



From failed projects to customer centric products

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How to spend 1 000 000 000 SEK (1 Billion)

In 10 years and still be hated by your users

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1 Billion SEK Project

10 years



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“This app makes me regret that I even had children in the first place”

“The mother of our child got the easy task of giving birth, because I am the one that have to suffer this app”

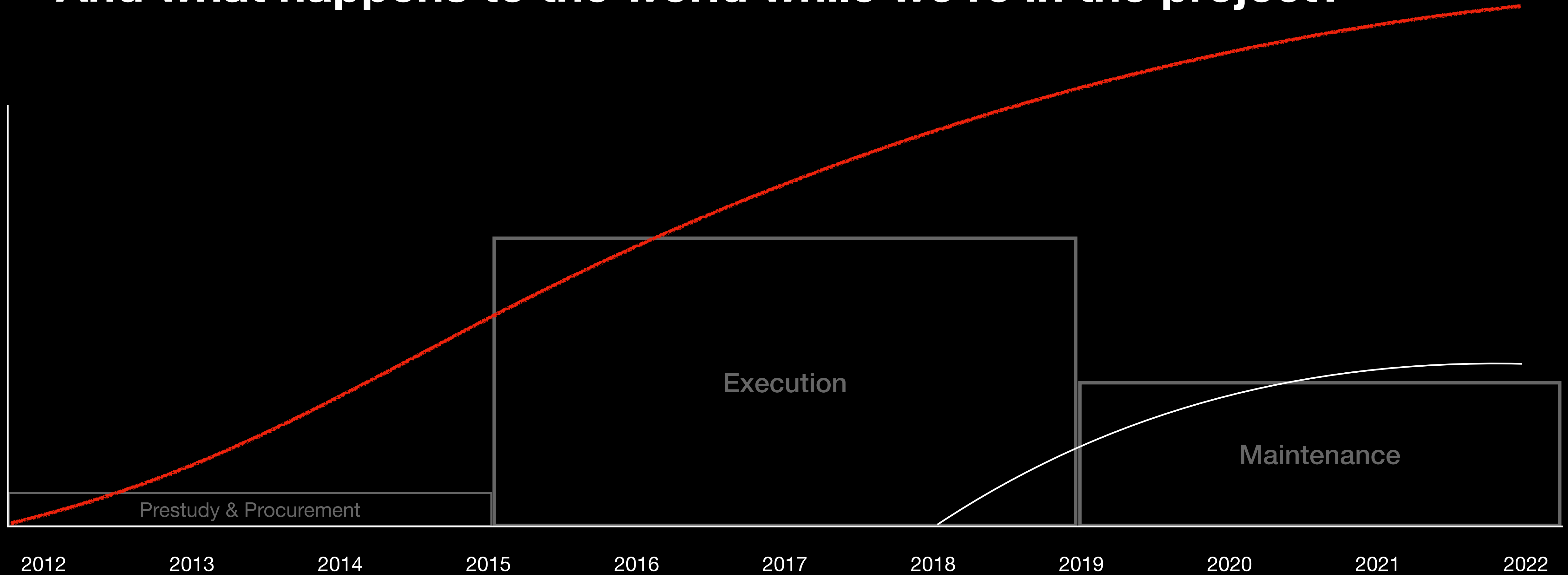
“One star rating is just to high...”

