

Product Engineering

Mike Lee
@bmf













Product Engineering

Idea

Idea

Idea

???

Idea

???

Profit

Idea
Product Engineering
Profit

The Three Traits of Product Engineering

The Three Traits of Product Engineering

1. Over-arching

The Three Traits of Product Engineering

1. Over-arching

2. Top-Down

The Three Traits of Product Engineering

1. Over-arching
2. Top-Down
3. Empathetic

The Three Laws of Product Engineering

The Three Laws of Product Engineering

1. Technology is first and foremost a people problem.

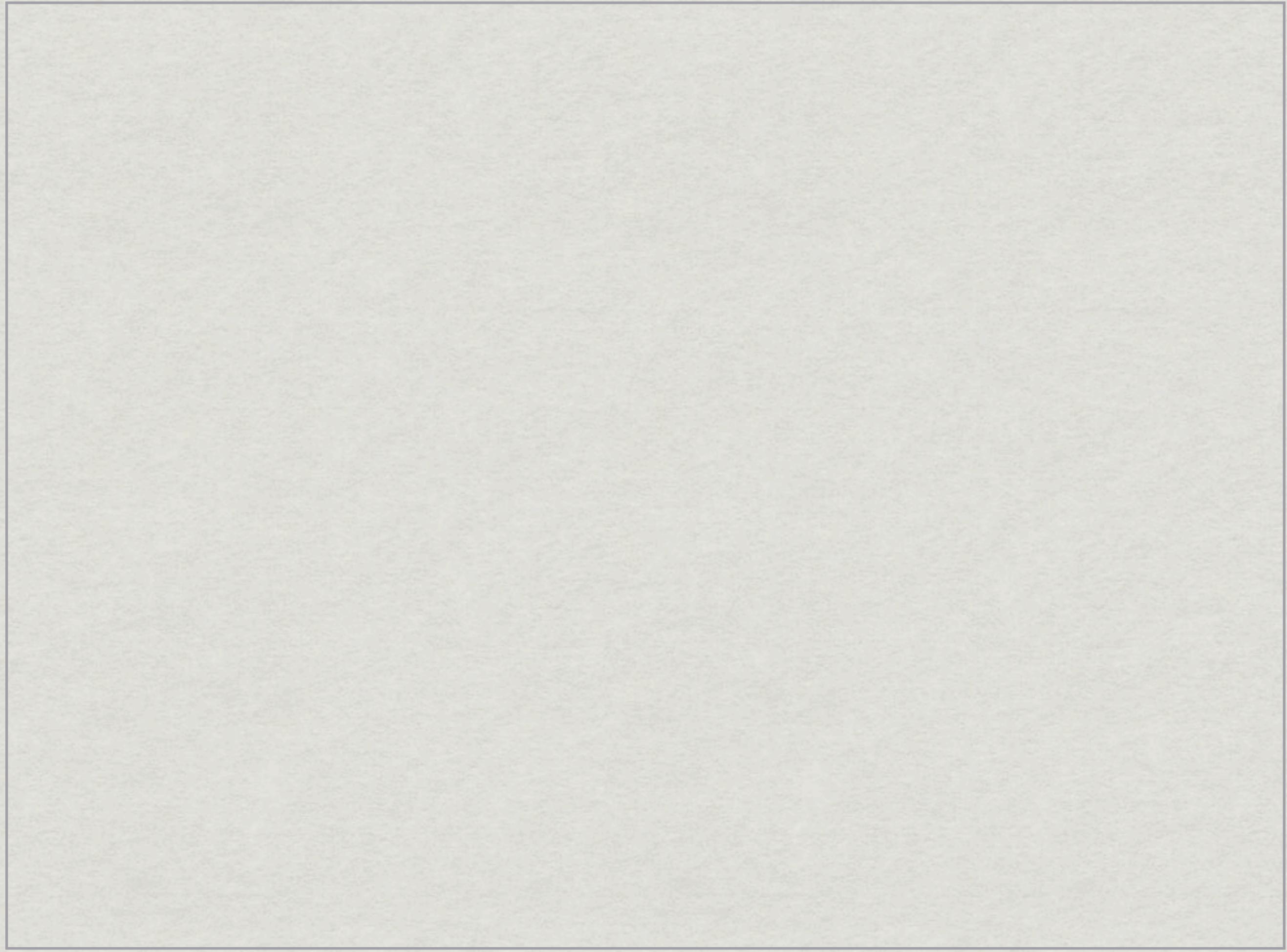
The Three Laws of Product Engineering

1. Technology is first and foremost a people problem.
2. You cannot force people, so you must tempt them.

The Three Laws of Product Engineering

1. Technology is first and foremost a people problem.
2. You cannot force people, so you must tempt them.
3. The new must be a better experience than the old.

