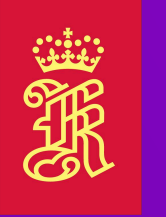


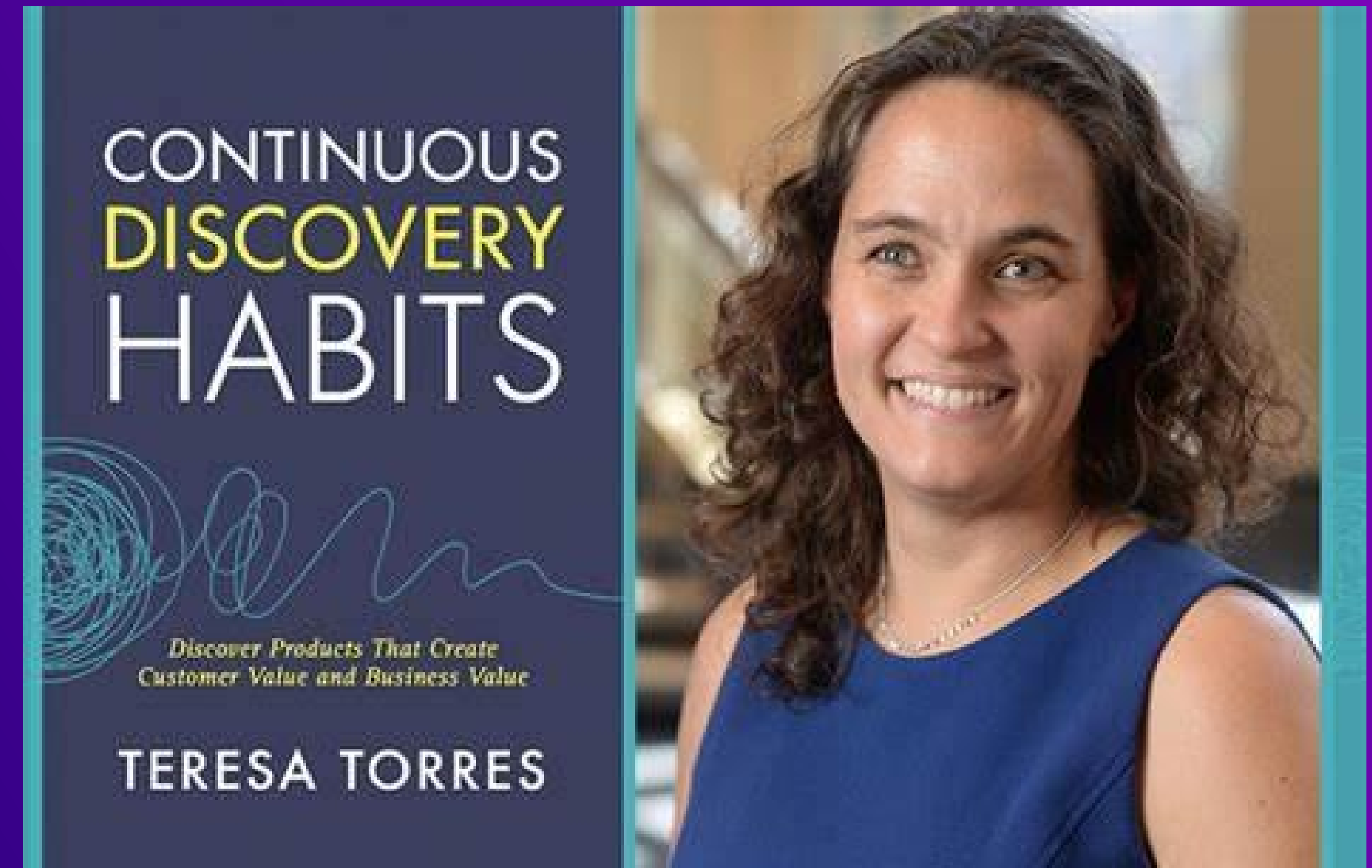