App Store Reviews after the 1 billions SEK project

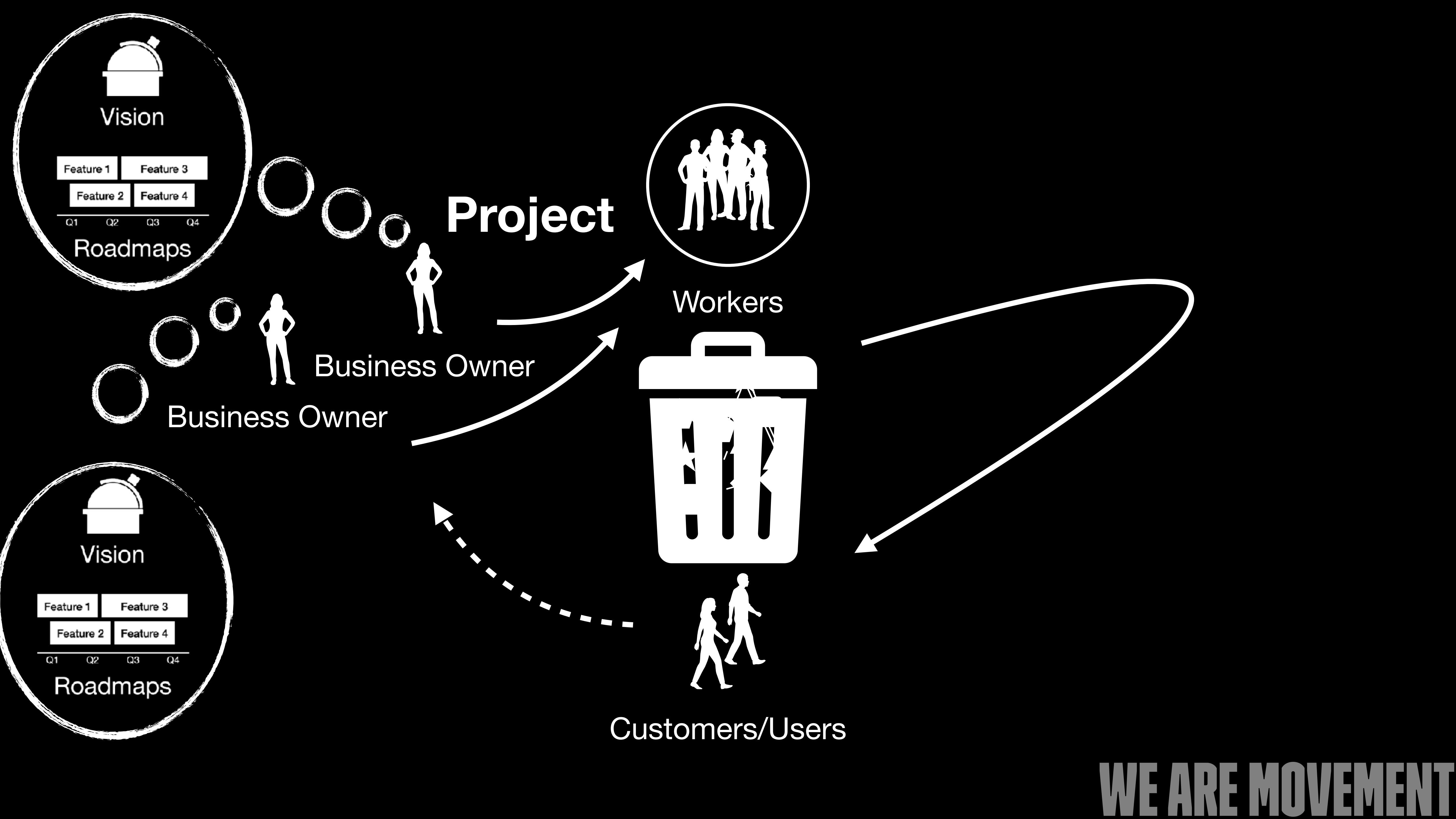
