



Business Value

"The heartbeat of XP" -- Value as defined by the customer.

It deserves reiteration:

Programmers are not customers. Programmers should not make business decisions, such as deciding what has [BusinessValue](#).

[ExtremeProgramming](#) works by pretending we are all [StarTrek](#) Ferengi, and we are in it for The Profit. The [OnsiteCustomer](#)'s lobes attend to their customer's needs, and they request we add increments of [BusinessValue](#) to the project. We finish them as fast as our clever Ferengi minds can type, but with a simple design and lots of tests so we can do it again. We only invest in the future via [ArchitectTheNegativeSpace](#). The [OnsiteCustomer](#) then sells the new feature to the customer, takes the profit and uses that to pay us for the next feature.

See [XpIsFreeMarket](#)

If you program because you love it, it takes discipline to moderate your designs to take [BusinessValue](#) into account.

See also: [BusinessValueFirst](#), [BusinessValueOrientedProgramming](#)

[CategoryCustomer](#)

Last edit October 10, 2003, See [github](#) about remodeling.