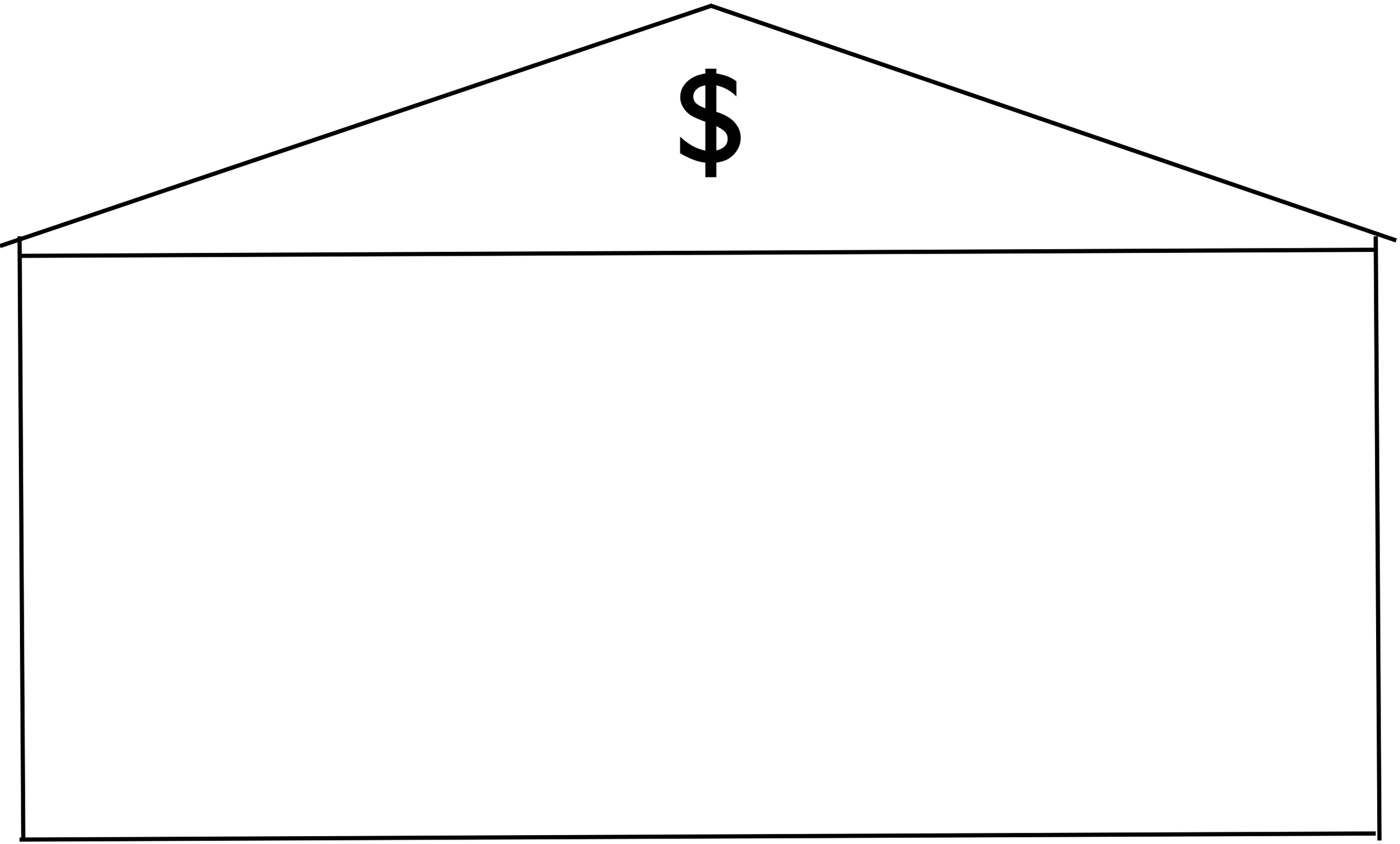
CONTINUOUS FEEDBACK ON ALL LEVELS IS IMPORTANT

Olve Maudal

Effective and agile product development is about seeking continuous feedback on all levels. Unit-testing and continuous integration is just a small part of the deal, it is for example more important that developers have good feedback about the business.

A 10 minute presentation at Smidig 2010
November 16-17, Radisson Blu, Oslo



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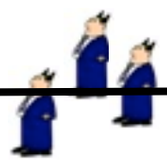

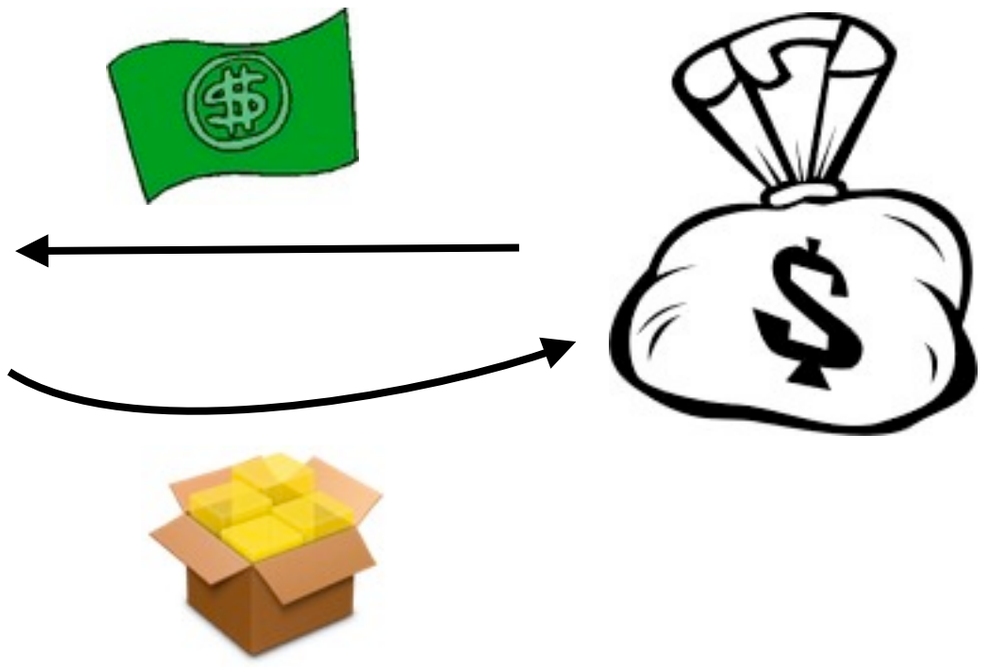

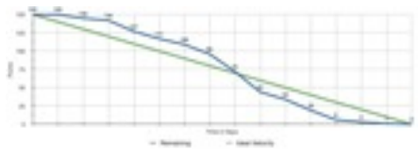

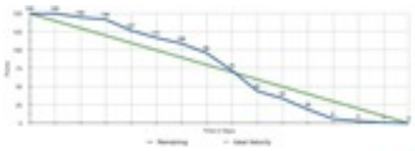

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A “Traditional” Approach

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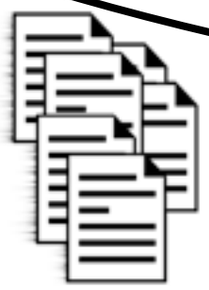

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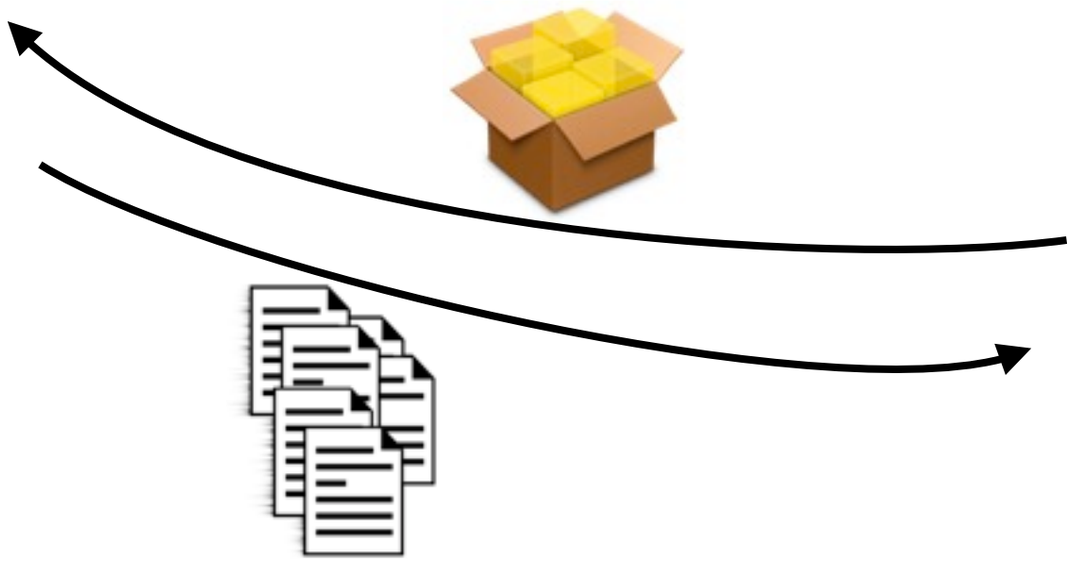

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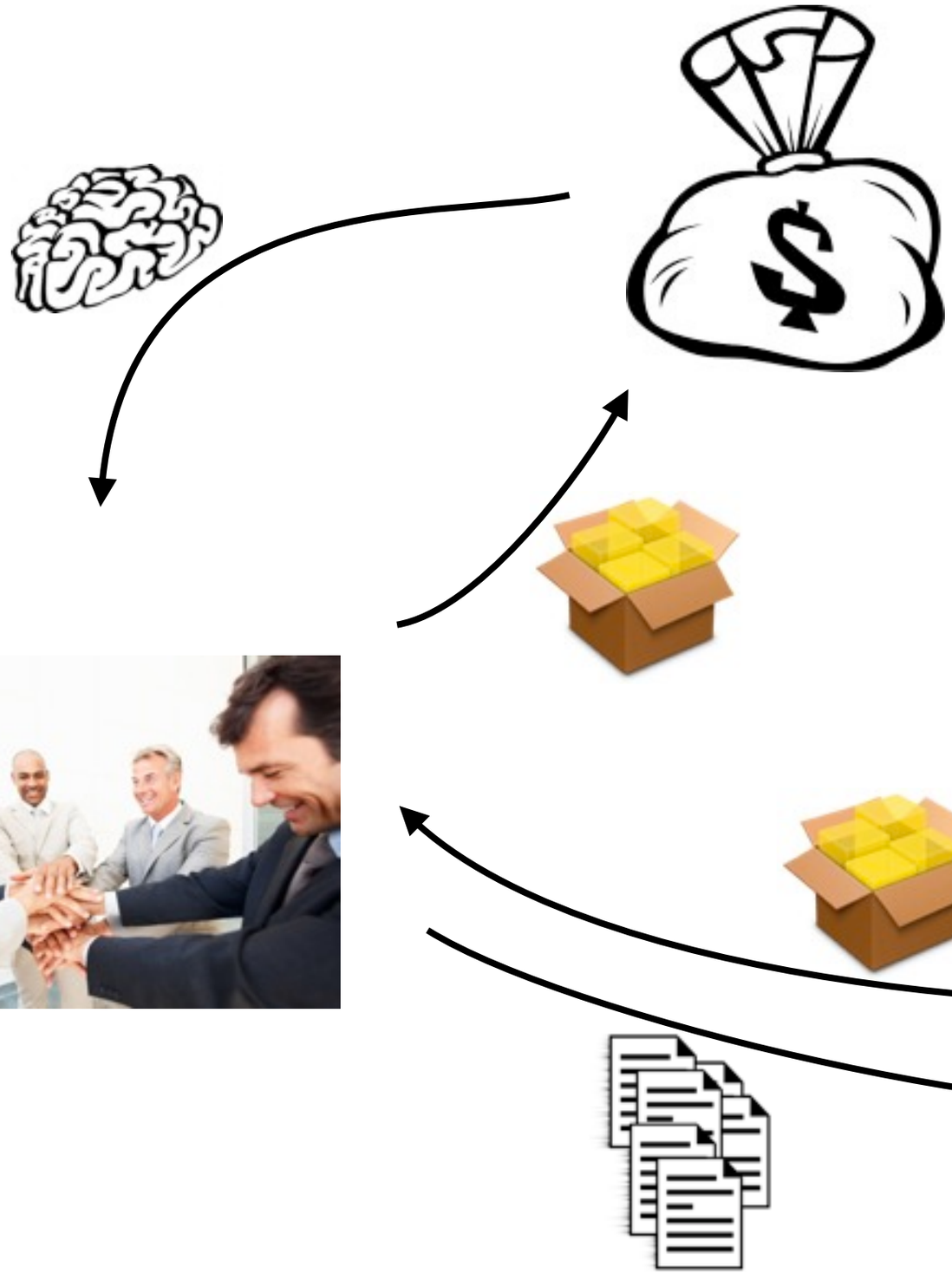