Complete History of Machinery



— DISTANT PAST

— DISTANT FUTURE



— WOODEN AGE



— WOODEN AGE



— WOODEN AGE



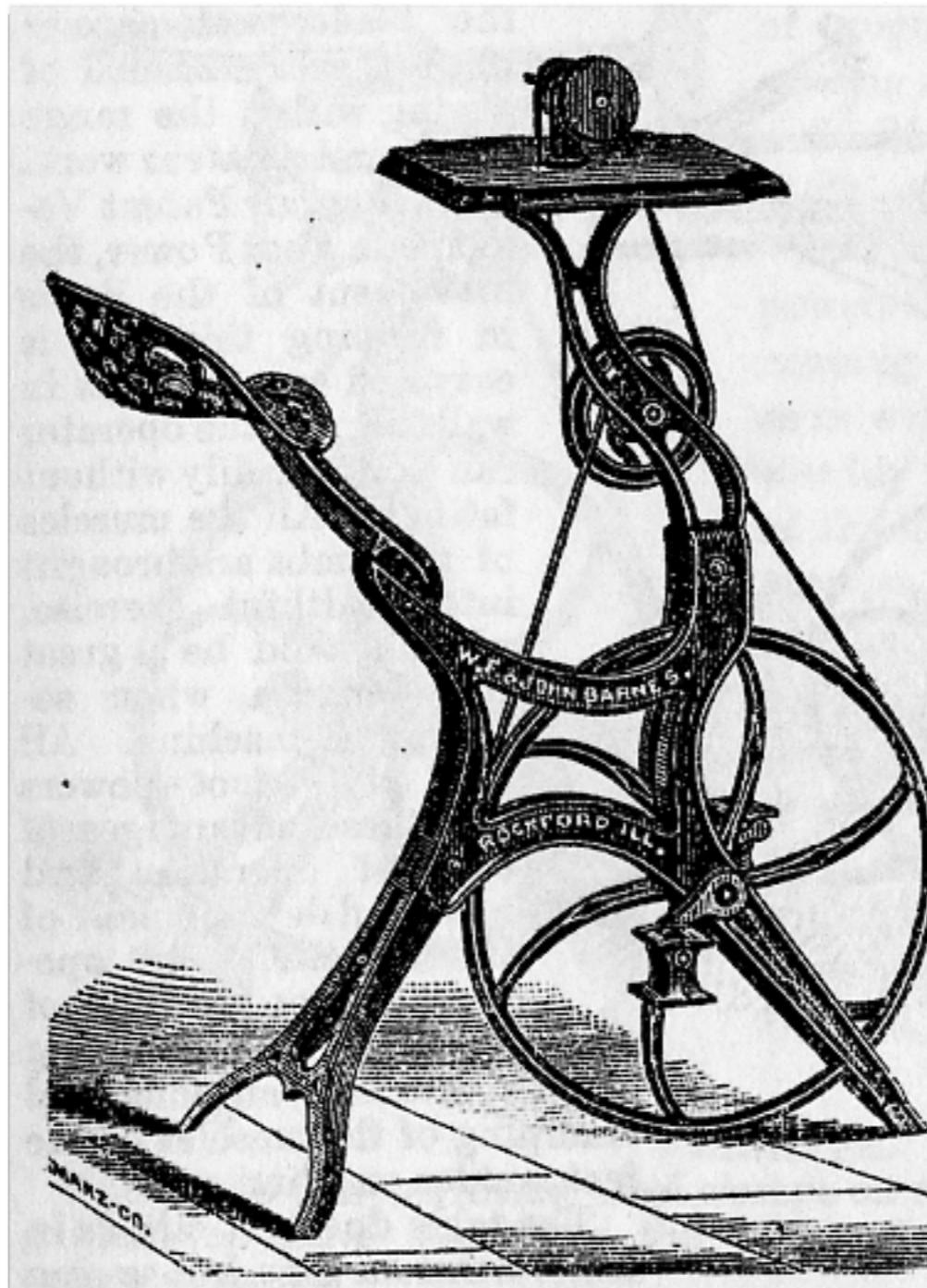
— STONE AGE



— WOODEN AGE



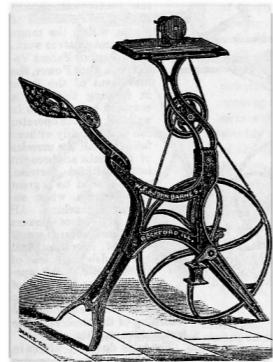
— STONE AGE



— WOODEN AGE



— STONE AGE



— IRON AGE

— WOODEN AGE



— STONE AGE

AGE



— WOODEN AGE



— STONE AGE



— IRON AGE



— STEEL AGE

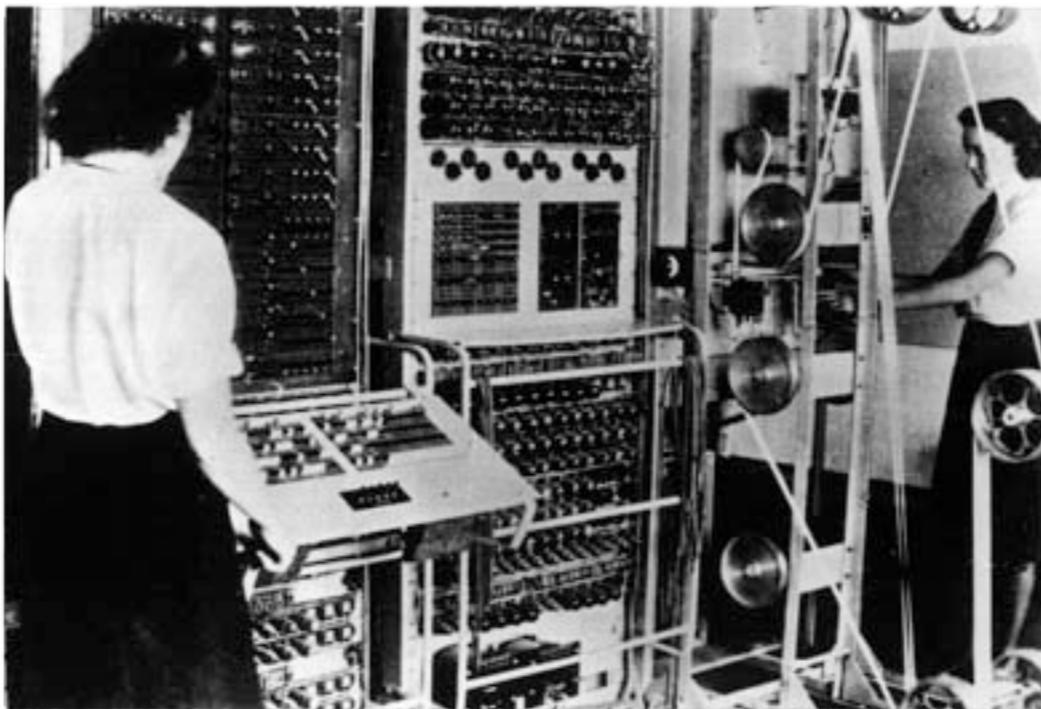


— WOODEN AGE



— STONE AGE

— AGE



— WOODEN AGE



— STONE AGE



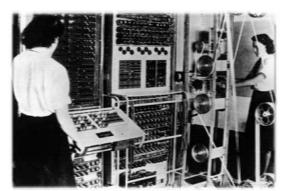
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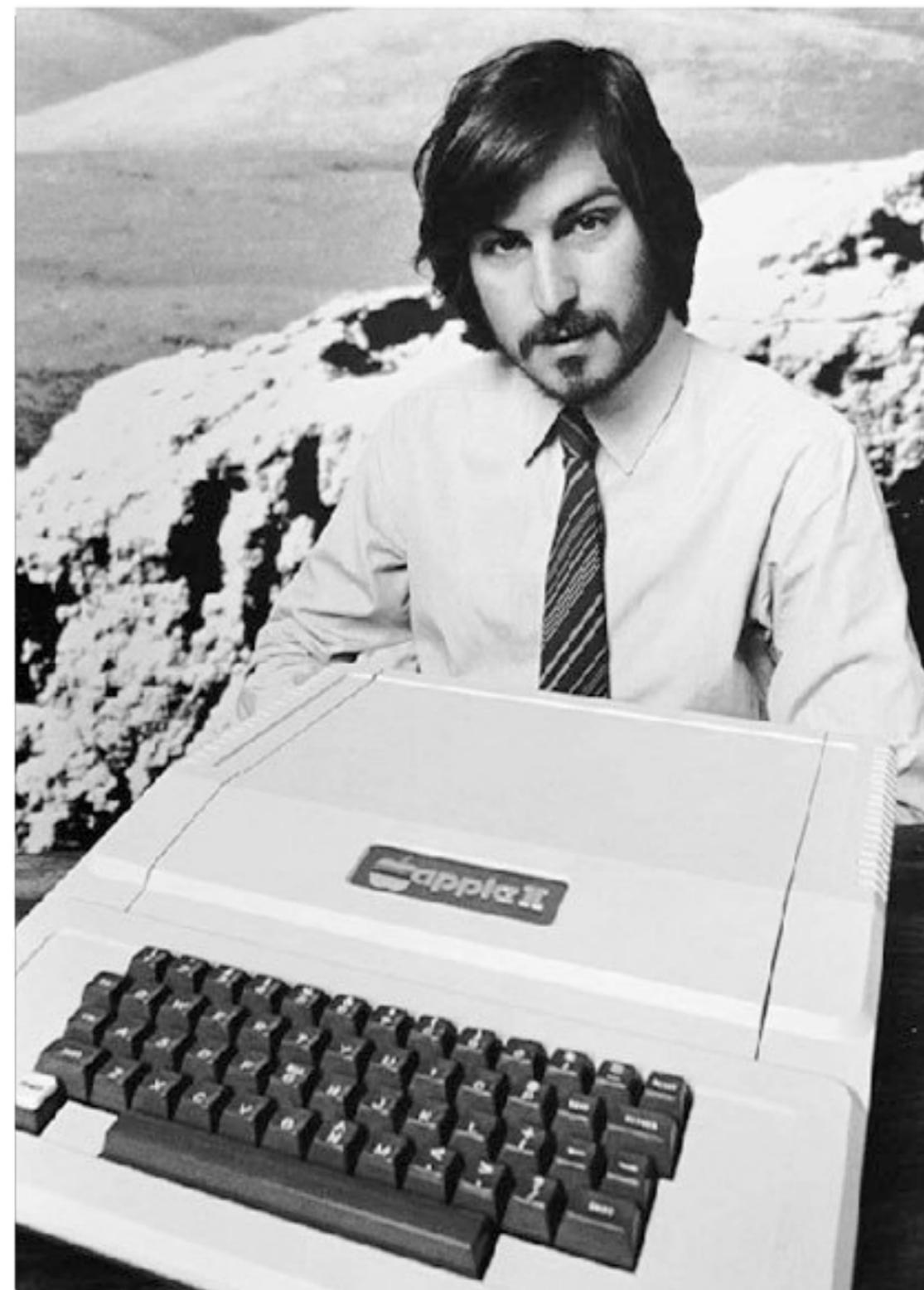
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— WOODEN AGE



— STONE AGE



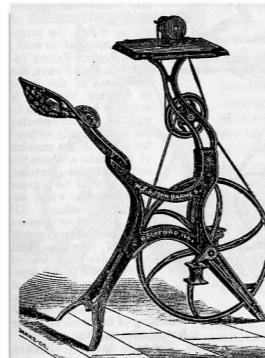
— WOODEN AGE



— STONE AGE



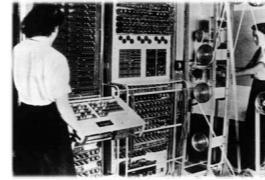
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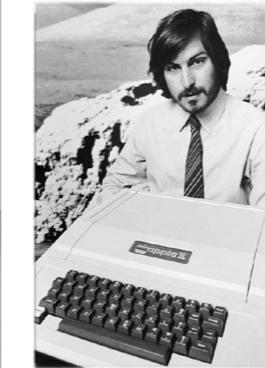
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— COPPER AGE



— SILVER AGE



— WOODEN AGE —



— WOODEN AGE



— STONE AGE



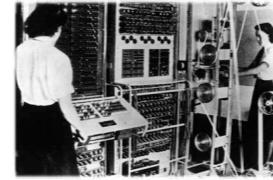
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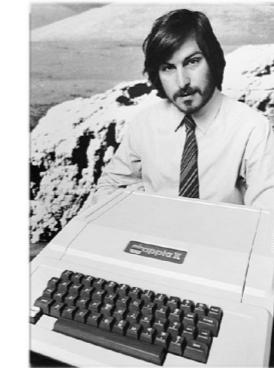
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— SILVER AGE



