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

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1. Technology is first and foremost a people problem.

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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.

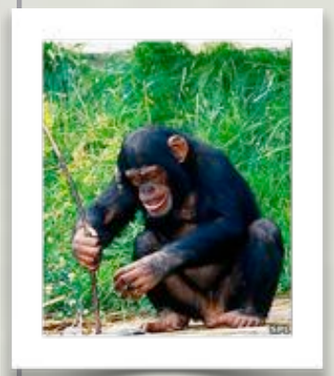
Complete History of Machinery

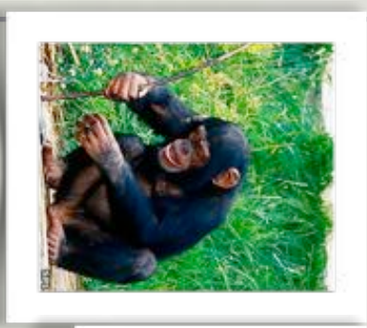
DISTANT PAST

DISTANT FUTURE

WOODEN AGE

WOODEN AGE





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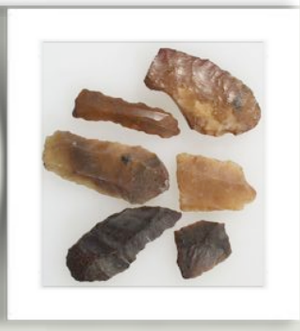
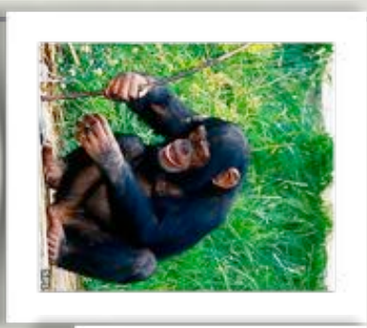


STONE AGE

WOODEN AGE

STONE AGE



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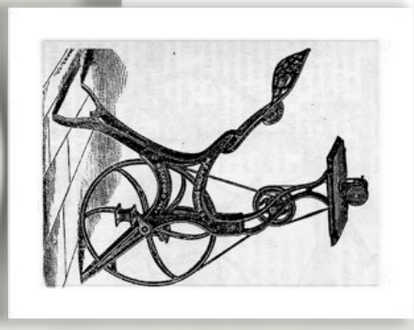
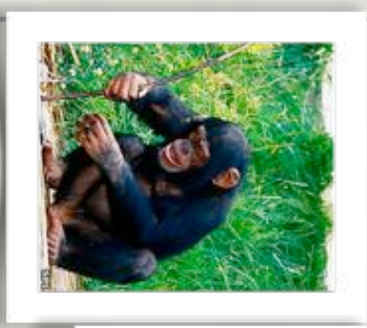