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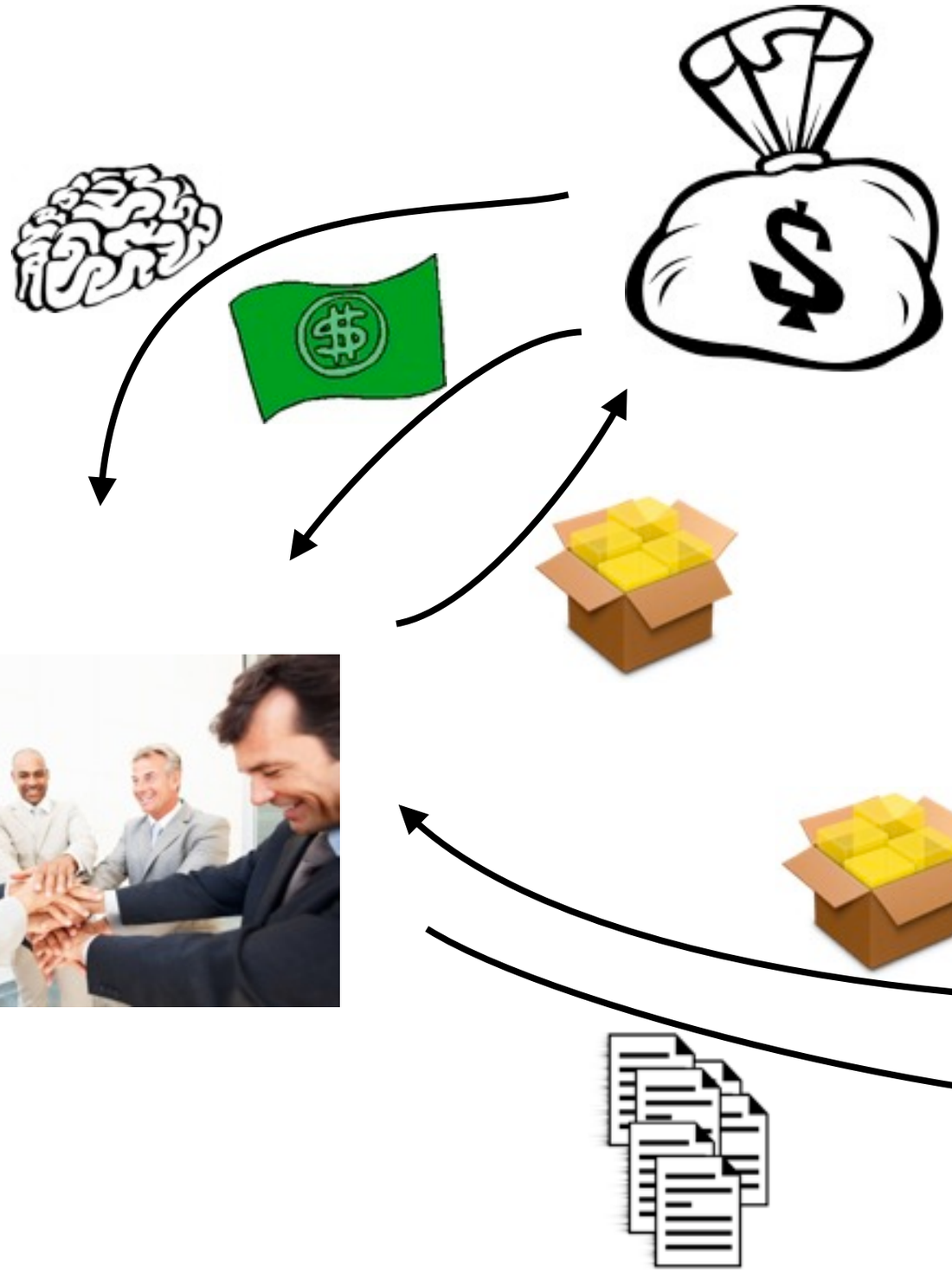

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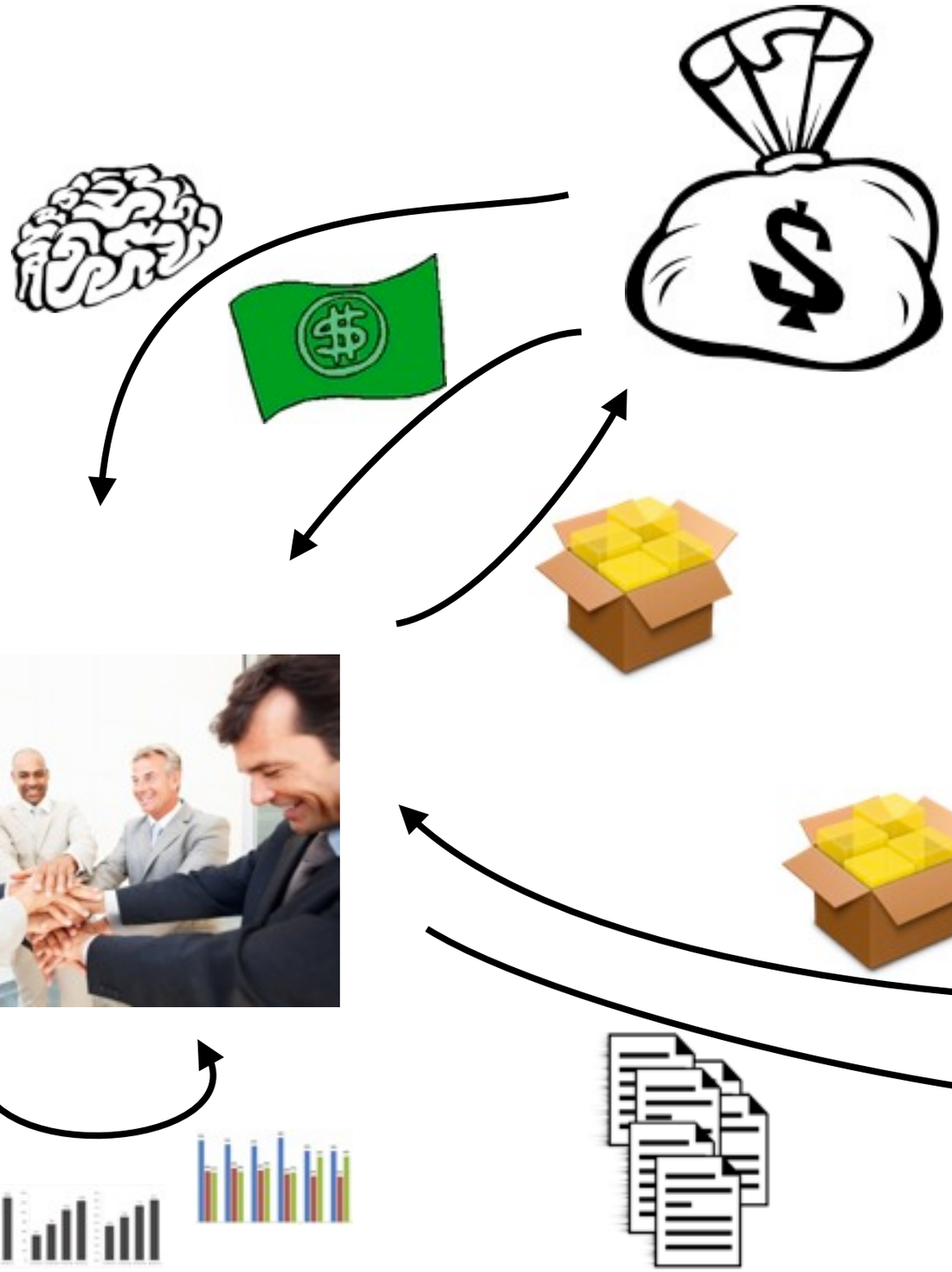

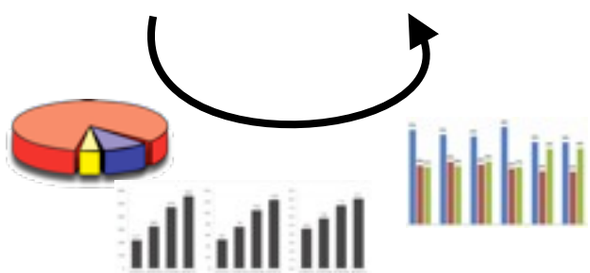

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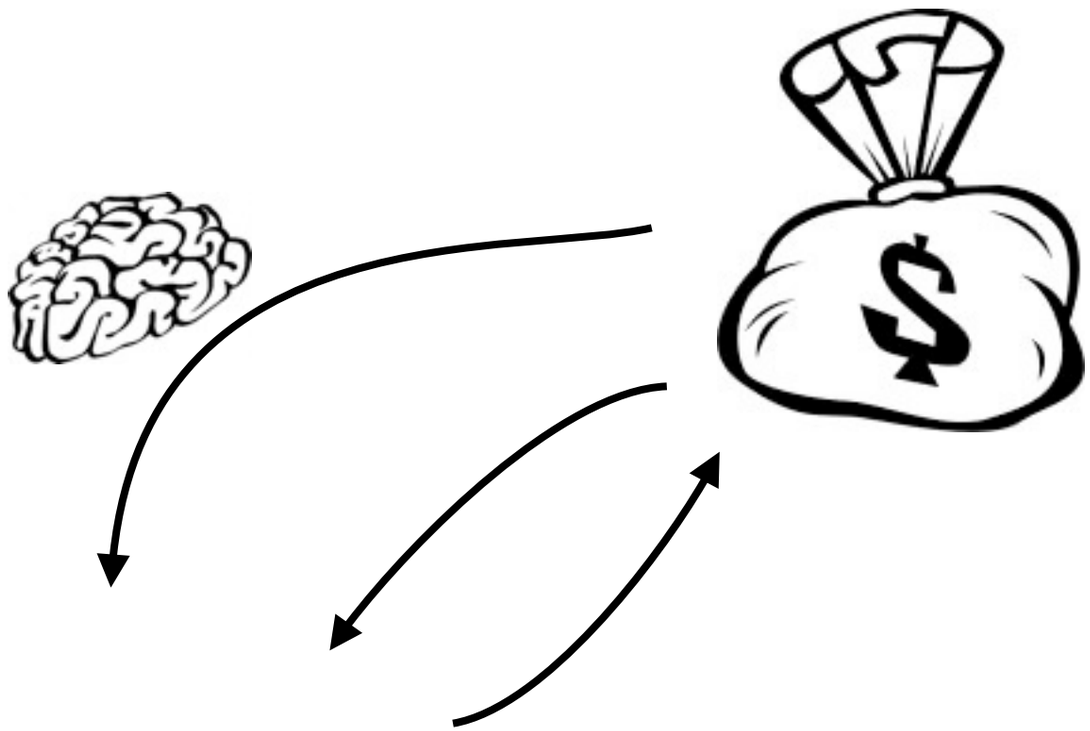

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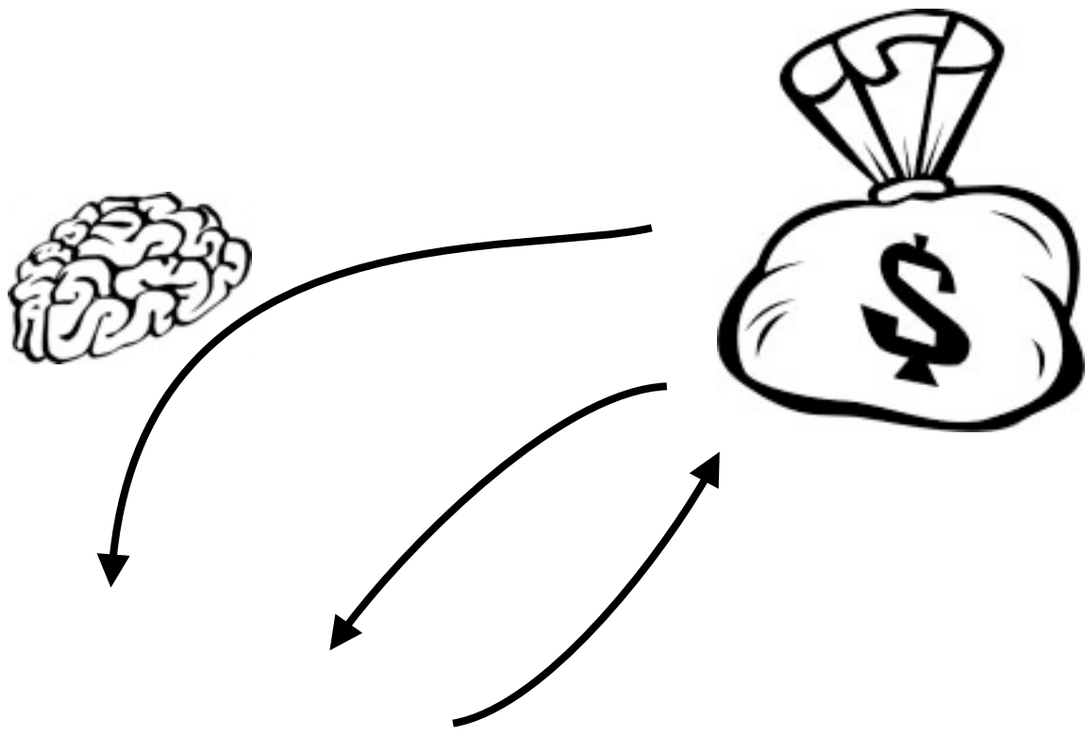

