



**NÓS PRECISAMOS DE UM  
PO!**

**Juliano Ribeiro**

AKC/T

CSP-SM/PO, CSD



# JULIANO RIBEIRO

- 25 yrs + working with Software Development
- 10 yrs + working with Agile development
- Speaker, Accredited Kanban Coach and Trainer



# AVISO DE INTERATIVIDADE

O palestrante, apesar de desenvolvedor de software apaixonado, costuma interagir socialmente com os participantes do evento.

Portanto, esteja preparado!

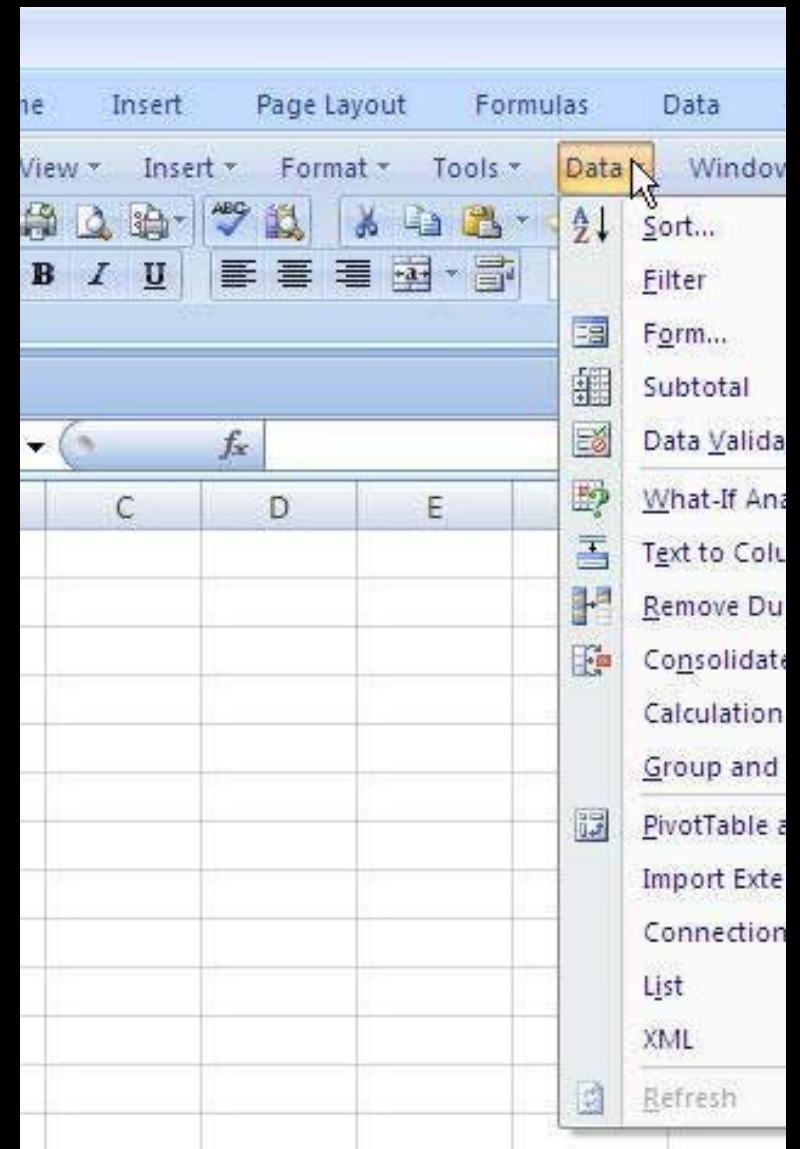
PORQUE PROJETOS  
FALHAM?  
MESMO VOCÊ  
COLOCANDO O  
MÁXIMO DE  
QUALIDADE NELE!



