



# CONTINUOUS PRODUCT IMPROVEMENT

Melissa Perri  
@lissijean  
ProdUX Labs

# Continous Delivery



#AgileOTB

 @lissijean

# Continous **Integration**



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# Continuous Deployment



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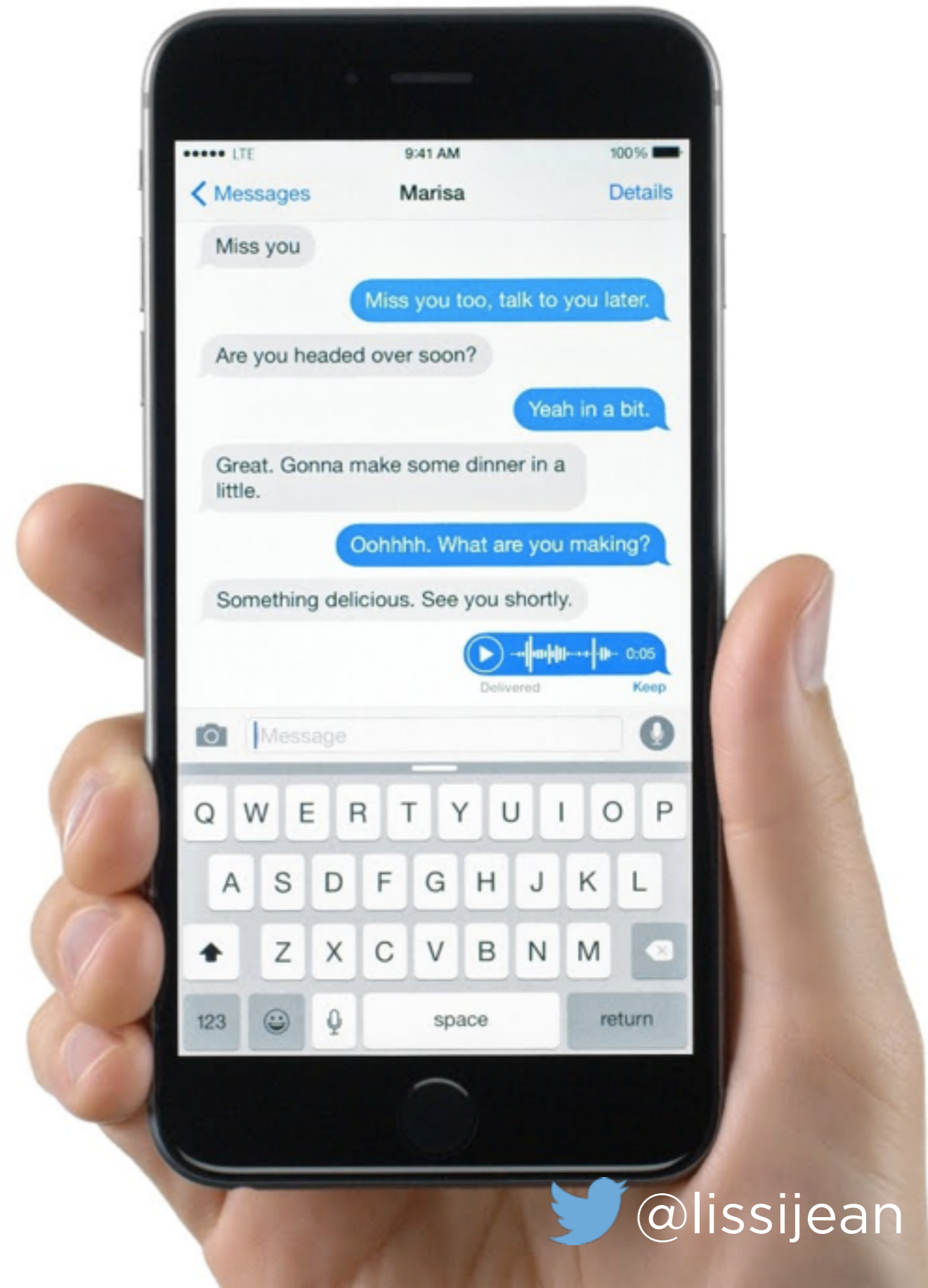
# Continous Product Improvement?

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It doesn't matter  
**how well you build**  
an unwanted feature.

It will always be  
**unwanted.**



“

Improvement usually means  
doing something that we have  
never done before.

