISED NOW?



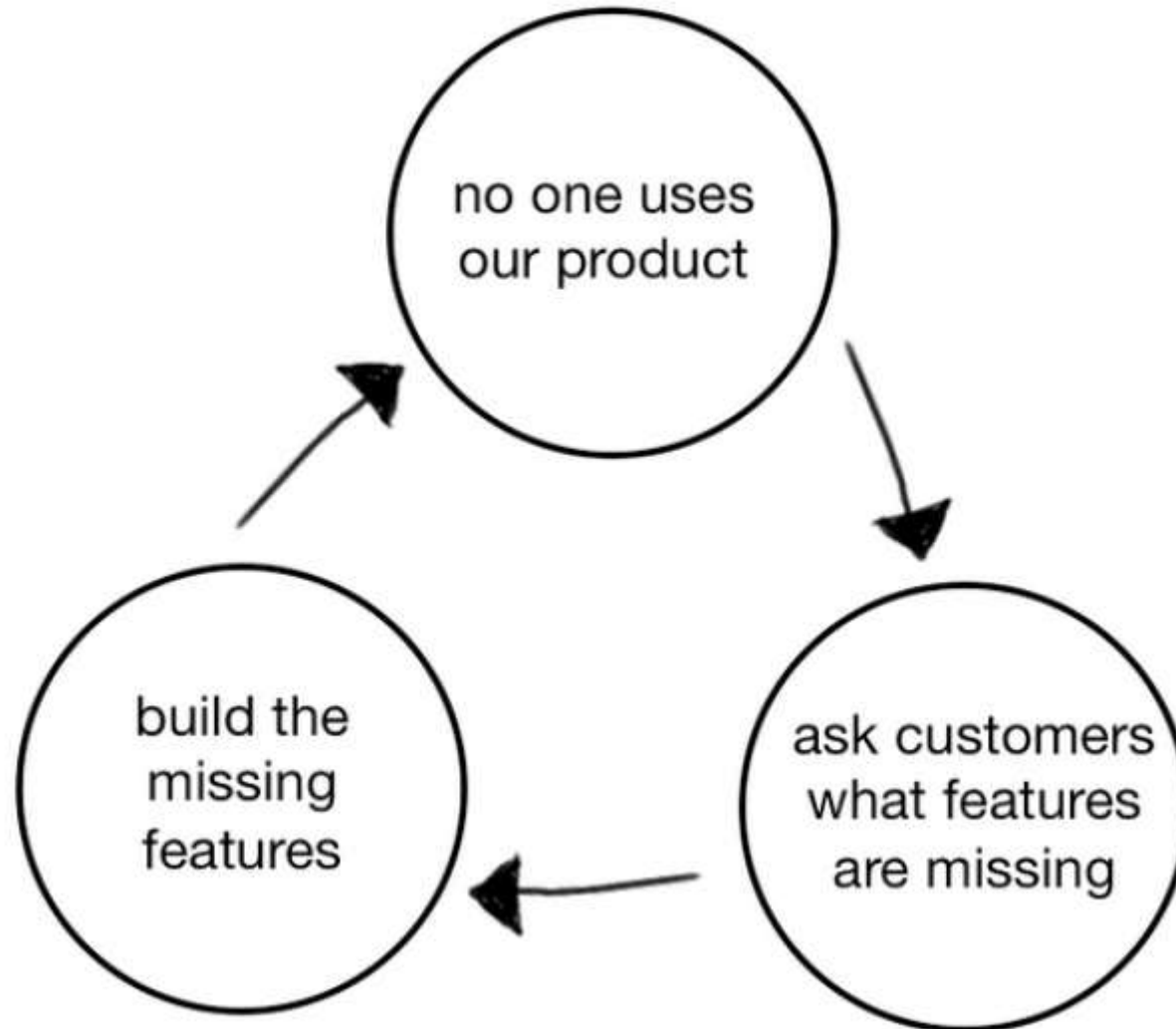
SALES



# CONSTRAINTS?



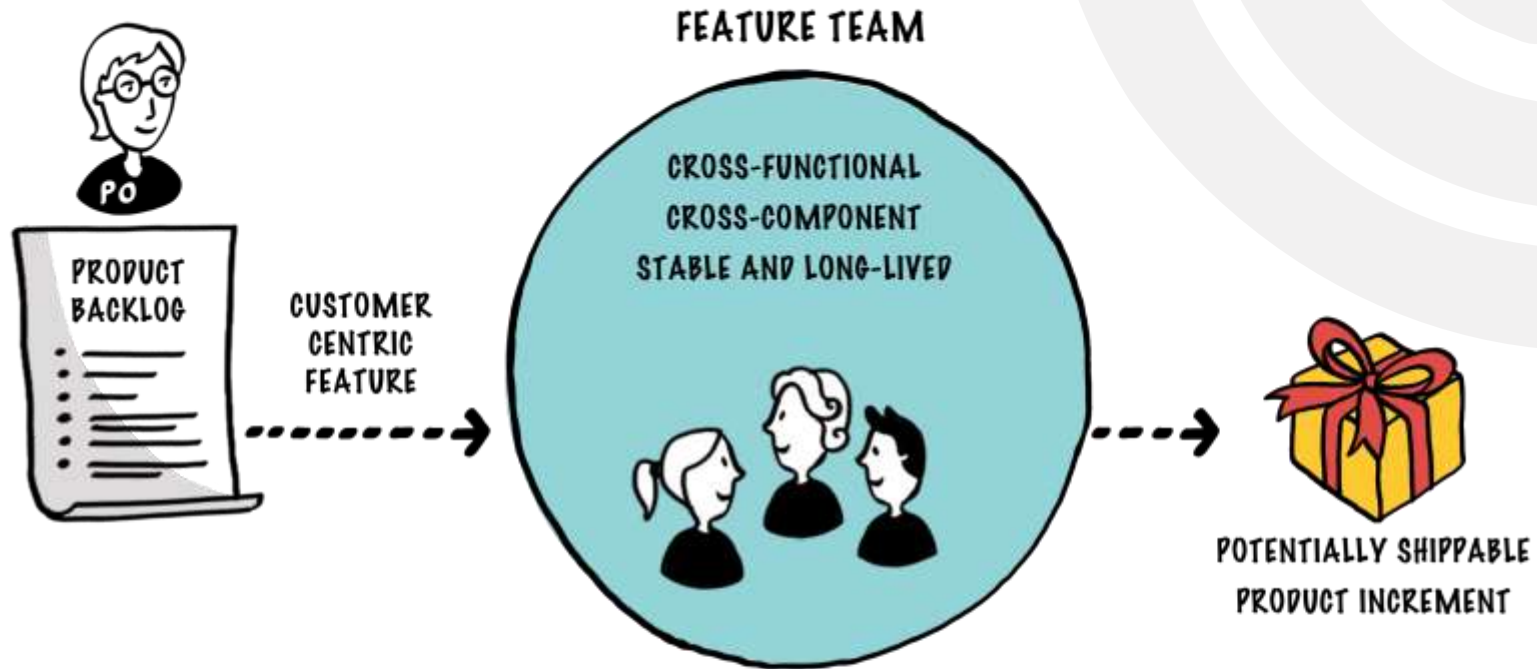
# PRODUCT DEATH CYCLE



By David J. Bland



# SHUFFLE TEAM MEMBERS



TEAM HAS THE NECESSARY KNOWLEDGE AND SKILLS TO COMPLETE AN END-TO-END CUSTOMER-CENTRIC FEATURE. IF NOT, THE TEAM IS EXPECTED TO LEARN OR ACQUIRE THE NEEDED KNOWLEDGE AND SKILL.