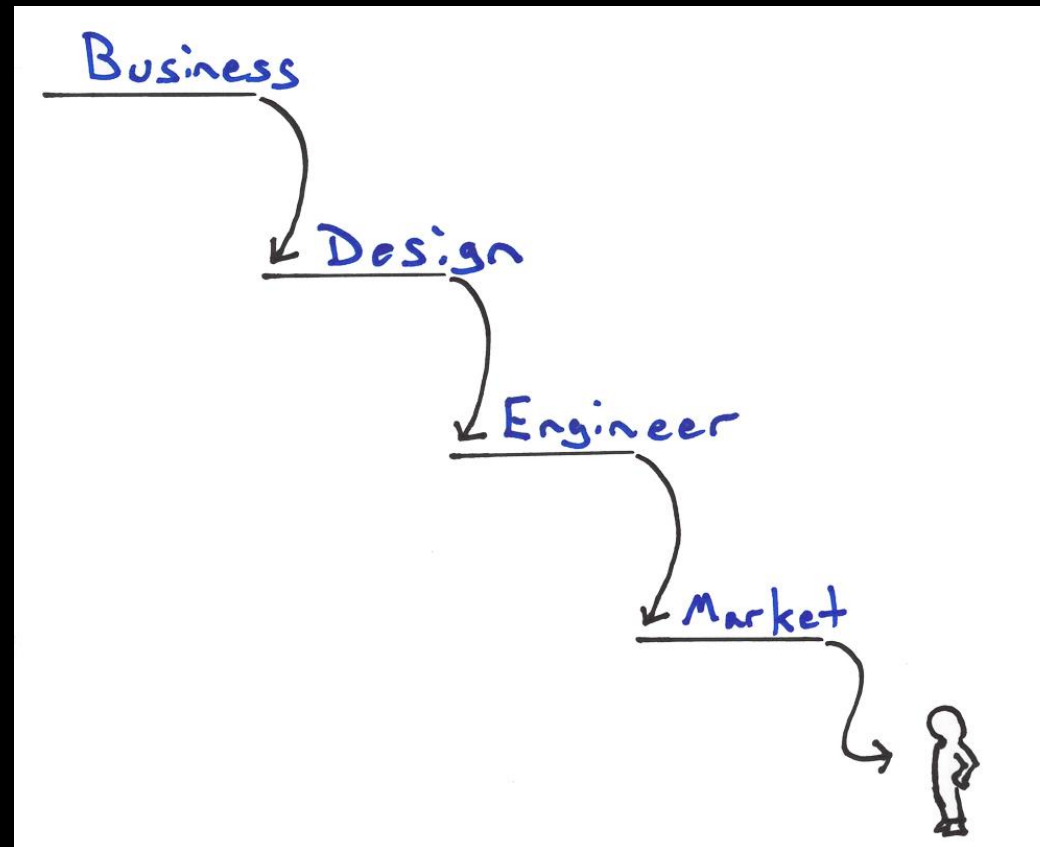
PORQUE O  
PRODUTO NÃO  
VENDE?



PORQUE  
NÃO O  
USAM TODO?



# COMO OS PROJETOS SE INICIAM?





**HappinessApp™**



# COMO TUDO COMEÇOU?



**Peter Stevens**

@peterstev



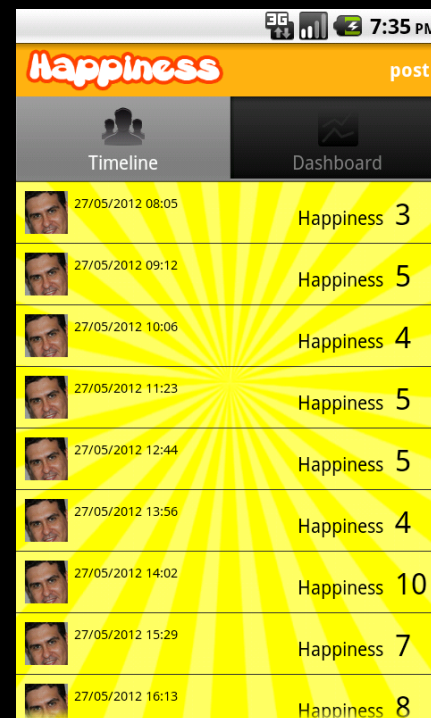
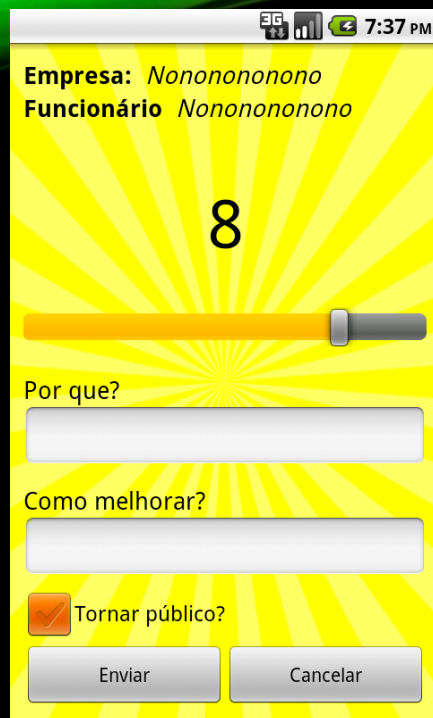
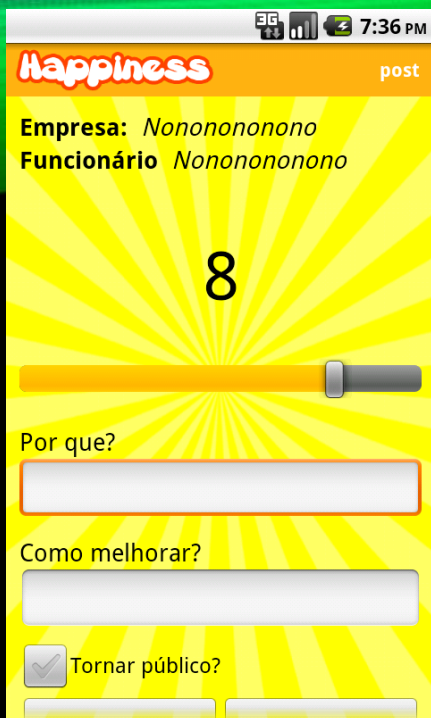
Seguindo

