

Demoing for Customers

Agile Demonstrations.



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Software Development

- it's user focused
- it's goal driven
- It's process-oriented
- It's a "team sport"
- it benefits from research and practice



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Demonstrating Potential



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Don't Decide, Understand

- Know your audience
 - Goals
 - Level of Expertise
 - Expectations
 - Quirks

Who is in
the room?

What is your
organizational
culture?

What are the
tradeoffs of your
demo approach?



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SHOW FEATURES. NOT CODE.



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Tell a story.



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Steve Jobs Maps Demo



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<https://youtu.be/bd6dQmN-mPw>

Planning Tone is not Lying by Omission



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Plan Development?...Plan Demonstrations!!

- Survey completed work
- Group "stories" into stories
 - Group logically by functional area
 - Identify general themes
 - Discard duds
- Significant work does not mean demo-worthy work

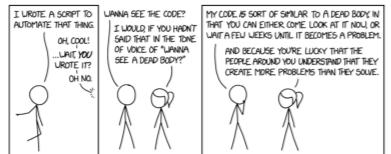


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Every Picture Tells a Story

- Demo more than "it gets the job done"
- Demonstrate a significant user experience
- Demonstrate value and/or potential
- Personalize the story's user
 - Tailor the demo to your audience



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Every Picture Tells a Story

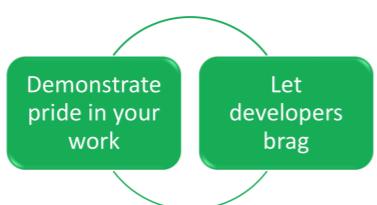
- How do you do this?
 - Weave a story around a sprint goal
 - Weave a story using personas or personalized roles
 - Write a script
 - Be concise



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Pride is not Arrogance

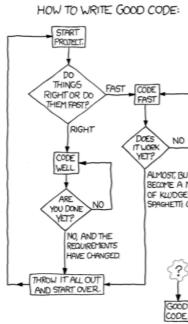
- Have an Emcee
- Allow/encourage developers present their own work
- Showcase developer's work based on activity in the sprint



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Expectations Managed!

- Set expectations for the audience
- Work in progress versus
- Mature capability
- Provide context for the demo
- Define its purpose and structure
- Define its maturity
- Make clear the effort
- Pinpoint future directions



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XKcd 844, Creative Commons License. <https://xkcd.com/844/>

Be Prepared.

• Practice! (...don't memorize)

- Create a Checklist
- Run through your part by yourself
- Run through the full demo with participants and team
- Run through it with an outside "trusted" advisor



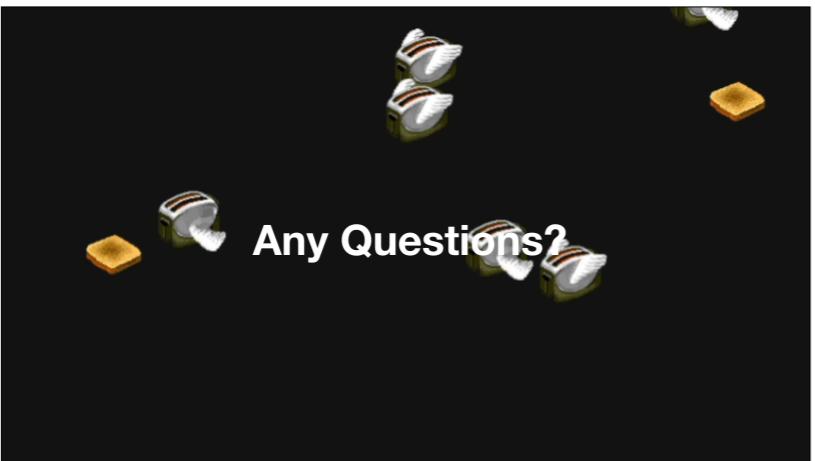
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Last Pointers

- Print copy of agenda / outline
- Have backup plans for finicky/complex functionality
- Welcome, Introductions, Thank you
- Record for self-improvement
- Solicit feedback to dispel misunderstandings
- Incorporate any feedback



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Any Questions?