FIVE LESSONS IN PRODUCT DEVELOPMENT

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Agenda

01 Background
02 Products
03 Lessons
04 What Next?

Ahoy. I’m Thamer and I’m excited to be here.

PRODUCTS 2003-2019

CREATIVE
Zen
start
my tv
my music
my pictures
my videos
settings
OK
PORTABLE MEDIA CENTER

start
my tv
music
pictures
videos
radio
settings

Dirty Laundry
Bittersweet
The Mating Game
music
videos
pictures
radio
settings
02:15

music
videos
pictures
social
radio
podcasts
marketplace

THE NEW FRESH FM
94.71 HD
HD1 HD2
It's Not Me, It's You
LILY ALLEN
zune
Pins
ALTERNATIVE & PUNK
107.1 2 HD
History
music
videos
pictures
radio
marketplace
social
internet
12:33

zune HD

COURIER
COURIER
Microsoft

XBOX
Y
X
B
A

NOKIA
LTE
11:20
2
AT&T
3
8
People
Music + Videos
Nokia Pro Cam
The Weather Channel

12
11

Windows 10

LESSONS

LESSON 1

Iteration and velocity are critical. Feedback loops are essential.

LESSON 2

Embrace the power of the collective in cross-discipline thinking. BXT.

LESSON 3

Zoom out and understand strategic context. Timing is everything.

LESSON 4

Product culture flows from the top. Know the culture.

LESSON 5

Astronauts don’t necessarily make good brain surgeons. Also…don’t trust robots.

Reading List

Lesson 1

Iteration and velocity are critical. Feedback loops are essential.

1. The Lean Startup
2. Rework
3. The Agile Manifesto
4. The DevOps Handbook
5. Lean Topologies: Organizing Business and Technology Teams for Fast Flow
6. Scrum
7. Xtreme Programming

Lesson 2

Embrace the power of collective cross-discipline thinking. BXT.

1. The Laws of Simplicity
2. The Innovators Dilemma
3. The Brand Gap
4. Building a StoryBrand
5. Design for the Real World
6. Make Space: How to Set the Stage for Creative Collaboration Stanford
7. Stanford d.school reading list

Lesson 3

Zoom out and understand strategic context. Timing is everything.

1. Stratechery Blog
2. Asymco Blog
3. Business Model Generation
4. The Innovator’s Dilemma
5. Good to Great
6. The Economics of Platforms
7. Platform Ecosystems: Aligning Architecture, Governance, and Strategy

Lesson 4

Product culture flows from the top. Know the culture.

1. The Culture Code: The Secrets of Highly Successful Groups
2. The Culture Map
3. The Five Dysfunctions of a Team: A Leadership Fable
4. Start with Why
5. Pre-suasion
6. Soft Skills: The Software Developer's Life Manual
7. Potluck Culture

Lesson 5

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1. Thinking in Bets
2. Domain-Driven Design
3. Ego is the Enemy
4. The Art of Thinking Clearly
5. Human Compatible
6. The Age of Surveillance Capitalism
7. The Coming Wave: Technology, Power, and the Twenty-first Century's Greatest Dilemma

5 Lessons in Product Development

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WHAT NEXT?

Thank you

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