Looking for a small SW development team to create attractive smartphone+tablet app w/server component. Scrum, English or German.



## IDEIA ORIGINAL

*“My idea is an app for smartphones or tablets. As an employee, you should be able to enter your feelings (as a net promoter score) about your employer when ever you feel like it, recording why and what you would do to improve. Then you can review your happiness history, compare yours to the company as a whole, maybe share the info with others.”*



VERSÃO DEMO  
(LITERALMENTE)



# BACKLOG INICIAL

- log how I feel - about my happiness
- log why I feel that way
- review my happiness level graphically
- use the app in English
- log a suggestion for improvement (free text)
- post my happiness level to twitter or facebook
- download/buy a free version from the iTunes store
- find about the happiness app on the web
- find about the privacy policy and data sharing policy



ESTIMATIVAS

1001060

01

06100010

KANO

RAISEN



FINISH HIM !!



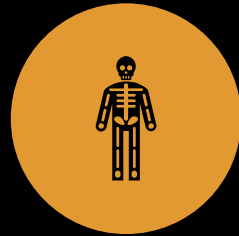
# DEFINITION OF DONE



UNIT TESTING WRITTEN  
AND GREEN



SOURCE CODE  
COMMITTED ON SERVER



JENKINS BUILT  
VERSION (WITH TESTS  
RUNNING)



CODE REVIEW



HOW TO DEMO VERIFIED  
BEFORE PRESENTATION  
TO PRODUCT OWNER







# INÍCIO DO TRABALHO

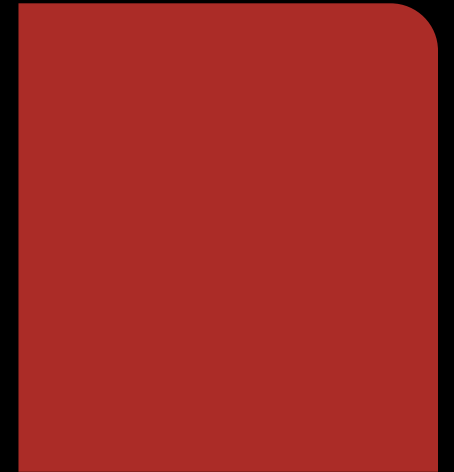
Titanium



SEMANA 1

# SEMANA 2

- Gráficos!!!
- Stoos Stampede (Amsterdam)