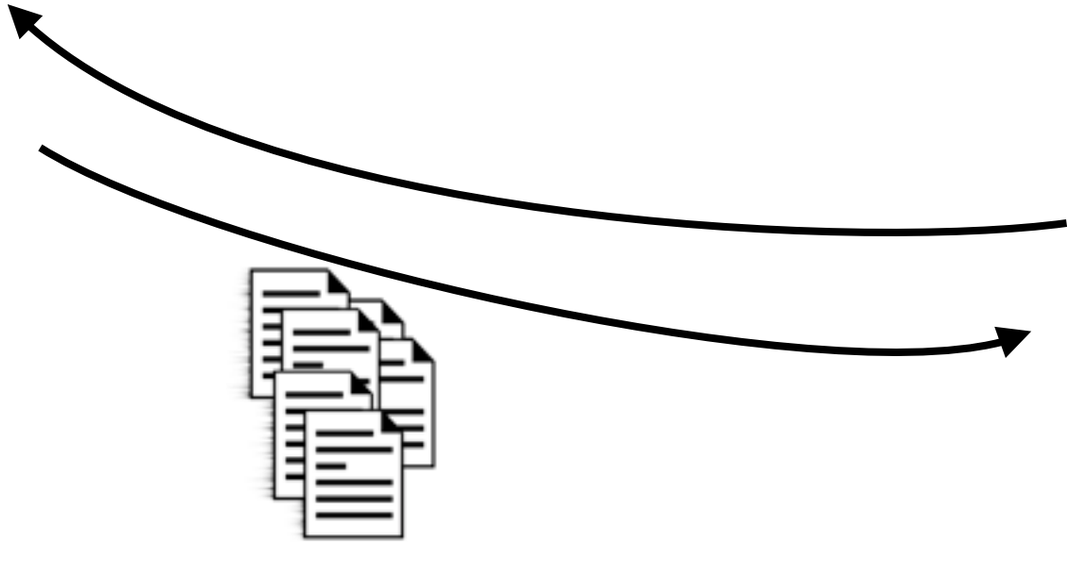

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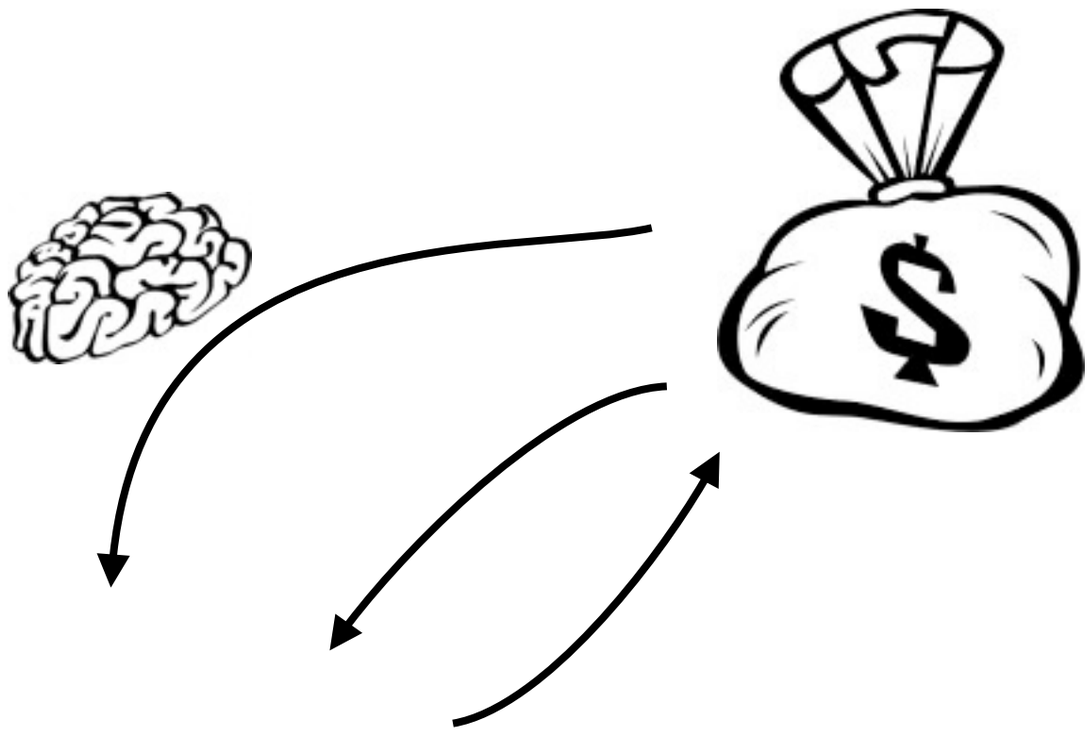

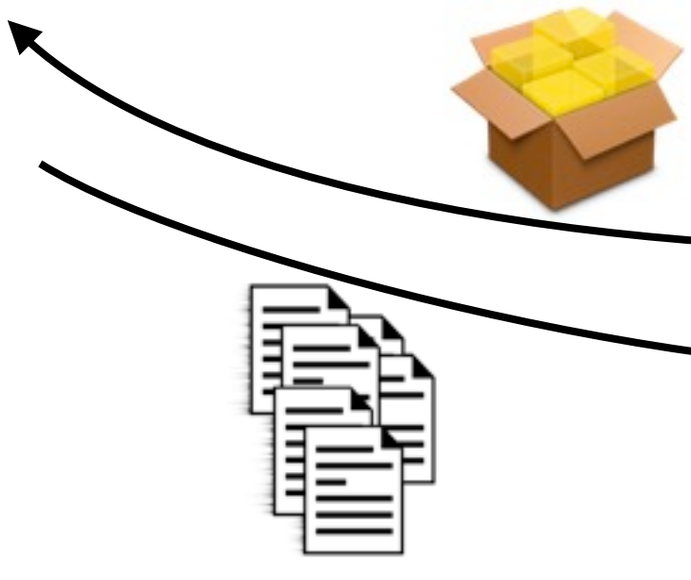

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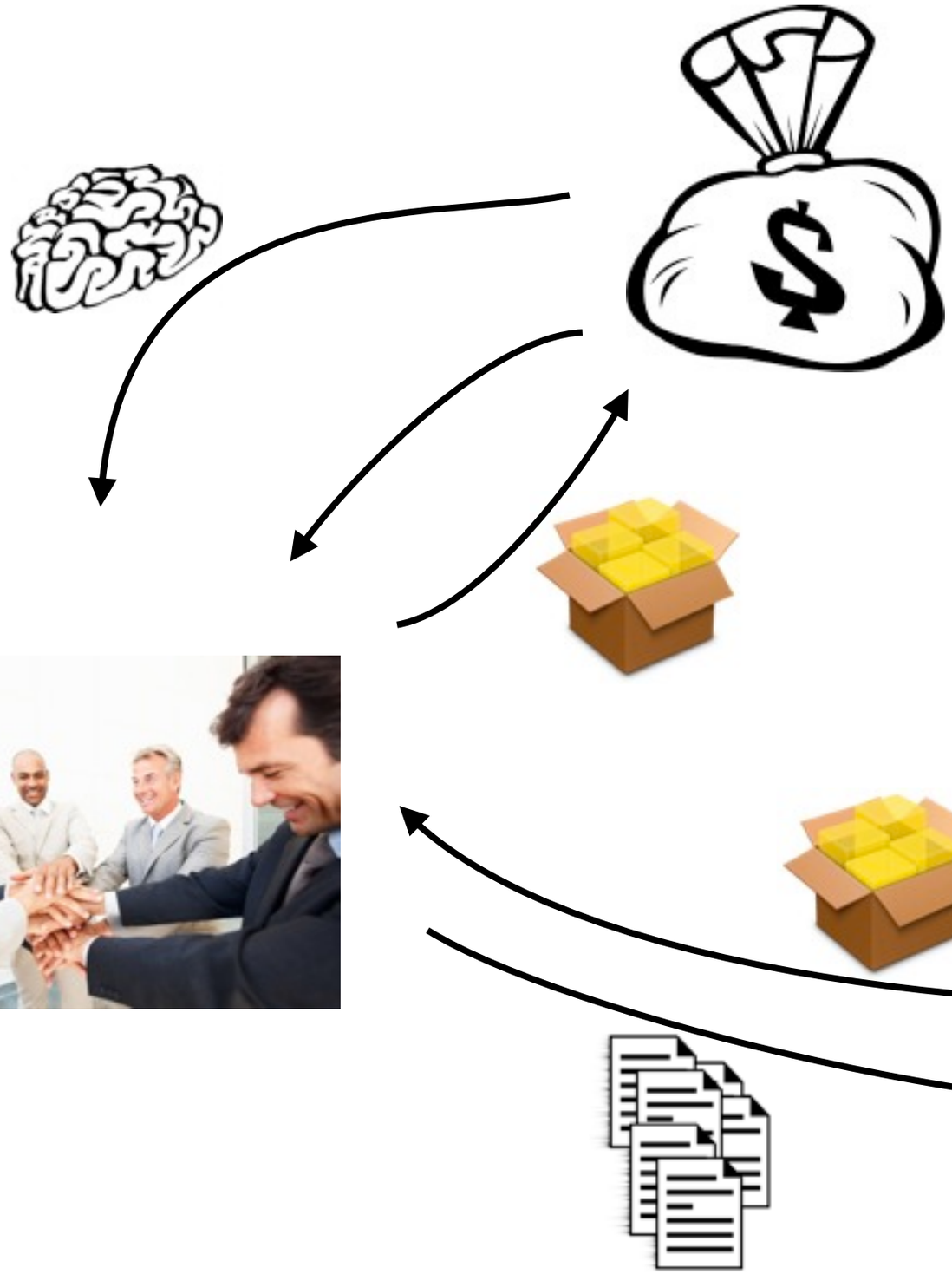

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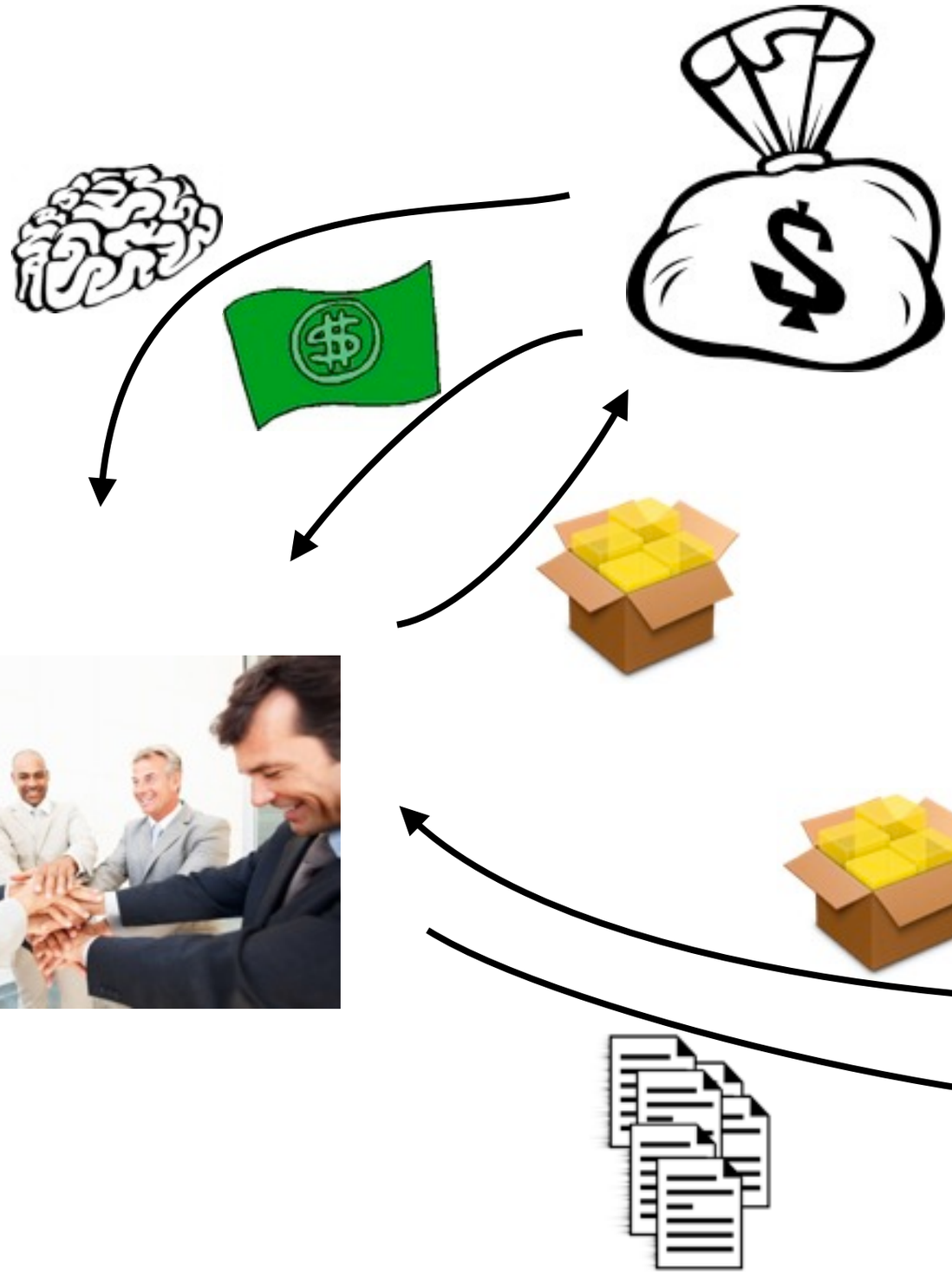

In 1976 while performing *Monty Python's Flying Circus* (page 40)

Manifesto for Agile Software Development

We are uncovering better ways of developing
software by doing it and helping others do it.
Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on
the right, we value the items on the left more.

