HOW TO BUILD BETTER SOFTWARE.

13 “Thinks” to Keep in Mind.

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- Math/Physics
- Computer Science
- Software Engineering
- Lean/Agile Development

- English/Latin
- Business Administration
- Marketing incl. Market Research
- „Design Thinking“

ABOUT TOBIAS. Combining design & engineering.

Reiss Profile®
who you are

Expertise

Master in Computer Science

15 year professional software development in different roles like developer, architect, product owner and manager

Certified Gestalt practitioner & Business Coach

Design Thinking Coach & Teacher

Interests

My children, my family, my friends

Traveling all around the world

Jazz and playing trumpet

Writing books and blogs

Cinema and movies

What is needed for change and growth?

ABOUT JOCHEN. People. Ideas. Results.

How to build better software?

Think TEAM.

It always starts with the right people.

Build interdisciplinary teams.

Invest in Teambuilding.

Create a constructive feedback culture.

Think SPACE.

Give ideas room to grow.

Provide a flexible environment.

Give the team a home.

Think ITERATION.

Step by step towards better results.

Learn about your processes empirically.

Turn your hypotheses into facts incl. failures.

Software solutions usually do not survive first contact with end users.

Think SCRUM.

Waterfall often doesn’t work.

Software projects cannot be planned analytically ex ante.

Foster self-empowered teams.

Inspect and adapt as a team.

Think RESEARCH.

Develop empathy for your end users.

Go out of the building to see end users.

Also look for extreme users.

Think PERSONA.

Bring your end user to live.

Different end users have different requirements.

Bring the end user back into the team.

Think BRAINSTORMING.

Reach beyond the obvious solutions.

Go for quantity.

Allow wild ideas.

Ensure an creative team culture.

Think USER STORY.

See the world from an end user’s perspective.

User story maps to see the whole.

Think BACKLOG.

Planning is everything, the plan is nothing.

Don’t specify to far ahead.

Estimate your workload.

Think INNOVATION.

It’s not only about desirability.

It’s about making it happen …

…and making money with it.

Think BUSINESS.

Your product is not just a product.

Think of projects as start-ups.

Build, measure and learn.

Think ENGINEERING.

Just having nice ideas is not enough.

Scrum alone is not enough.

Exploratory testing.

Think KAIZEN.

No need to be perfect from the beginning.

Take time for team retrospectives.

Continuously improve as a team.

13 = 14 ?
12 ENGINEERING
13 KAIZEN
10 BUSINESS
How to better
13 "Thinks
Viability $
Desirability
Feasibility
9 BACKLOG
capa!
1 H
2 XL
3 L
4 S
5 XL
11 INNOVATION

1 TEAM
SAP
2 SPACE
4 Scrum
I like
Agenda
24h
3 ITERATION
build
Software ?
to remember...
7 RESEARCH
8 USER STORY
6 PERSONA
Vision
As Gabi
I want to...
4 BRAINSTORMING

THANK YOU.

DESIGNTHINKING with SAP

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