# SEMANA 3





# SEMANA 9

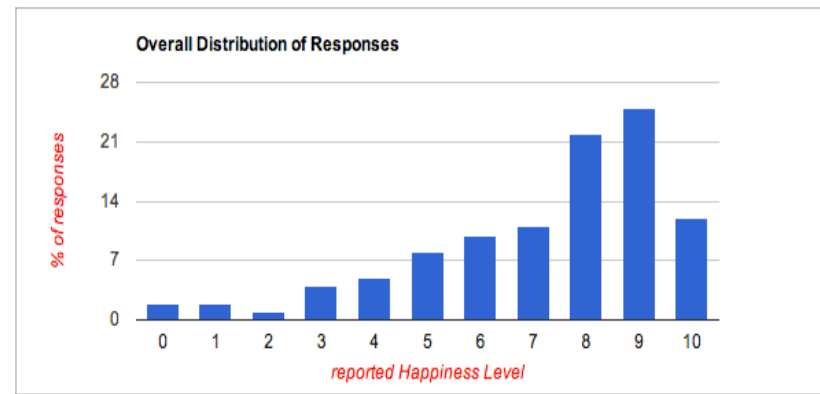
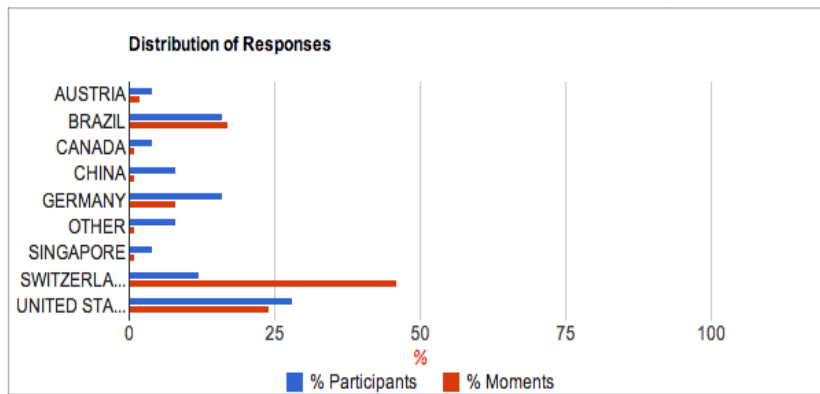
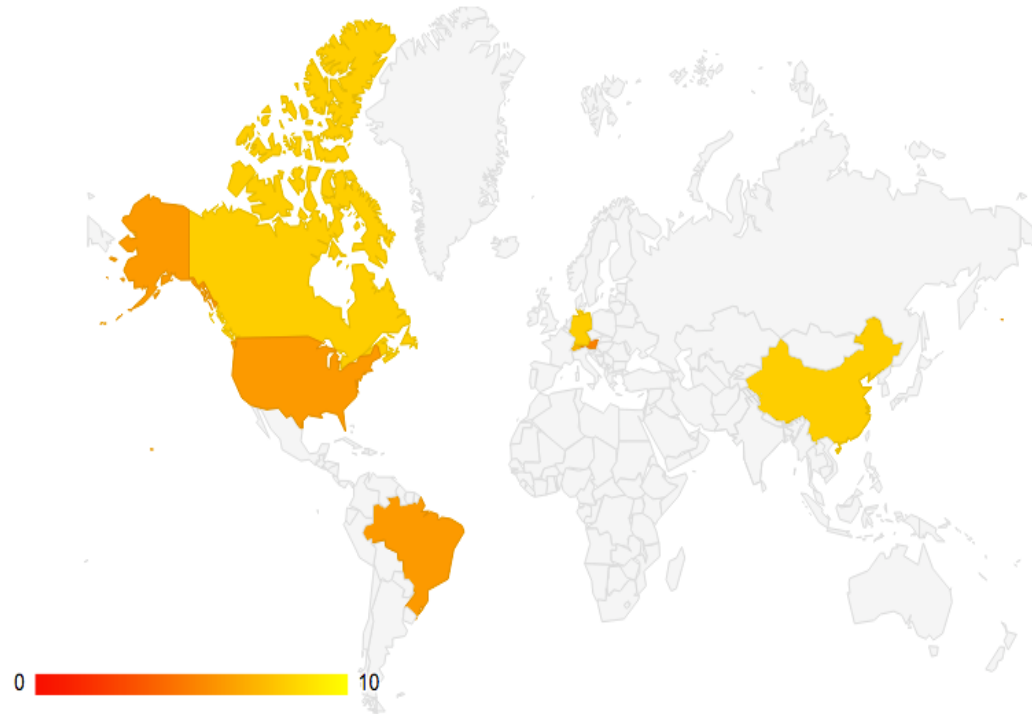




SEMANA  
10



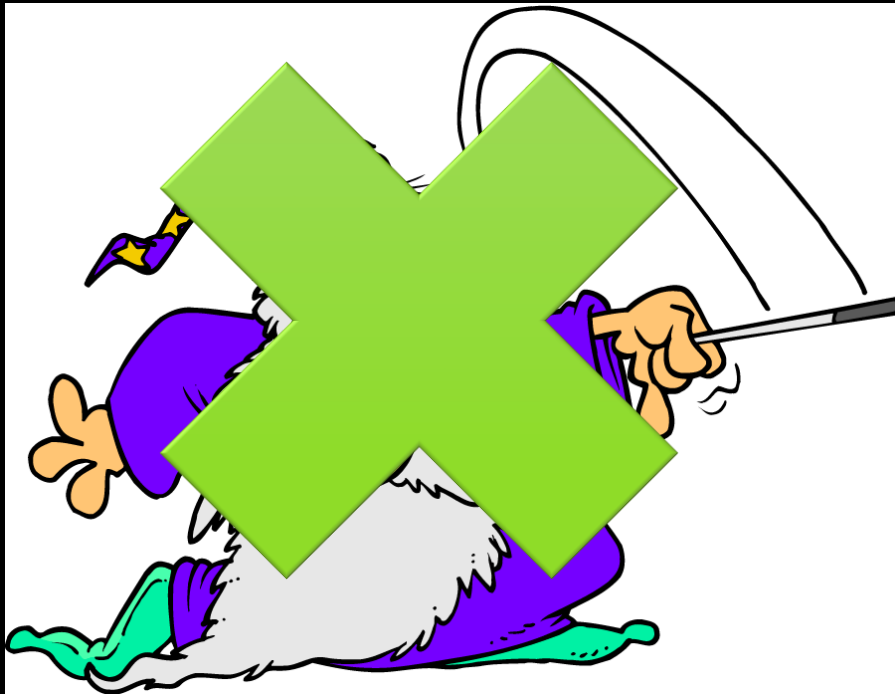
## Reported Happiness by Country as of Fri Nov 23 2012 08:04:44 GMT-0200 (BRST)



