audiense:

Agile in a product company

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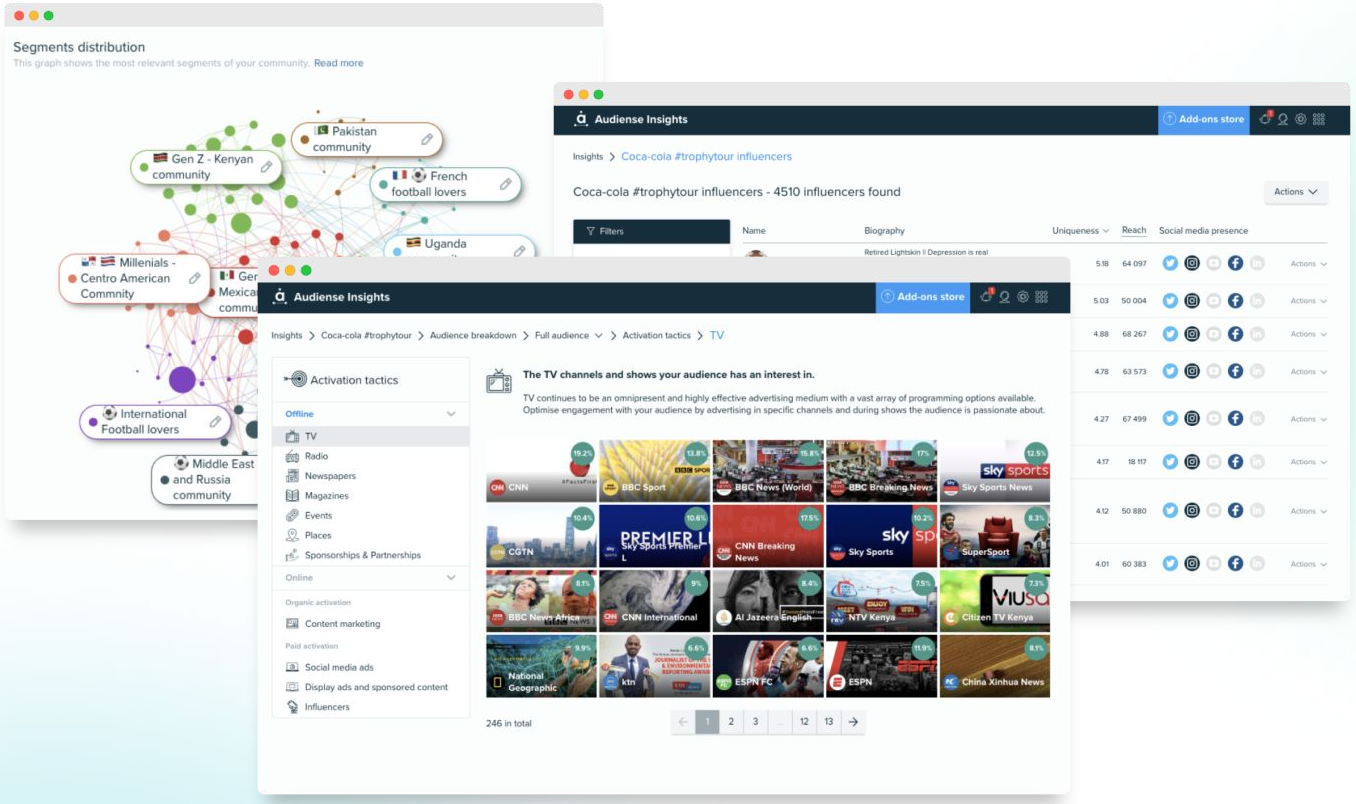
What is Audiense?

What is Audiense?



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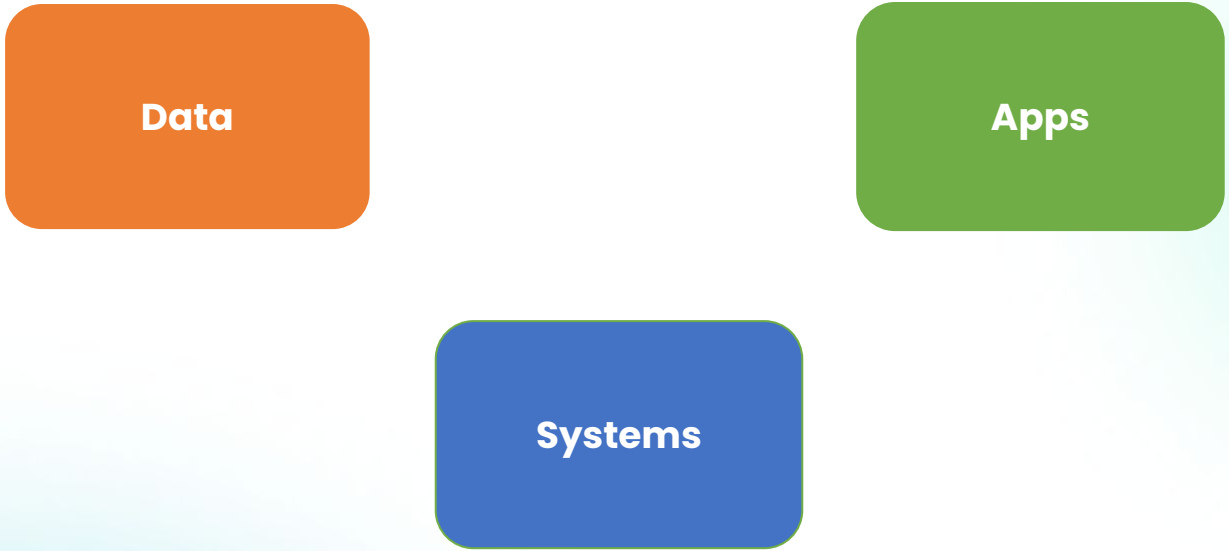