– Shigeo Shingo

“

The **key to the Toyota Way** and what makes Toyota stand out is not any of the individual elements... [but] having all the elements together as a system. **It must be practiced every day in a very consistent manner, not in spurts.**

-Taiichi Ohno

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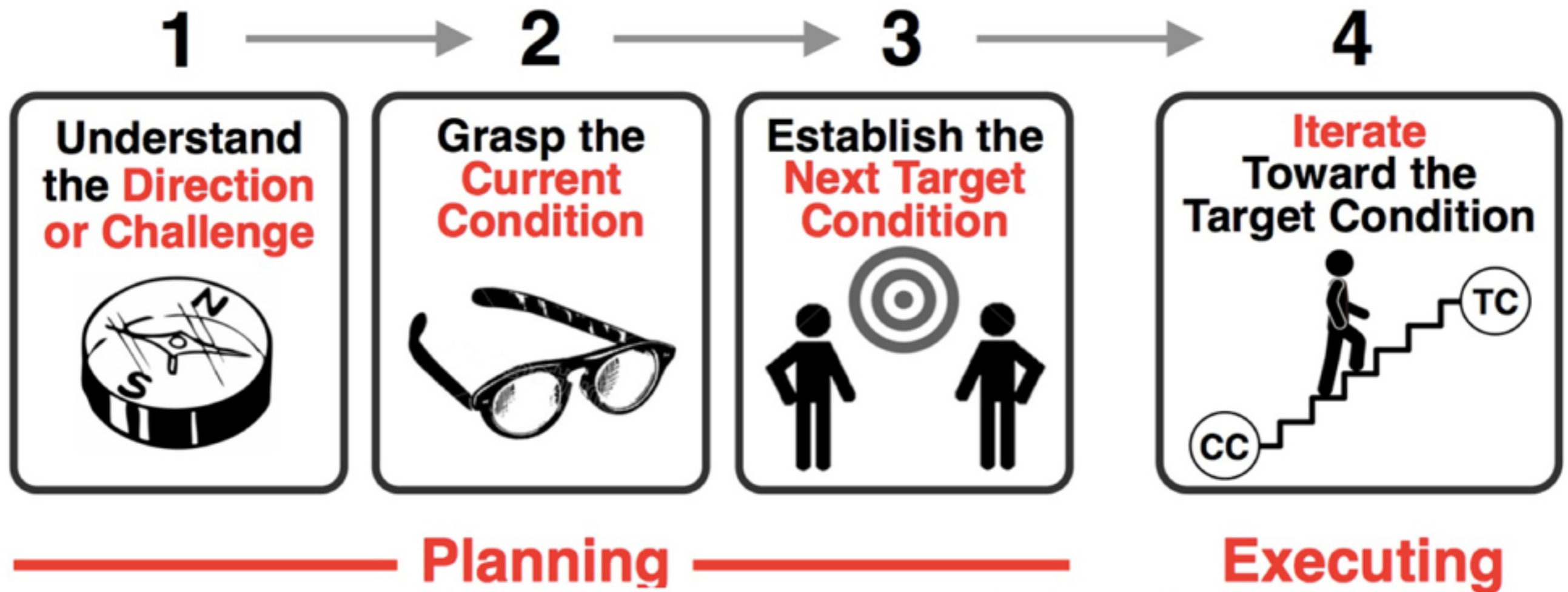
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# THE FOUR STEPS OF THE IMPROVEMENT KATA MODEL

A systematic, scientific pattern of working



*The Improvement Kata, courtesy of Mike Rother*

# THE COACH CONTINUES TO USE THE FIVE-QUESTION CARD

## The Five Questions

- 1) What is the Target Condition?
- 2) What is the Actual Condition now?  
  
-----(*Turn Card Over*)----->
- 3) What Obstacles do you think are preventing you from reaching the target condition?  
Which *\*one\** are you addressing now?
- 4) What is your Next Step?  
(Next experiment) What do you expect?
- 5) How quickly can we go and see what we Have Learned from taking that step?

*\*You'll often work on the same obstacle with several experiments*

**The card is turned over to reflect on the Learner's last step**



## Reflect on the Last Step Taken

Because you don't actually know what the result of a step will be!

- 1) What did you plan as your **Last Step**?
- 2) What did you **Expect**?
- 3) What **Actually Happened**?
- 4) What did you **Learn**?