The 7 Lean Software Development Principles

- Eliminate Waste
- Create Knowledge
- Build Quality In
- Defer Commitment
- Deliver Fast
- Respect People
- Improve the System

A “Modern” Approach

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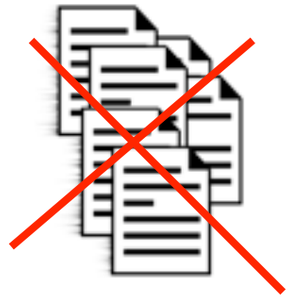

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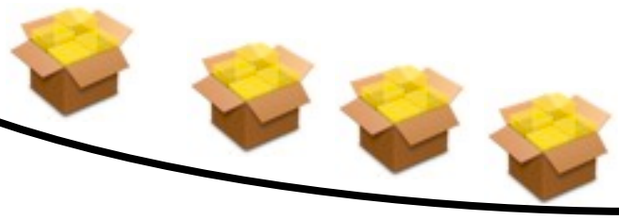

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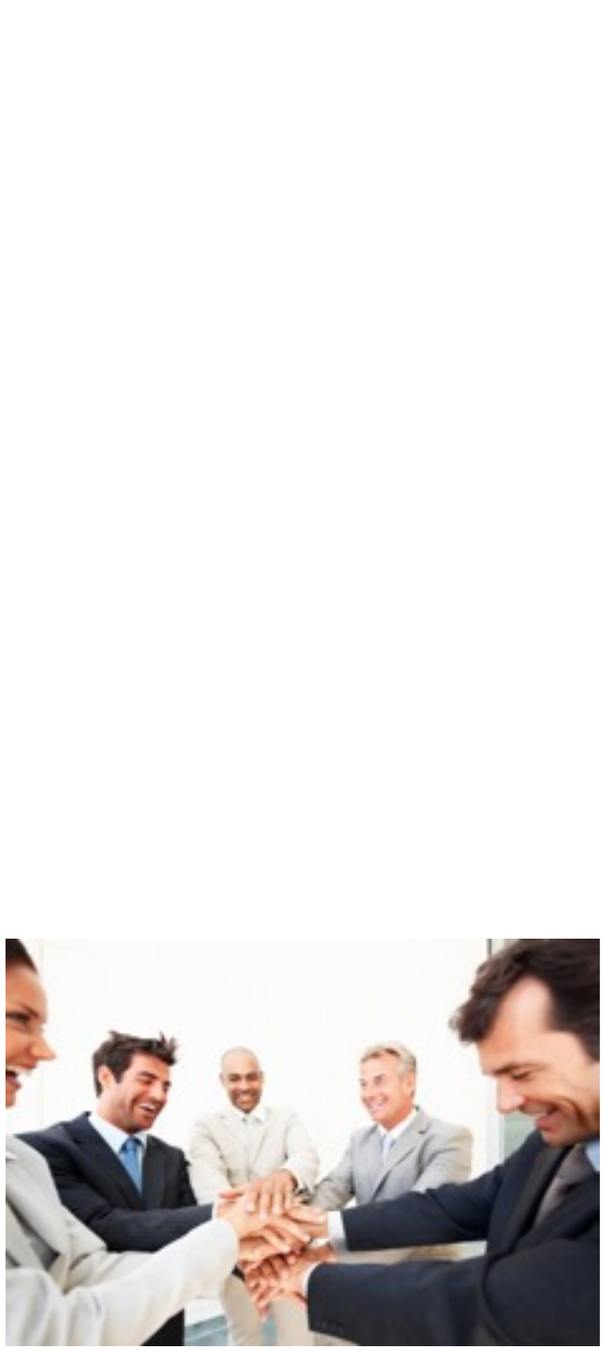

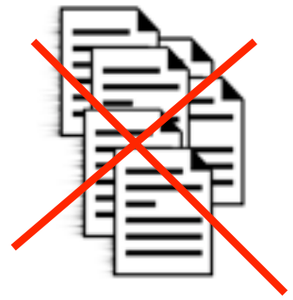

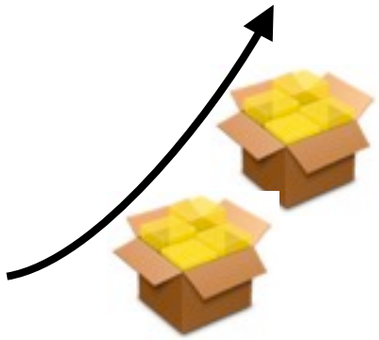

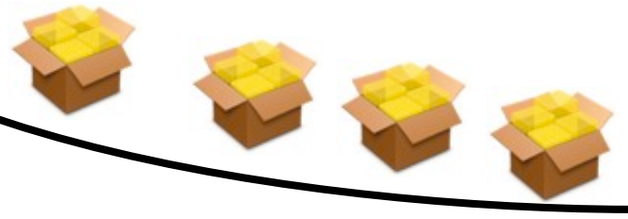

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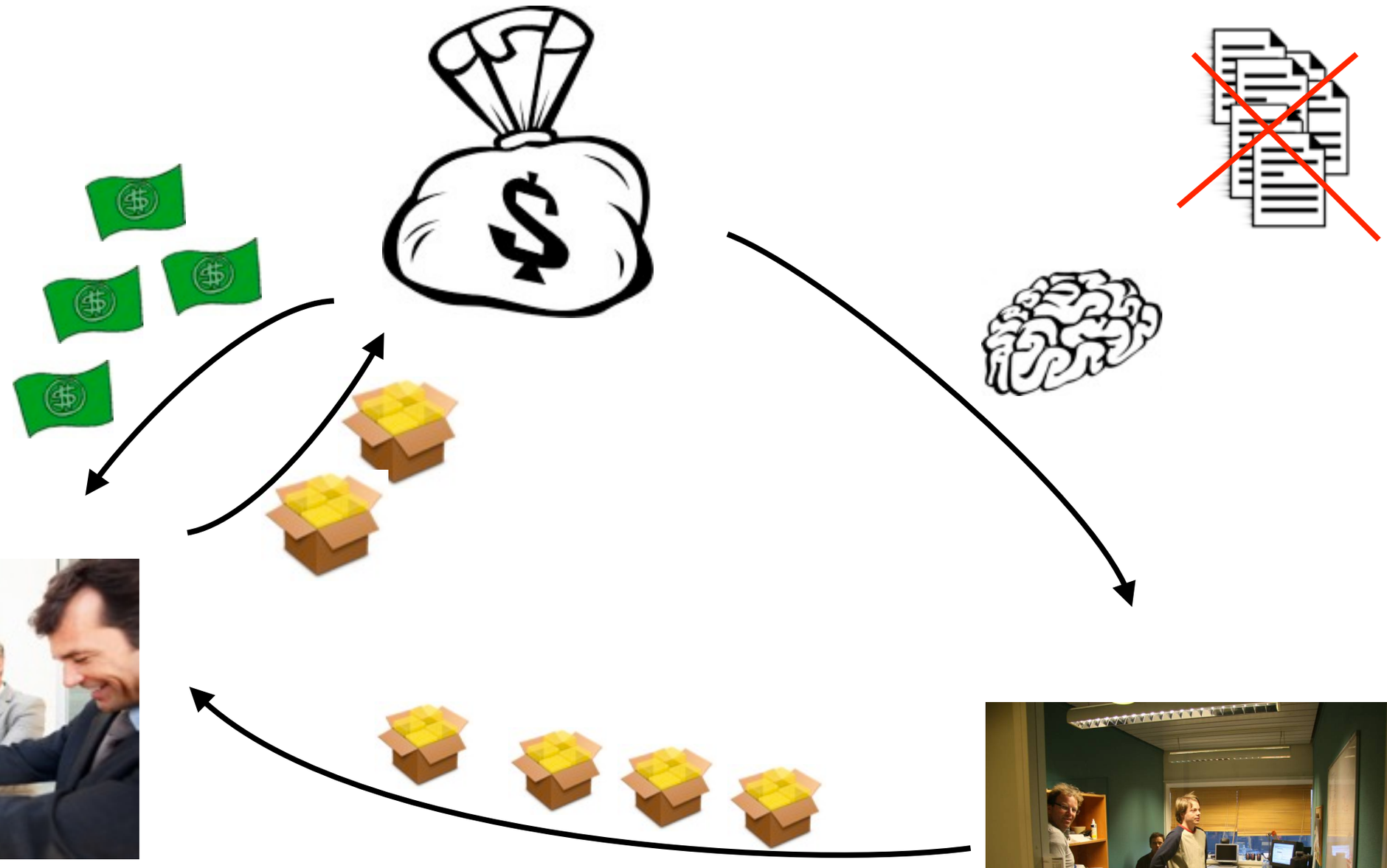

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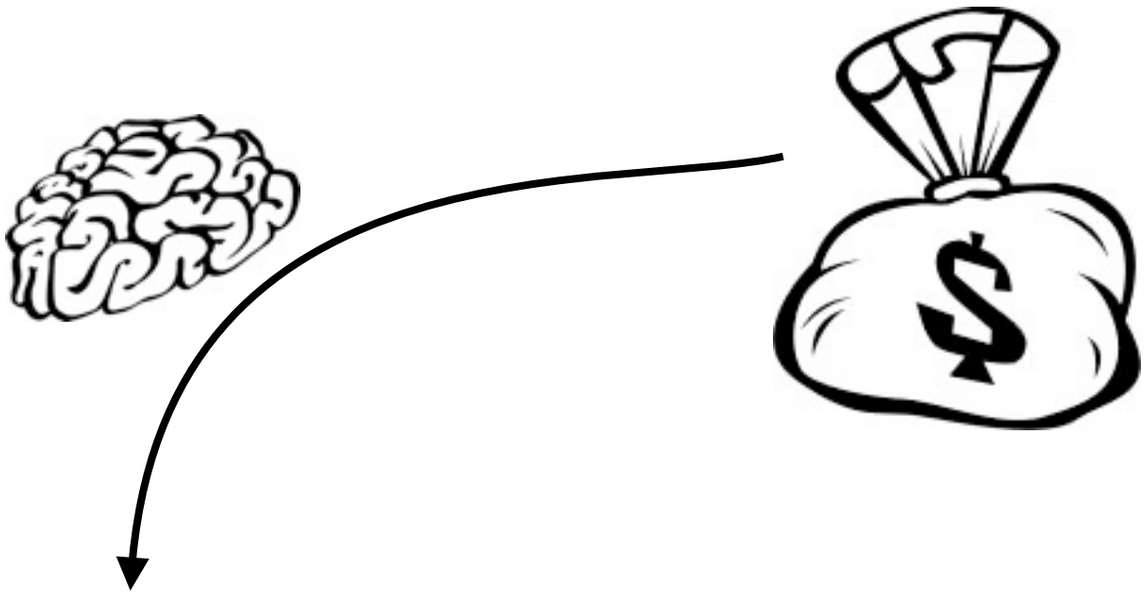

