

# Developing Product Review Practices (That Work)

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**infobip**



**@irjastraus**



Look, a unicorn! Let's catch it!

*Photo by Stephen Leonardi*



Nah, it's just a human. 😞

*Photo by Stephen Leonard*

A wide-angle photograph of Machu Picchu, showing the ancient Incan city built into the side of a mountain. The sky is filled with thick, billowing clouds. In the lower-left foreground, there's a white rectangular overlay containing the text.

Correct requirements and perfect design are like  
unicorns... a myth.

*Machu Picchu by Simon Schwyter*

A wide-angle photograph of the ancient Incan city of Machu Picchu. The image shows the famous stone terraces built into the side of a mountain. The terraces are covered in green grass and some low stone walls. In the background, more terraces are visible, partially obscured by thick, billowing white clouds that hang over the peaks. The sky is bright and hazy. A few people are visible on the right side of the frame, standing on one of the higher terraces.

Requirements are not things or documents, but  
**conversation** starters.

*Machu Picchu by Simon Schwyter*

A close-up of a bronze sculpture of a dragon's head, showing its mouth and nostrils. The sculpture is part of a larger statue, likely the "Dragon of Trsat". In the background, a coastal town with red-roofed buildings is visible across a body of water.

Every tester has its **dragon** to learn.



@irjastraus

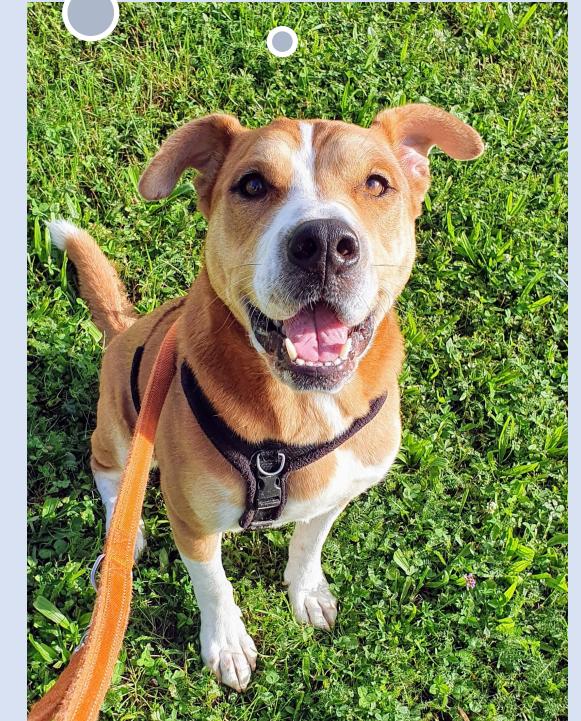
*The Dragon of Trsat by Valter Stošić*

*Dogfooding* is most rewarding when it's...  
**disgusting.**



# Dogfood #1

Wait, human,  
they will...  
*resolve?!*



# When business requirement...

Microsoft - Official Home

https://portal.webcamp.dogfood.com/

Hello Irja!

File upload

**100 000 People**

Out of 100 000 entries in your file:  
90 000 are valid.  
10 000 are invalid.

In a case of duplicates, how do you want to resolve them?  
 Resolve automatically  
 Discard

[CANCEL](#) [IMPORT](#)



# ...is not clear even to its creator.

A screenshot of a Microsoft web application window titled "Microsoft - Official Home". The URL is <https://portal.webcamp.dogfood.com/>. The page displays a "File upload" section with the following content:

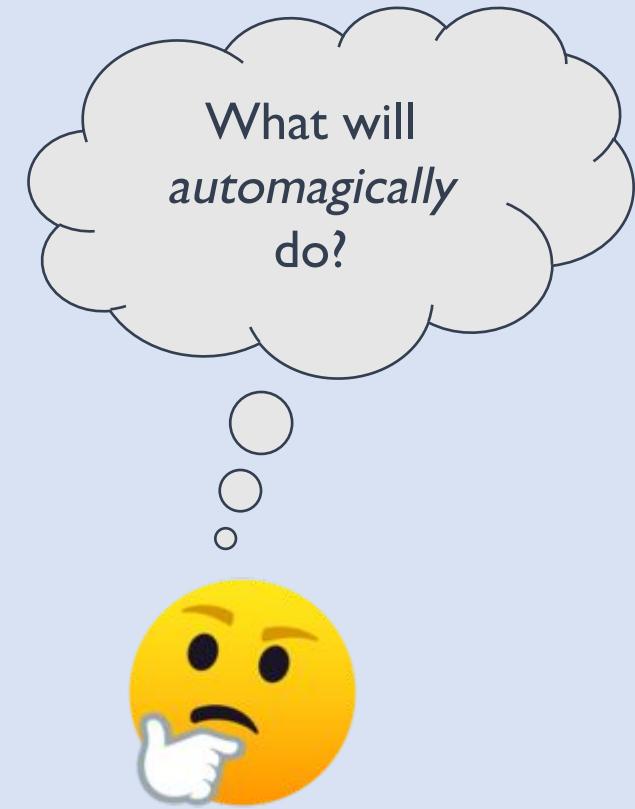
**100 000 People**

Out of 100 000 entries in your file:  
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Resolve automatically  
 Discard

At the bottom right are "CANCEL" and "IMPORT" buttons.



Microsoft - Official Home

https://portal.webcamp.dogfood.com/

Hello Irja!

File upload

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[CANCEL](#) [IMPORT](#)



Microsoft - Official Home

https://portal.webcamp.dogfood.com/

Hello Irja!

File upload

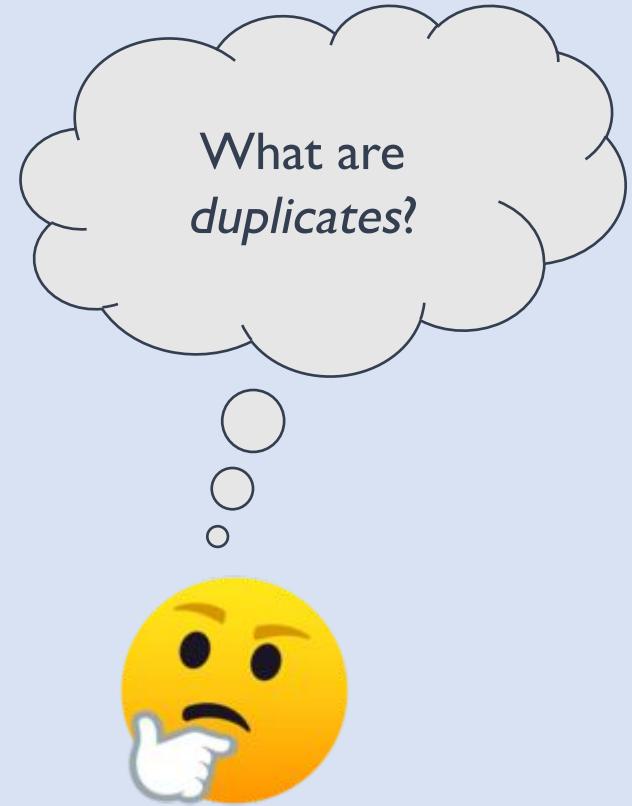
# 100 000 People

Out of 100 000 entries in your file:  
90 000 are valid.  
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In a case of **duplicates**, how do you want to resolve them?

- Resolve automatically
- Discard

[CANCEL](#) [IMPORT](#)



*,,Show me the data”.*

Are there any **unused** features?

Are there any **unnecessary** features?

*„If users might fail to recover, there is a missing feature”.*

Are there any  
**missing** features?  
**complicated** features?

*„If the team doesn't understand the idea the first time, it's worth challenging.”*

Are there any  
**foggy** features?  
**risks?**

# Reviewing discussing requirements

| Business rules and flows.

# Reviewing discussing requirements

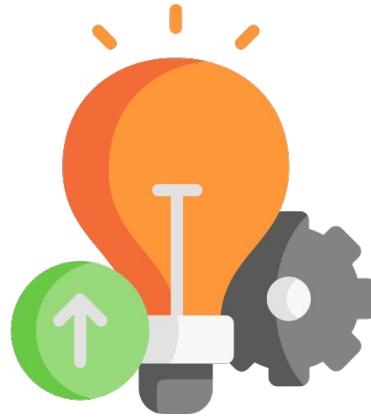
## 2 Requirements clarity.