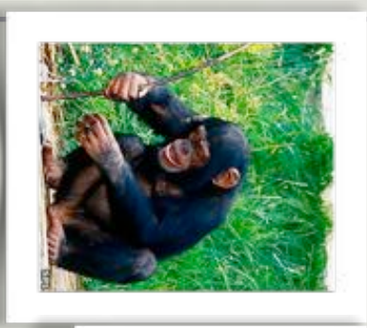
IRON AGE



WOODEN AGE

STONE AGE

AGE



WOODEN AGE

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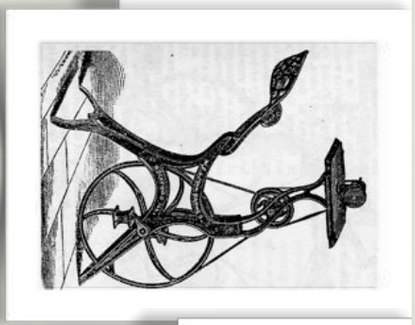
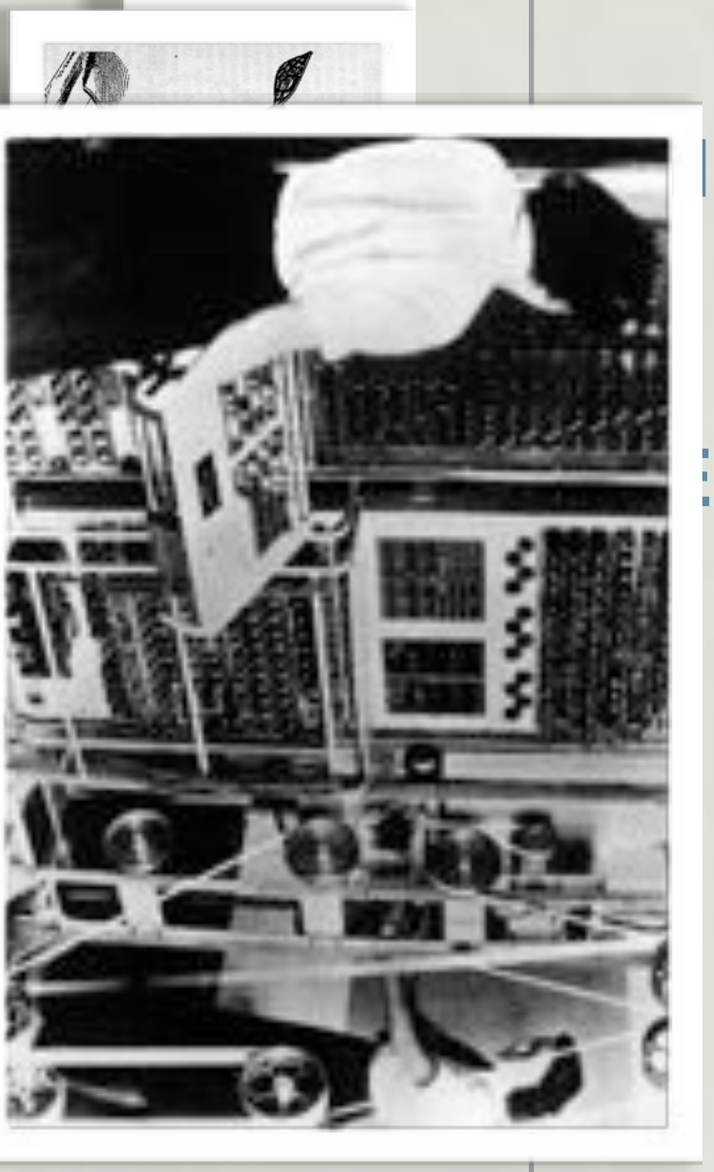


IRON AGE

STEEL AGE

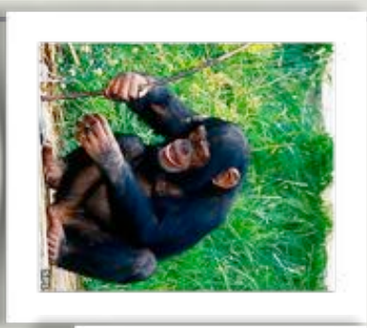
WOODEN AGE

STONE AGE



I AGE

EL AGE



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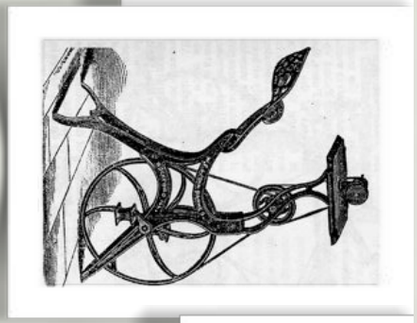