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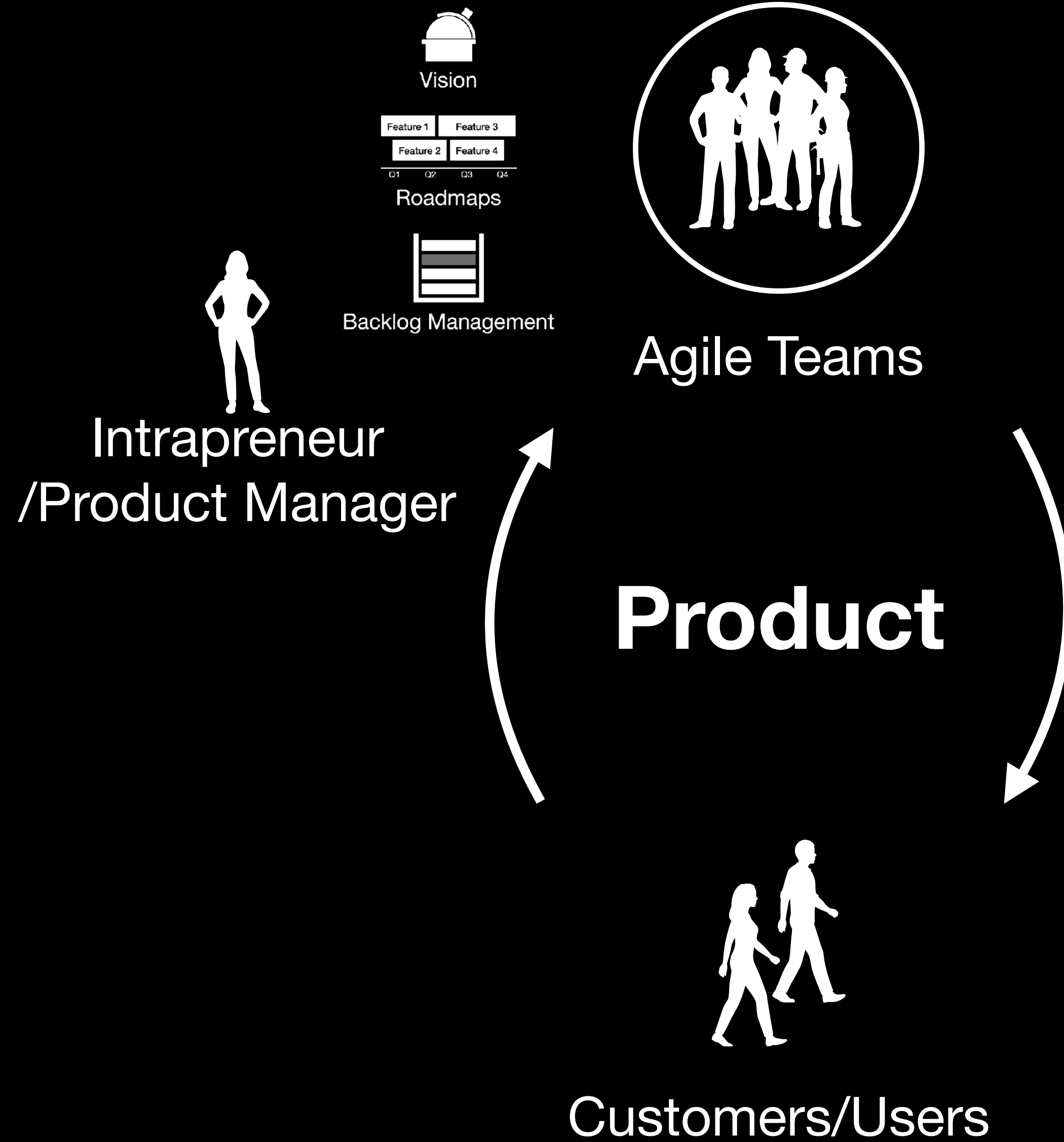
When do we get feedback?