# Reviewing discussing requirements

3 Data and use cases.

# Reviewing discussing requirements

## 4 Consistency\*.



**Inconsistencies happen (only) when we  
innovate.**

# Reviewing discussing requirements

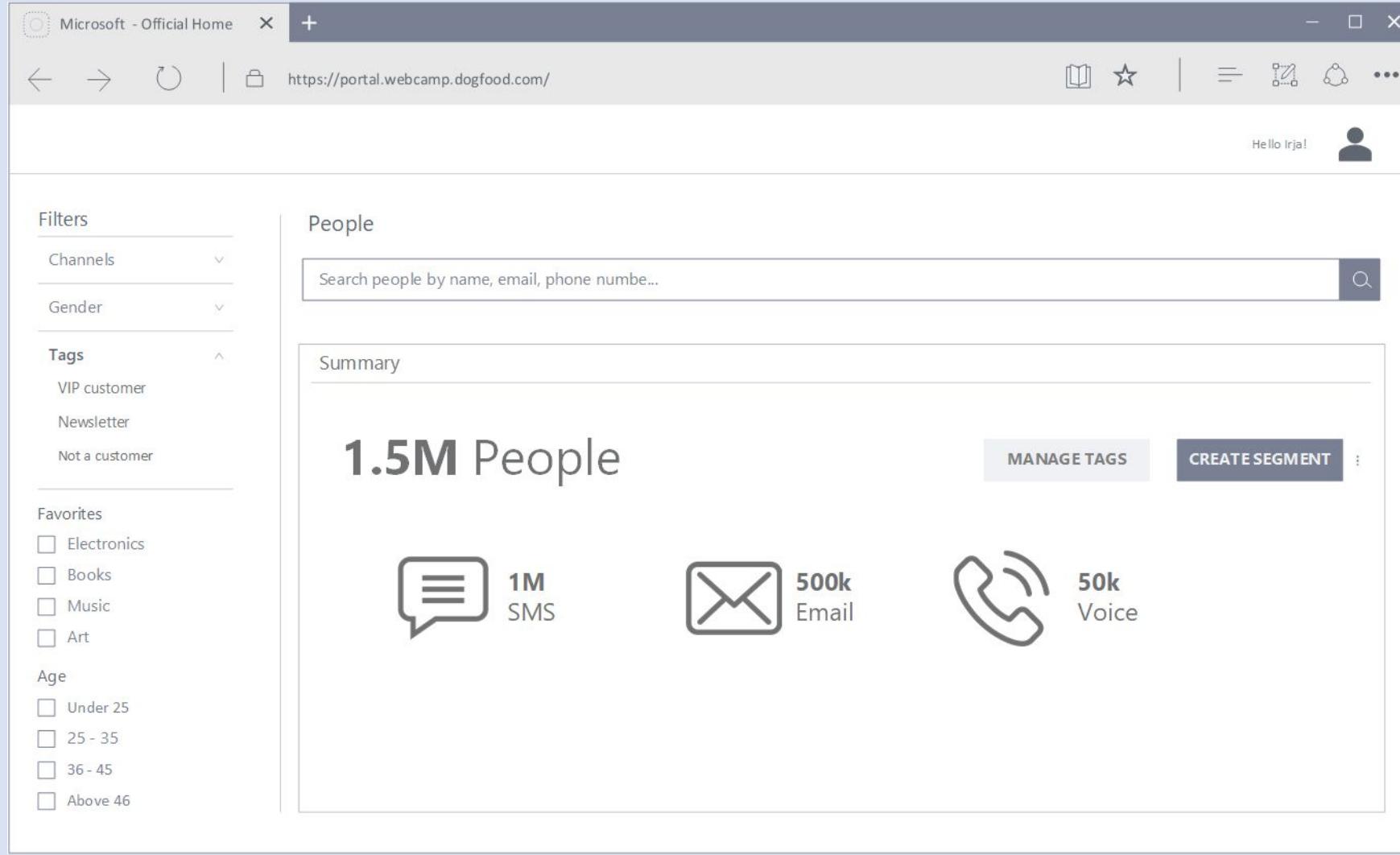
5 Project and product risk assessment.