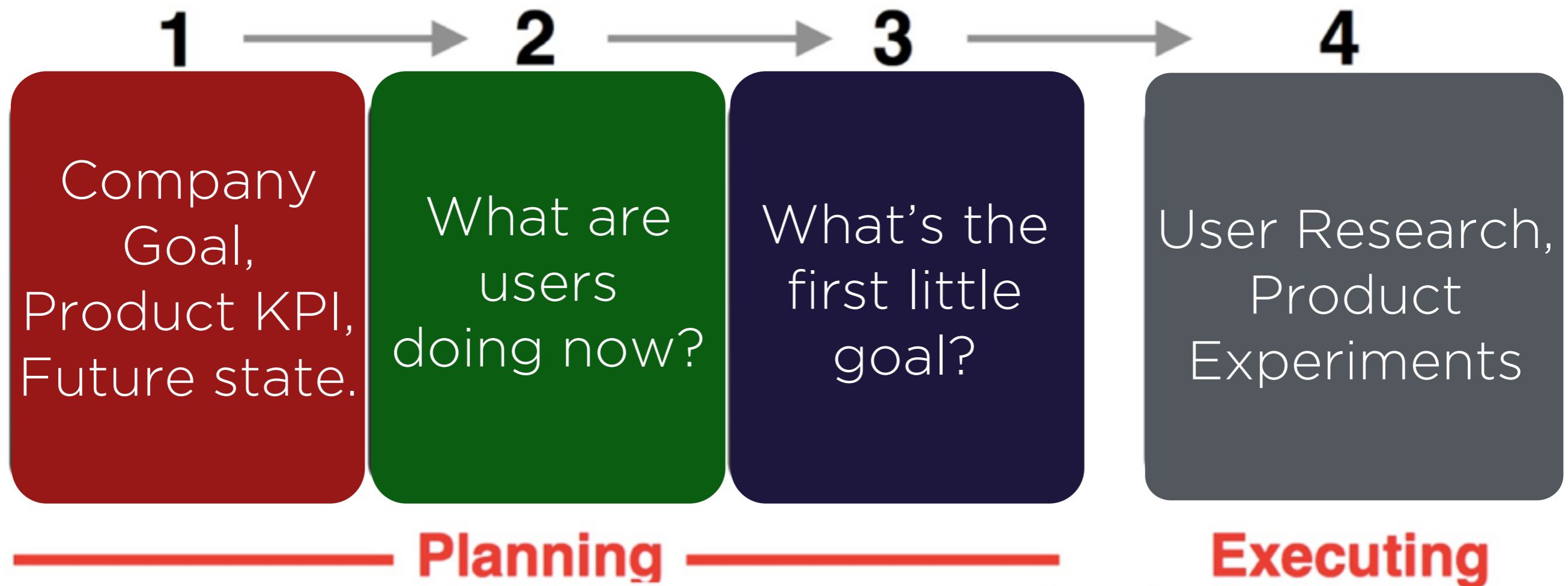
----->  
*Return to question 3*

# Kanban Kata



# THE FOUR STEPS OF THE IMPROVEMENT KATA MODEL

A systematic, scientific pattern of working



*The Improvement Kata, courtesy of Mike Rother*

# Product Kata

A scientific, systematic way to build better products.

1 → 2 → 3 → 4

Company  
Goal,  
Product KPI,  
Future state.

What are  
users  
doing now?

What's the  
first little  
goal?

User Research,  
Product  
Experiments

Planning

Experimenting



Retain customers

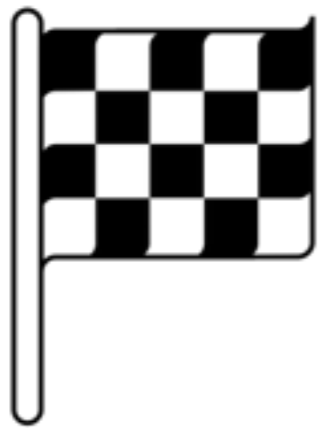


Convert freemium users



Onboard clients faster





Today



Goal

ULANGERIE

OHMAGIF.C



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Today

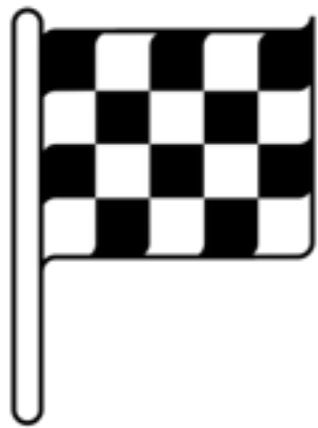
Goal

**OH YEAH!**

**WTF?!**

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Today



Goal

# Today's finds from the people you follow ▾



Shopafrolic - Liz Lange & Jane Wagman *shared* this product.

