

AGILE A-Z - CHAPTER 4

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# FEEDBACK LOOP

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## PRACTICAL INFORMATION

- ▶ Sponsors
- ▶ Certificate of Participation
- ▶ Lean and Agile ME Summit 2018

## SPONSORS



**teletronics**

# CERTIFICATE OF PARTICIPATION

## ► GOLD: 5-6 Meetups

- Will be handed over at the Lean and Agile ME Summit 2018 conference in March

## ► SILVER: 3-4 Meetups

## ► BRONCE: 1-2 Meetups

**Remember to fill in the participation list!**

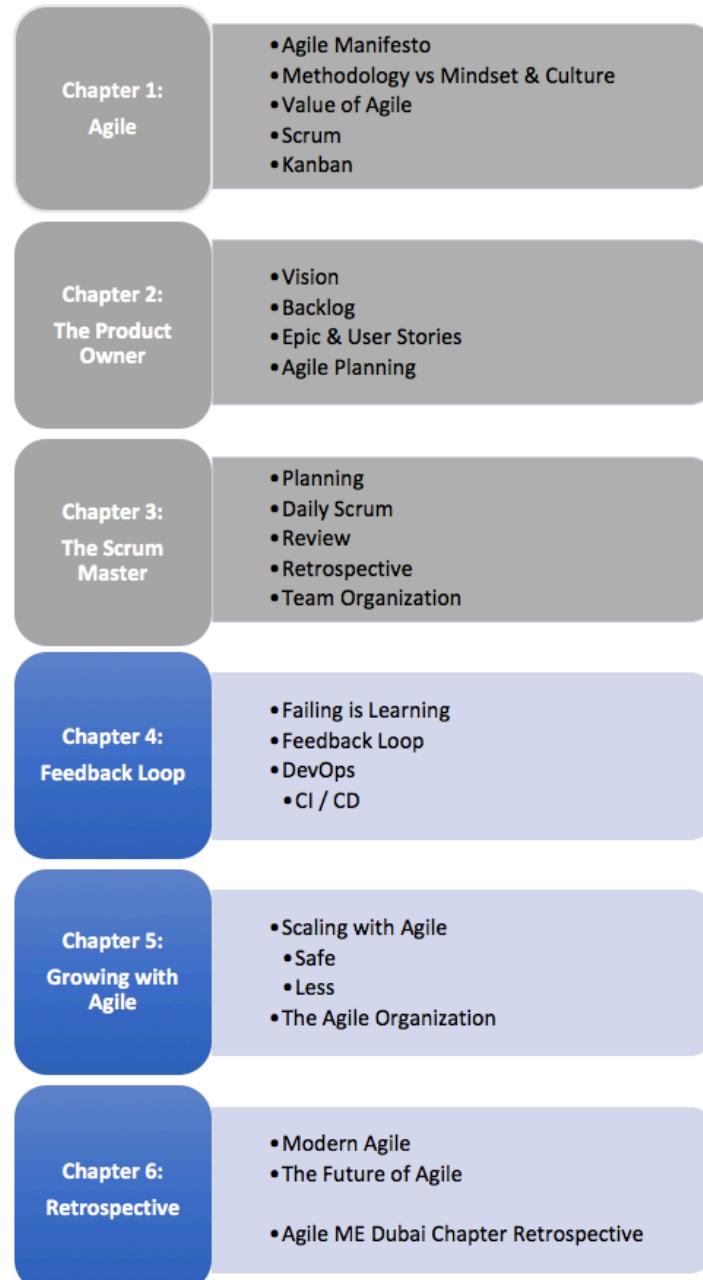
## SPECIAL DISCOUNT - LEAN AND AGILE ME SUMMIT 2018

- ▶ March 10th 2018
- ▶ 25% discount for all members of "AgileME-Dubai"
- ▶ If you haven't received a discount coupon, let us know