— GOLDEN AGE



— WOODEN AGE



— STONE AGE



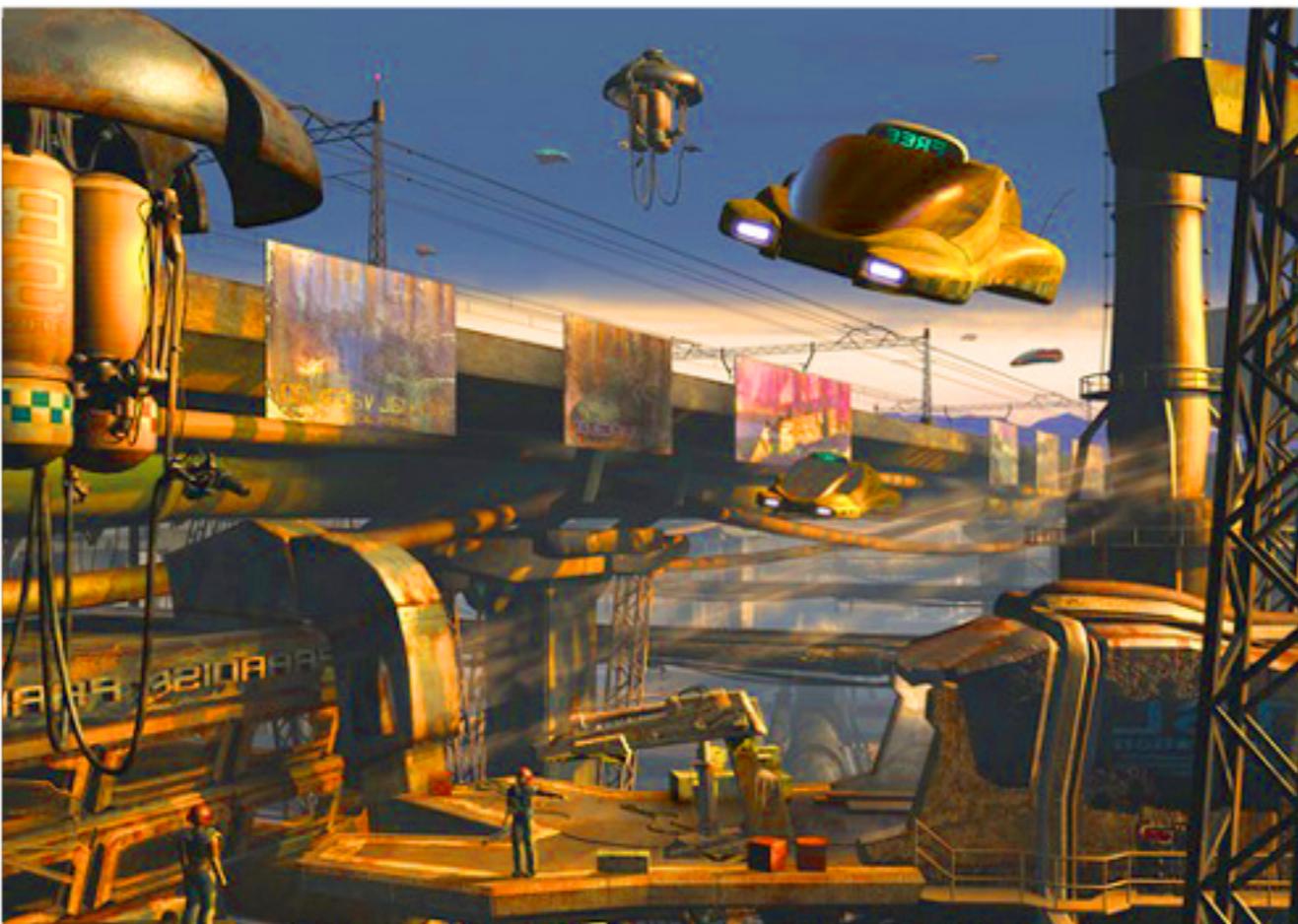
E

GE

AGE

AGE

— GOLDEN AGE



— WOODEN AGE



— STONE AGE



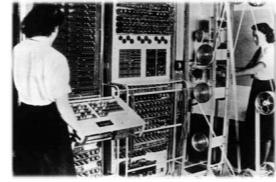
— IRON AGE



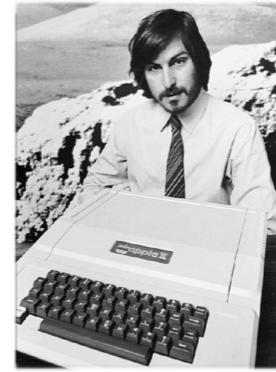
— STEEL AGE



— COPPER AGE



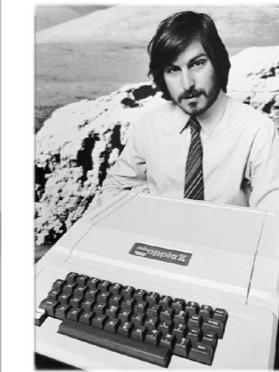
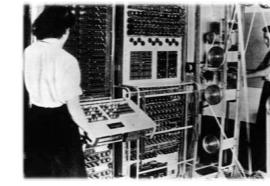
— SILVER AGE