# Dogfood #2

„Dude, where's  
my data?“



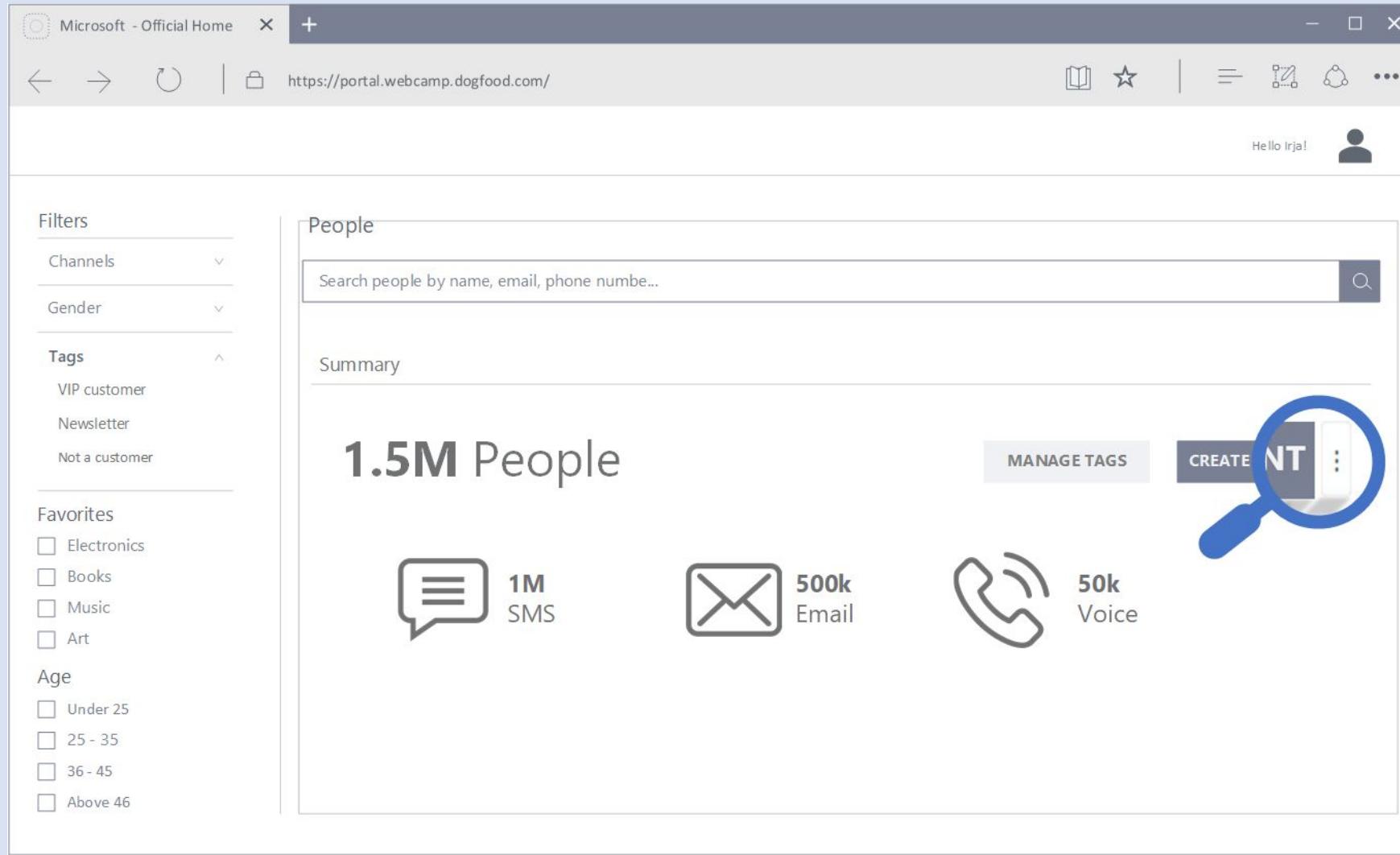
# Idea was awesome...



A screenshot of a web browser window titled "Microsoft - Official Home". The URL is <https://portal.webcamp.dogfood.com/>. The page displays a "People" section with a search bar and a summary of "1.5M People". It also shows metrics for SMS (1M), Email (500k), and Voice (50k). On the left, there are filters for Channels, Gender, Tags (VIP customer, Newsletter, Not a customer), Favorites (Electronics, Books, Music, Art), and Age (Under 25, 25 - 35, 36 - 45, Above 46).