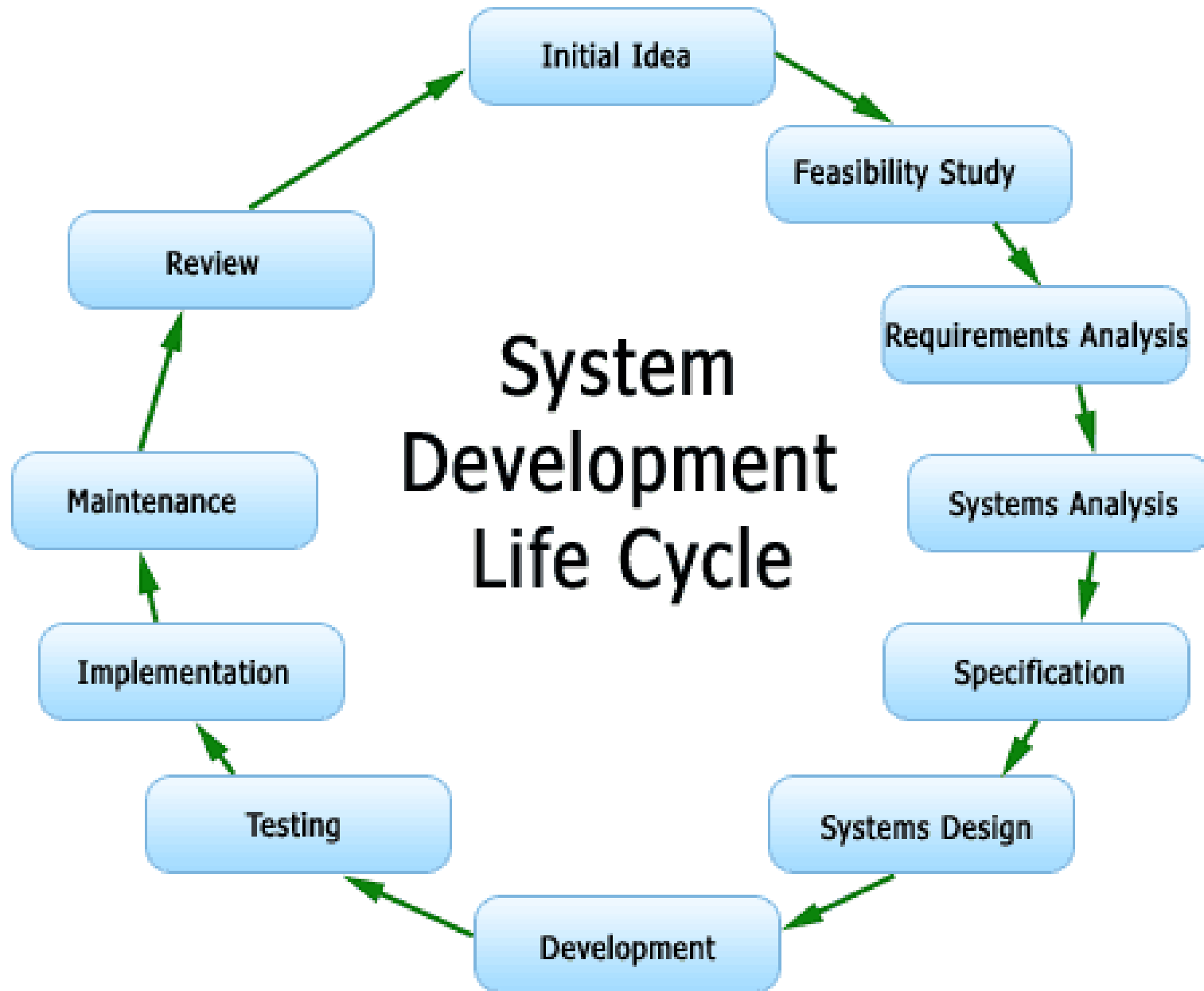
## MVP – MINIMUM VIABLE PRODUCT

*A Minimum Viable Product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.*

# There's much more...



# System Development Life Cycle



# WHAT NEEDS TO CHANGE?

Product Manager  
Retrospective

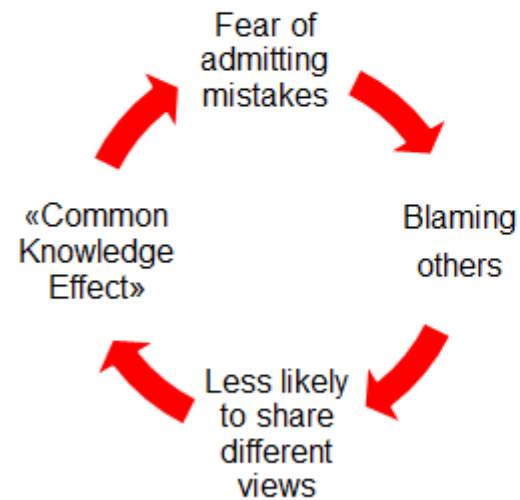
Product feedback

Feature Board

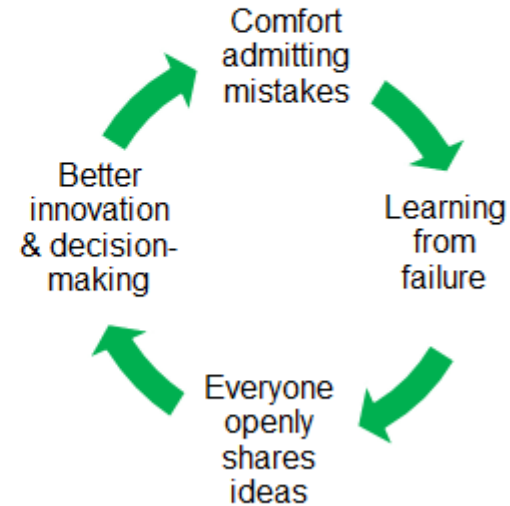
Customer feedback

Batching releases

## Psychological Danger



## Psychological Safety



AOP

Status Reports



# THANK YOU

---



ALEXBASA@GMAIL.COM



[HTTPS://WWW.LINKEDIN.COM/IN/ALEX-BASA11111/](https://www.linkedin.com/in/Alex-Basa11111/)