What is Audiense?

audiense:

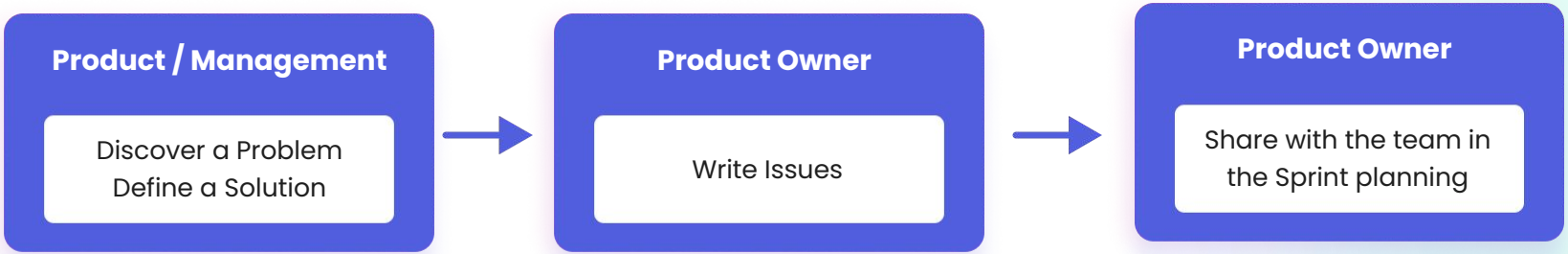
To deliver value as soon as possible

To take the ownership of the product

Background

Background

Feature lifecycle: *Definition*



Iterations

Two-weeks iteration (sprints)

The team presents to the entire company the work done at the end of the iteration.

We don't usually work with deadlines

Background

Feature lifecycle: *Definition*

Sprint Plannings were long and tedious

Background

Feature lifecycle: *Definition*

Sprint Plannings were long and tedious

We did not understand what we were implementing

Background

Feature lifecycle: *Definition*

Sprint Plannings were long and tedious

We did not understand what we were implementing

The team was really frustrated and there was a lack of ownership

What is Audiense?

To deliver value as soon as possible

To take the ownership of the product

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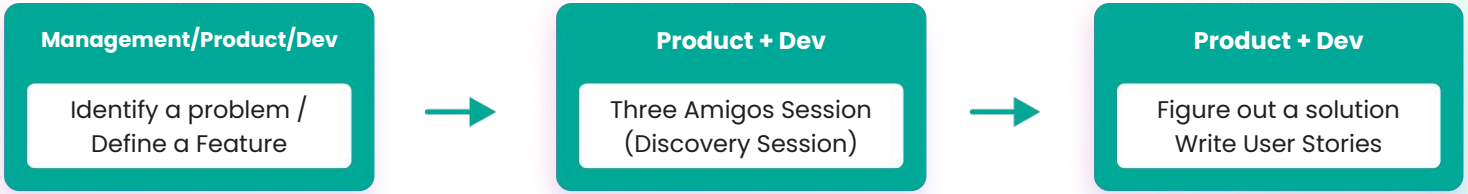
Rebuild the planification

Rebuild

audiense:

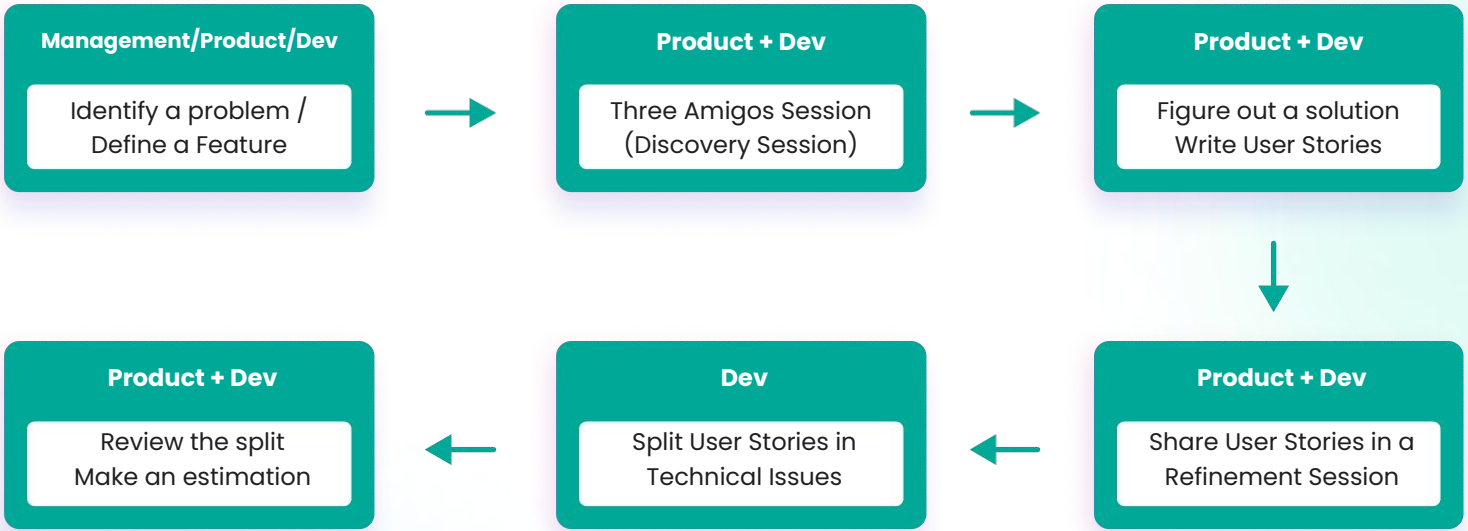
Feature lifecycle: *Definition*



Rebuild

audiense:

Feature lifecycle: *Definition*



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audiense:

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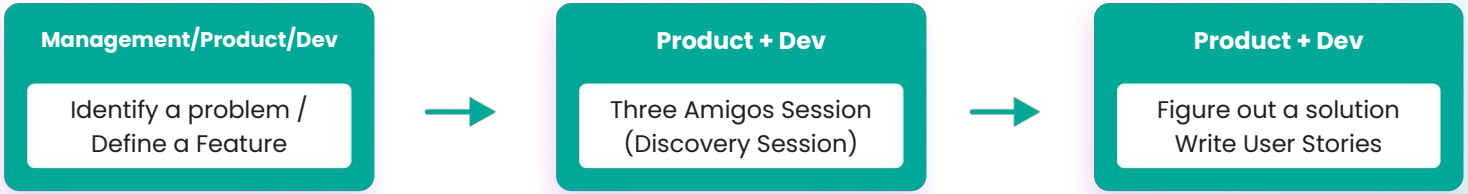

Improvements: *No more Frustration*

We understand the problem we need to solve

Everyone participates in making task definitions more accurate

Strong feature ownership

Rebuild

Feature lifecycle: *Definition*

Improvements: *Better solution definitions*

Find the best solution using product and technical knowledge

Sprint planning meeting only takes 20 minutes

Focus on delivering value

*Estimations???