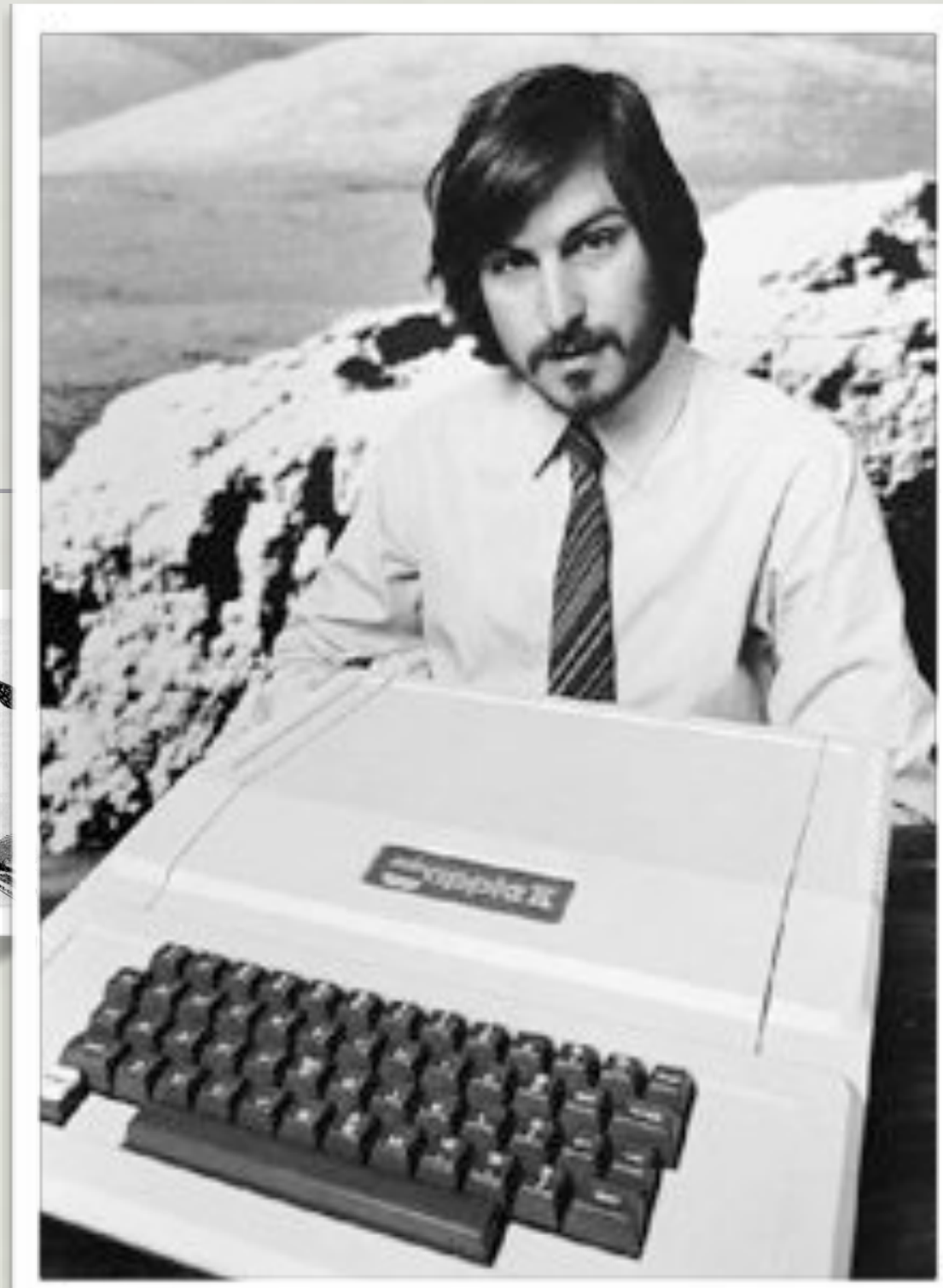
IRON AGE

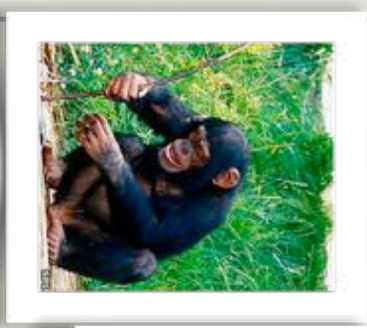
STEEL AGE

COPPER AGE

WOODEN AGE

STONE AGE





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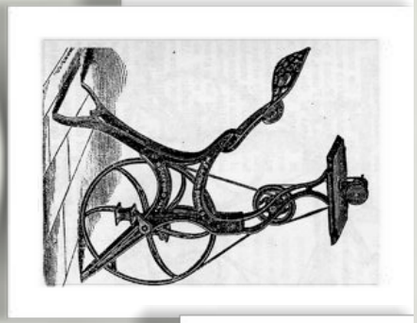

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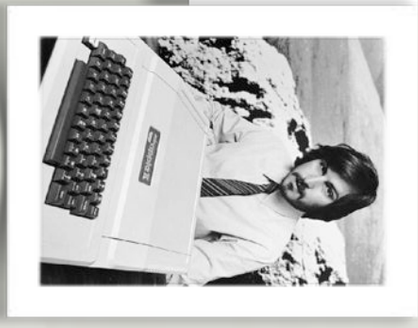
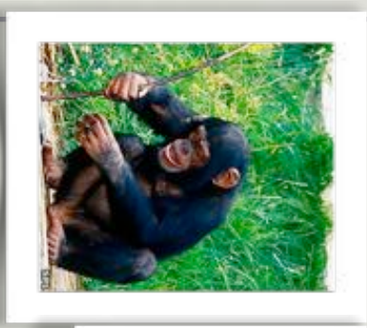


SILVER AGE

WOODEN AGE



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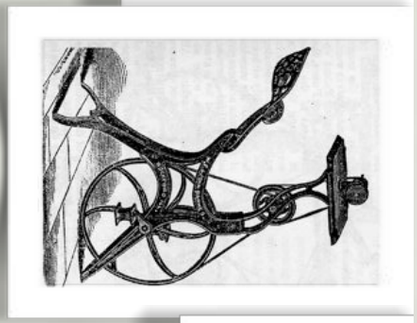