**You can read more about the summit here:**

**<http://2018.meagile.com/>**

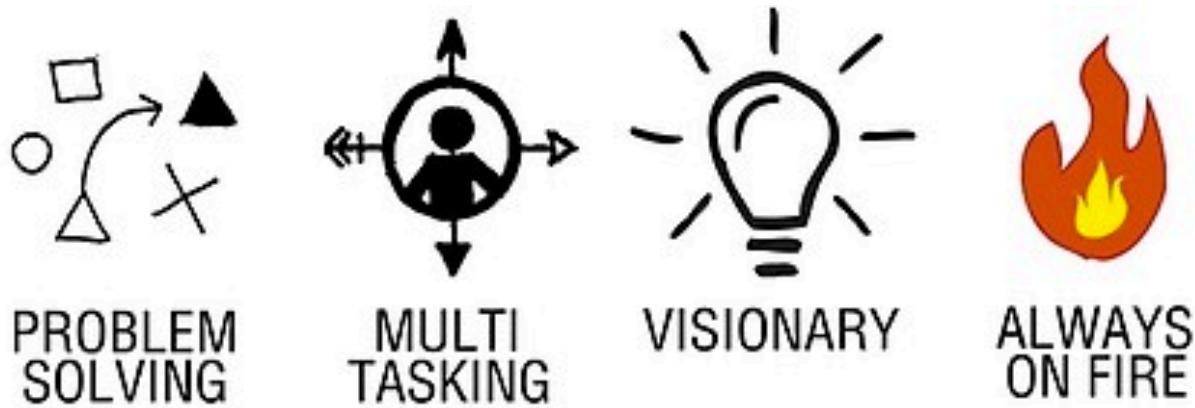
## THE CHAPTERS



## CHAPTER 1: AGILE



## CHAPTER 2: THE PRODUCT OWNER



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# PRODUCT OWNER

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## CHAPTER 3: THE SCRUM MASTER



AGILE A-Z - CHAPTER 4

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# FEEDBACK LOOP

**WHY SPEND A FULL  
MEETUP TALKING ABOUT  
FEEDBACK?**

## THE AGILE MANIFESTO

- ▶ 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.

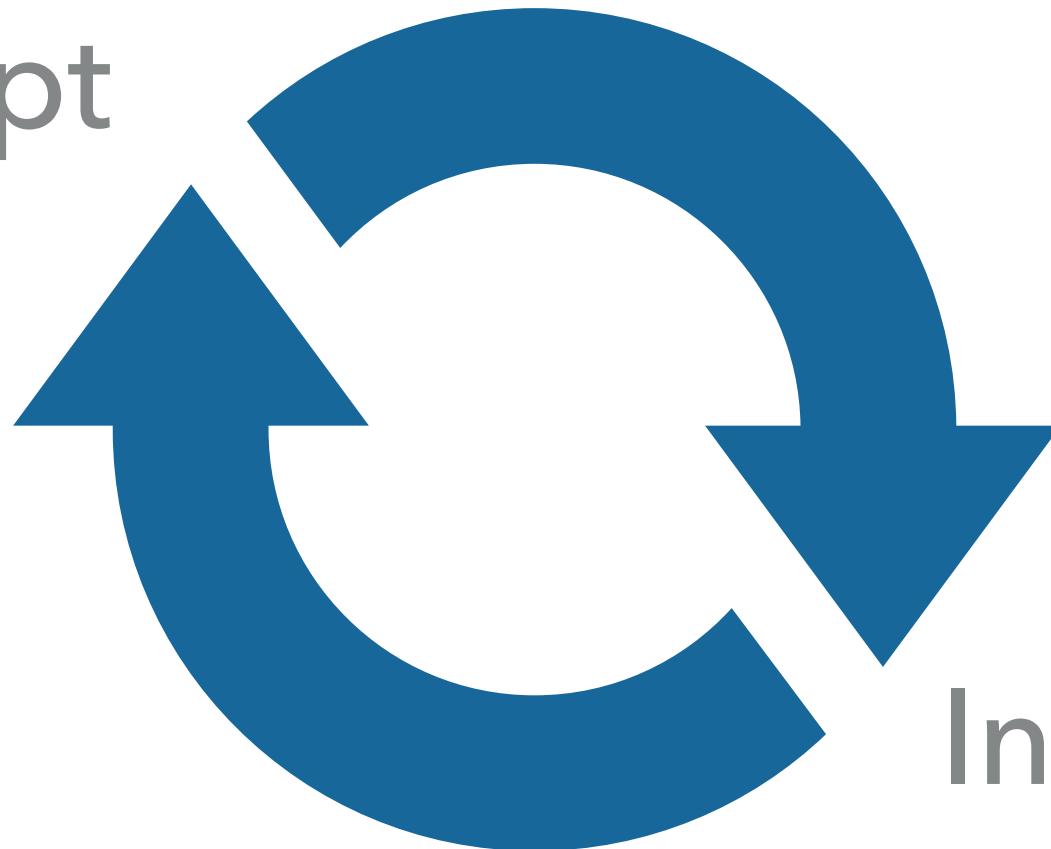
## RESPONDING TO CHANGE OVER FOLLOWING A PLAN

- ▶ We can only respond to change if we are aware of the change
- ▶ Awareness comes from listening to our surroundings - listening to feedback