Rebuild

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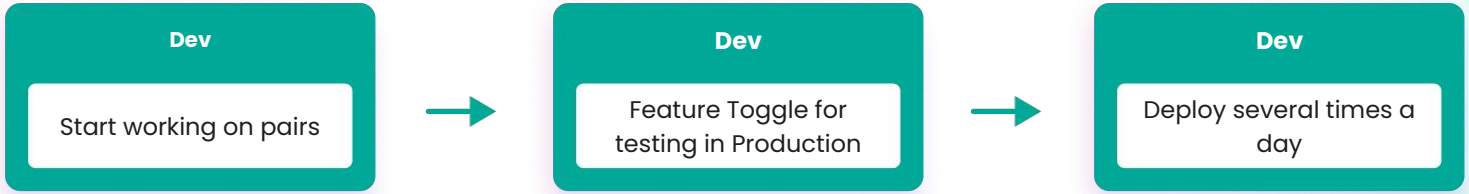
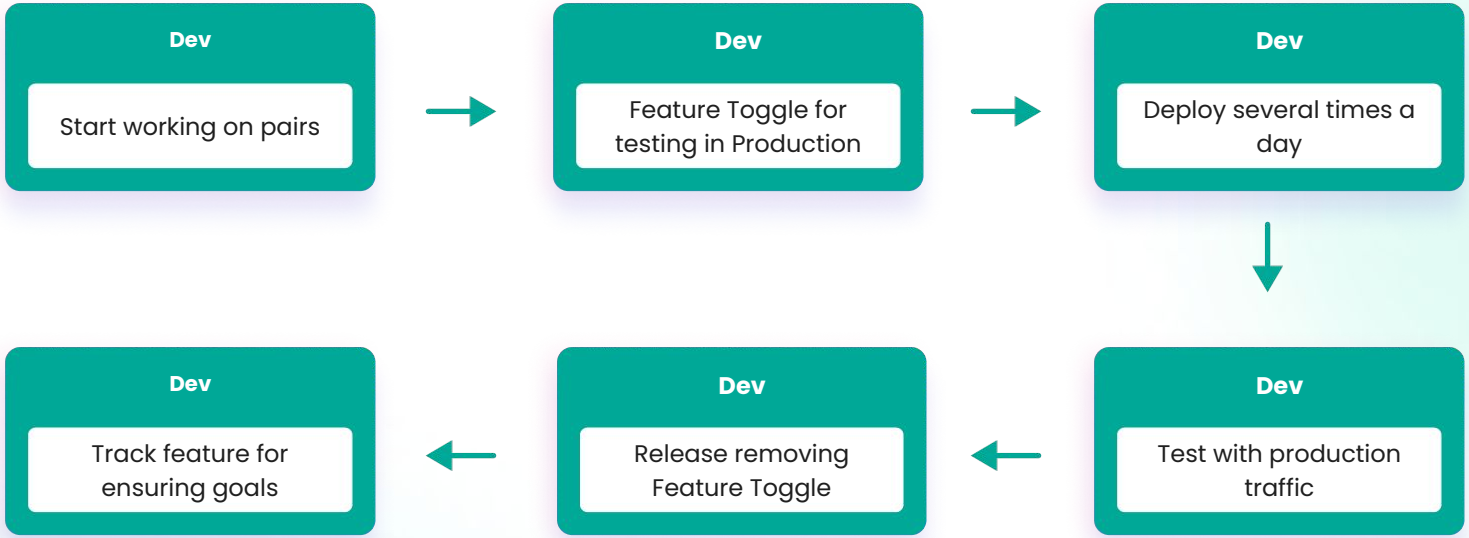
Feature lifecycle: *Implementation*



Rebuild

audiense:

Feature lifecycle: *Implementation*



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Rebuild

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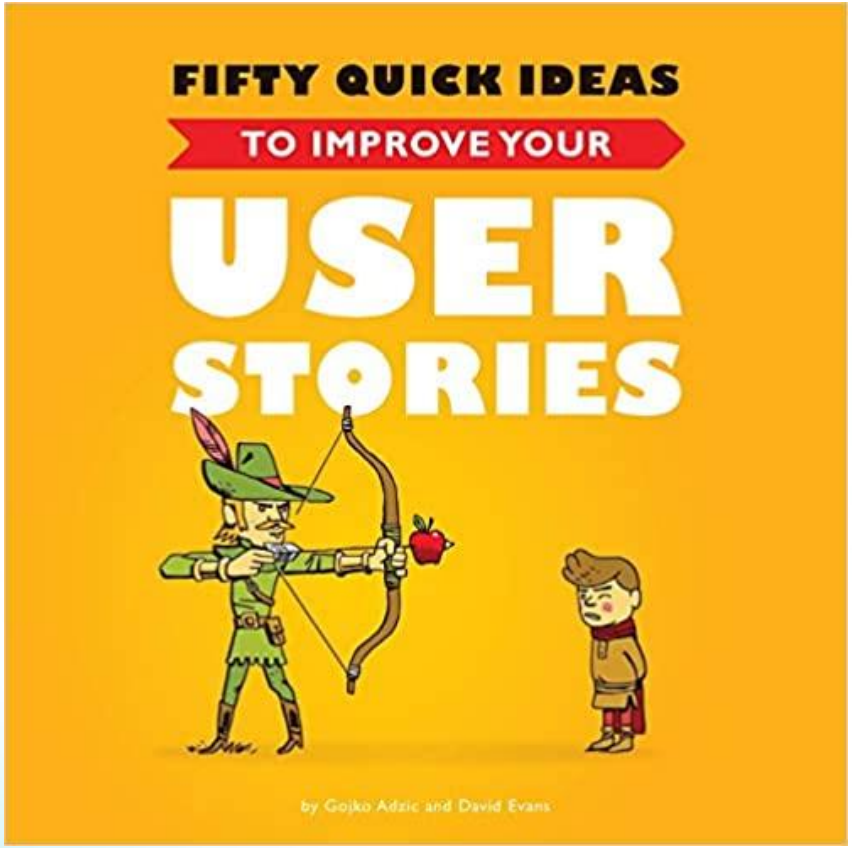

From Software to Product Developers - Pablo Rodríguez Guillén - SCBCN 22

What is Audiense?

Audiences

Data

Systems

Insights

Core

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Thank you!

Questions?