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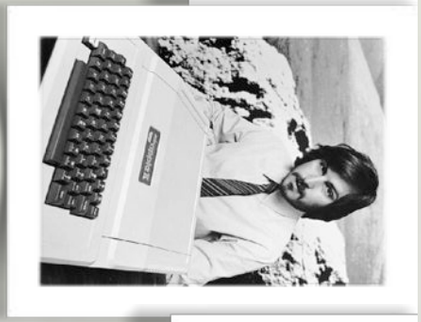

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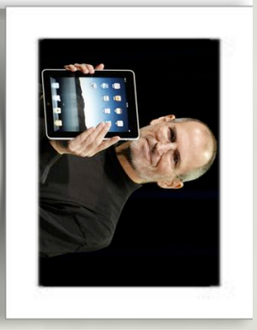
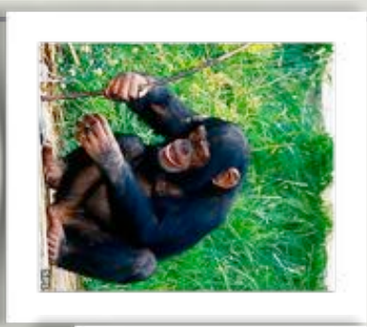


GOLDEN AGE



WOODEN AGE

STONE AGE

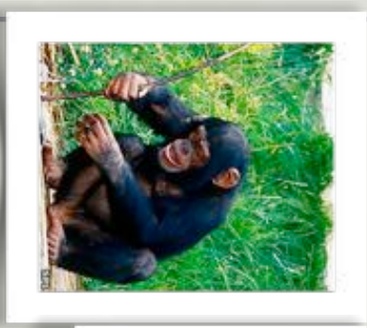
E

GE

AGE

AGE

GOLDEN AGE



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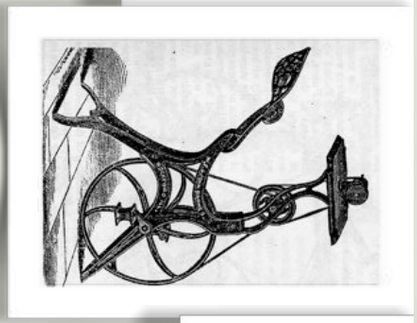

IRON AGE

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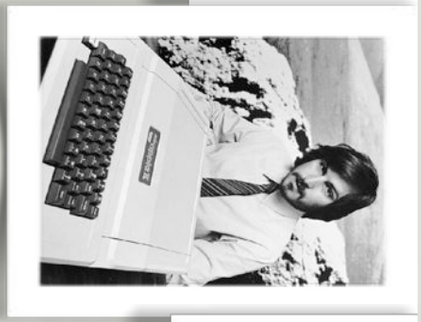

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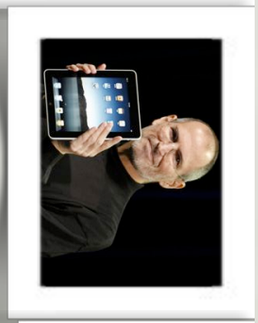

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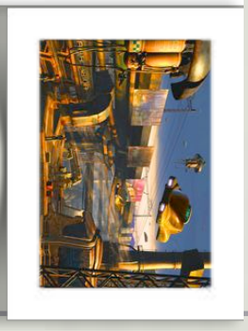