# SEMANA 12



# SEMANA 14



SEMANA 15





*agile tour*  
2012

Operadora 22:41 100%

**SUBWAY**

Pesquisa de Satisfação (Restaurante)   
#test\_restaurant

Fluxo de trabalho:  
  

Entrando meu próprio feedback

Minha trilha selecionada  
Single Session 

Minha sessão selecionada  
Pesquisa de Satisfação 

09/11 11:00

Novo evento  
Sessões diárias  
Assistente  
Conferencia

Meus eventos Revisar feedbacks Dar feedback Resultados Novo evento... Sobre nós

  
eebee Professional

EEBEE.CO





Brazilian Food



Italian Food



Japanese Food



ECHO-BRAVO





How likely are you to recommend our restaurant to a friend or colleague?

0

1

2

3

4

5

6

7

8

9

10



Skip

Save

Why? What could we do to improve by a full point?

Increase your menu options.

your name:

Peter Stevens

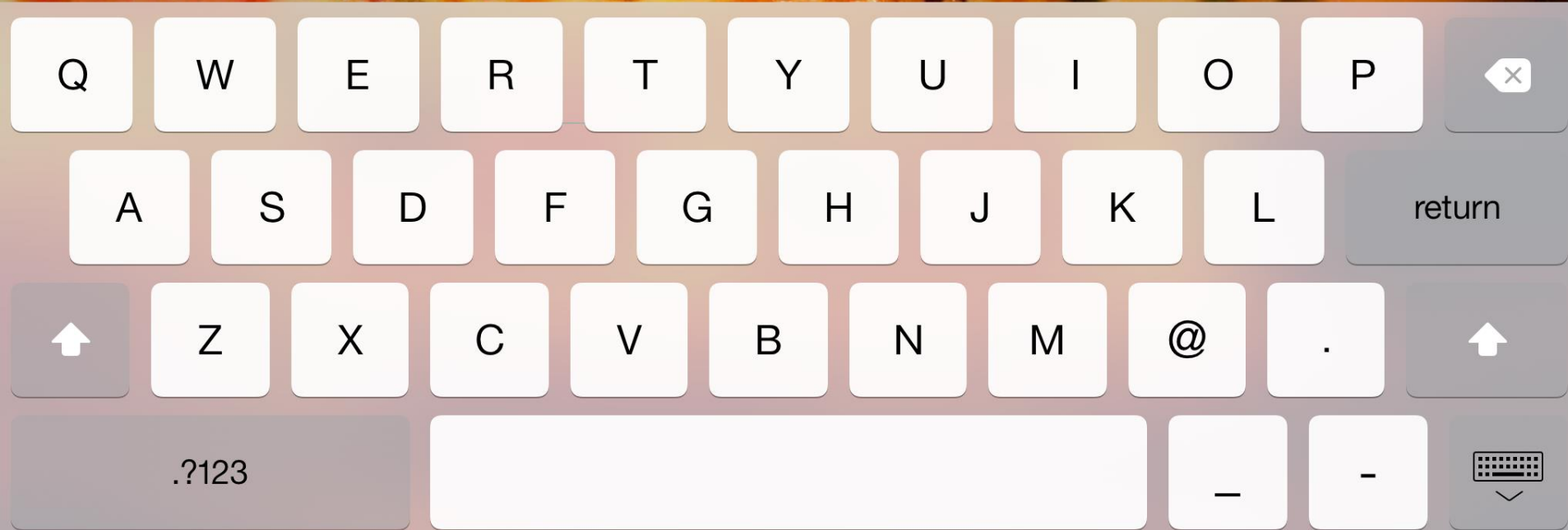
your e-mail:

info@echo-bravo.com

Would you like to continue the conversation?

skip

share






Skip

Save

Why? What could we do to improve by a full point?