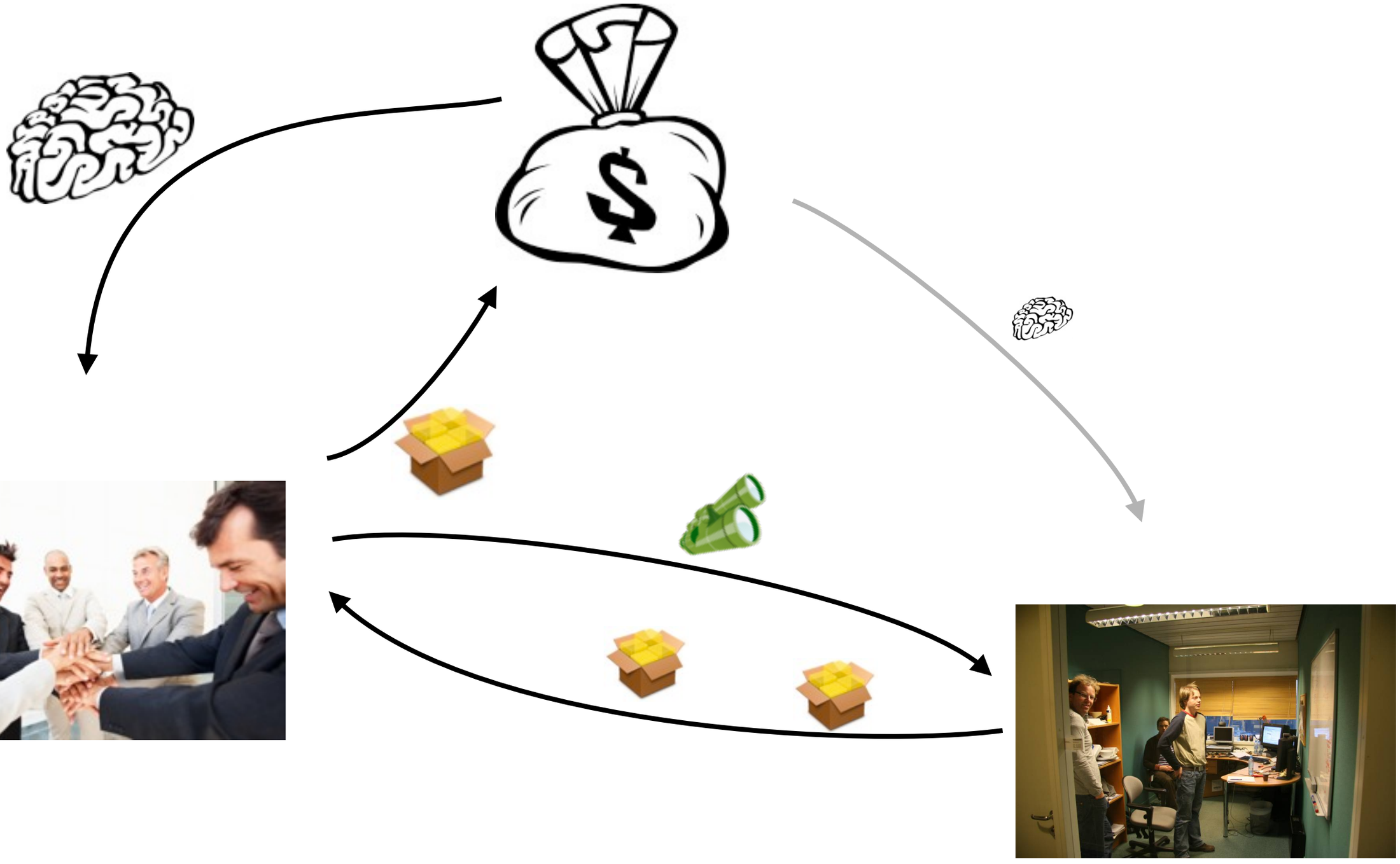

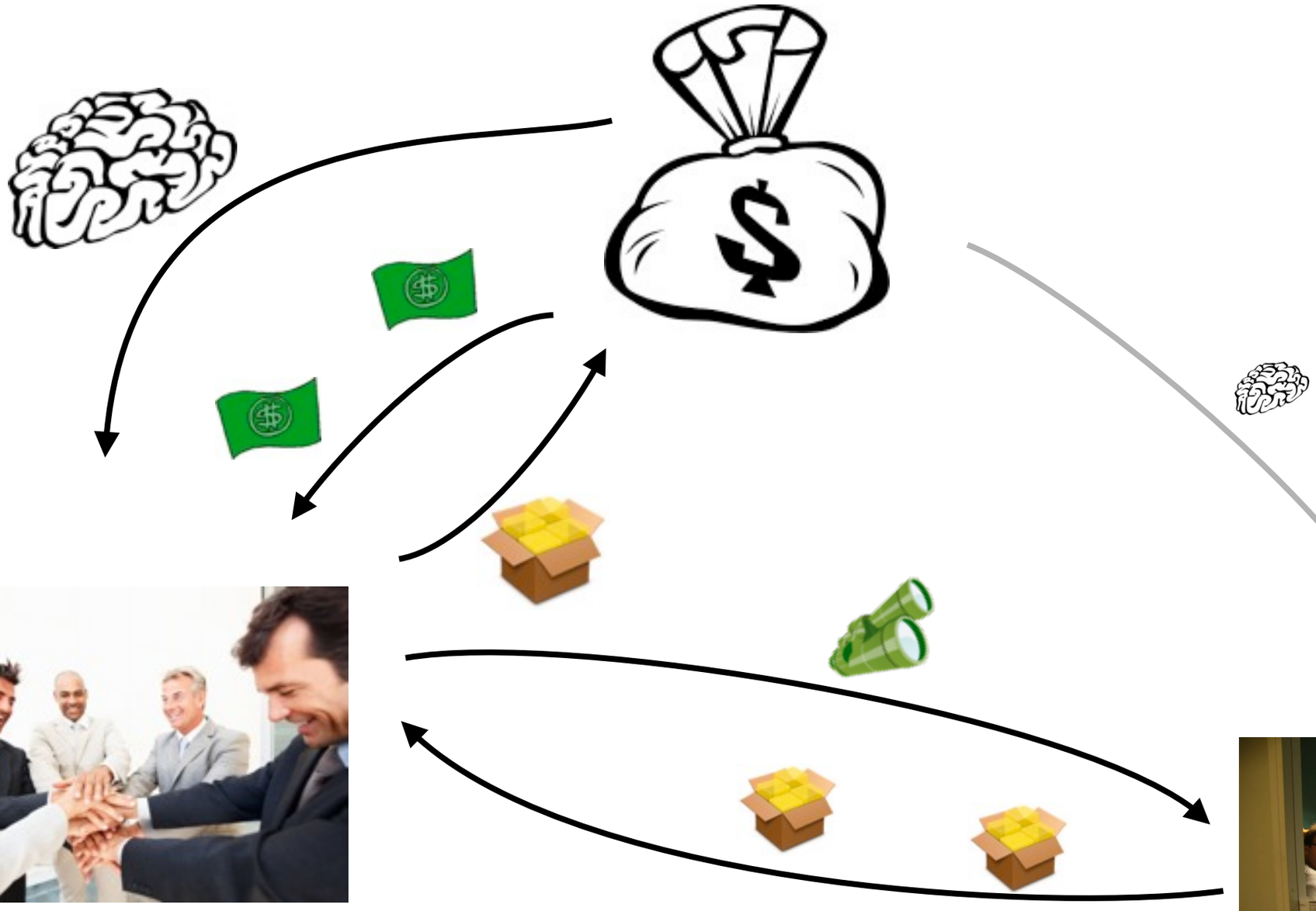

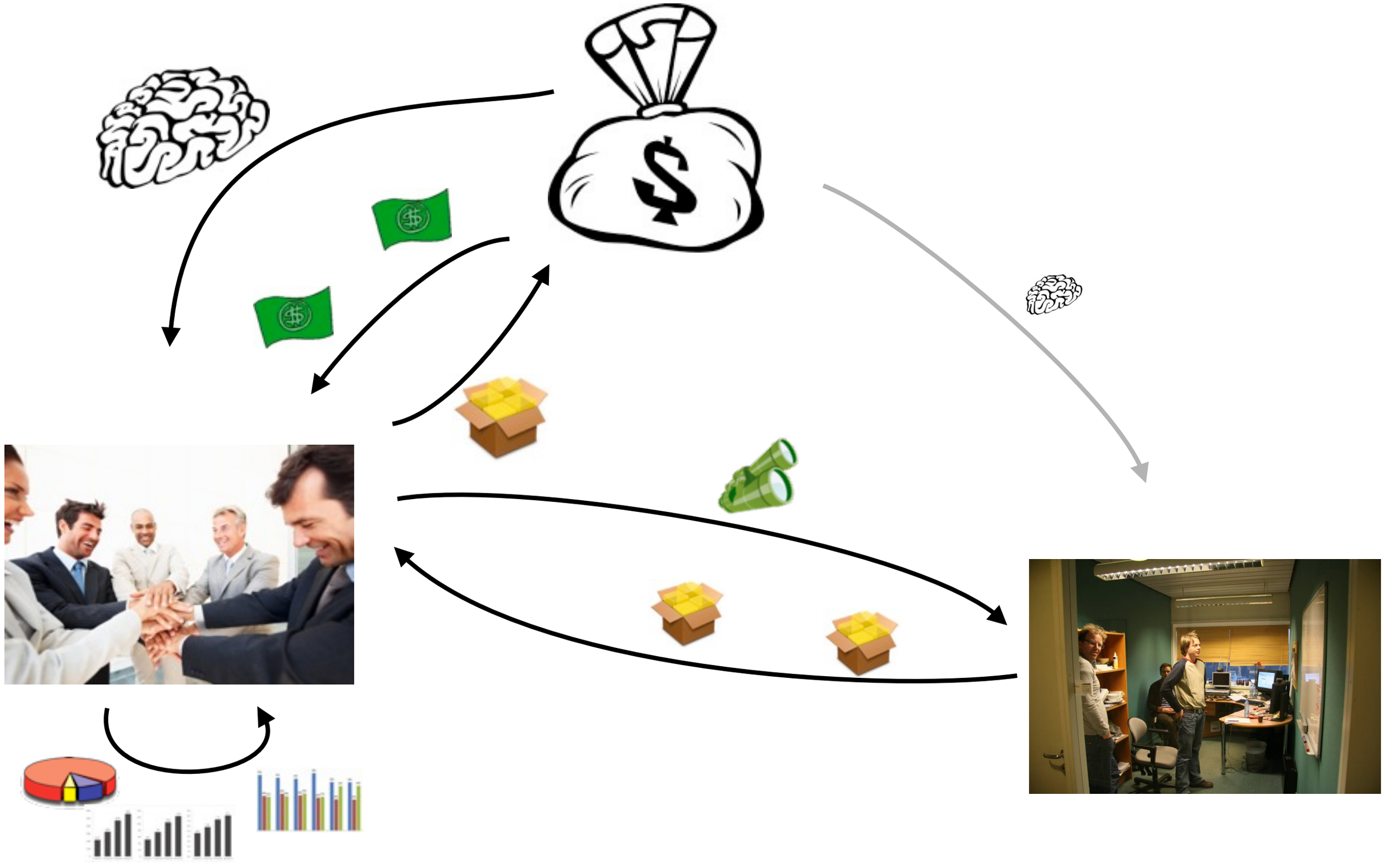

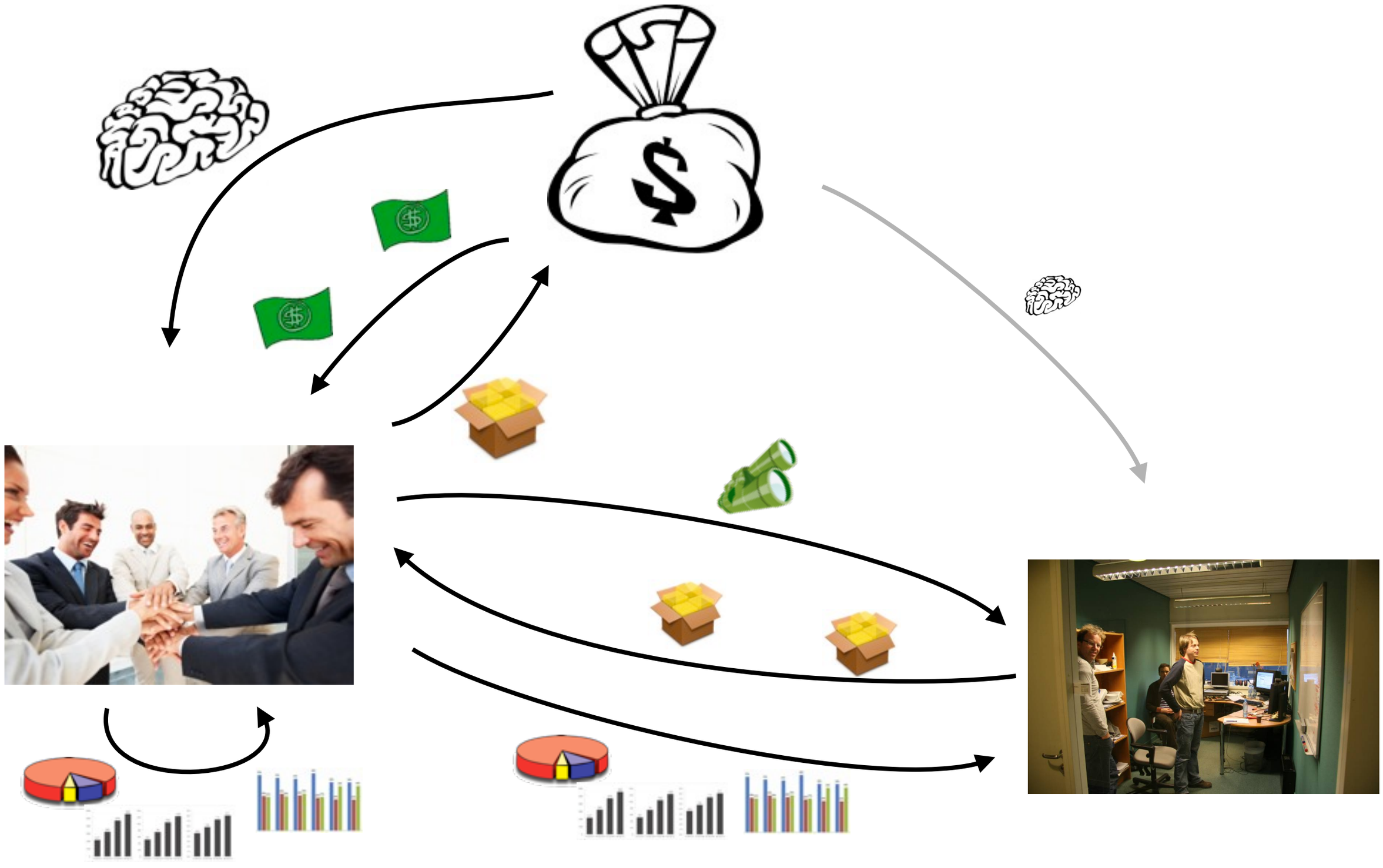

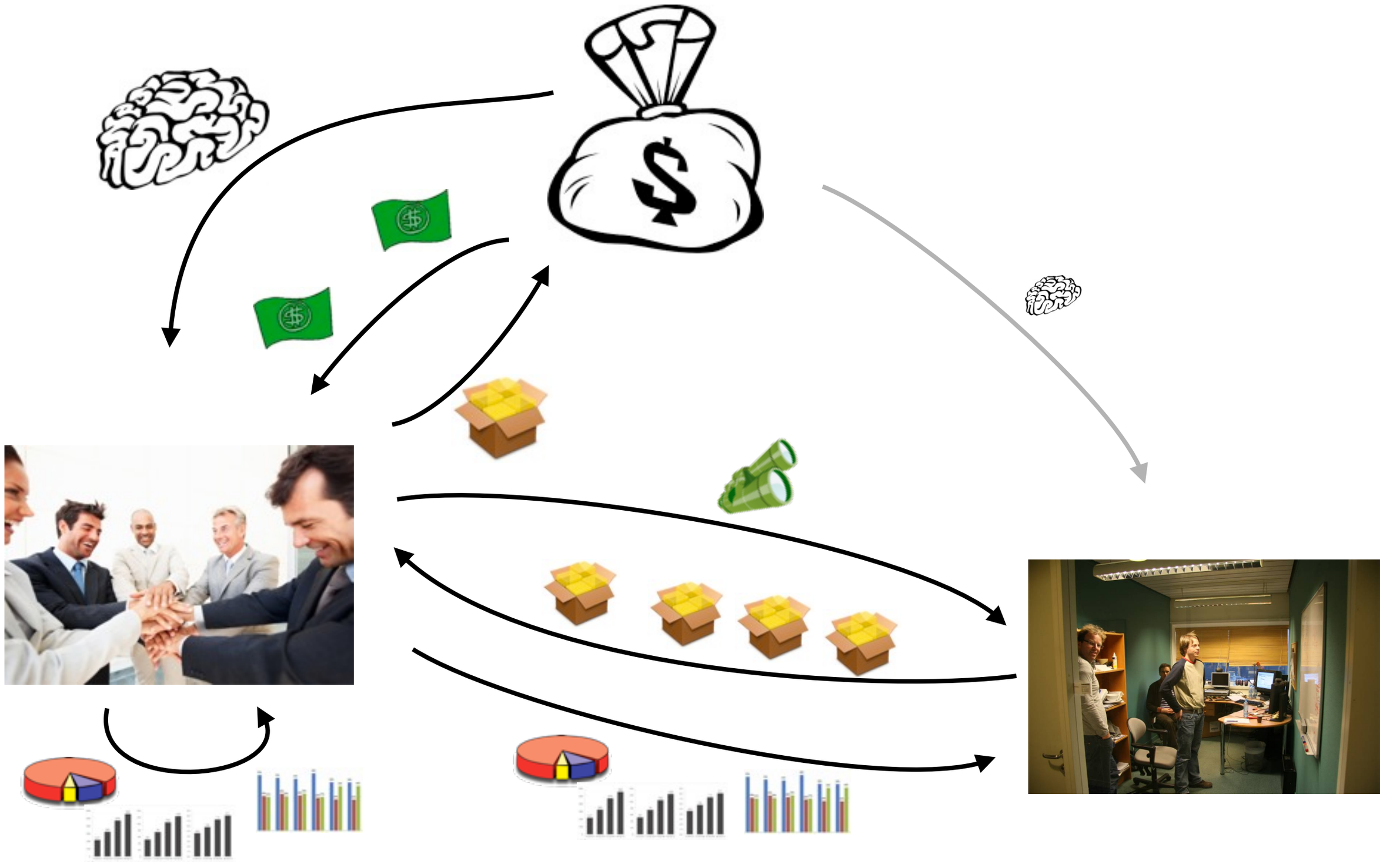

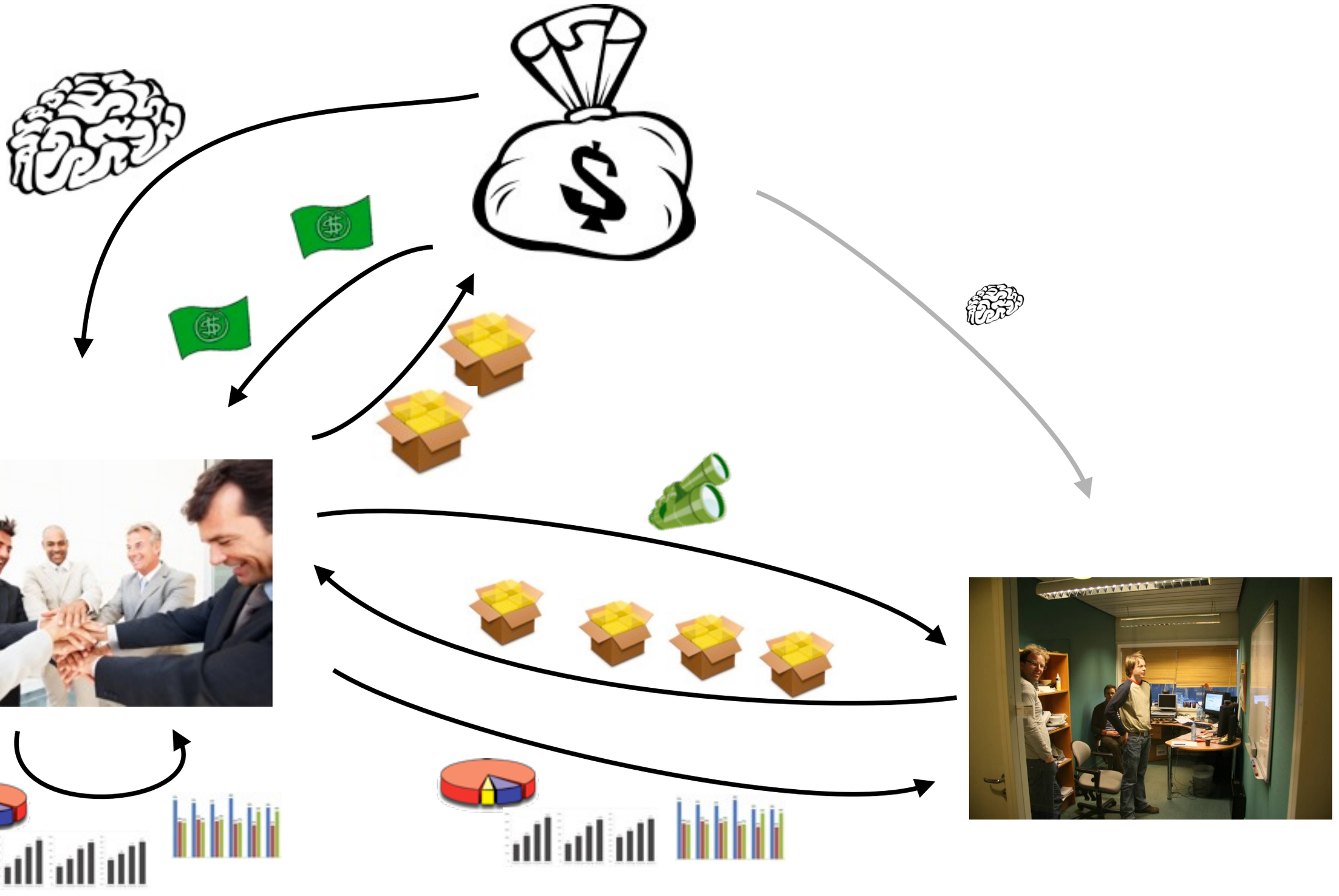

