

Using lean startup strategies require feedback loop and quick iterations



Agile Sprints

Velocity
Points
Iterations
Continuous Deployment

Only part of the story!



Lean Cycles

Generative Research
Ideation
Mental models
Behavior Models
Test Results
Competitive Analysis

THINK

CHECK

MAKE

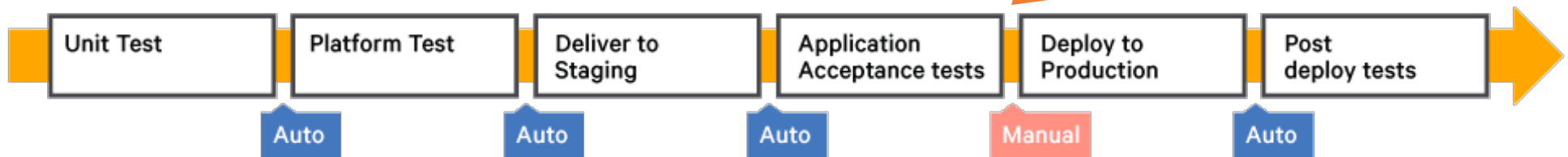
Prototypes
Wireframes
Value Prop
Landing Page
Hypotheses
Comps
Deployed Code

Reduce cycle time, not build time

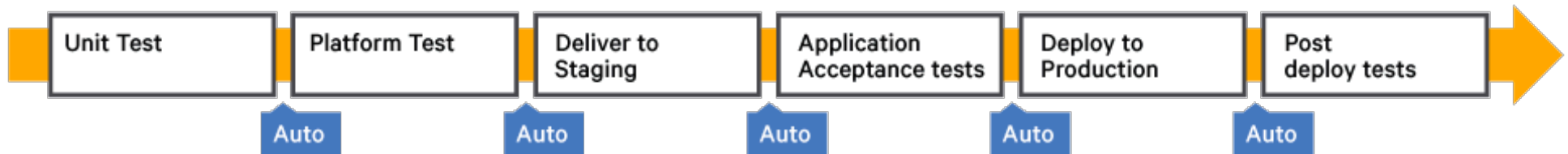
What is Continuous Delivery vs Continuous Deployment?

Even if we only go with Continuous Delivery, we need to make work available on public staging server

Continuous Delivery



Continuous Deployment



What does it look like it in reality?

- Fully Automated
- Commits/merges to any branch trigger build and testing
- Commits/merges to **Develop** or **Master** branches trigger deployment