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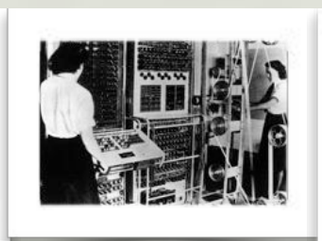
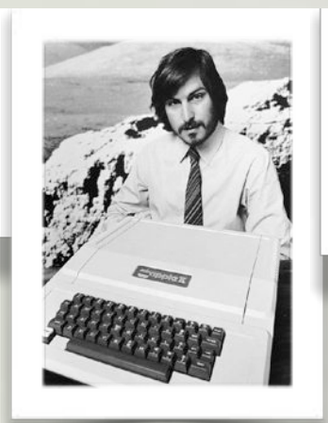
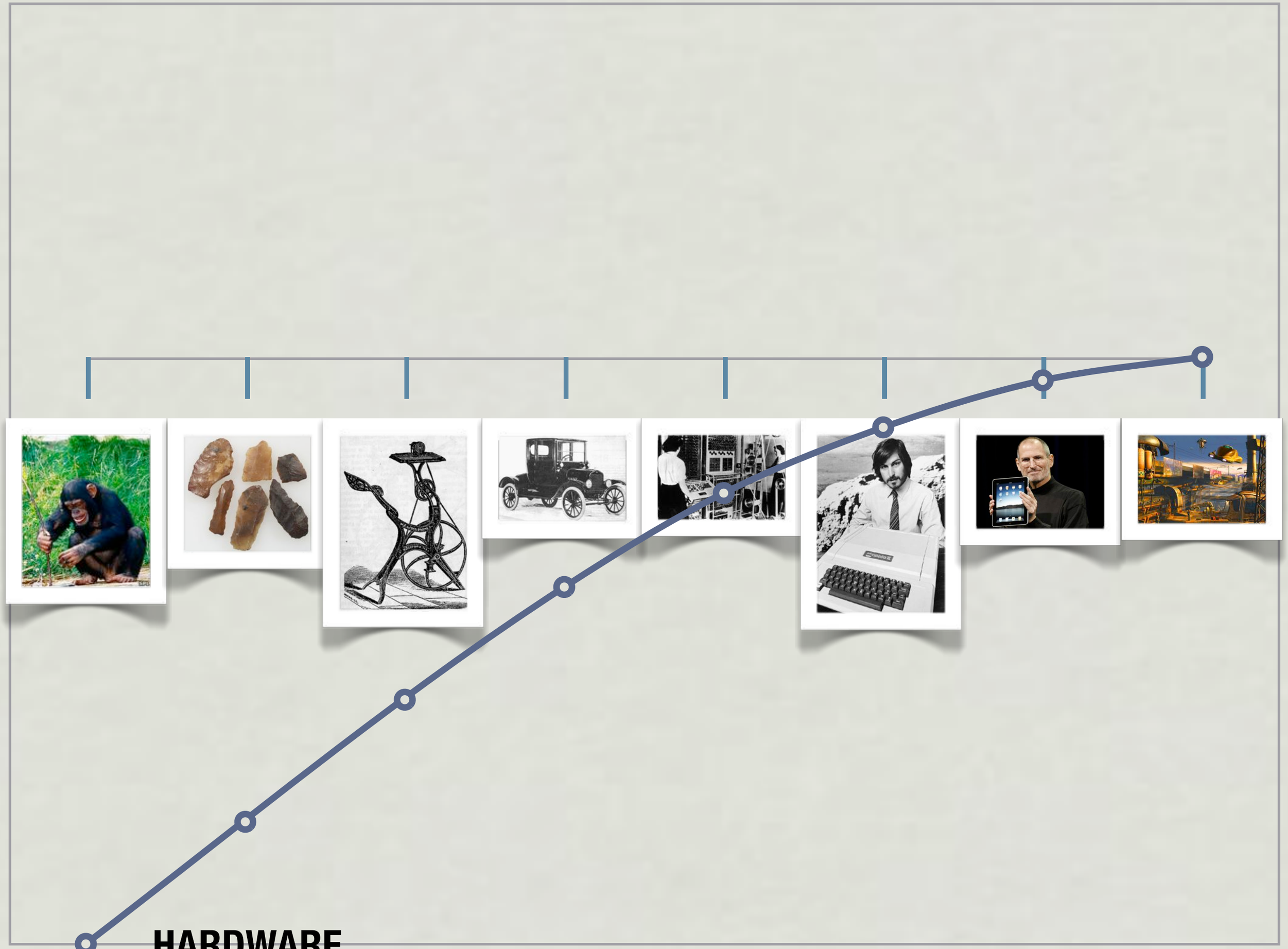
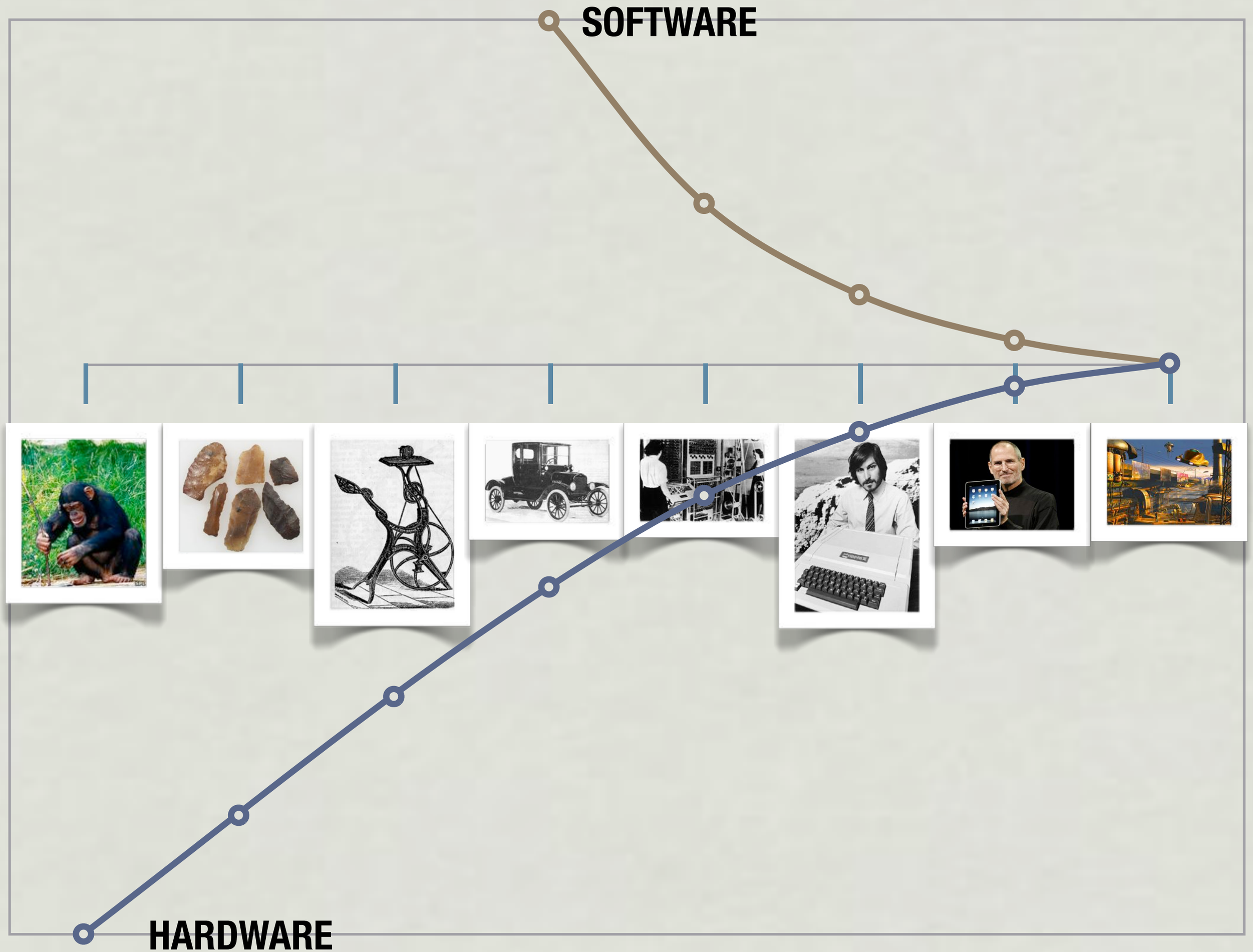
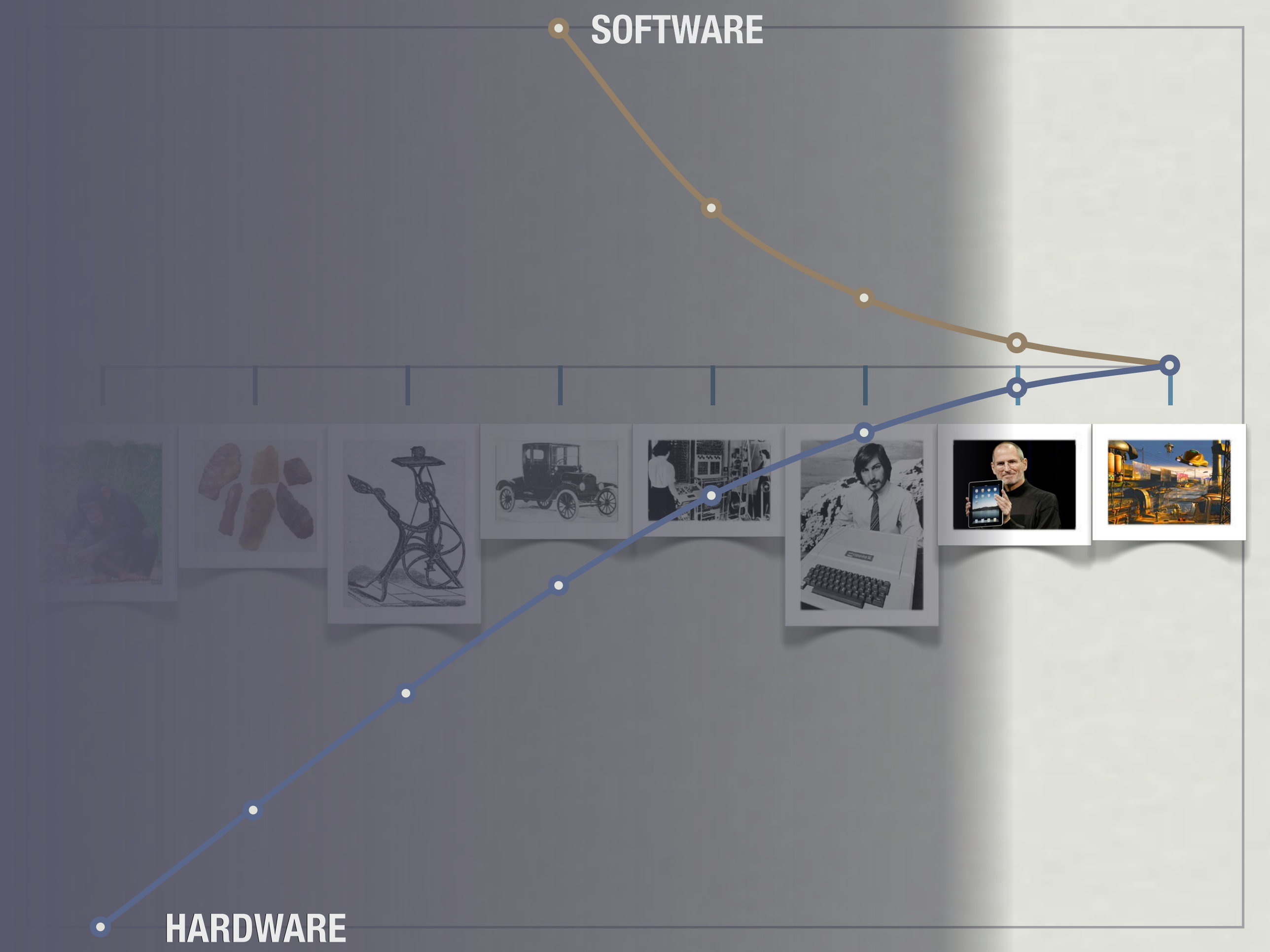