And what happens to the world while we're in the project?



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Early Feedback Customer Centric

Self organising

Mob programming

Taking responsibility

Pair work

Iterations

Test Driven Development (TDD)

Scrum

Retrospectives

eXtreme Programming (XP)

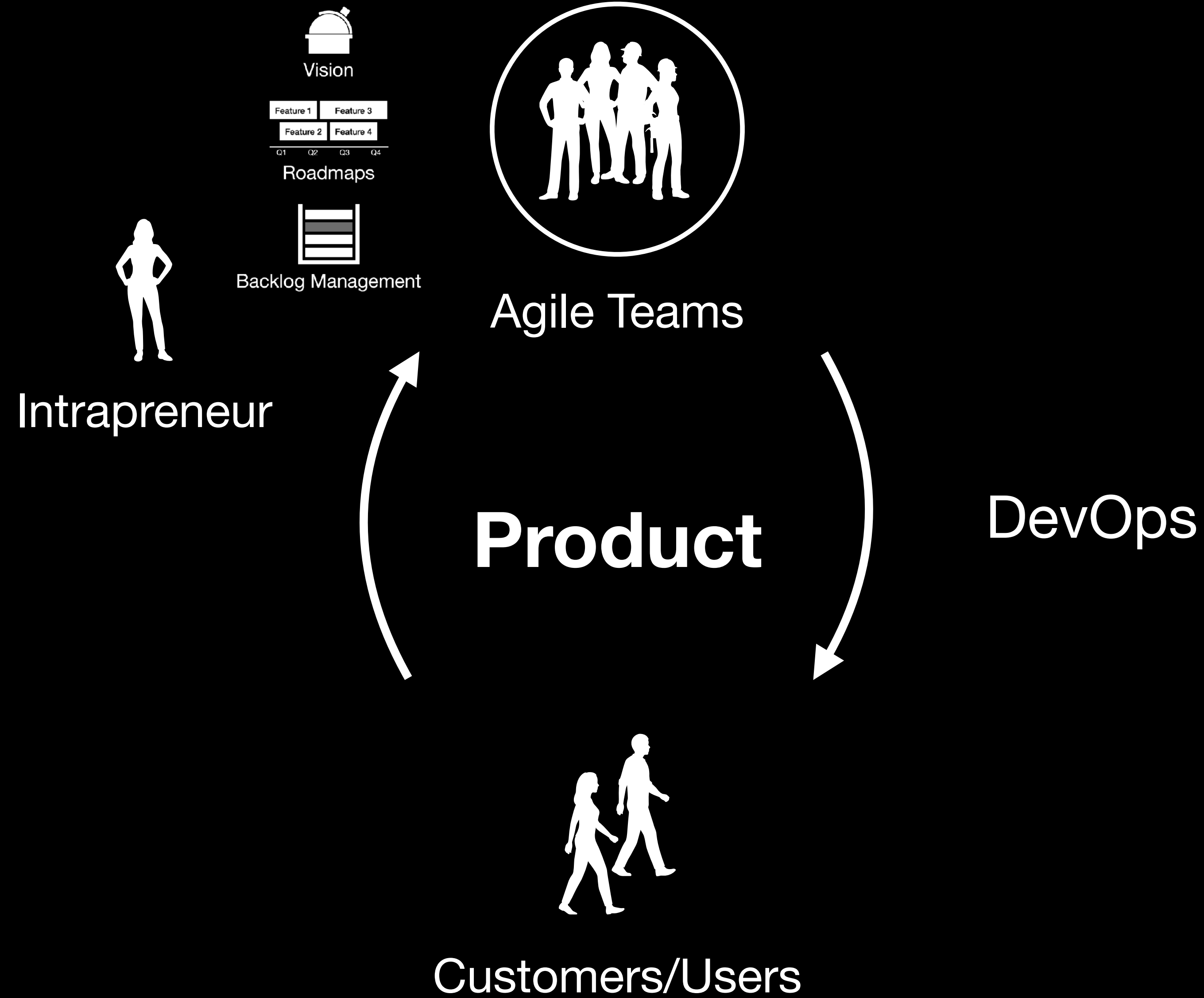
Kanban

Psychological safety



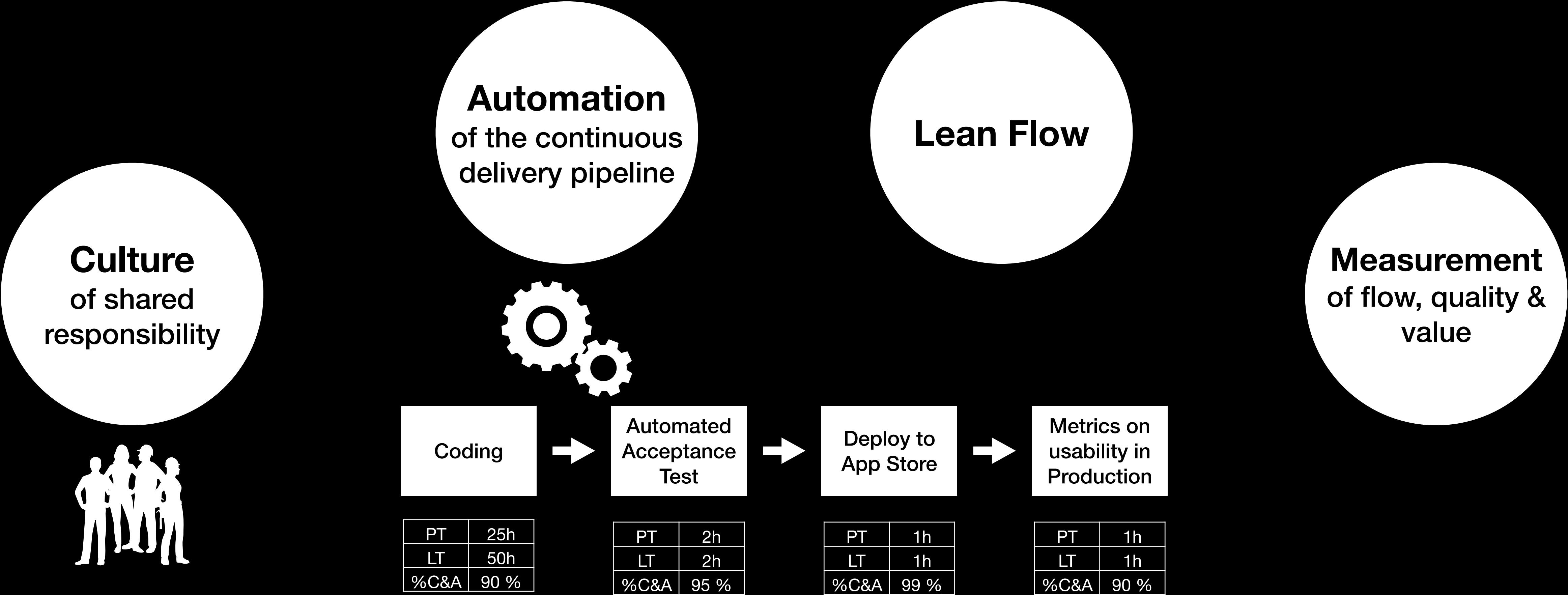
Agile Teams

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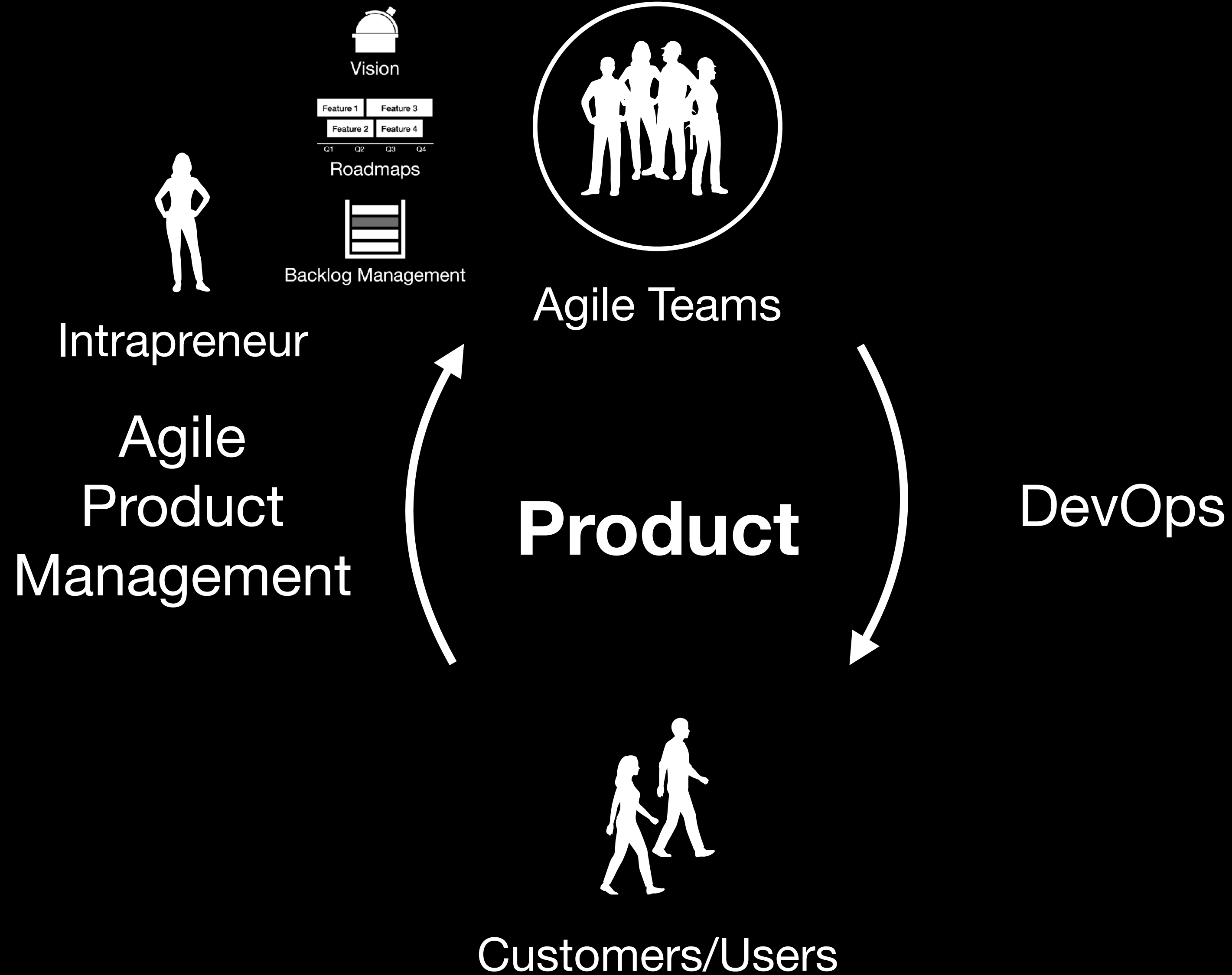