*"When I go to the drugstore and don't want to use the gross stylus that's been touched by everyone, I'm going t..."*

Best seller



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## Friend Activity



Erin *visited*  
**OpenSky.com**  
22 minutes ago



Josh *visited*  
**OpenSky.com**  
29 minutes ago



Lindsay *loved*  
**Kitsch No- Snag Head**  
about an hour ago



Alyse *loved*  
**Ikat Ballet Flats by Os**  
about an hour ago



Lindsay *loved*  
**Heart Hair Tie Set by C**  
about an hour ago



Alyse *loved*  
**Printed Blazer by Patta**  
**Kincaid**  
about an hour ago



john *loved*  
**Goats Milk Caramels b**  
**Goat**  
about an hour ago



Lindsay *visited*  
**OpenSky.com**  
@lissjean  
about an hour ago



**DO NOT WANT**

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# Goal

Sellers should be able to be self sufficient in promoting their products and running their business.

# Target Condition

Sellers call office less than twice a week.



## GOAL

Sellers should be able to be self sufficient.

## TARGET CONDITION

Sellers call office less than twice a week.

### CURRENT CONDITION

### OBSTACLE

### STEP

### EXPECTED

### LEARNED

Sellers call office more than twice a week.

We're not sure how often they are calling now.

Measure how often they are calling over the next week.

They are calling about 4 times a week each.

They call about 7 times per week.



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## GOAL

Sellers should be able to be self sufficient.

## TARGET CONDITION

Sellers call office less than twice a week.

### CURRENT CONDITION

### OBSTACLE

### STEP

### EXPECTED

### LEARNED

|   |   |  |   |  |
|---|---|--|---|--|
| Sellers call office more than twice a week. | We're not sure how often they are calling now.              | Measure how often they are calling over the next week.                               | They are calling about 4 times a week each.         | They call about 7 times per week.                                    |
| Sellers call office 7 times per week.       | We're not sure why they are calling.                        | Ask office staff why they are calling the most.                                      | We come away with a list of top reasons they call.  | They call for revenue, what they're selling, (and see list for more) |
| Sellers call office 7 times per week.       | We're not sure which items they call about most frequently. | Have staff measure the frequency of each type of call for 1 week.                    | We come away knowing which items take up most time. | They call mostly to learn revenue and get tweet links.               |
| Sellers call office 7 times per week.       | Have sellers call less for revenue.                         | Provide sellers with a weekly revenue email. See if they call for revenue that week. | The sellers will stop calling for revenue.          | They wanted an update more frequently than once a week.              |



**SHOW ME THE MONEY!**

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### CURRENT CONDITION

### OBSTACLE

### STEP

### EXPECTED

### LEARNED

|                                |  |   |                                    |  |
|--------------------------------|--|---|------------------------------------|--|
| Sellers call 5 times per week. | We need a faster way to calculate revenue. | Create a spreadsheet to calculate revenue with daily sales. | We can send out the revenue daily. | Sellers were very happy with the report. |
| Sellers call 3 times per week. |  |   |                                    |  |
|                                |  |   |                                    |  |
|                                |  |   |                                    |  |



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## GOAL

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|                                |  |   |   |   |
|--------------------------------|--|---|---|---|
| Sellers call 5 times per week. | We need a faster way to calculate revenue.                 | Create a spreadsheet to calculate revenue with daily sales.                 | We can send out the revenue daily.                    | Sellers were very happy with the report.              |
| Sellers call 3 times per week. | Tweet links have unique codes generated on them            | Create a standardized share code for curators.                              | Sellers will know their code and not ask for links.   | They still ask for links because weird naming system. |
| Sellers call 2 times per week. | Weird naming system doesn't allow sellers to share easily. | Create a list of all the products for each seller and generate tweet links. | Sellers will use this to tweet and not ask for links. | They were happy with this.                            |
| Sellers call 1 time per week.  |  |   |   |   |

Create A New Post

# The metest Dashboard

## Important Tasks

**⚠ Add your financial info** [Add your financial information to your OpenSky merchant account](#) Do this now to ensure that you're paid for your sales. >

**⚠ Add your business address** [Add your business address](#). This information is used for returns and payments. >

**✔ Make a post that sells** >

Posting is the best way to attract shoppers to your OpenSky by sharing your products and promotions on other social networks.