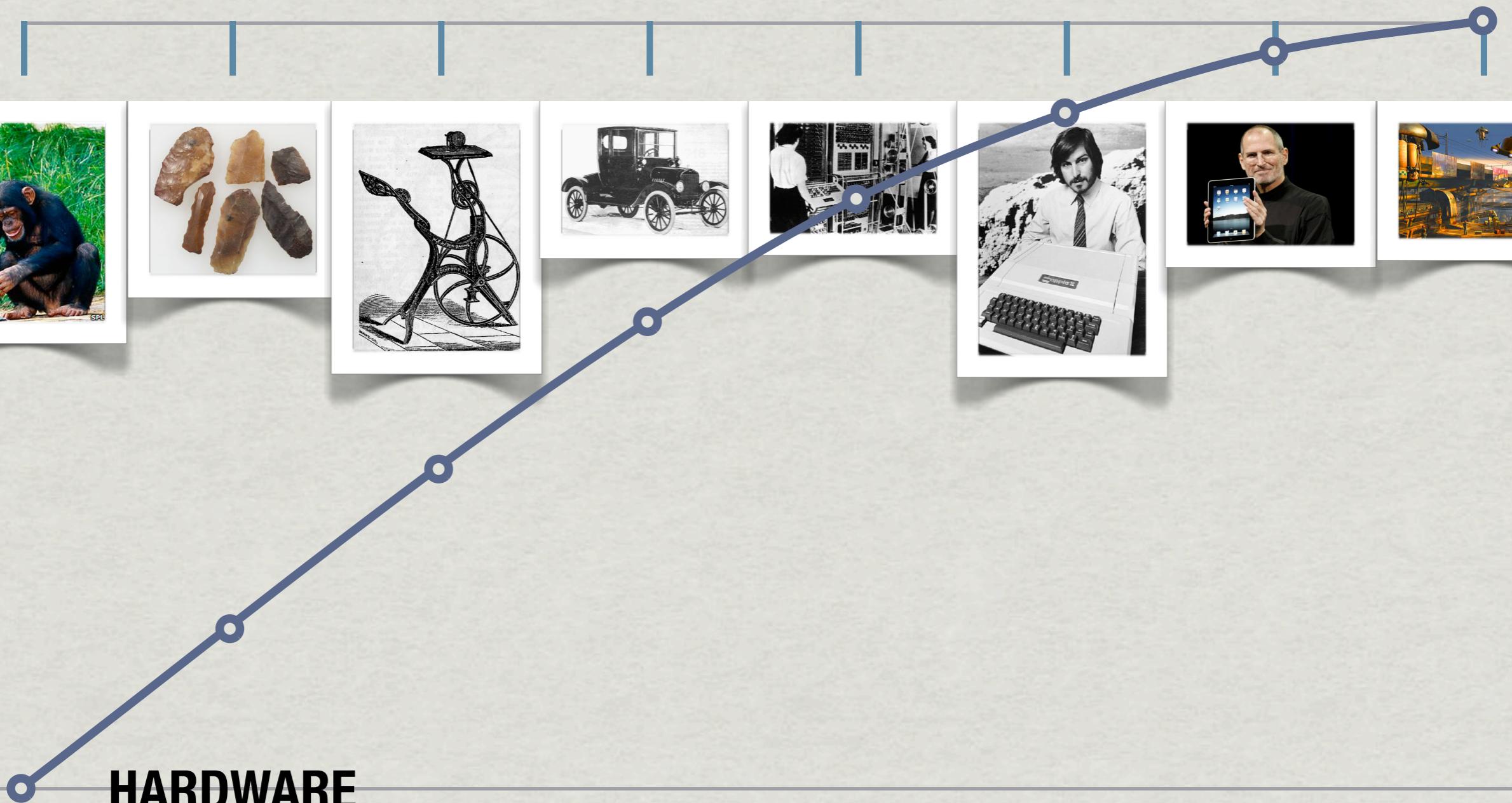


— GOLDEN AGE



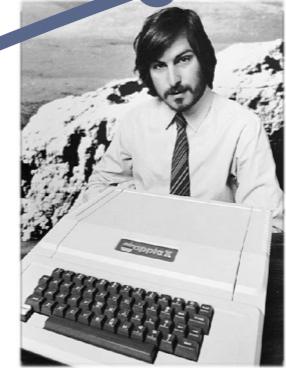
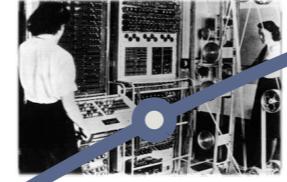
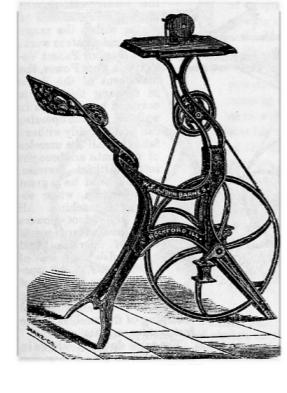
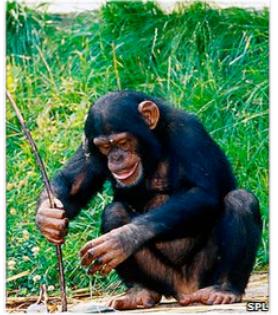
— DIAMOND AGE





HARDWARE

SOFTWARE



HARDWARE

SOFTWARE



The Age of Magic in Computing



iPad 9:42 AM 70%

Library A. A. Milne Winnie-the-Pooh

 Winnie-the-Pooh sat down at the foot of the tree, put his head between his paws and began to think.

One day when he was out walking, he came to an open place in the middle of the forest, and in the middle of this place was a large oak-tree, and, from the top of the tree, there came a loud buzzing-noise.

First of all he said to himself: "That buzzing-noise means something. You don't get a buzzing-noise like that, just buzzing and buzzing, without its meaning something. If there's a buzzing-noise, somebody's making a buzzing-noise, and the only reason for making a buzzing-noise that I know of is because you're a bee."

27 of 308 28 of 308 26 pages left in this chapter







Understanding Technology

Technology

tekno logy

“art, skill, craft”

tekhno logy

“art, skill, craft”

tekhnologia

“art, skill, craft”

“theory, science”

tekhnō

logia



Understanding People

In reality, people are not

lazy

but it helps to pretend they are

In reality, people are not

stupid

but it helps to pretend they are

In reality, people are not

impatient

but it helps to pretend they are

In reality, people are not

selfish

but it helps to pretend they are

In reality, people are not

Ignorant and
Apathetic

but they don't know and don't care

Sharpen
Focus

Think it through

Cut it down to the
simplest implementation
of the idea.

Great products are 80%
boring and 20% crazy



\$1M Ideas

“Build my idea and we’ll
split the money.”

“You do all the work and
give me half the money.”

Ideas are a dime a dozen, at most

Originality is not as
important as quality

Most ideas are terrible

“It’s like _____,
but with _____.”

People are in love with
their own ideas

Finding the Product

“What problem are you
trying to solve?”

“How does this solve
that problem?”

“Why is that better?”

10,000 Pushups

Hellelevator Down













Please Take



Floor 18



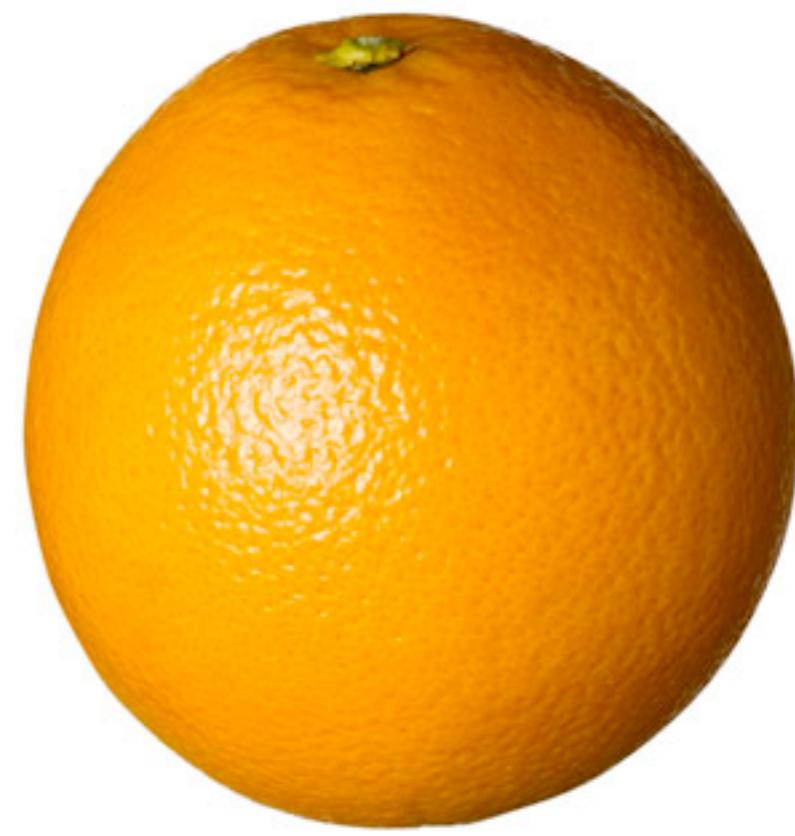
Consider your
Customers

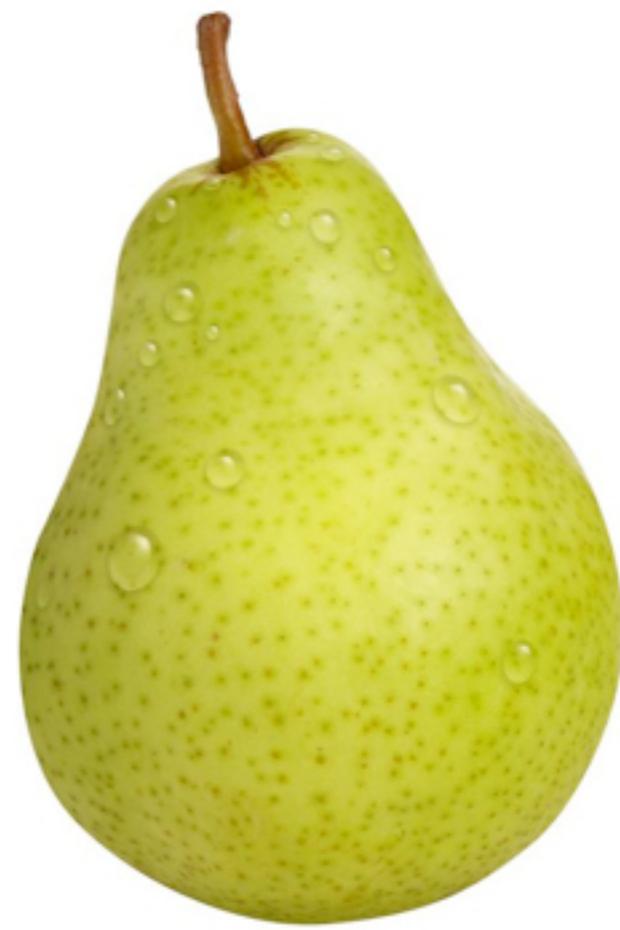
Start at the end by
making a commercial

Picking a Platform

“What makes you happy?
Why not develop for
that platform? It’s what
I’ve always done.”
—Wil Shipley

Comparing apples to
fruit other than apples





Platform is culture

Building a Team

Single Platform

Multi Platform

n platforms
n+1 teams

Testing
Testing
Hello?

Your best product tester
is not your mother, but
your archnemesis

Test your product like it
was made by your
archnemesis

Build the product your
test user expects

Real Artists Ship

Shipping is a necessity,
not an excuse

Plan,
Design,
Ship on time

Cut features, not quality

Shipping the rough draft
is an amateur mistake







**KINECT™
ADVENTURES!**



KLON-SPRUNG!

Fear Social Debt as
much or more than
Technical Debt

When is ready?

EI Mariachi



l'code

“It’s a talk about product engineering, by one of the software industry’s best known speakers.”