HARDWARE


SOFTWARE
HARDWARE


SOFTWARE
HARDWARE

The Age of Magic in Computing

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

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.

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

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."

iPad
9:42 AM
Grand Piano

Crapiano
Crapware, Inc.
Banana Jump!
Sushi Snatch!
Try all our crap!
Piggy Tiki!
Penguin Panic!
Velocity
Egg Timer
Back
Form
Lock
Effect
Scales
What?
These

← 800
TECHNOLOGY
← 1500
LIBERAL ARTS

Understanding Technology

Techno logy

tekhno logy

“art, skill, craft”

tekhno logy

“art, skill, craft”

tekhno *logia*

“art, skill, craft” *“theory, science”*

tekhno *logia*

← 800
TECHNOLOGY
← 1500
LIBERAL ARTS

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

iPod
Playlists
Browse
Extras
Settings
About

$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

Hellevator Down

24
25
22
23
20
21
18
19
Lower Floors
1 Lobby

24
25
22
23
20
21
18
19
Lower Floors
1 Lobby

Please identify
yourself

please enter destination
1
2
3
4
5
6
7
8
9
*
0
-

No Access

Please Take
C
Floor 18

24
25
22
23
20
21
18
19
Lower Floors
1 Lobby

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

Megan

XBOX 360
KINECT

KINECT
ADVENTURES!
KLON-SPRUNG!