## Your Feed



+  
0 POSTS

13 FOLLOWERS

0 LOVES

0 COMMENTS

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# MVP

Smallest amount of effort to **learn**.

**Anyone can look cool,  
but awesome takes practice**



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The hard parts...

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Getting buy in from team.



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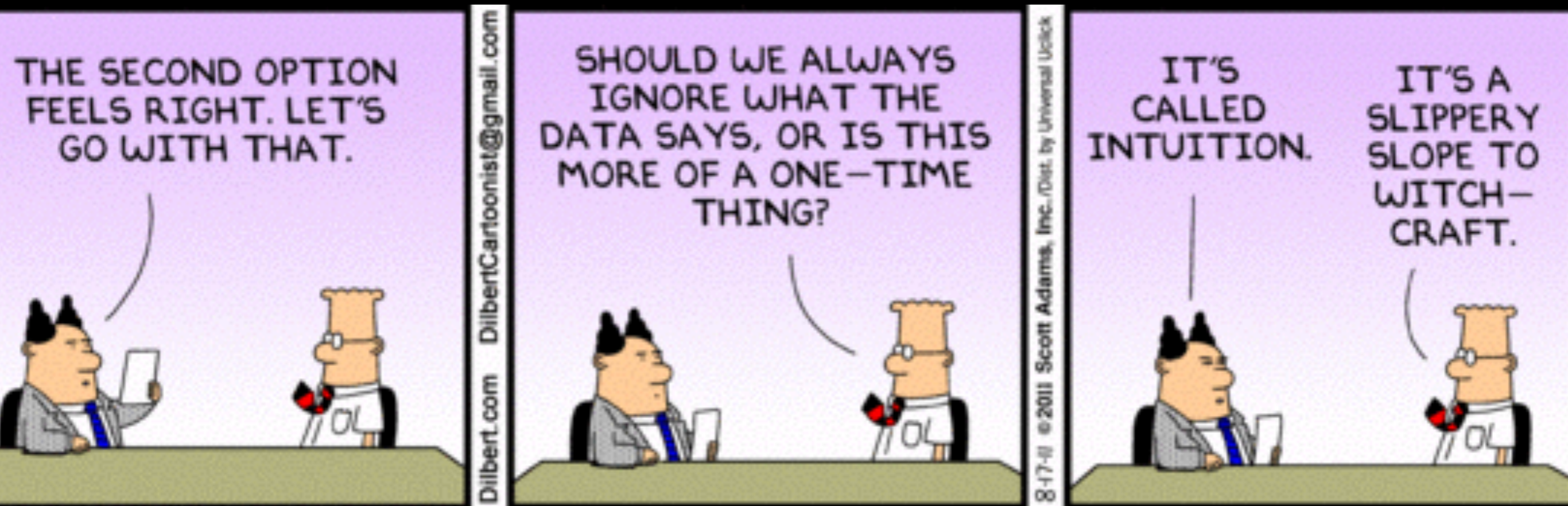
Coming up  
with an  
experiment.



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# Measuring.



**DO**



**ALL THE THINGS!!!**

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memegenerator.net

# Benefits...

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**Empower**  
your people.



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F  
FO  
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FOCUS  
FOCUS  
FOCUS  
FOCUS

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Always  
improving.



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 @lissije

**CONTINUOUS IMPROVEMENT?**

**AIN'T NOBODY GOT TIME FOR  
THAT...**

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 @lissijeane  
memegenerator.com

“

## Are you too busy for improvement?

Frequently, I am rebuffed by people who say they are too busy and have no time for such activities.

I make it a point to respond by telling people, look, **you'll stop being busy either when you die or when the company goes bankrupt.**

– Shigeo Shingo

# Melissa Perri

[melissa@produxlabs.com](mailto:melissa@produxlabs.com)

[produxlabs.com](http://produxlabs.com)

[melissaperri.com](http://melissaperri.com)

 [@lissijean](https://twitter.com/lissijean)

