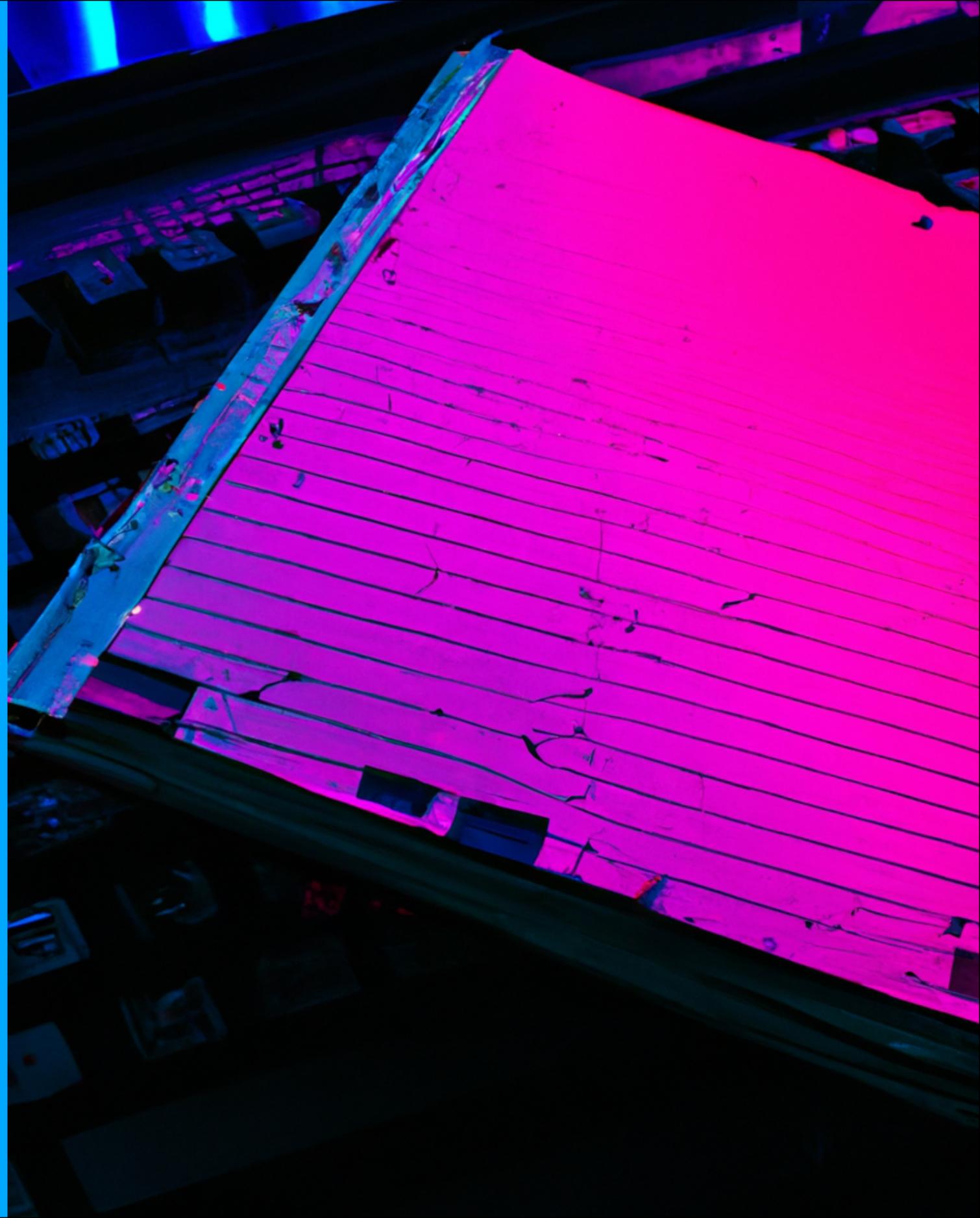


Notes on Building Software Products

Jan Van Bruaene





**Develop a
vision that is
both a BHAG
and
achievable.**

**Rightsize
the
expedition.**

**Few parallel
endeavors.**



Define a clear project charter

**Greenlight the project and
officially kick it off**

A project charter defines

- Scope / Description
- Strategic Drivers, Project Success
- Deliverables, Boundaries, Constraints
- Project or Product inter-dependencies
- Assumptions
- Budget, Needs, Committed Resources
- Rough Schedule
- Risks and Impact Analysis
- Communication plan

**Capture and refine
Risk. Analyze change
continuously:
perform an Impact
Analysis upon start
and upon change.**

**Test your
hypothesis,
prototype, and
iterate.**

Get outsight.

The term MVP is such a **profound misnomer**; a good MVP is not viable, and it is not a product. Chances are it isn't as minimal as you want it to be either. **An MVP is the smallest amount of work you can do to confirm or dispel your hypothesis.**

Think in acceptance and review gates



**Empower
individuals and
instill true
ownership.**

Early, Continued, Precise and Simple Communication.

**Demand critical thinking and
engagement.**



**Measure what
matters.**

Pre and post.

**Ensure a simple,
lightweight, and
auditable process.**

Protect the castle.

**Strive for simplicity through
uniformity.**

**Evolution over
Revolution**

**Trust, but Verify,
Skeptically**