“There’s a guy dressed
up like a mariachi.”

Delicious Library

Books: by creator, a to z

LIBRARY

- Books 31
- Movies 41
- Software 6
- Videogames 19
- Toys 25
- Gadgets 25
- Tools 16
- Apparel 28

► ITUNES

SHELVES

- Blue Things 14
- DeWalt Tools 2

▼ SHARED

- Terry's Library

FRIENDS

- Charles Shipley 1
- Lara Fairchild
- Nellie Shipley
- Sigrid Myrdal

Books

- DARK AGE**
- THIS IS THE PART WHERE YOU PRETEND TO ADD VALUE**
- Astro City**
- LOCAL**
- Built-in iSight**
- Astro City**
- MOONSHADOW**
- PENNY ARCADE**
- PENNY ARCADE**
- THE WARSUN PROPHECIES**
- Birds Are Weird**
- THE CASE OF THE MUMMY'S GOLD**
- PURE DUCKY GOODNESS**
- MP at large**
- HOW TO MAKE WEBCOMICS**
- THE GREAT OUTDOOR FIGHT**
- HEWO**
- A TERRIFYING BREACH OF PROTOCOL**
- ATTACK of the Cloned Mutant Deaf Monsters**
- SNOW GOONS**
- LAZY SUNDAY BOOK**

Penny Arcade Volume 3: The Warsun Prophecies

Jerry Holkins & Mike Krahulik

5 stars

+ + Title or Creator

Publish

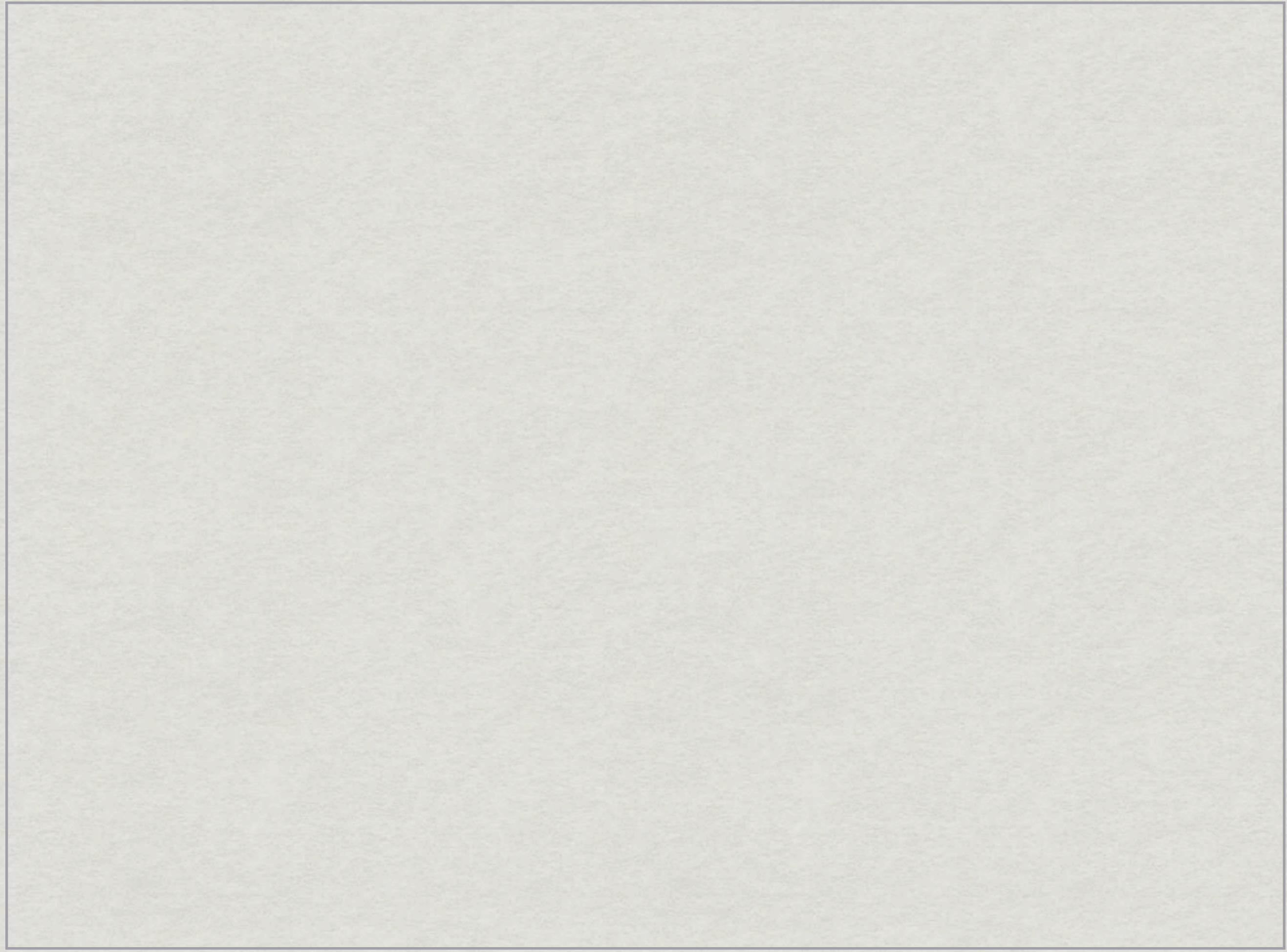
Video Barcode Scanner

“It’s an app that lets you organize your personal media collection.”

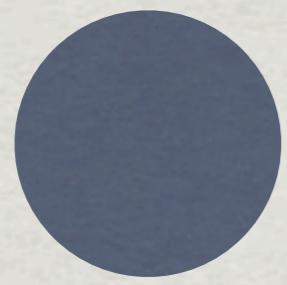
“You can use your iSight
as a barcode scanner.”

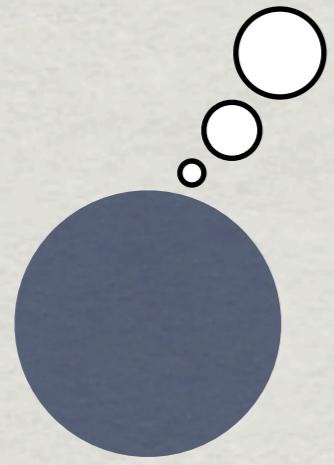
“Holy crap!”

