Chapter 8 – Product Development

Faux Agile Practices
- Follow Common Practices
- Ignore Organizational Culture and Practices
- Grouping work into Larger Projects
- Not gathering Customer Feedback until the end

Focus on Lean Startup
- Frequently test Product with User Research
  - Its Design
  - Its Business Model
- Emphasis Experimentation into the product development process

- Work in small batches
- Make Flow of Work visible
- Gather and Implement Customer Feedback
- Team Experimentation

Lean Product Development Practices
1. Focus on working on Features that can be Completed within less than 1 week
   - Including MVPs
2. Ensure that the Team has good Visibility in the Flow of Work through to the Customer
3. Seek Customer Feedback and incorporate it into Product Design
4. Give Teams Authority to make changes to the Product

Virtuous Cycle
- Improved Software Delivery enables Better Lean Management Practices
- Working in Small Batches is key
  - Reduced cycle times leads to faster learning