Increase your menu options.



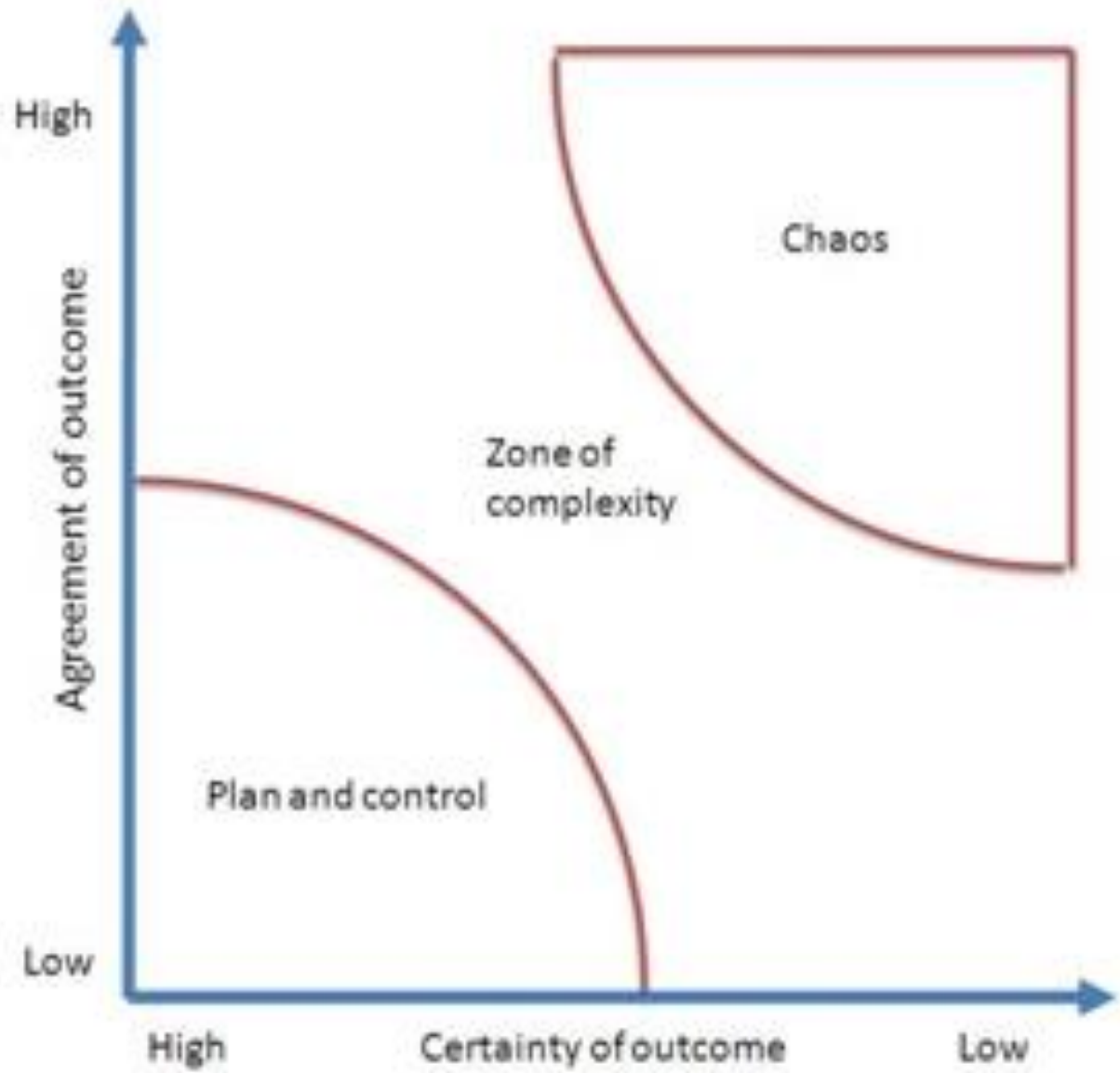
echo**bravo**

Thanks for sharing with us!

