

Not IN My JoB DESCRIPTION

# How Often Do Software Engineers Meet Customers?

# REAL CUSTOMERS ?!! OO



We need to understand a problem, ideate, validate assumptions, experiment and learn

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Complex Product Development is here

probe-sense-respond Emergent Practice

Chaokic

act-sense-respond Novel Practice

And Software Engineers could bring a lot of value here

# Product Discovery & Cynefin

Complicated But we often handle it as it was here sense-analyse-respond Good Practice

A group of business experts analyzes a problem and comes up with a solution

Confusion

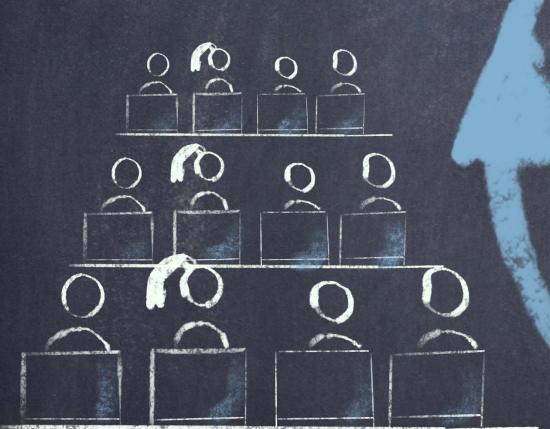
Clear

sense-categorize-respond Best Practice





# Continuous Discovery & Delivery



## Continious

Discovery

Engineers are almost not involved here



THERIGHTTHING 

## Continious Delivery

### BUILD The Stories Start

Engineers are actively involved only here THE THING RIGHT

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# $\bigcirc \bigcirc \bigcirc$ Software PM Engineers How? What?

# Tradicional Approach

# Roles Accountabilities shift





Why?

what?

Software Engineers

How?

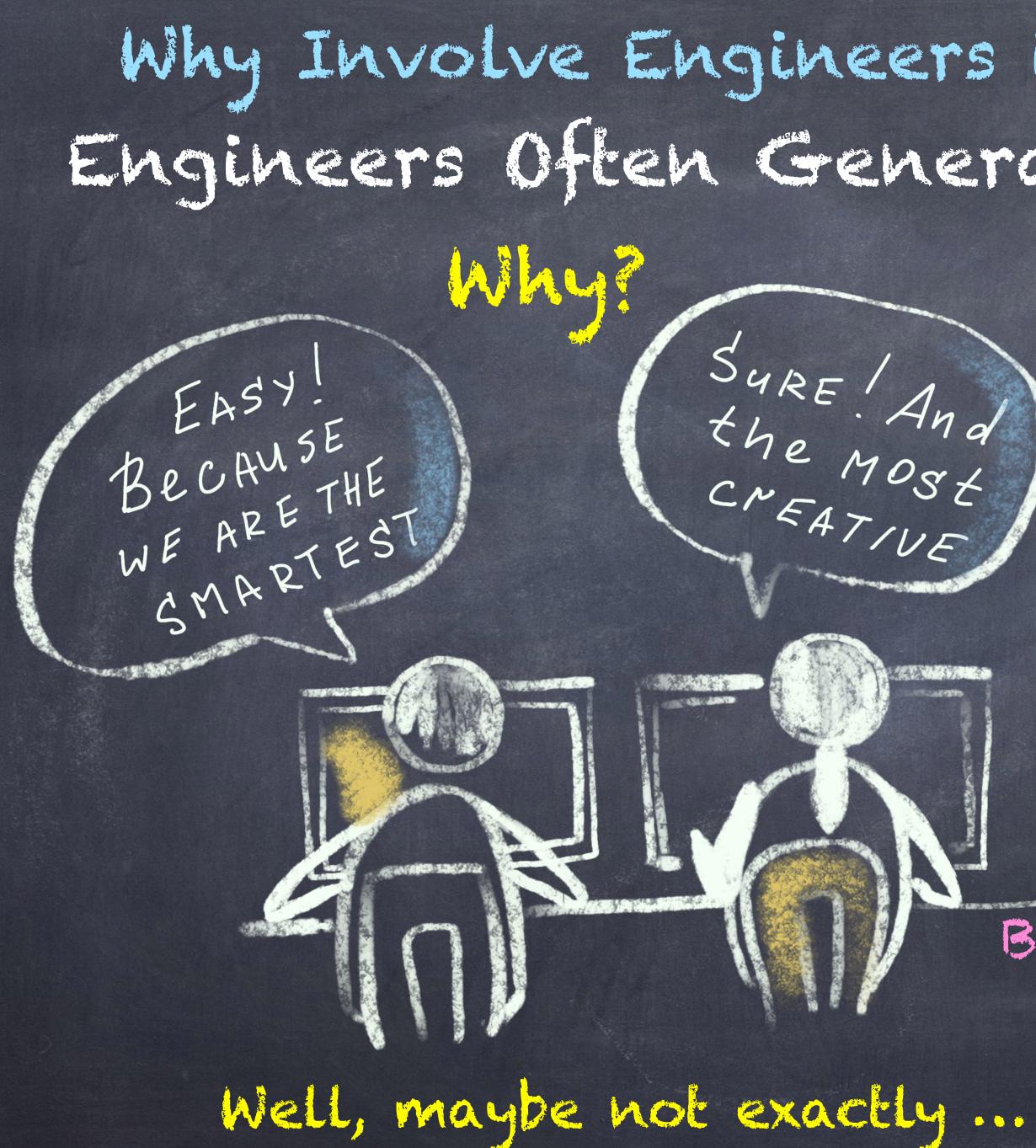
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Why Involve Engineers in Product Discovery? Diversity of perspectives helps generate different ideas