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DevOps



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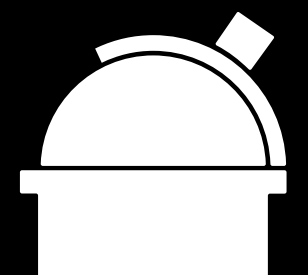
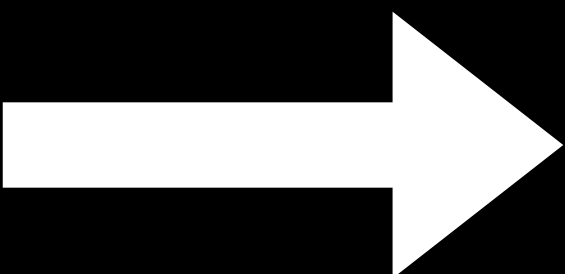


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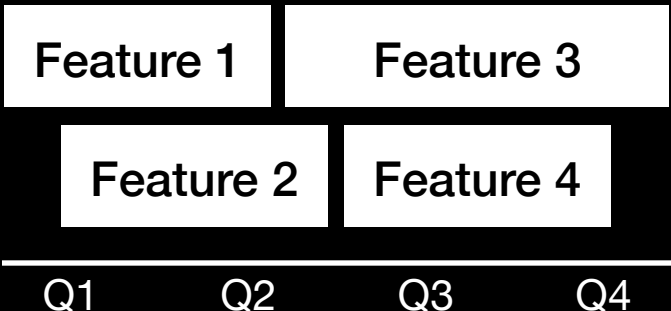
Agile Product Management