# ...but hidden from users



A screenshot of a Microsoft web application window titled "Microsoft - Official Home". The URL is <https://portal.webcamp.dogfood.com/>. The page displays a "People" section with a search bar and a summary of "1.5M People". Below the summary are four data points: "1M SMS", "500k Email", "50k Voice", and a "CREATE" button with a magnifying glass icon over it. On the left side, there are filters for "Channels", "Gender", and "Tags" (with options like "VIP customer", "Newsletter", and "Not a customer"). Below these are "Favorites" (Electronics, Books, Music, Art) and "Age" filters (Under 25, 25 - 35, 36 - 45, Above 46). The top right corner shows a user profile with "Hello Irja!" and a person icon.



# And when they finally found it...

A screenshot of a web browser window titled "Microsoft - Official Home". The URL is <https://portal.webcamp.dogfood.com/>. The page displays a search interface for "People". On the left, there are filters for "Channels", "Gender", and "Tags" (with options like "VIP customer", "Newsletter", and "Not a customer"). Below that are "Favorites" (Electronics, Books, Music, Art) and "Age" categories (Under 25, 25 - 35, 36 - 45, Above 46). The main area shows a summary for 1.5M People, with counts for SMS (1M), Email (500k), and Voice (50k). There are buttons for "MANAGE TAGS", "CREATE SEGMENT", and "Export". An orange arrow points to the "Export" button.

# ...promises were made...

Microsoft - Official Home

https://portal.webcamp.dogfood.com/

Hello Irja!

Your export is being prepared. We will notify once ready.