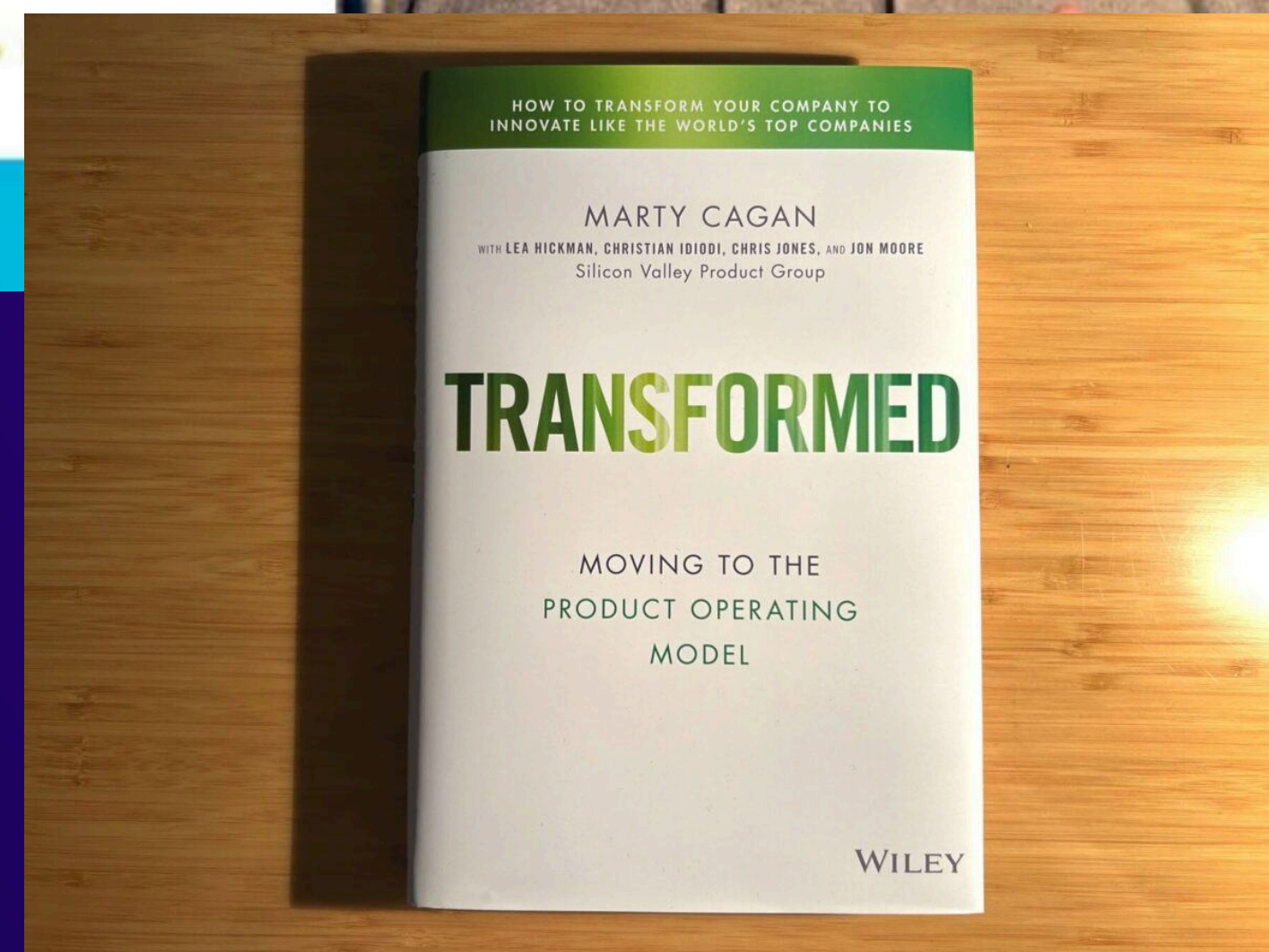
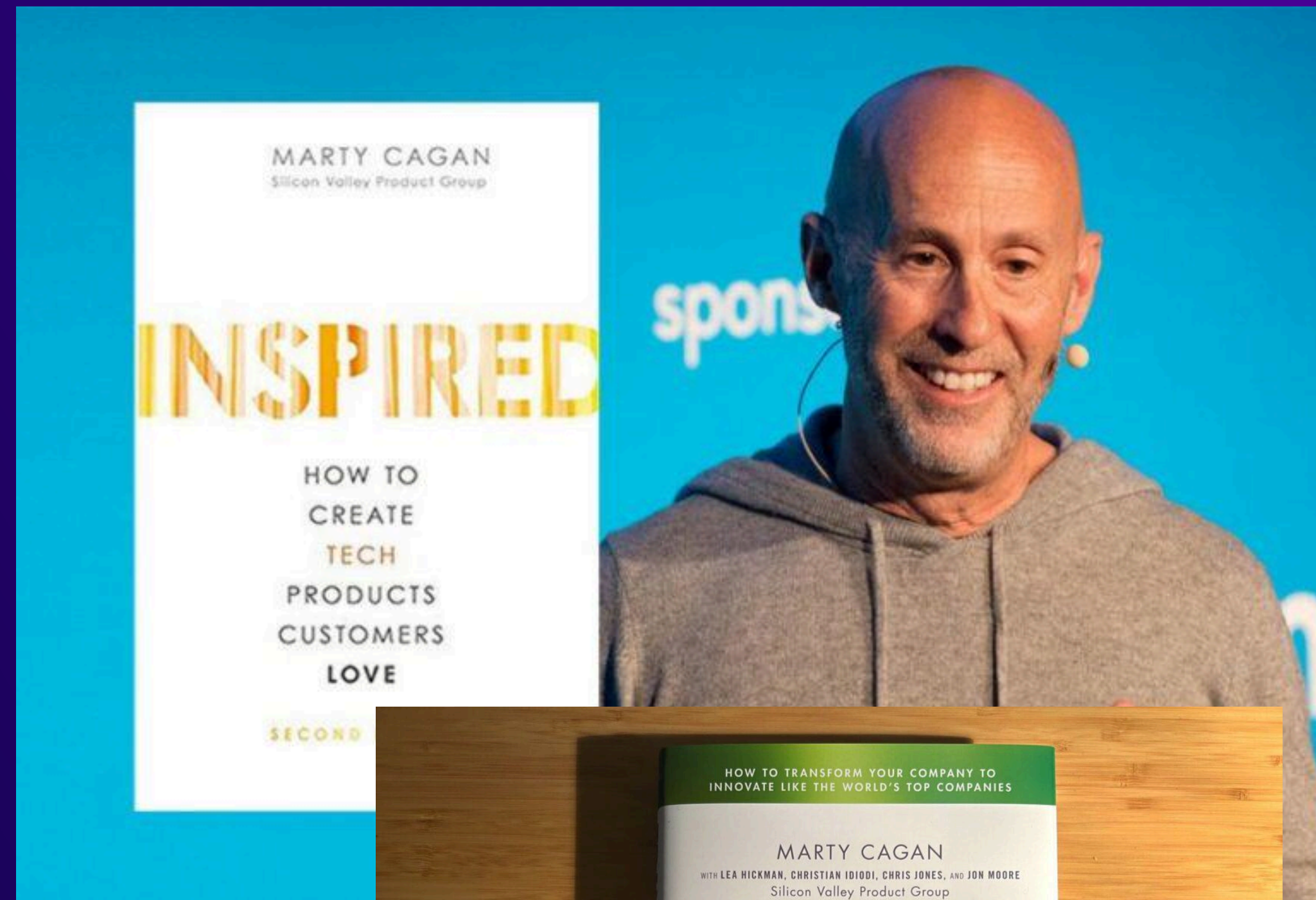
Trio Intro: Unleash the strengths of product management, engineering and design