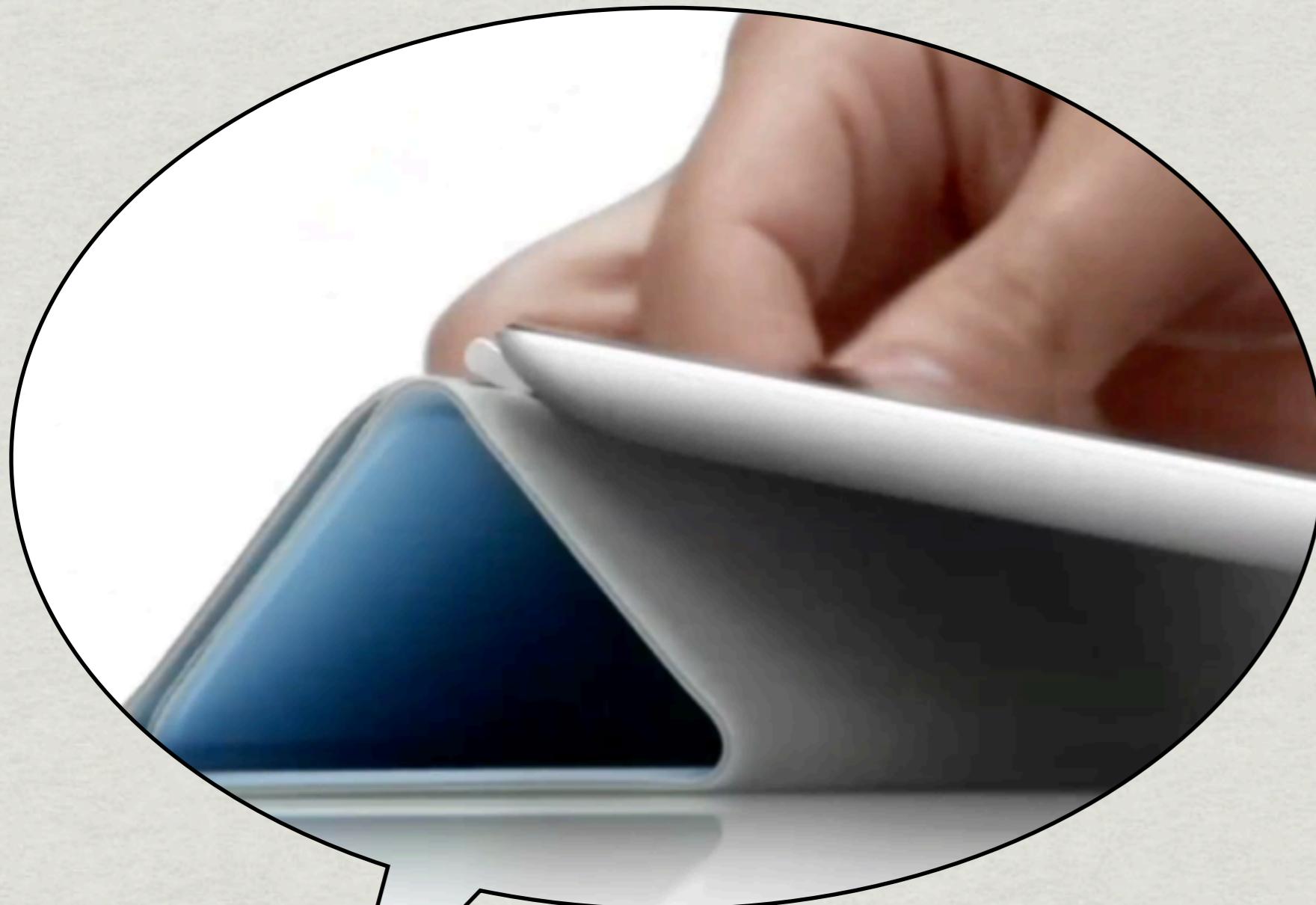
The Hook

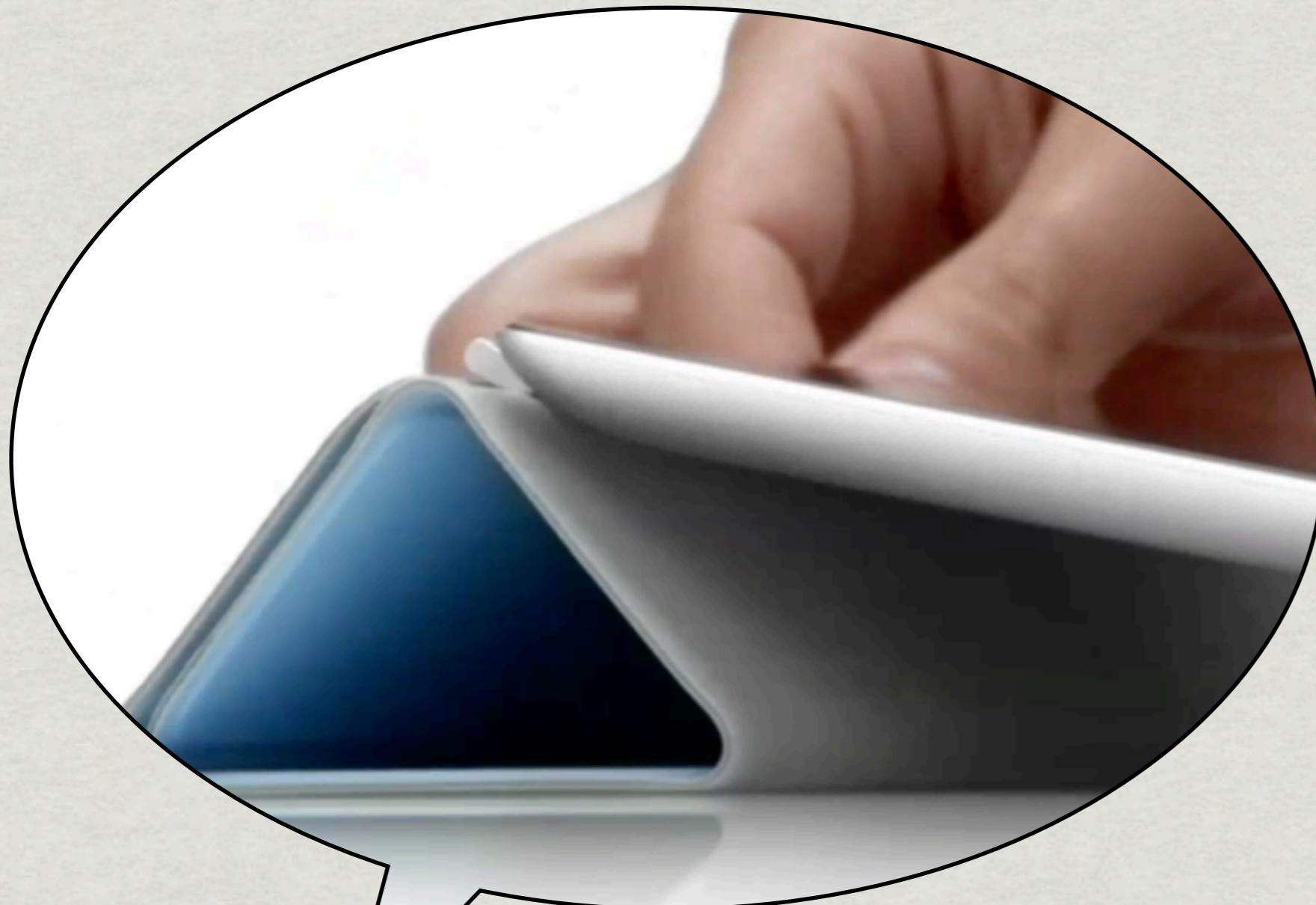


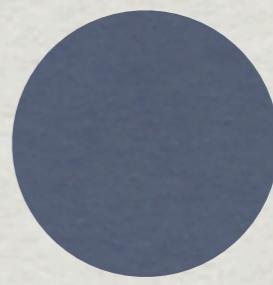
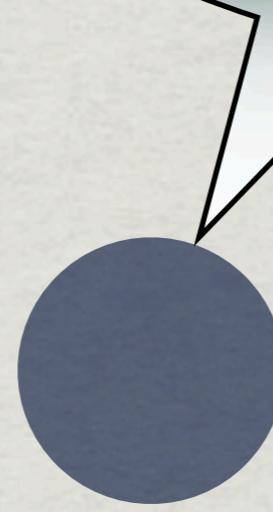
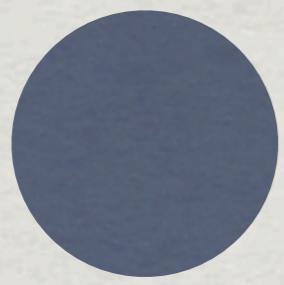
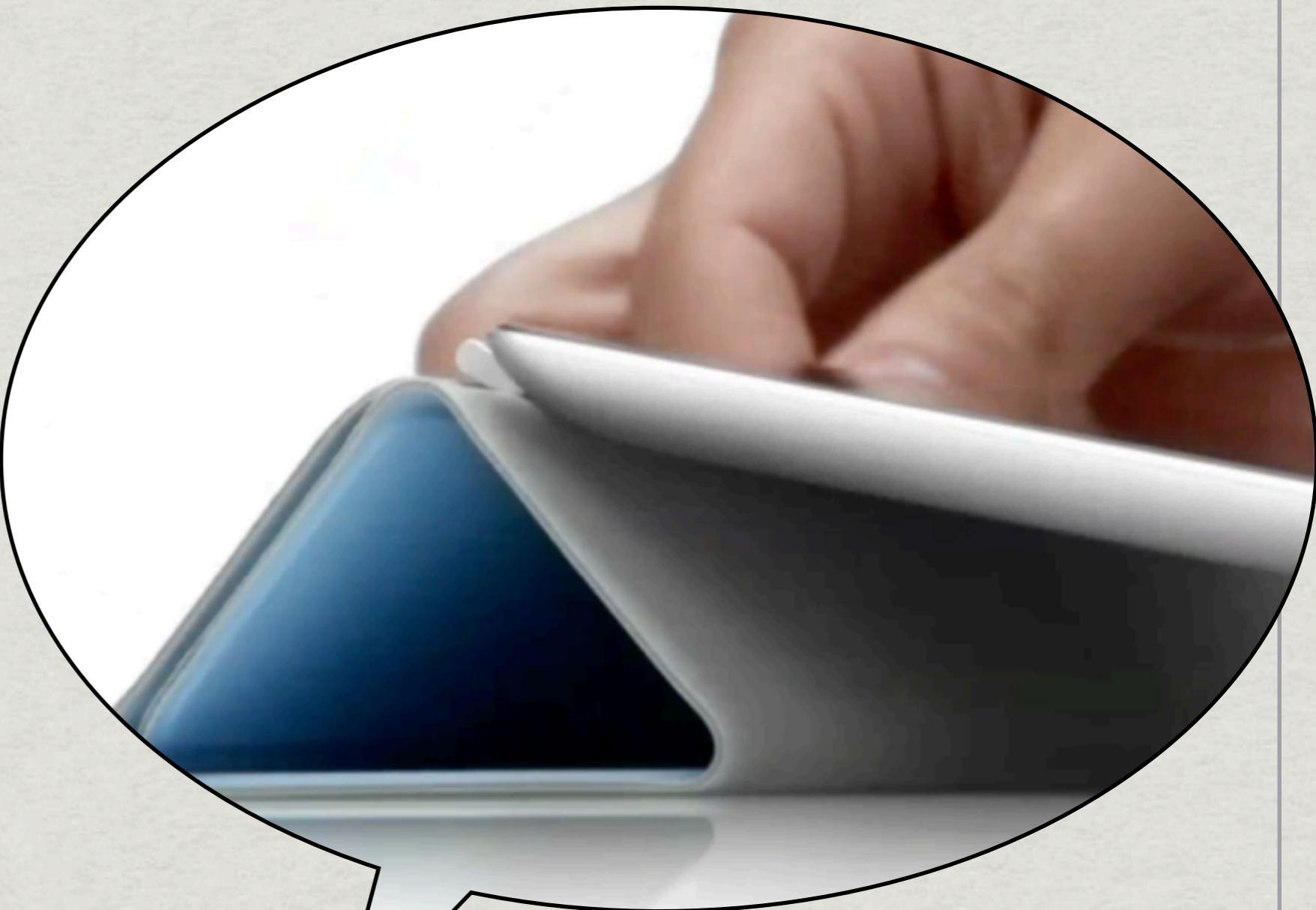