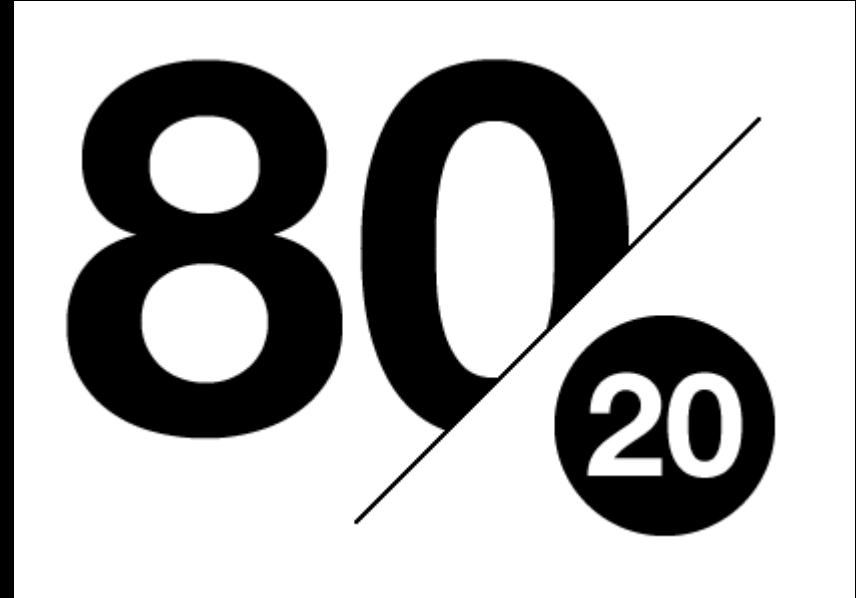
<http://www.echo-bravo.com>

POR QUE TRABALHAR DESSA FORMA?

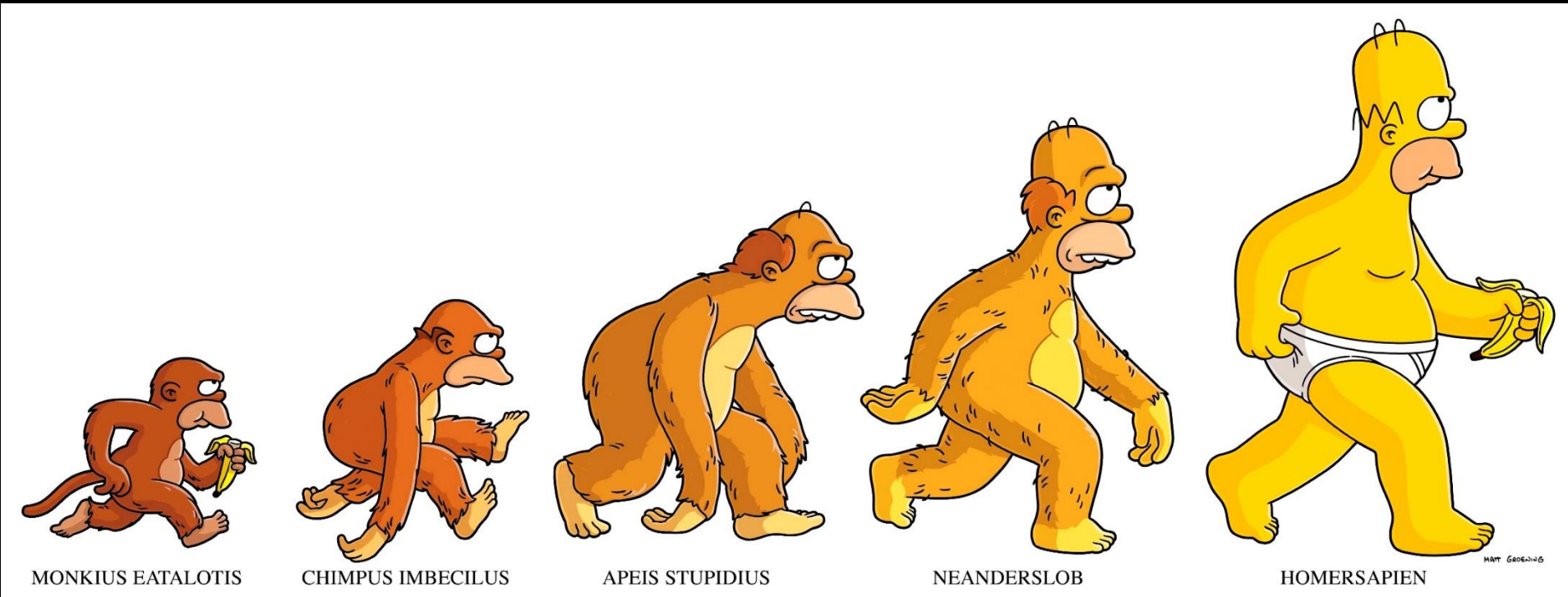




POR QUE O PRODUTO  
MUDOU TANTO?