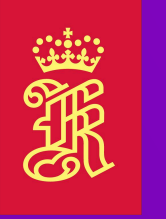
Joy - UX Lead



KONGSBERG



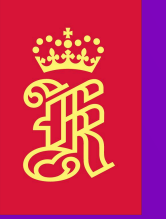
Unleash the strengths



KONGSBERG

**The
Product
Trio**

Unleash the strengths

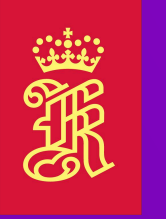


KONGSBERG

**Product
Owner**

**The
Product
Trio**

Unleash the strengths



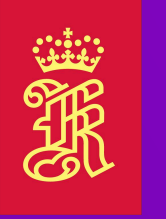
KONGSBERG

**Product
Owner**

**The
Product
Trio**

**Product
Design
Lead**

Unleash the strengths



KONGSBERG

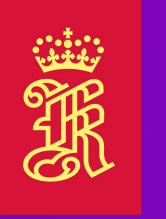
**Product
Owner**

**The
Product
Trio**

**Product
Design
Lead**

**Product
Tech
Lead**

Unleash the strengths



KONGSBERG

Business viability
risk

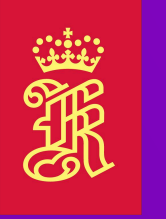
Product
Owner

The
Product
Trio

Product
Design
Lead

Product
Tech
Lead

Unleash the strengths



KONGSBERG

Business viability
risk

Product
Owner

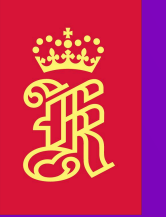
Value risk

The
Product
Trio

Product
Design
Lead

Product
Tech
Lead

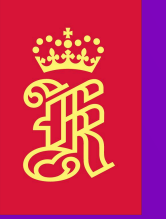
Unleash the strengths



KONGSBERG



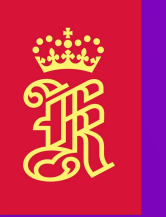
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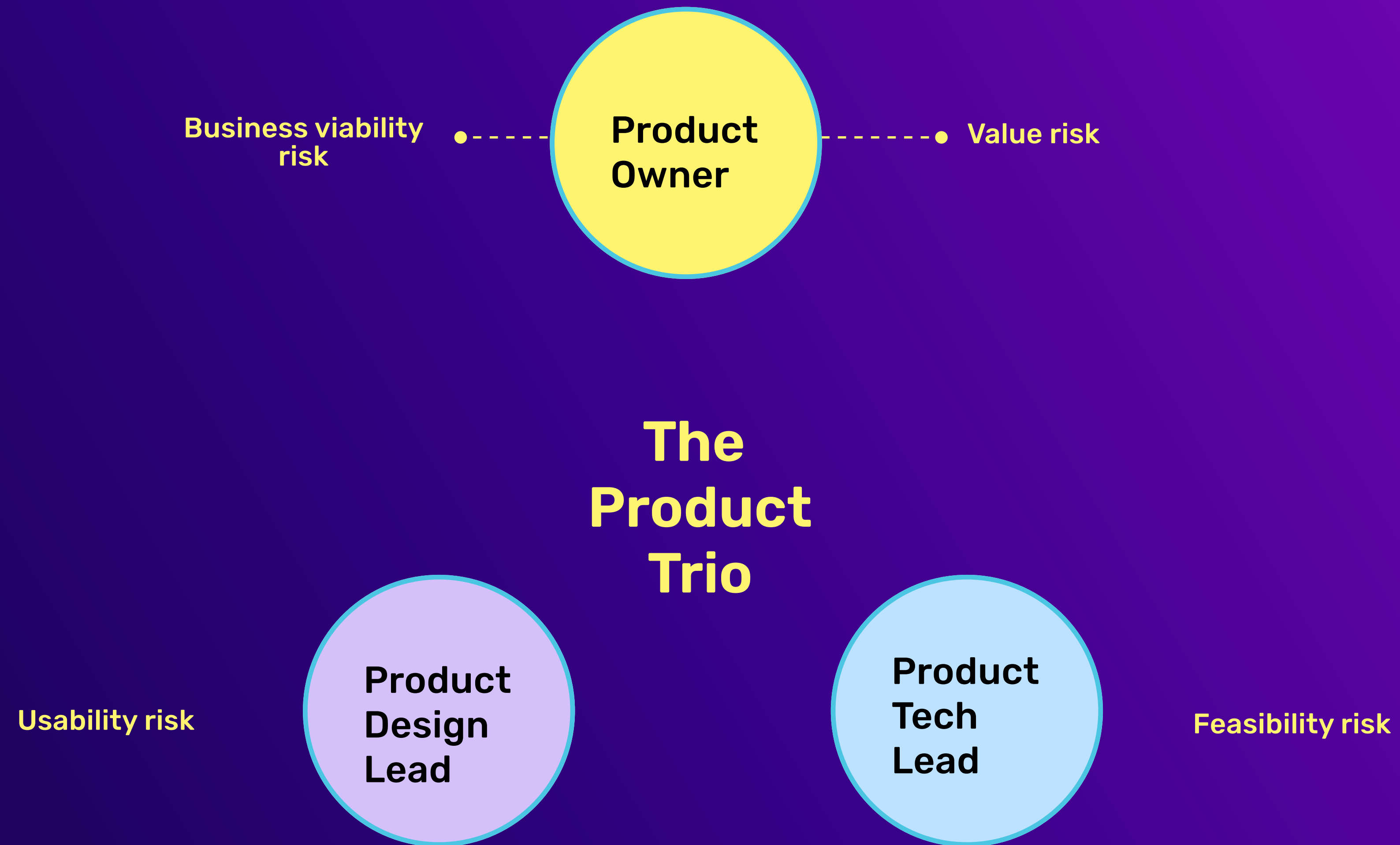
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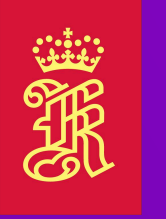
Unleash the strengths



