

Opinionated Product Development

In A Newsroom

storyful.

Stories worth telling.

Storyful and me

4.5 years, from 5 to 80 people, Ukraine to Dublin,
constant chaos to 2 weeks of chaos at a time



Worked for him



But not for her



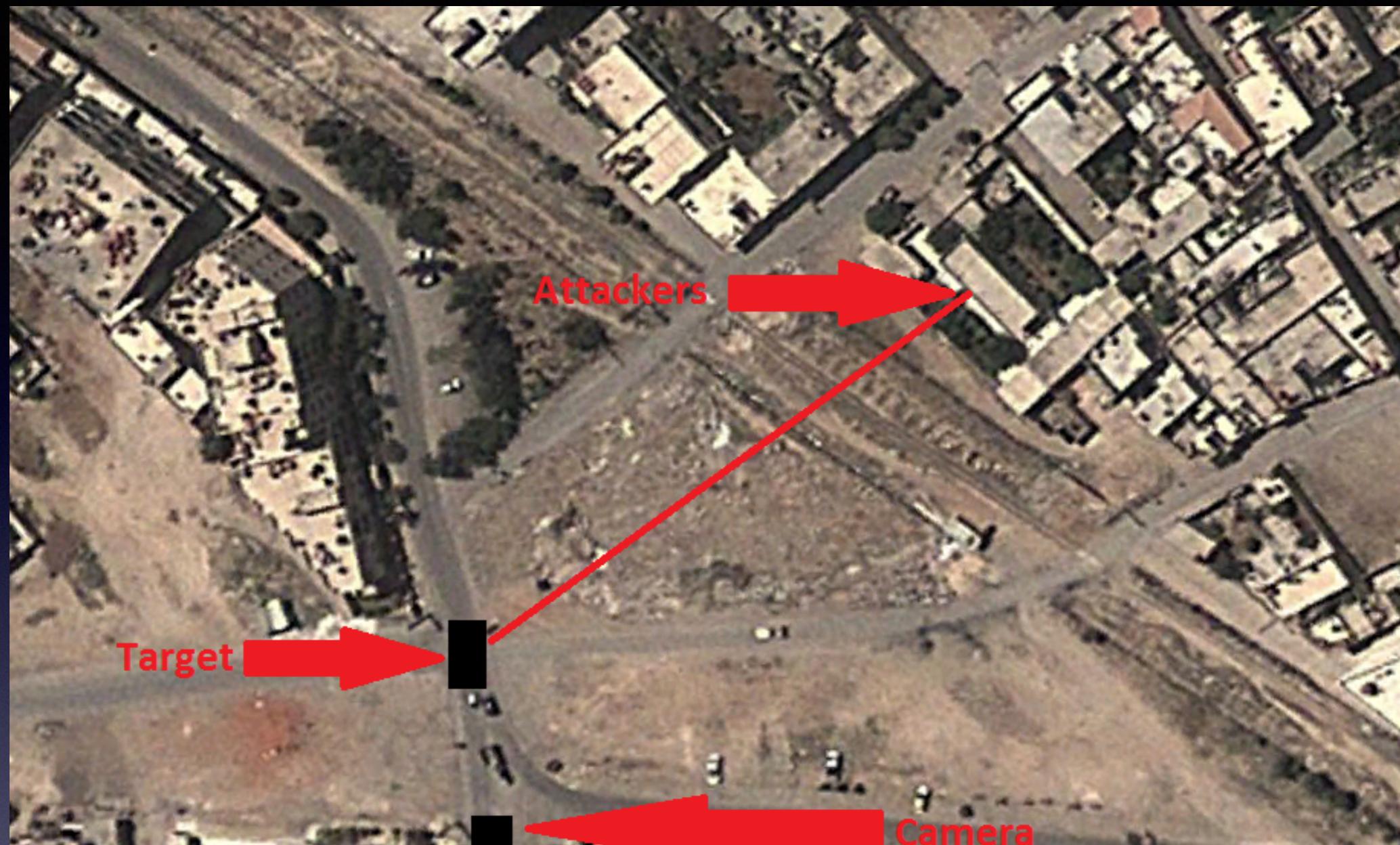
I worked for them

and the BBC, New York Times, France24, WSJ, Vice, Fox News, Yahoo! News, witnesses, and the audience.

storyful.



From Cats



To Daraya



Product?

A device or system that repeatedly solves a problem at scale

User feedback

- What do they like?
- What would they pay for?
- What would make them recommend it?

Show it
to users



Product
Decisions

Stanford

First Opinion

Know your customers, know the problem



Second Opinion

Have a mission, values, and a strategy



Third Opinion

Work with good people who have skills, know your
people



Fourth Opinion

Small teams of peers loosely coupled



Fifth Opinion

2 week process, time and space, agile



Sixth Opinion

Change your opinion; measure, test, learn and adapt.



Seventh Opinion

Be resilient, work with the fringes, perfection is the enemy of good, angst is for teenagers

Your opinion?