> "If you want to have good ideas you must have many ideas. Most of them will be wrong, and what you have to learn is which ones to throw away" Linus Pauling

Many different ideas



# Why Involve Engineers in Product Discovery? Engineers Often Generale The Best Solutions

However they do have a depth of knowledge about what is possible with technology

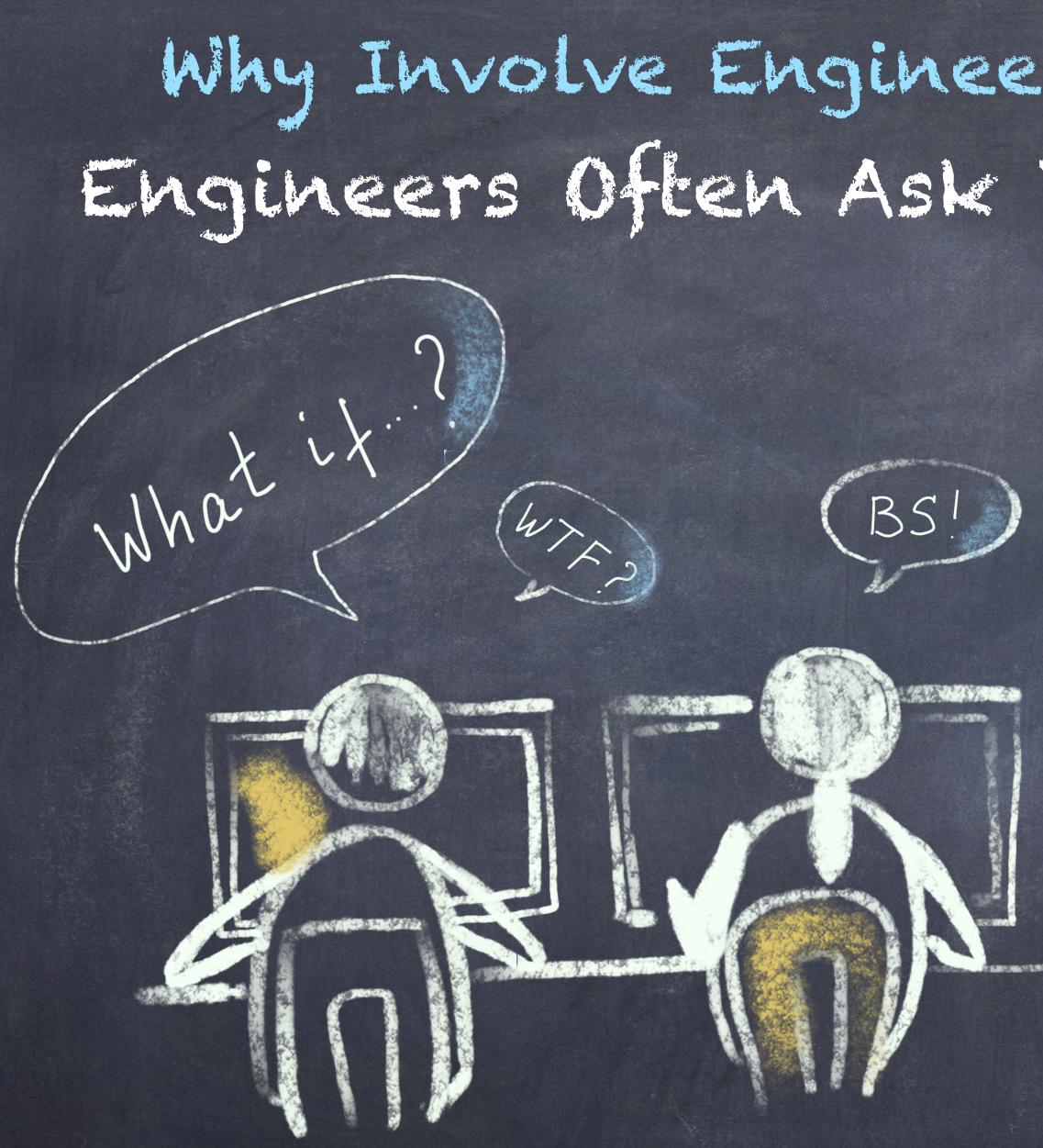
Technology

Customer Context

But they need to build up a depth of knowledge about customer context too

Credits to Teresa Torres





The Maskers of Critical Thinking

Why Involve Engineers in Product Discovery? Engineers Often Ask Disconfirming Questions