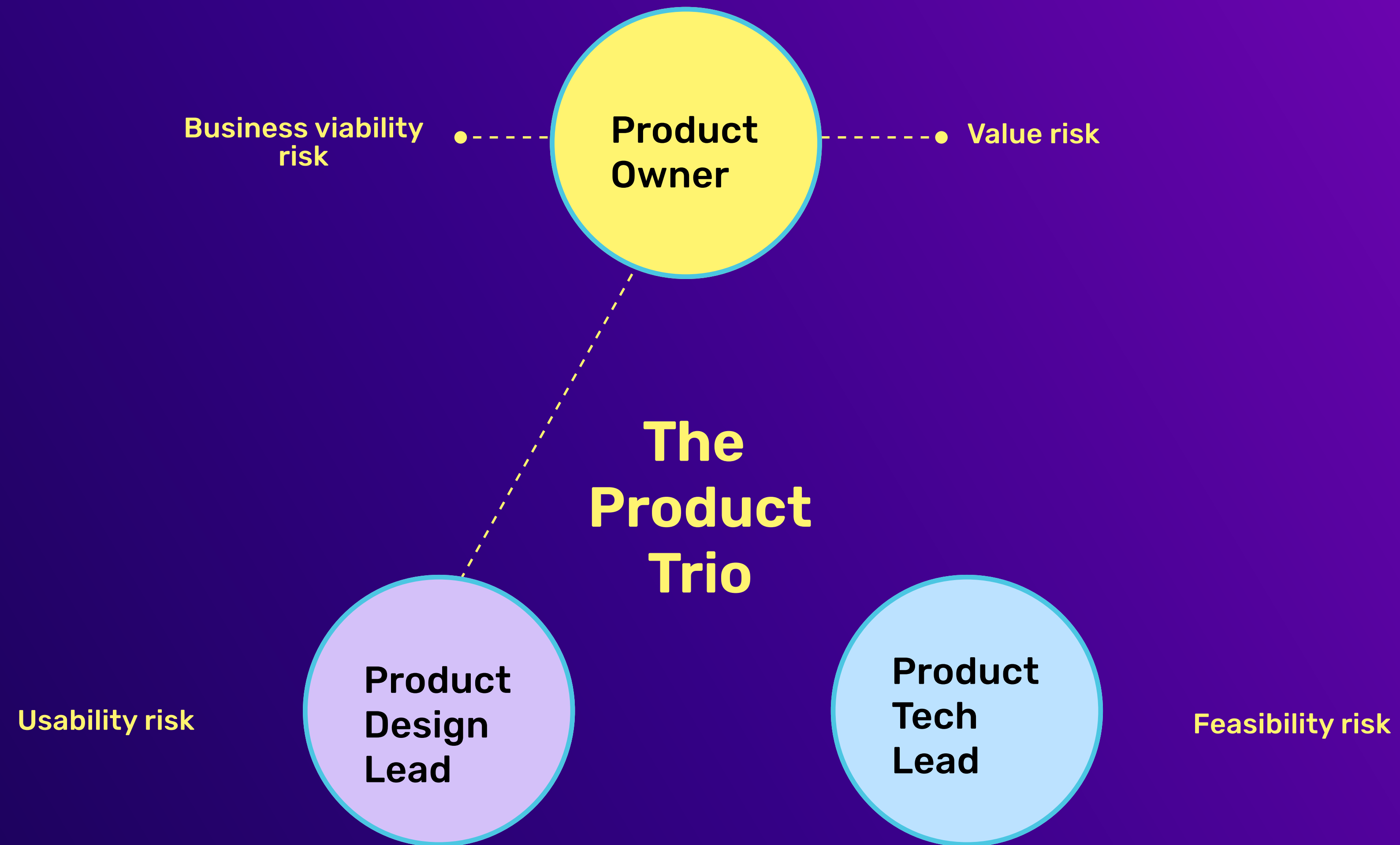
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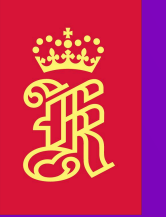
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