## RESPONDING TO CHANGE OVER FOLLOWING A PLAN

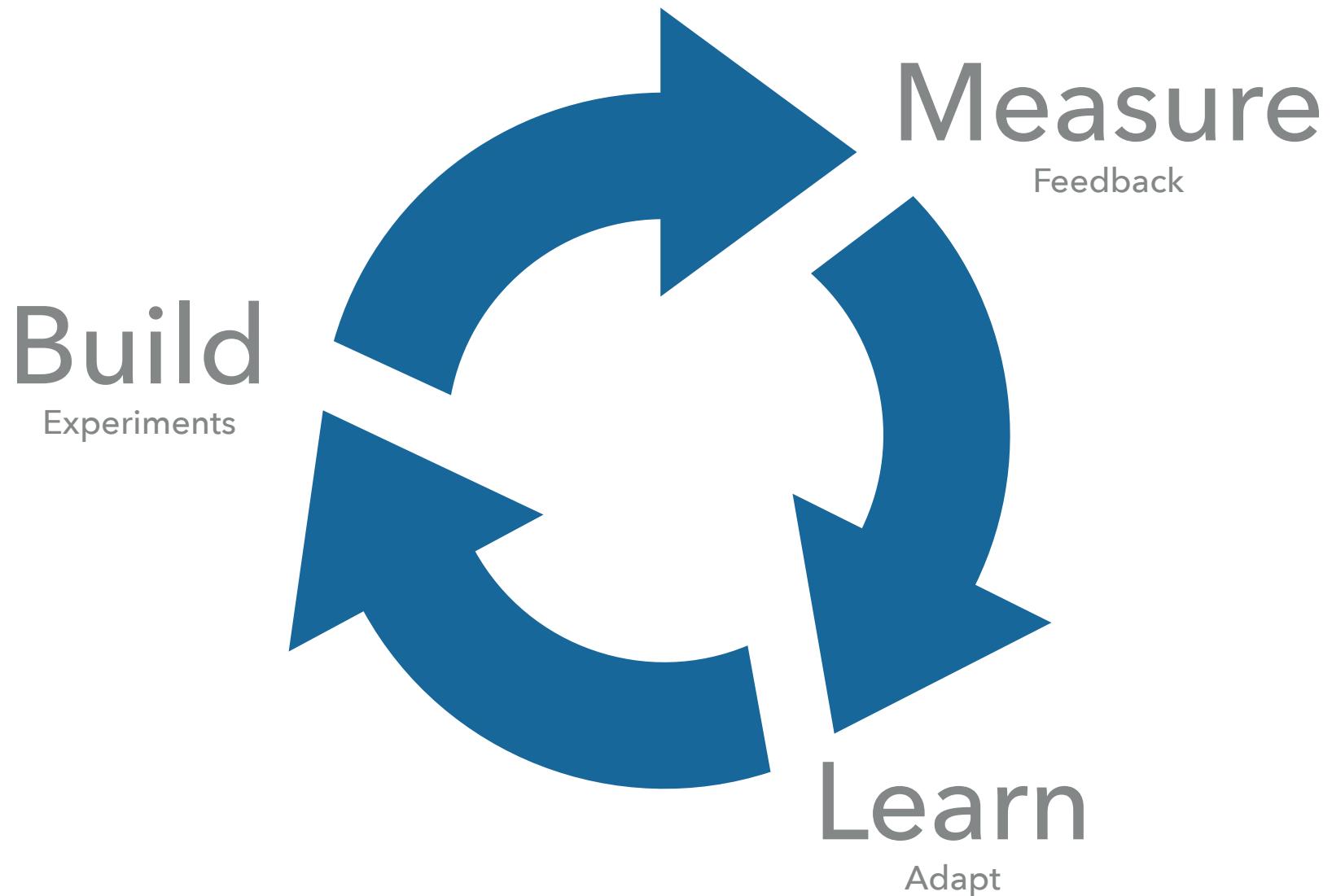
Adapt



Inspect

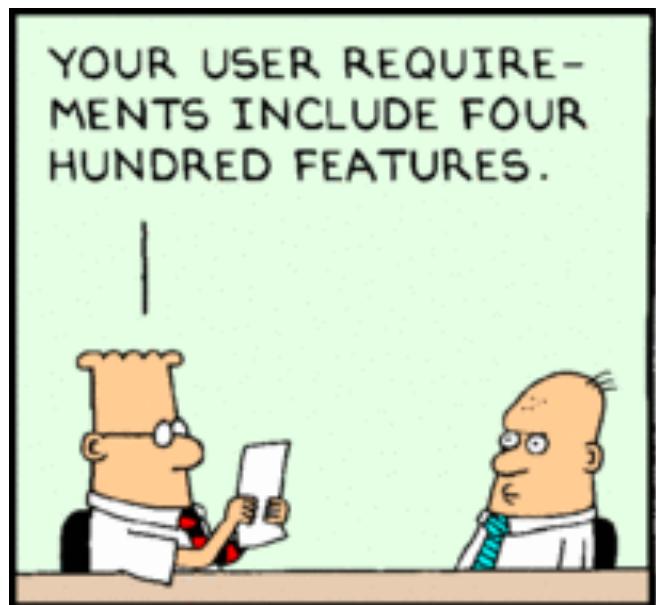
# **WHEN DO WE INSPECT IN SCRUM?**

# FEEDBACK LOOP



## FEEDBACK LOOP - MEASURING

- ▶ Users don't always know what they want



## FEEDBACK LOOP - LEARN / ADAPT

### ▶ Remember to be true to your vision

- ▶ Changing direction every spring won't be healthy for your team
- ▶ Technical Dept might increase
- ▶ Long term planning / architecture might fail
- ▶ Etc.



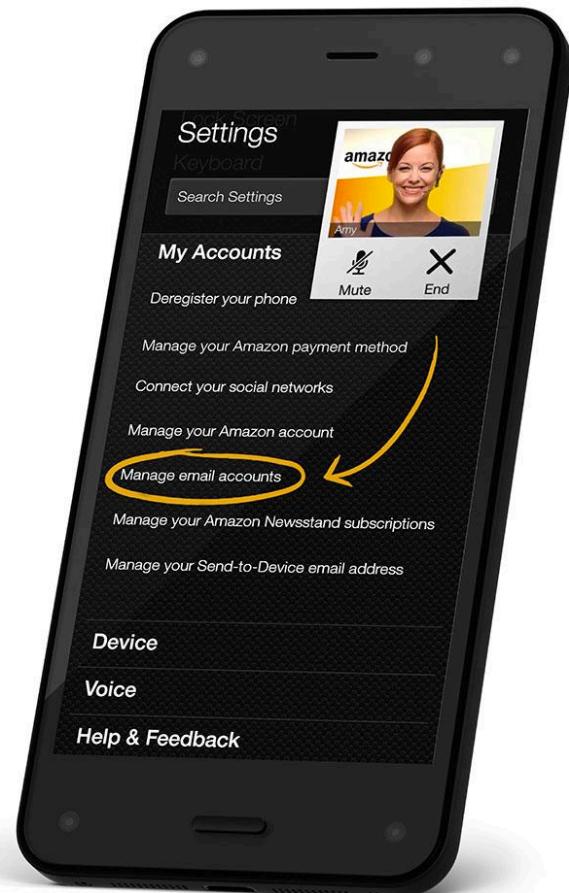
## FEEDBACK LOOP - BUILD

- ▶ Just make sure to build just enough to get feedback
  - ▶ Find your minimal viable product (MVP)
  - ▶ Mockups or wireframes can be enough in some cases



**WHEN DO YOU  
FAIL?**

EXPERIMENT & LEARN RAPIDLY



fire  
PHONE



amazon

EXPERIMENT & LEARN RAPIDLY



"If you think that's a big failure, we're working on much bigger failures right now. And I am not kidding. And some of them are going to make the Fire Phone look like a tiny little blip"

Jeff Bezos, CEO at Amazon

"The size of your mistakes needs to grow along with the company - If it doesn't, you're not going to be inventing at scale that can actually move the needle"

Jeff Bezos, CEO at Amazon

EXPERIMENT & LEARN RAPIDLY



# FEEDBACK LOOP

- ▶ In order to learn fast - We need to be able to experiment fast - to deliver fast.



- ▶ We need to **continuously deliver** just enough to verify our assumptions

**CONTINUOUSLY  
DELIVER . . .**