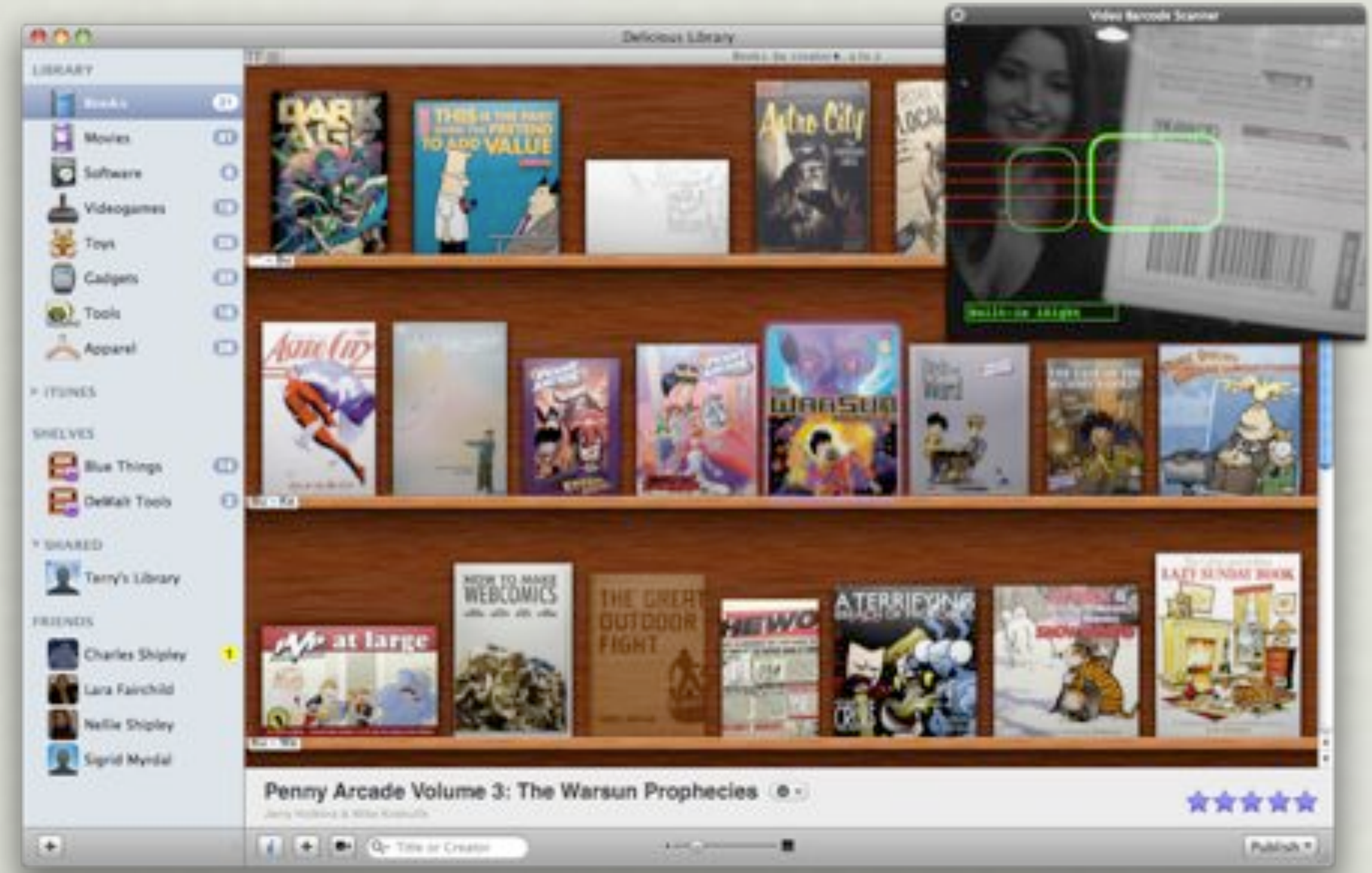
Fear Social Debt as much or more than Technical Debt

When is ready?

El Mariachi

“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
Video Barcode Scanner
LIBRARY
Books
Movies
Software
Videogames
Toys
Gadgets
Tools
Apparel
ITUNES
SHELVES
Blue Things
DeWalt Tools
SHARED
Terry's Library
FRIENDS
Charles Shipley
Lara Fairchild
Nellie Shipley
Sigrid Myrdal
Penny Arcade Volume 3: The Warsun Prophecies
Publish

“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

MOR

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sping
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.
APPSTERDAM
Free
WiFi
spot
SPING Guest
spinginternet
Info Sping
Ask for Jeroen Bol
Neuwe Plantage 58
2611 XK Delft
Tel: +31 (0)88 774 6400
roduct | Mobiele applicatie voor groene stoplichten | Heb jij een killer idea voor 'sat-nav' toepassingen? | Bac

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@APPSTERDAMRS

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

ABSINTHE
MONTMARTRE
MOJITO
dodenjk

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

Kandidaat Jennifer Hopelezz

Richard Keldoulis aka Jennifer Hopelezz heeft zich gisteravon verkiesbaar gesteld als de nieuwe nachtburgemeester van Amsterdam. In februari wordt de winnaar in Paradiso gekoze Hopelezz is een vertrouwd gezicht in het Amsterdamse uitga leven. Zo organiseert zij de Drag Queen Olympics en werkt a gastvrouw van het befaamde Hoerenbal in Club Church. "Iee 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-oprichtster Leila Chirayath Janah met vrouwen uit het Keniaanse vluchtelingenkamp Daadab die deelnemen aan het GiveWork-project.

pizza • friet • ijs
MERCAN
FOOD
MercanFood

RESTAURANT
BAR

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

Lifts to:
P1
Parking
Row / Rij 33-36, 53-56

bibliotheek

1
multimedia

4
3
2
romans

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ERR DER RINGE
14
Dortmund Hbf
16:36
11:39
ICE
GRUN

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