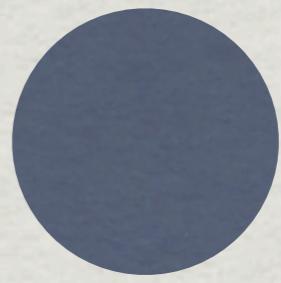
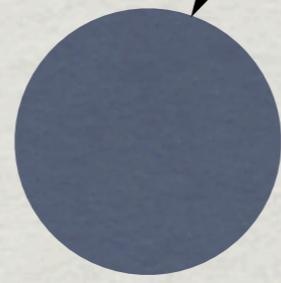
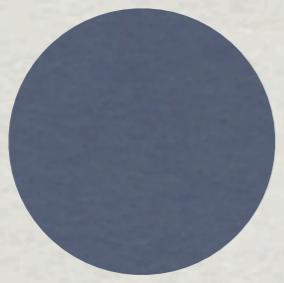
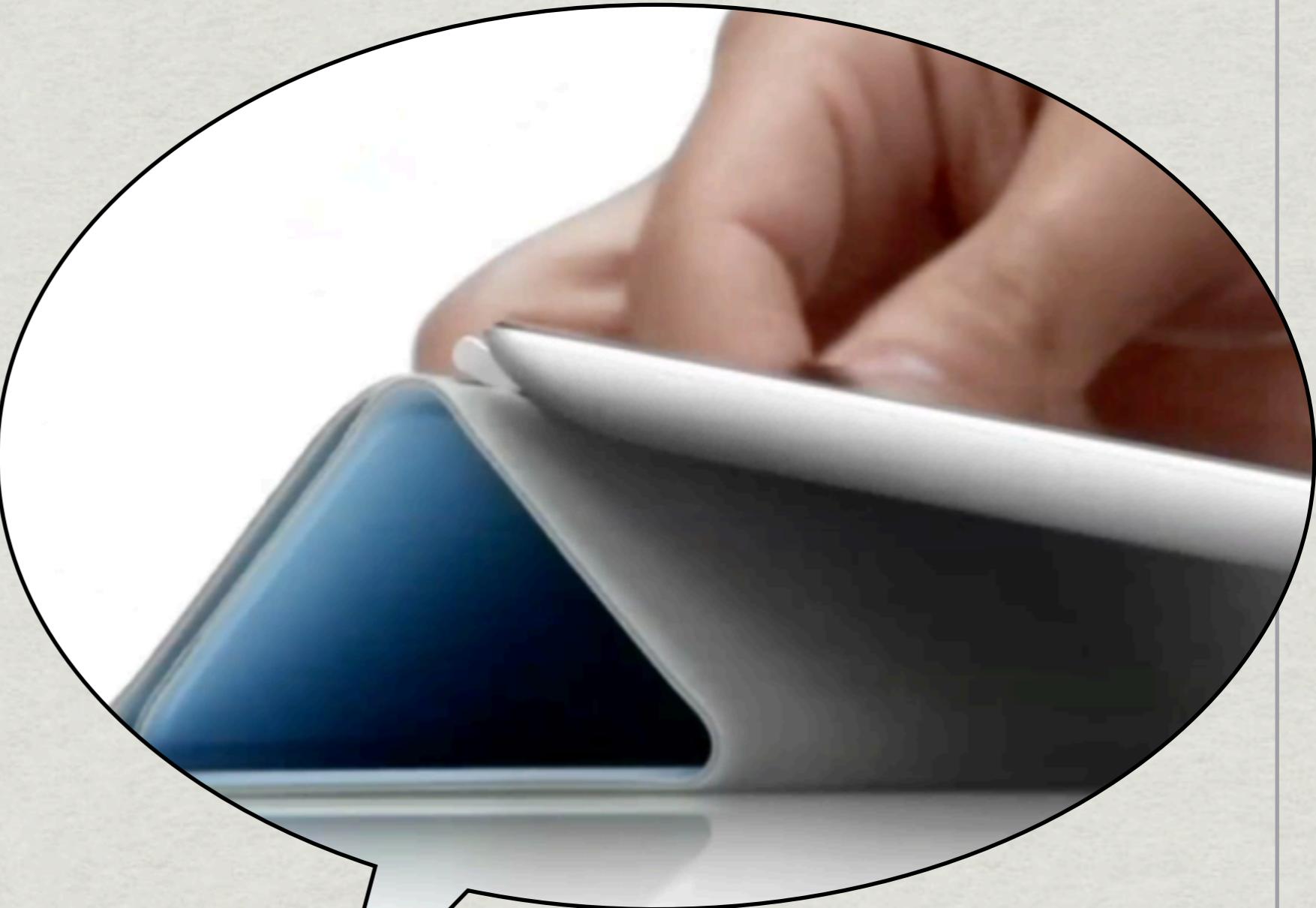


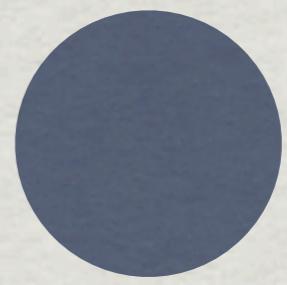
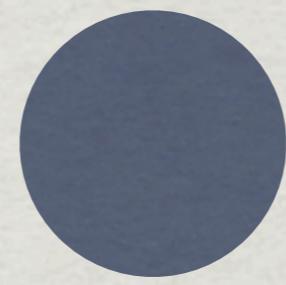
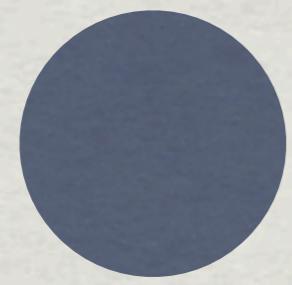


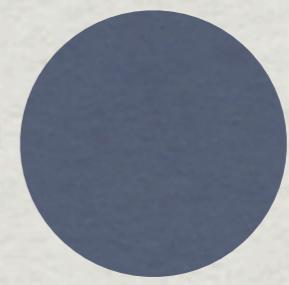
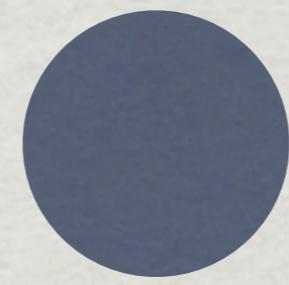
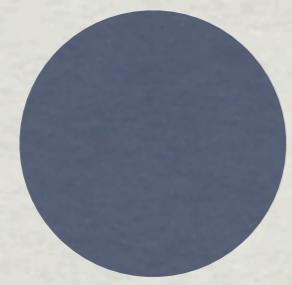














Join the
Community















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Welcome to join us in Appsterdam satellite city Delft.
Innovative ICT company and incubator SPING offers
its Grand cafe for a day to work among colleagues for
a couple of hours or to meet.