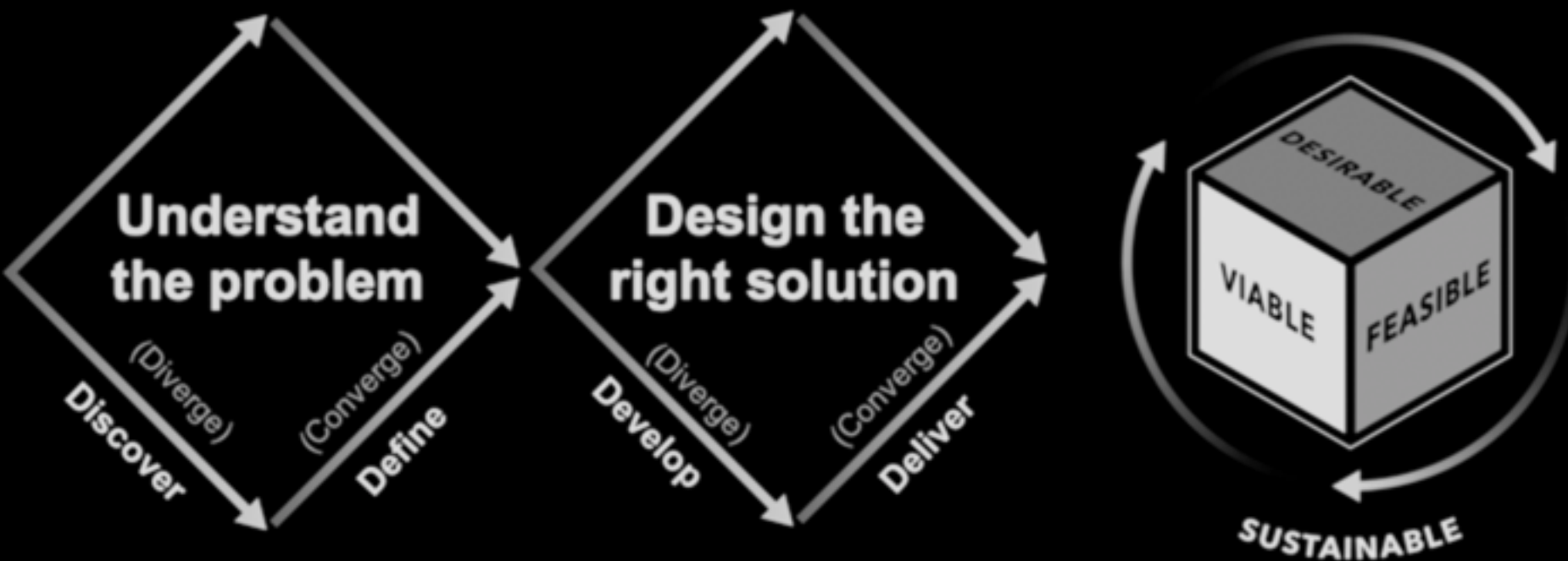
Customer Centric



Vision



Roadmaps



Design Thinking

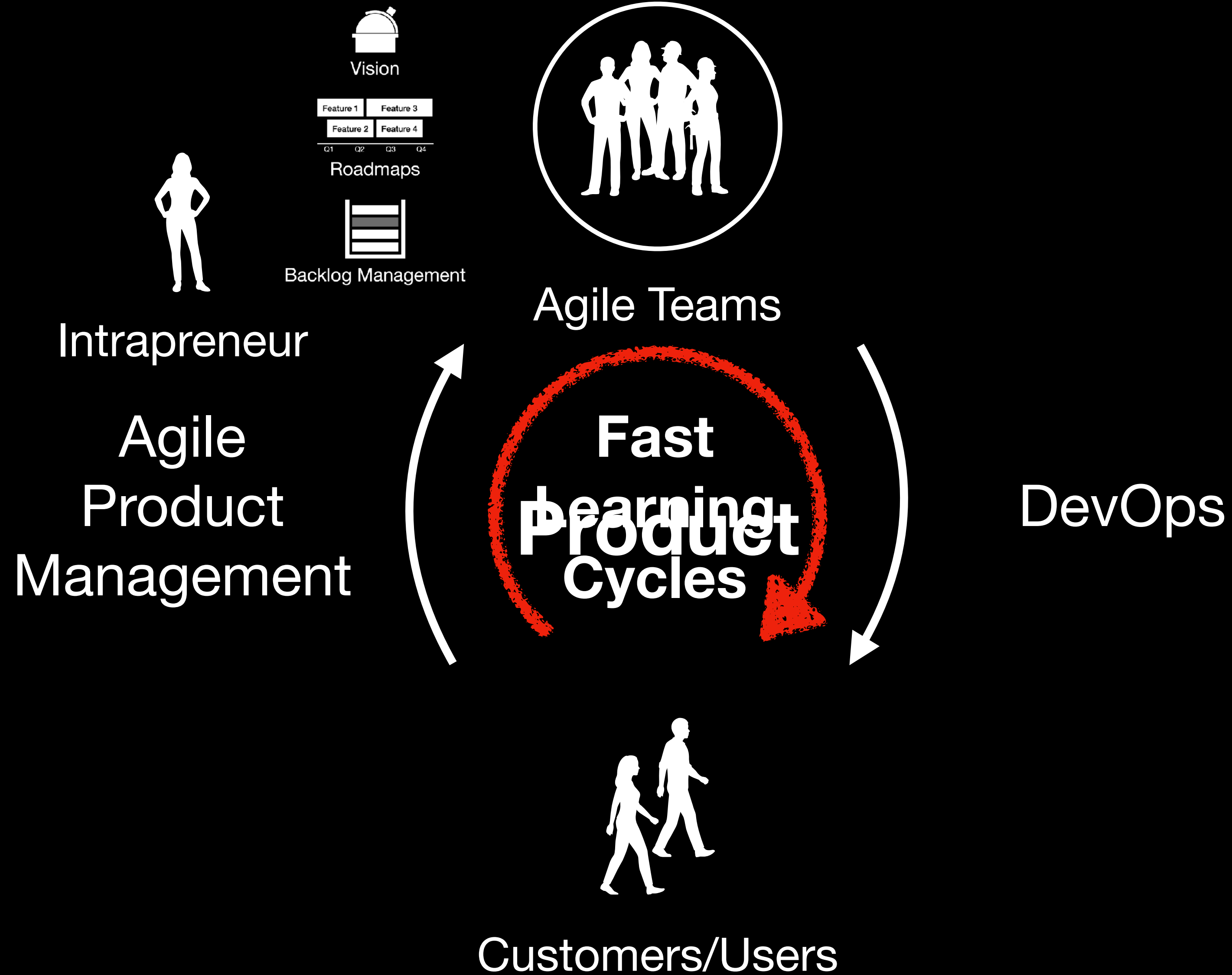


Backlog Management

“What matters is the **pace of innovation
— that is the fundamental determinant of
competitiveness”**