# GET OUT OF THE BUILDING!!!





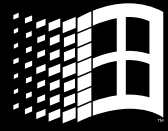
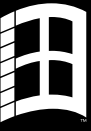


Ideia inicial:  
veio de um cliente

Desenvolvimento:  
novo produto

Apresentou em um evento,  
novo produto

Apresentou em um  
restaurante, novo produto

GET OUT OF  
FU        
THE BUILDING



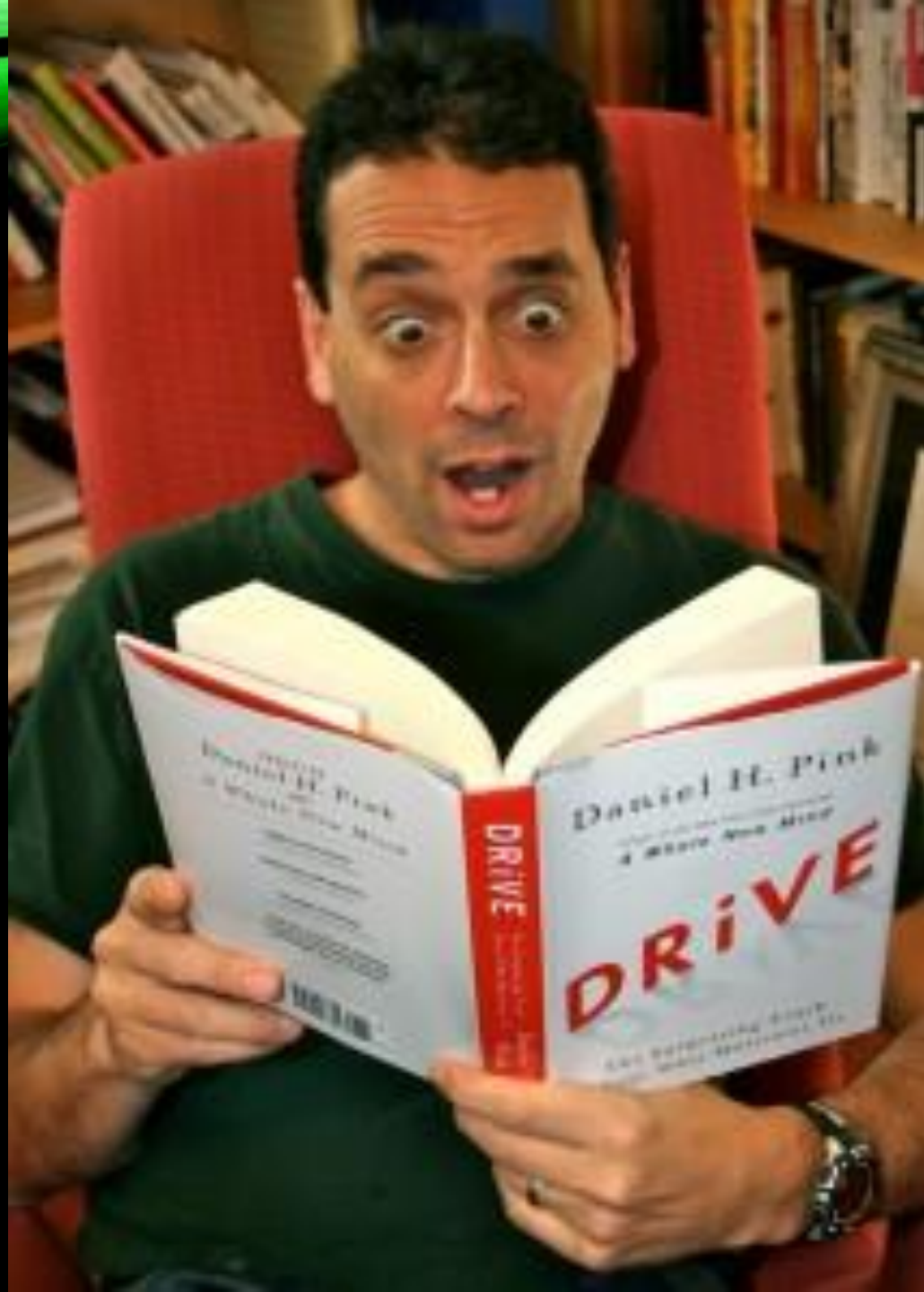


THE NEW YORK TIMES BESTSELLER

# THE LEAN STARTUP

How Today's **Entrepreneurs** Use  
Continuous Innovation to Create  
Radically **Successful** Businesses

ERIC RIES



OBRIGADO



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23 e 24/11