> The engineers excel at seeing the flaws in ideas

It's a skill they practice regularly catching errors or edge cases in their code

Credits to Teresa Torres





### Learn



Experiment

Why Involve Engineers in Product Discovery? Engineers Bring an Analytical Mindset to Product Experiments

They have analytical minds that help:

ocraft the experiments

eEvaluate experiment design

eInterpret the results

Credits to Teresa Torres

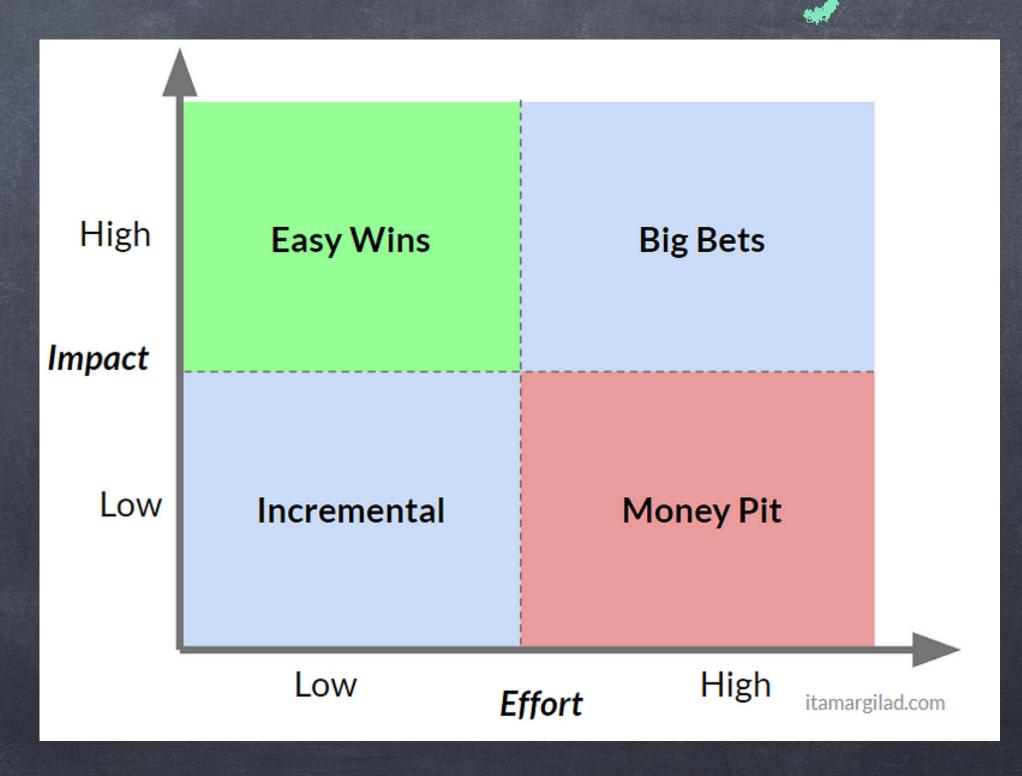


### Technical Feasibility

Business Viability

Customer Desirability

Why Involve Engineers in Product Discovery? Engineers Can Quickly Assess Technical Feasibility "How can we implement this technically?"





Why Involve Engineers in Product Discovery? Engineers will have more empathy for customers and feel more engaged

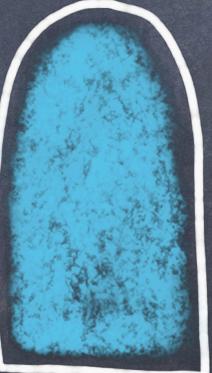
Somebody Our poor users! This somebody How can we regijugs really i improve this? regijugs iged great



# Possiple Opjeelions To Involving Engineers in Product Discovery

Engineers are loo valuable and expensive resource"

They don't have time"





"Should not the engineer be writing code?"

> Who will develop?"



understand the customers' context"

-> Help engineers understand it

Possible Objections To Involving Engineers in Product Discovery "Their ideas are not really viable" (which actually means "Mines are better") -> Plan experiments and test both ideas Froduce Managers "It is mine!"



Rossiple Opjeelions To Involving Engineers in Product Discovery -> Step-by-step -> Start small, -> Socialize one pilot leam -> Help the engineers realise that AI will eventually Software Engineers replace chose who want just "We are here code to write a code!"

Product Discovery

> Educate

## -> Find enchusiascs



# Observe à colleague using the product

Match user session recordings

Creale Empachy Map

# How engineers can build empathy with the customer?

Call Centre

Listen to user interview recordings

Understand who is your customer (ICP, Persona)

A CAL

Talk to real customer 00





PRODUCT TEAM LESSONS FROM THE WORLD'S TOP TECH COMPANIES

> MARTY CAGAN Silicon Valley Product Group

# INSPIRED

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SECOND EDITION

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### strategyzer.com/test

WRITTEN BY David J. Bland Alex Osterwalder

designed by Alan Smith Trish Papadakos

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## CONTINUOUS DISCOVERY HABITS

Discover Products That Create Customer Value and Business Value

TERESA TORRES