Elon Musk

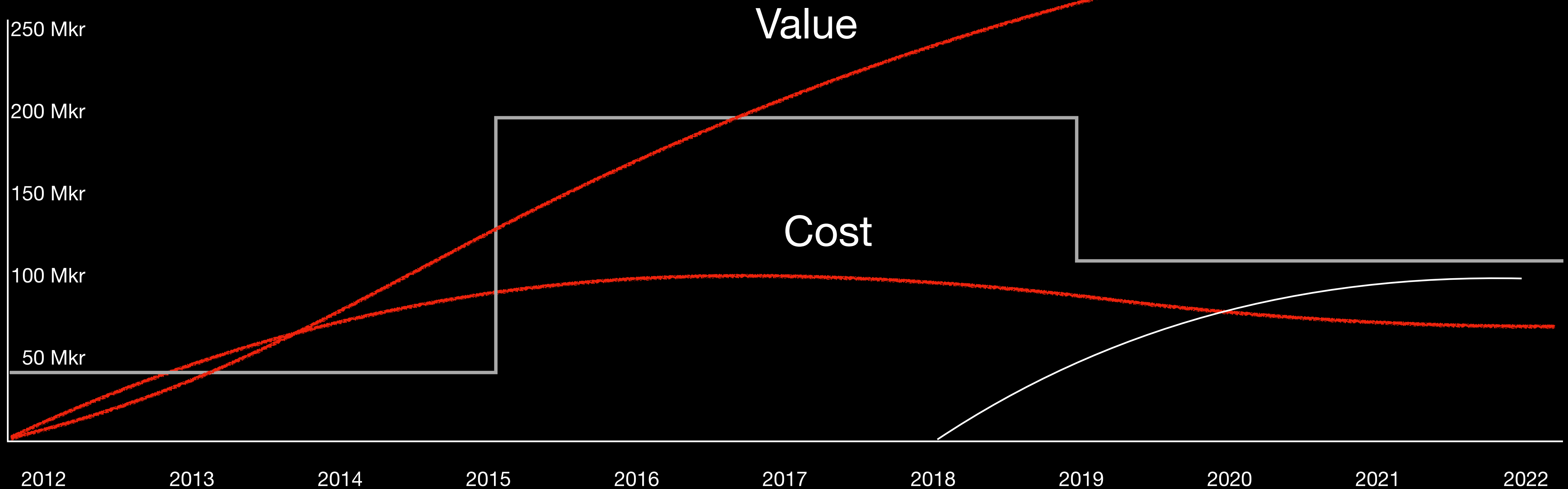
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Product financing - Value

Lower total cost, higher quality, better suited for users/customers



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