Filters

Channels

Gender

Tags

- VIP customer
- Newsletter
- Not a customer

Favorites

- Electronics
- Books
- Music
- Art

Age

- Under 25
- 25 - 35
- 36 - 45
- Above 46

Summary

1.5M People

MANAGE TAGS

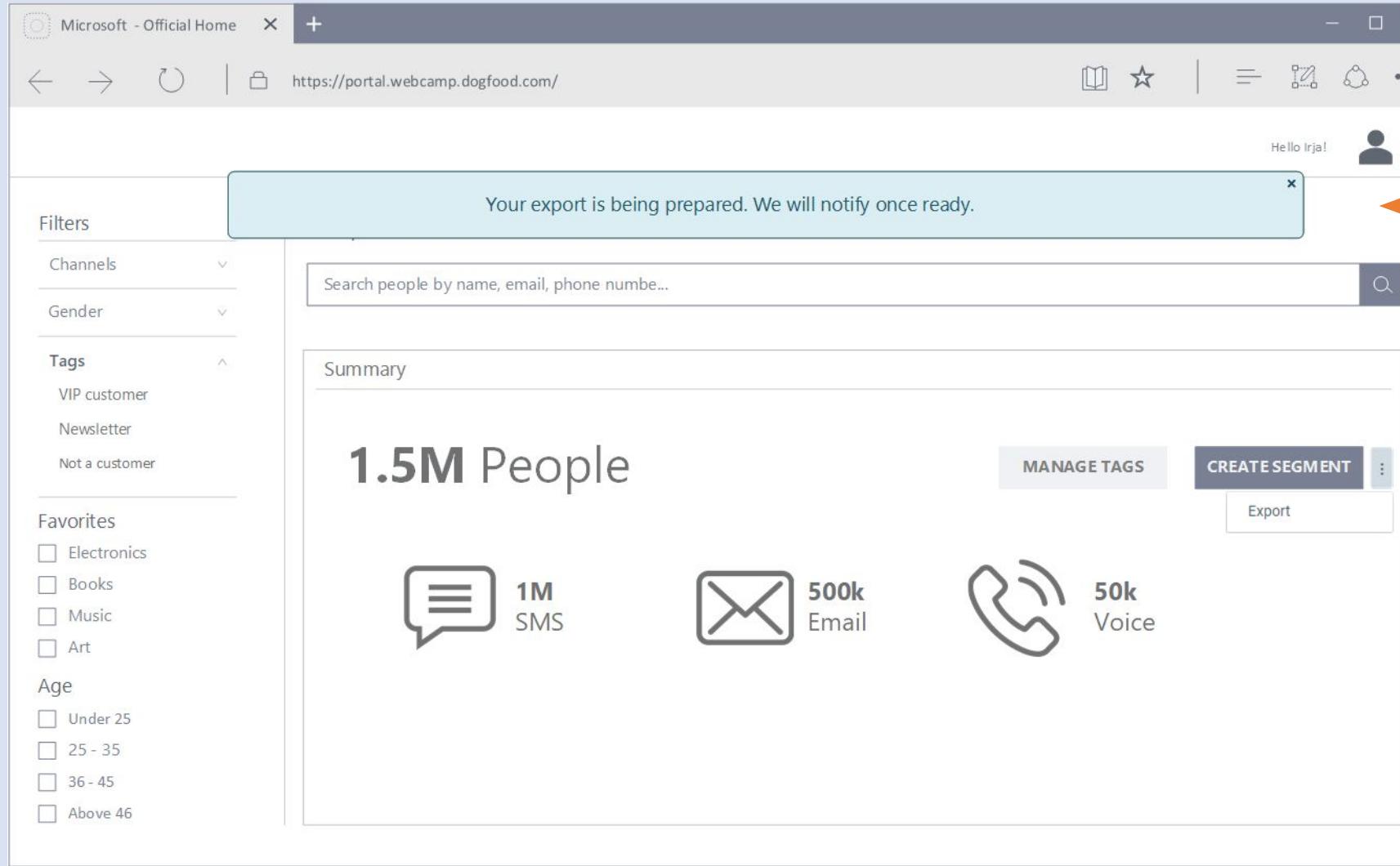
CREATE SEGMENT

Export

1M SMS

500k Email

50k Voice



# ...and feedback came as a surprise.

Microsoft - Official Home

https://portal.webcamp.dogfood.com/

Hello Irja!

Your export is ready. Click here to start [Download](#).

Search people by name, email, phone numbe...