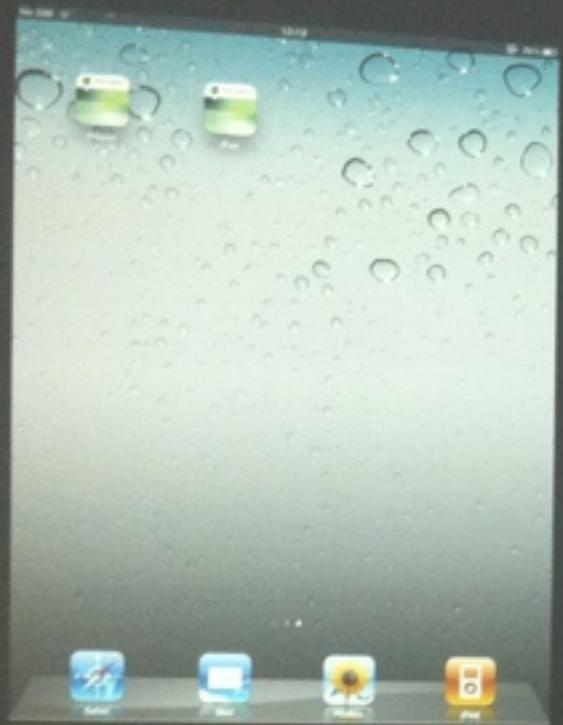
SPING Guest
spinginternet



Info Sping
Ask for Jeroen Bol
Nieuwe Plantage 58
2611 XK Delft
Tel: +31 (0)88 774 6400
Email: info@spinq.nl

product | Mobiele applicatie voor groene stoplichten | Heb jij een killer idea voor 'sat-nav' toepassingen? | Bad...

LG













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Dutch == Nerds

Dutch == Nerds

- * Klingon-like Language

Dutch == Nerds

- * Klingon-like Language
- * Day begins at 10 a.m.

Dutch == Nerds

- * Klingon-like Language
- * Day begins at 10 a.m.
- * 220V Sockets

Dutch == Nerds

- * Klingon-like Language
- * Day begins at 10 a.m.
- * 220V Sockets
- * Zero-Indexed Floors

Dutch == Nerds

- * Klingon-like Language
- * Day begins at 10 a.m.
- * 220V Sockets
- * Zero-Indexed Floors
- * The Metric System

Dutch == Nerds

- * Klingon-like Language
- * Day begins at 10 a.m.
- * 220V Sockets
- * Zero-Indexed Floors
- * The Metric System
- * WWSIWYP

The Netherlands

The Netherlands

- ✳ Net Neutrality

The Netherlands

- * Net Neutrality
- * Open Data

The Netherlands

- ✳ Net Neutrality
- ✳ Open Data
- ✳ Representative Democracy

The Netherlands

- ✳ Net Neutrality
- ✳ Open Data
- ✳ Representative Democracy
- ✳ Universal Healthcare

The Netherlands

- ✳ Net Neutrality
- ✳ Open Data
- ✳ Representative Democracy
- ✳ Universal Healthcare
- ✳ Universal Education

The Netherlands

- ✳ Net Neutrality
- ✳ Open Data
- ✳ Representative Democracy
- ✳ Universal Healthcare
- ✳ Universal Education
- ✳ Marriage Equality











► Jennifer Hopelezz, misschien wel de nieuwe nachtburgemeester van Amsterdam.

Kandidaat Jennifer Hopelezz

Richard Keldoulis aka Jennifer Hopelezz heeft zich gisteravond verkiesbaar gesteld als de nieuwe nachtburgemeester van Amsterdam. In februari wordt de winnaar in Paradiso gekozen. Hopelezz is een vertrouwd gezicht in het Amsterdamse uitgaansleven. Zo organiseert zij de Drag Queen Olympics en werkt zij als gastvrouw van het befaamde Hoerenbal in Club Church. "Iedereen moet in Amsterdam kunnen zijn wie hij of zij is."

► Gratis iPhone-applicatie GiveWork helpt bewoners Keniaans vluchtelingenkamp aan IT-werk ► Somalische en Soedanese vluchtelingen testen software voor westerse bedrijven

SAMASOURCE



► Samasource-oprichtster Leila Chirayath Janah met vrouwen uit het Keniaanse vluchtelingenkamp Daadab die deelnemen aan het GiveWork-project.



pizza • friet • ijs



MercanFood









FRINGE

AMSTERDAMFRINGEFESTIVAL.NL

1 T/M 11 SEPTEMBER 2011

"Amsterdam Fringe Festival
heeft een groot hart
waarin ook ruimte is voor
freakshows en striptease."
NRC Cultuurblog

"Step in the Amsterdam
Fringe: with its experimental
and creative line-up, it's like
Edinburgh's cooler,
edgier younger sibling."
Easyjet Inflight Magazine

"Altijd wat verrassends
op het Amsterdam Fringe
Festival."
de Volkskrant



D



Lifts to:



Parking

Row / Rij 33-36, 53-56

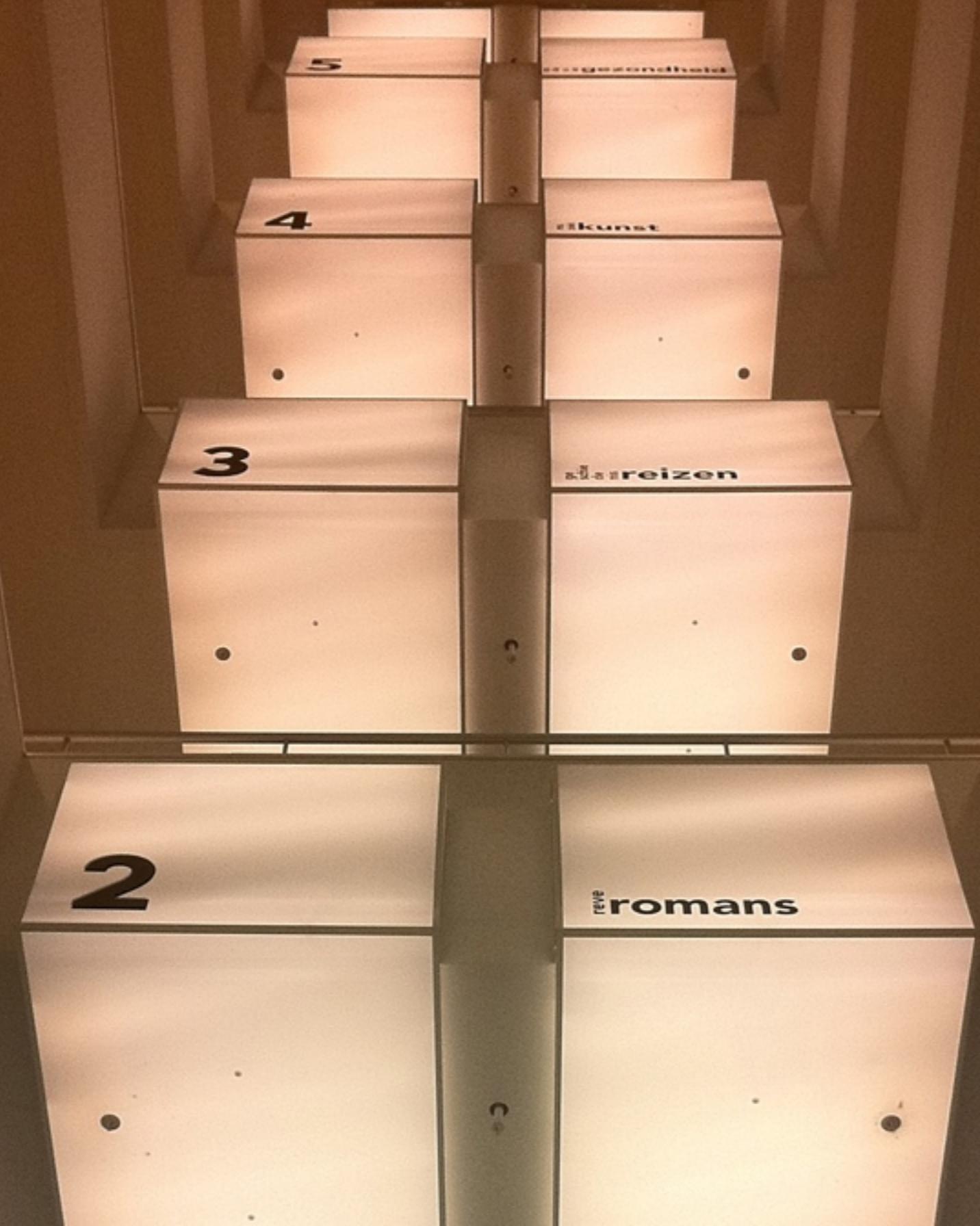


open
bare
bibliotheek
am
ster
dam



1

multimedia





14
11:23
Augsburg - Stuttgart Hbf -
Flughafen Hbf - Köln Hbf
Dortmund Hbf

5-13 U



16-36

Ausgang City, Messer
Annullstraße
Reisezentrum

11:39
ICE 783

Rauchfreier Bahnhof
Smoke-free station

GRUN



hotel ibis



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