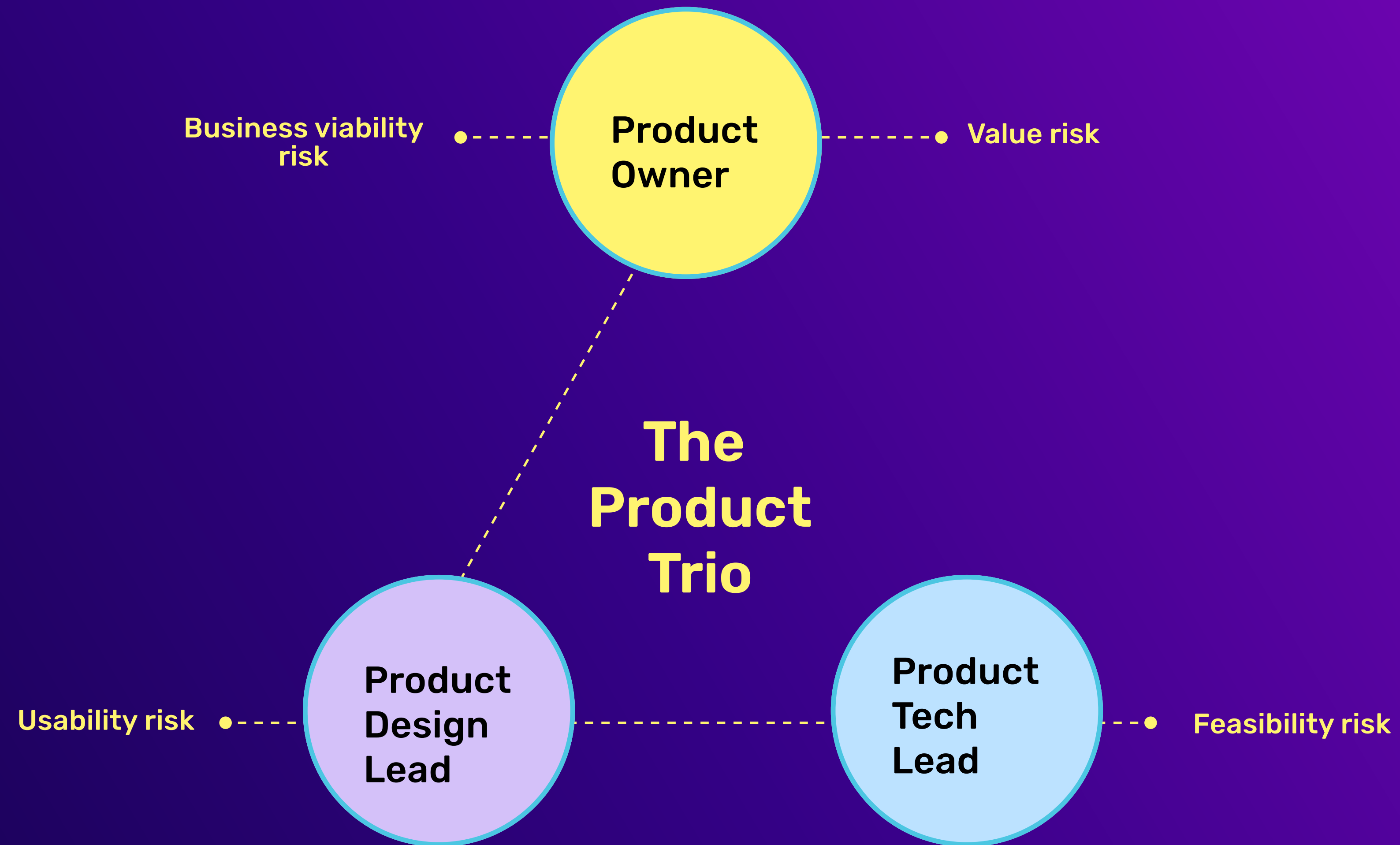
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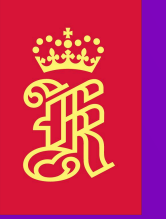
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