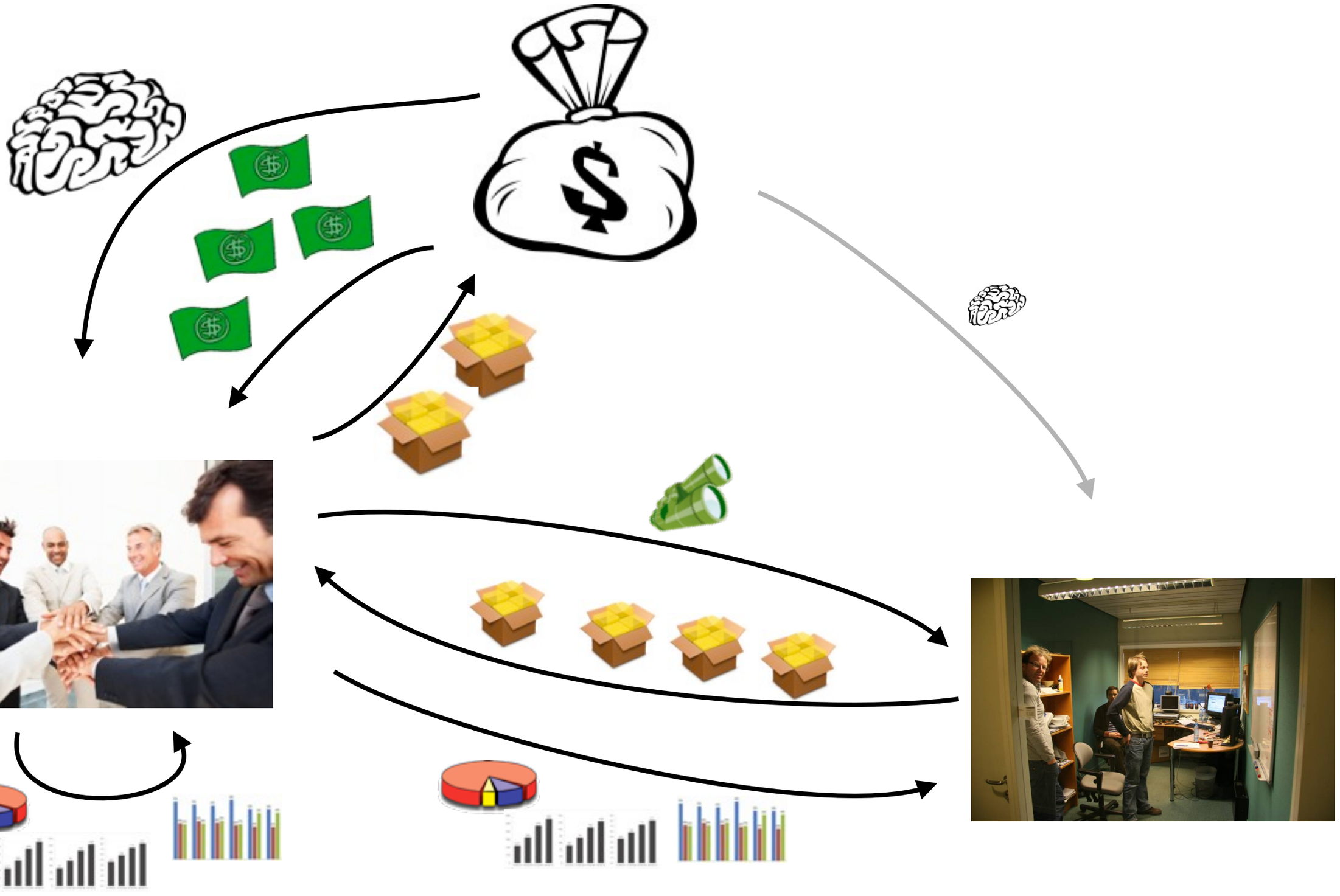

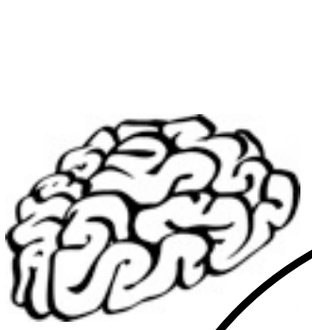

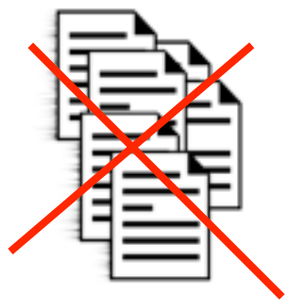

The cost of avoiding documentation is that...

we engineers need to understand how to make people like this happy...