Filters

Channels

Gender

Tags

- VIP customer
- Newsletter
- Not a customer

Favorites

- Electronics
- Books
- Music
- Art

Age

- Under 25
- 25 - 35
- 36 - 45
- Above 46

Summary

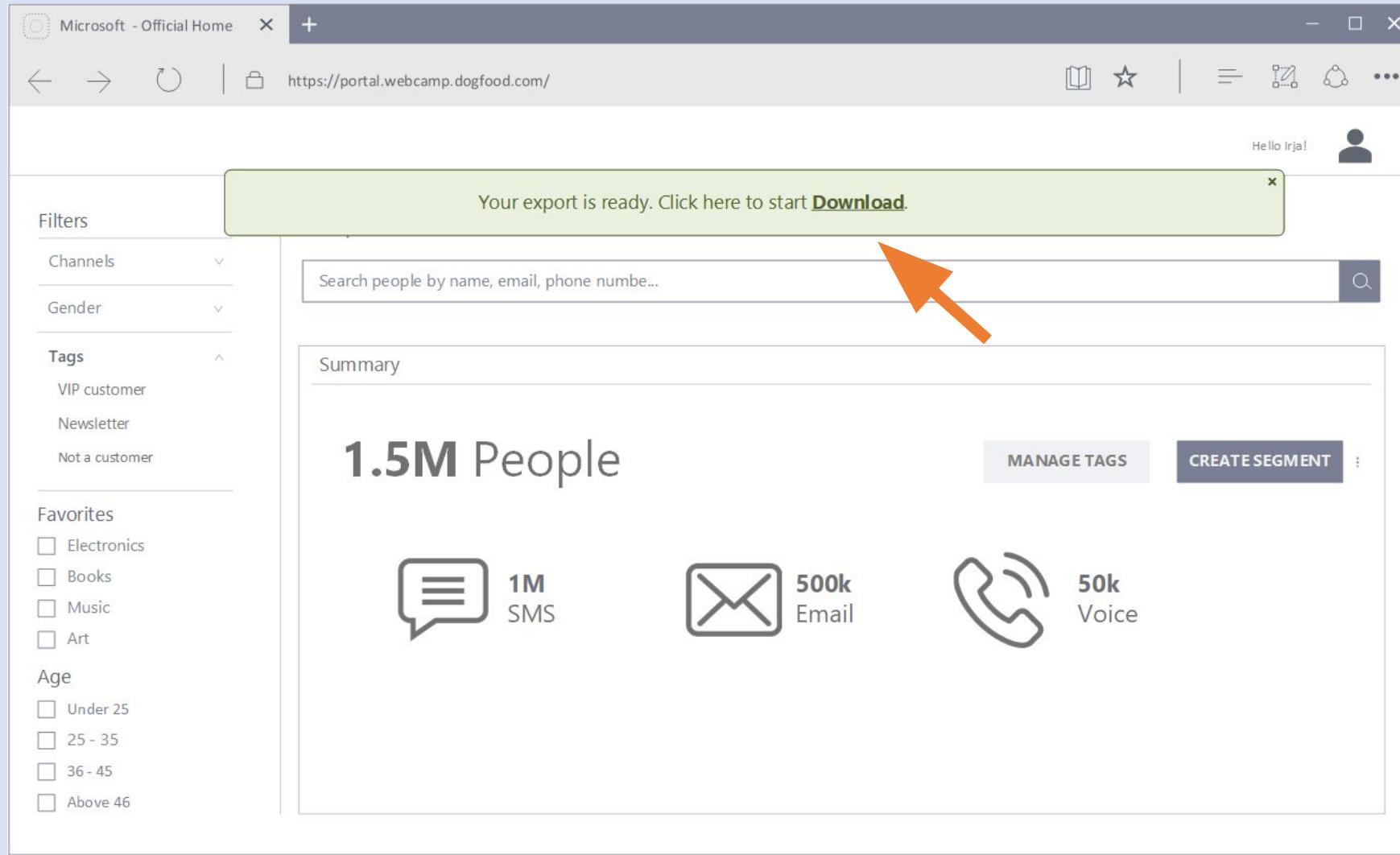
1.5M People

MANAGE TAGS CREATE SEGMENT

1M SMS

500k Email

50k Voice



*„User experience is like a joke – if you need to explain it, means it's not that good.”*

Is the product  
**self-explanatory?**  
**easy to use?**

*„If it's easy to slip away, there should be an emergency exit.”*

Is the product  
**too easy to use?**  
**overcomplicated?**

*„When action is expensive, the system should provide a clear status visibility.”*

Is the product  
**giving useful feedback?**

# Reviewing discussing design & UX

| Realistic and complex client use cases

# Reviewing discussing design & UX

## 2 Layout and elements

# Reviewing discussing design & UX

## 3 User experience

# Reviewing discussing design & UX

## 4 Patterns familiarity

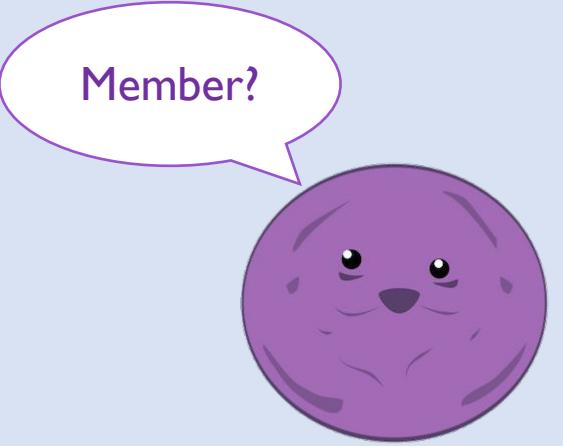
# Reviewing discussing design & UX

5 Appropriate „voice”

# Challenge

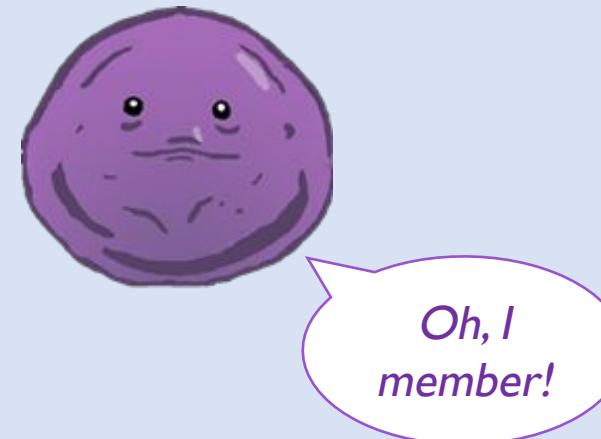
How to learn what works?  
Listen first, then talk.





Member?

# My Takeaways



**TESTING BEGINS EVEN BEFORE A  
SINGLE LINE OF CODE IS WRITTEN.**



@irjastraus



# QUESTIONS WE ASK ARE DIFFERENT.



@irjastraus



# MinicAST

HALF-DAY ONLINE CONFERENCE

APRIL 22, 2021 | 3 PM EST

# THANK YOU!



TESTING IN THE 20'S