Modern developers also needs to understand business

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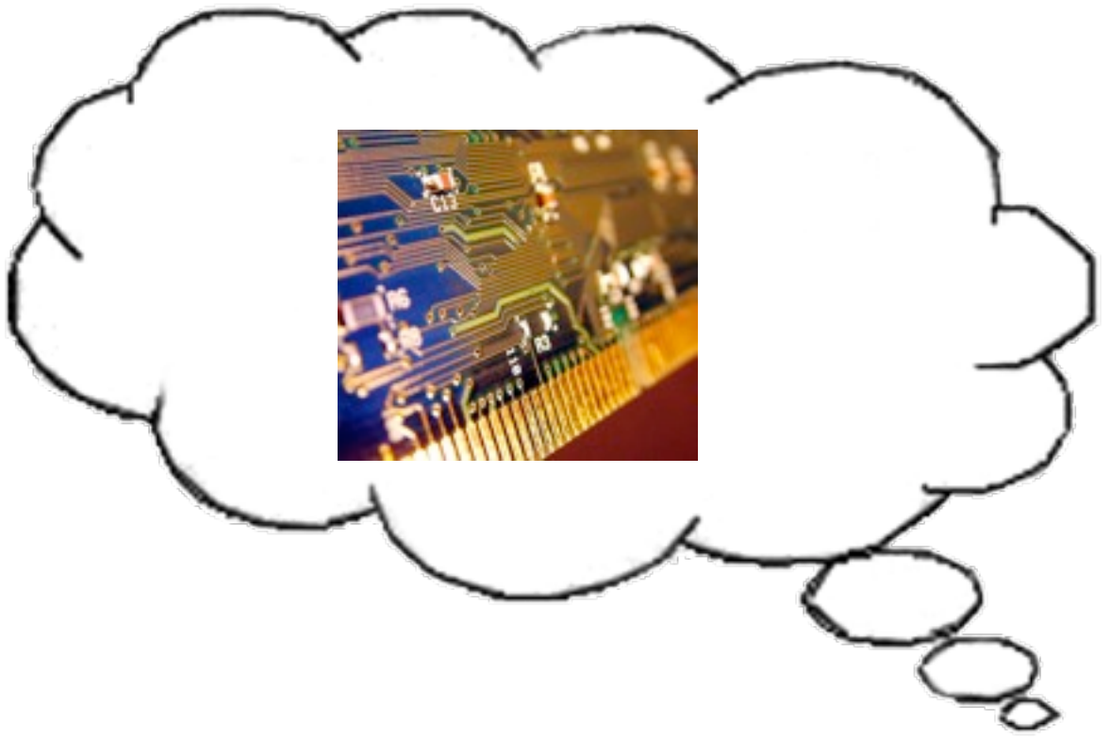

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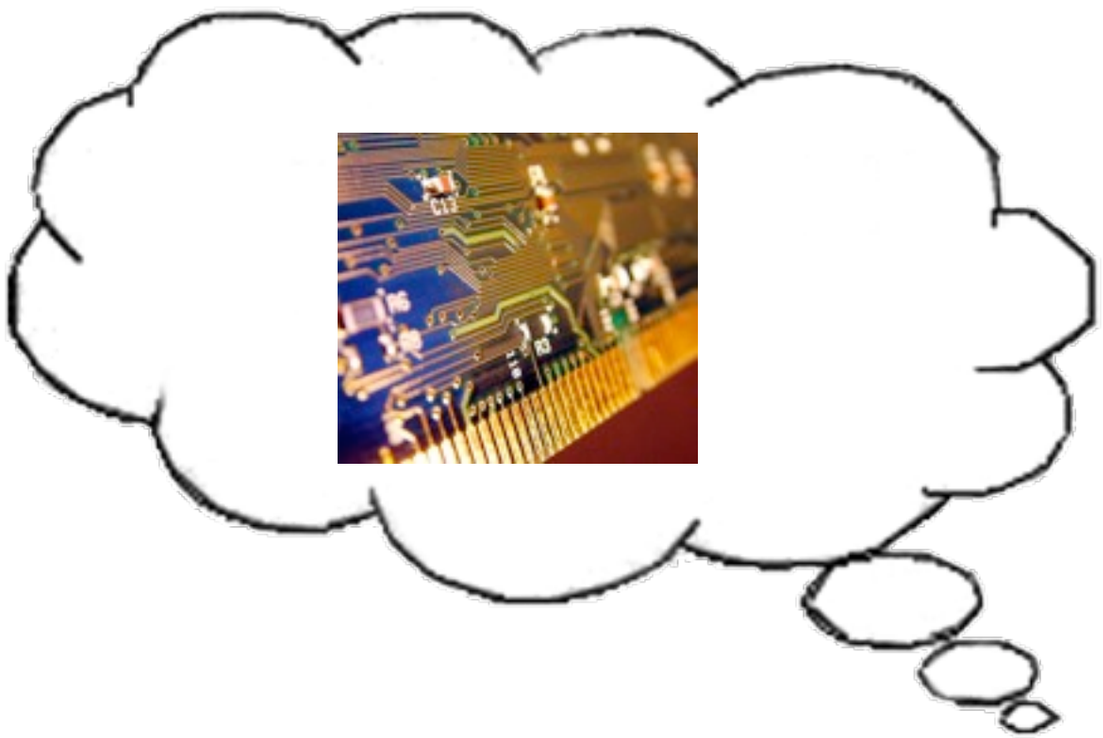
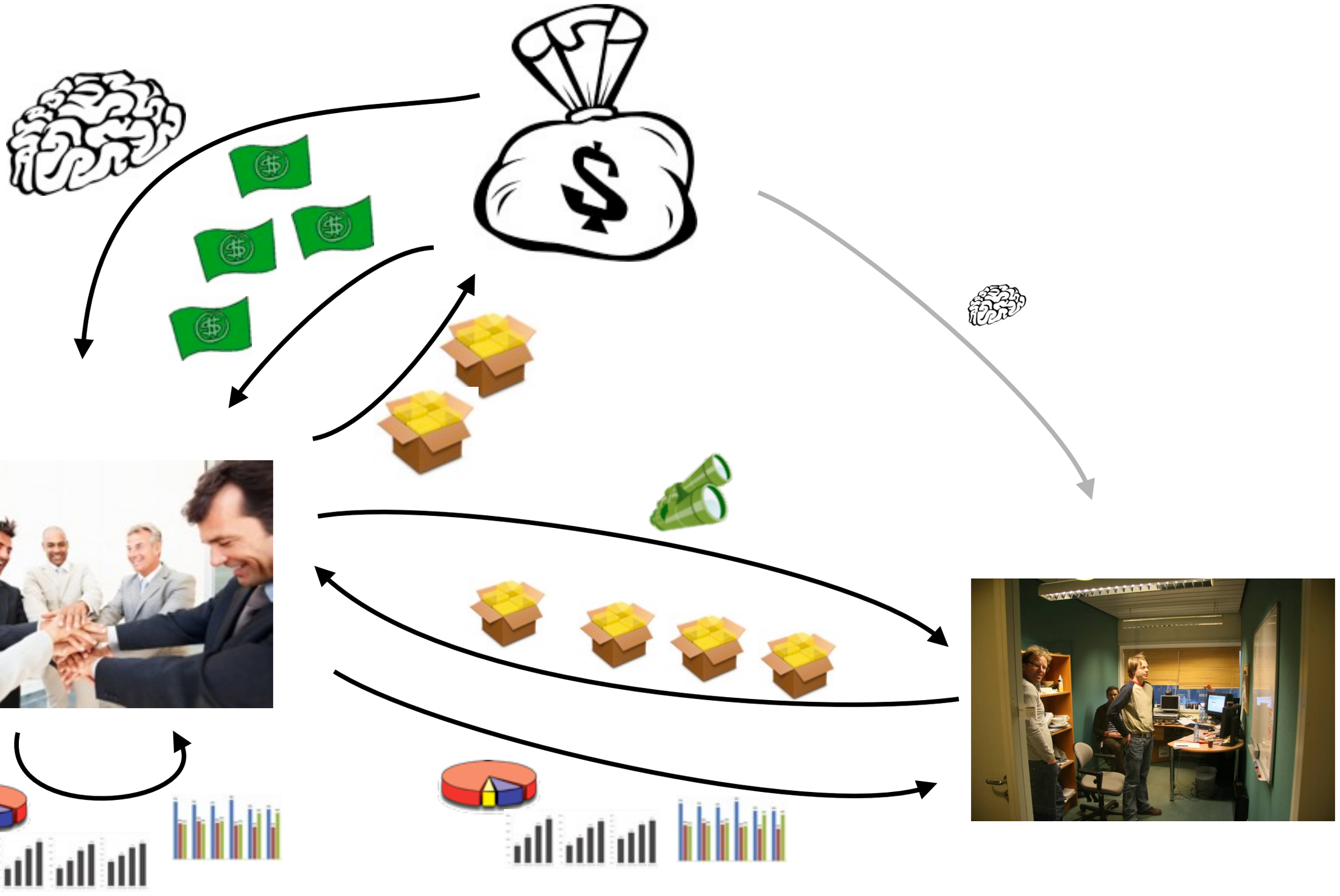
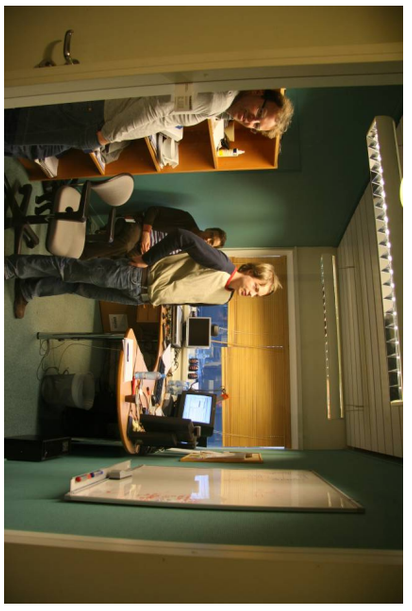


Modern salespeople must also understand development

Modern salespeople must also understand development





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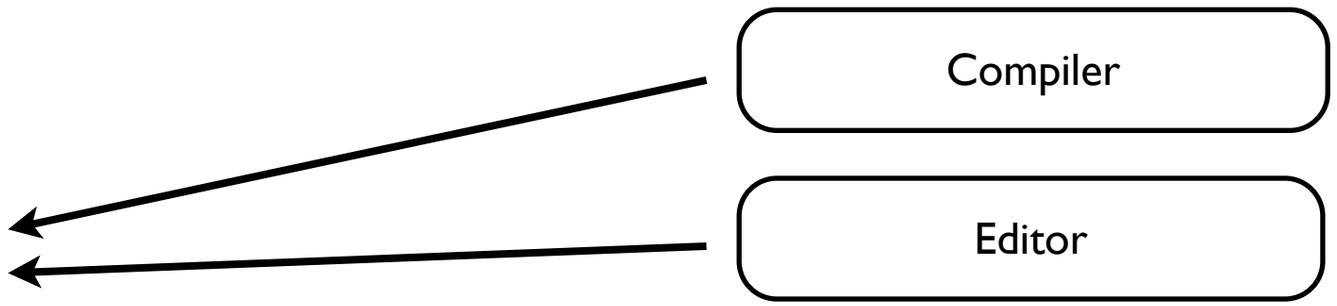
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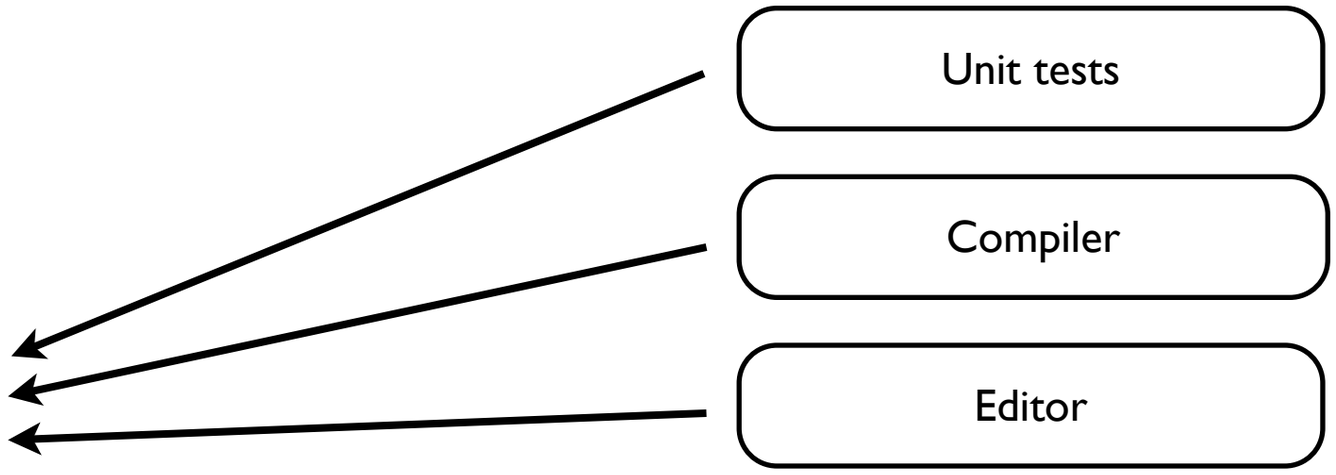
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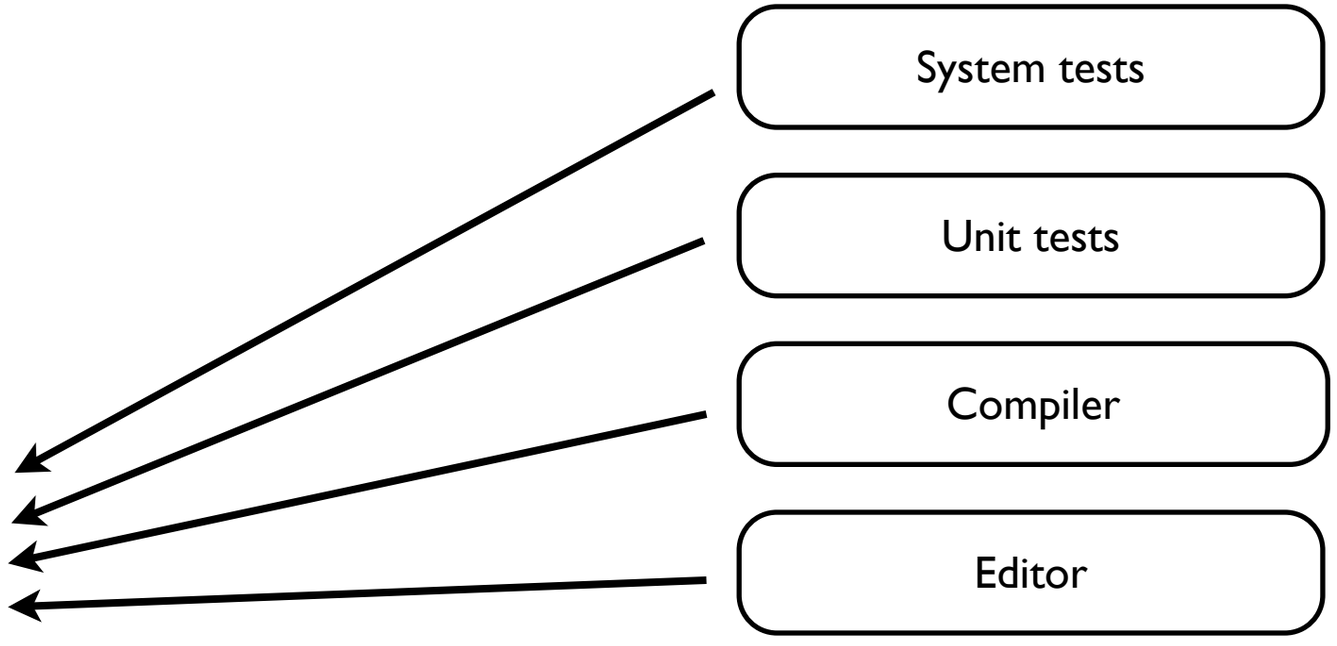
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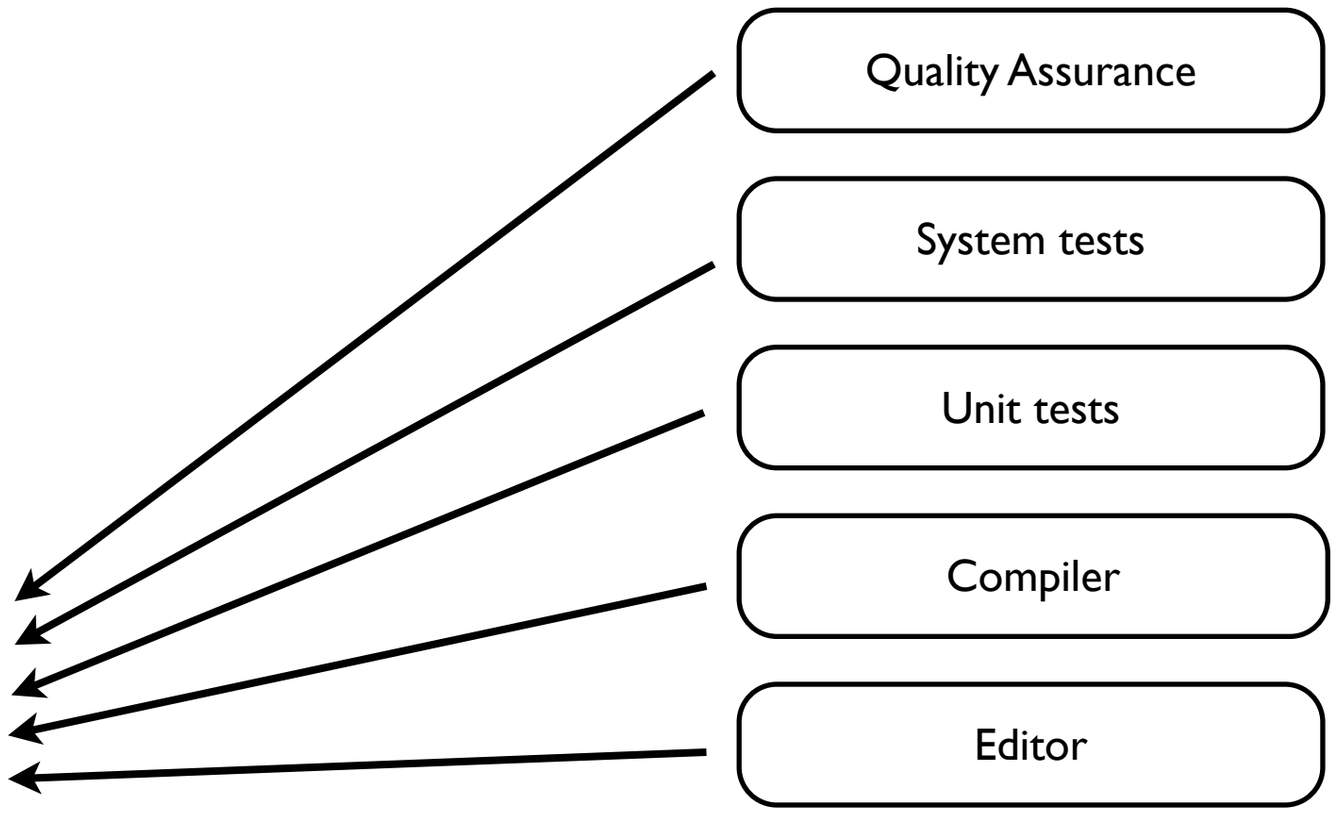
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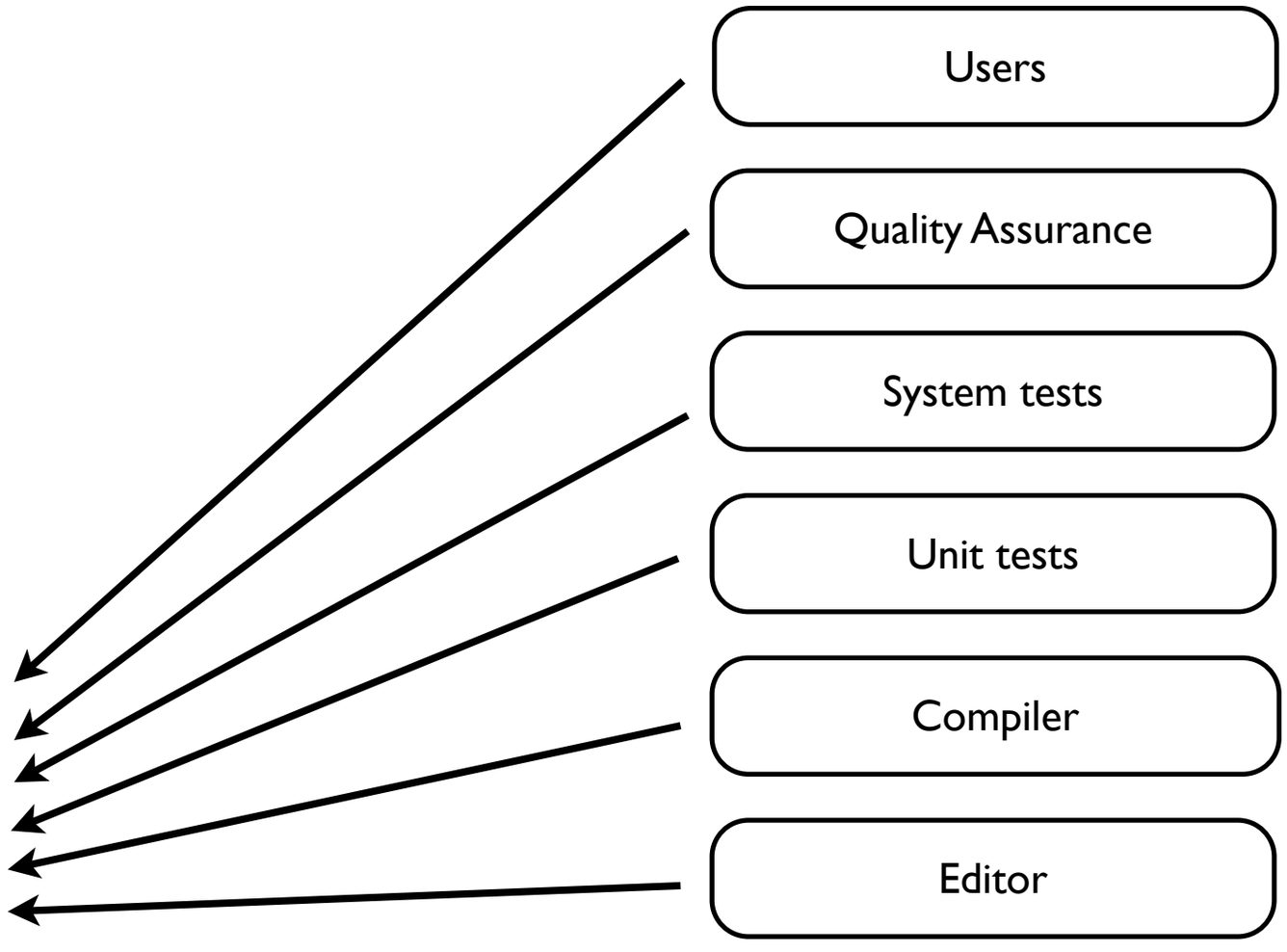
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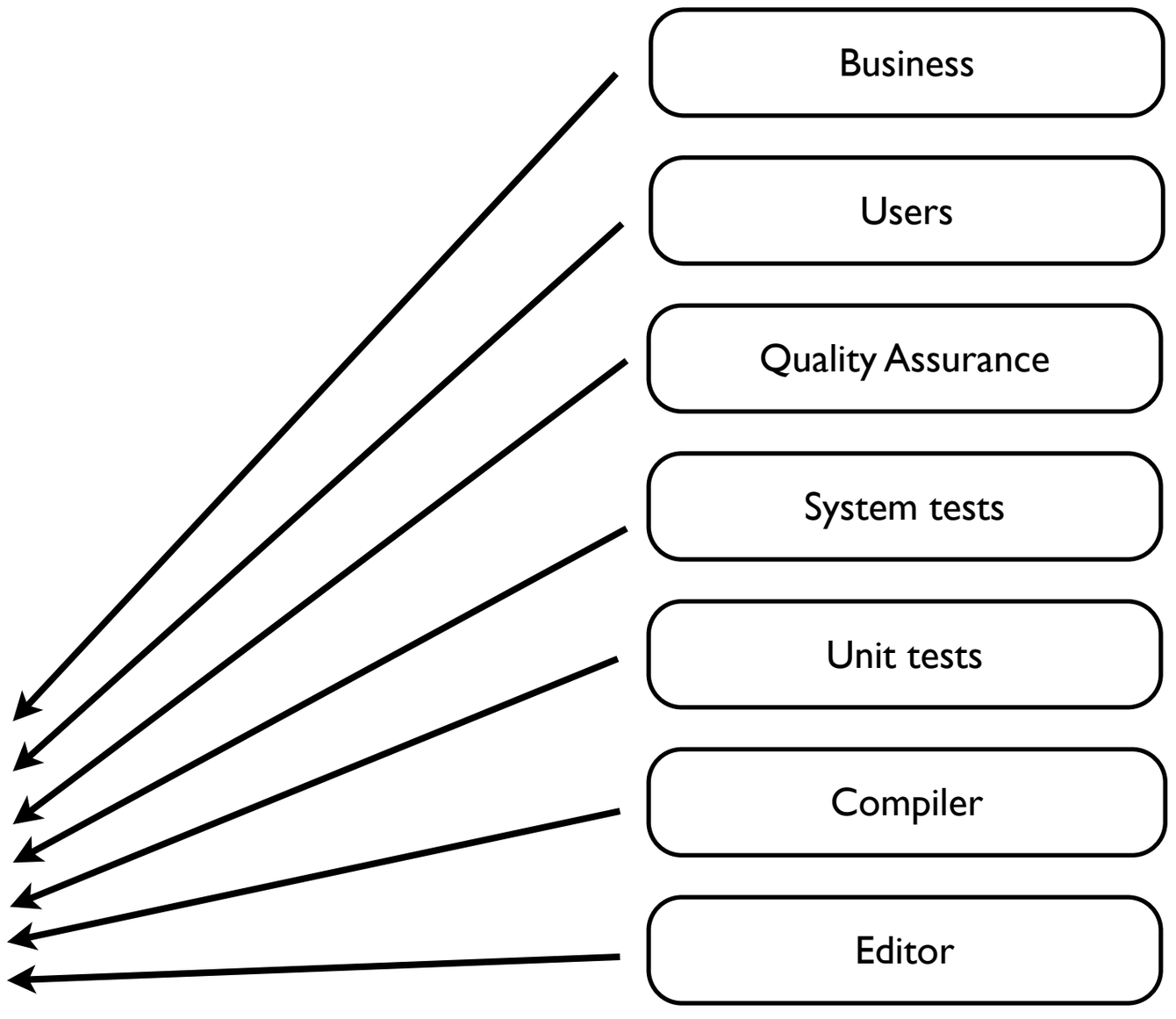
Business
Users
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System tests
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Editor

It is common to assume that developers are not interested in business details...

but, we are...