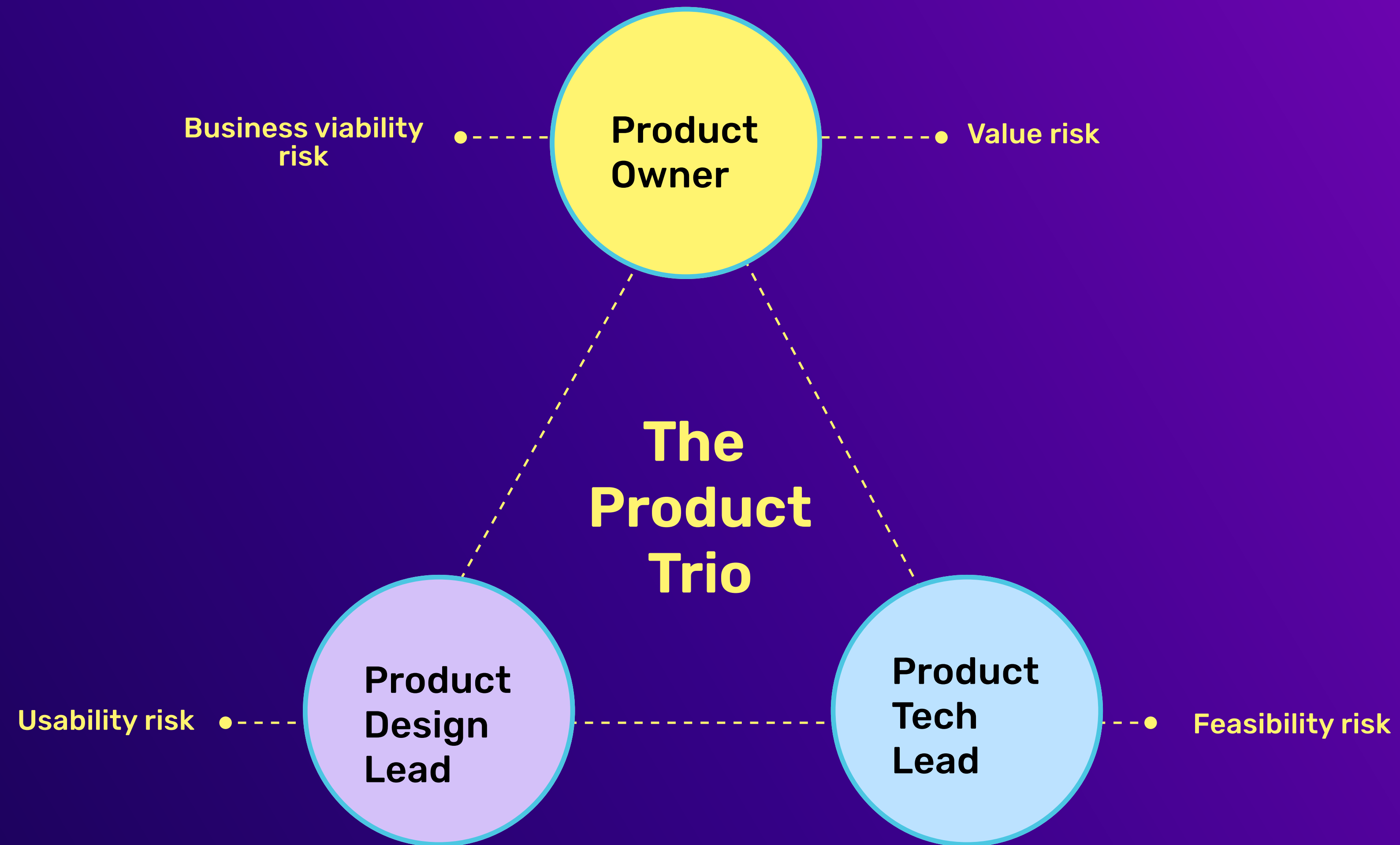
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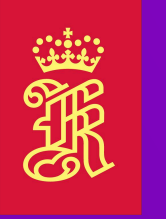
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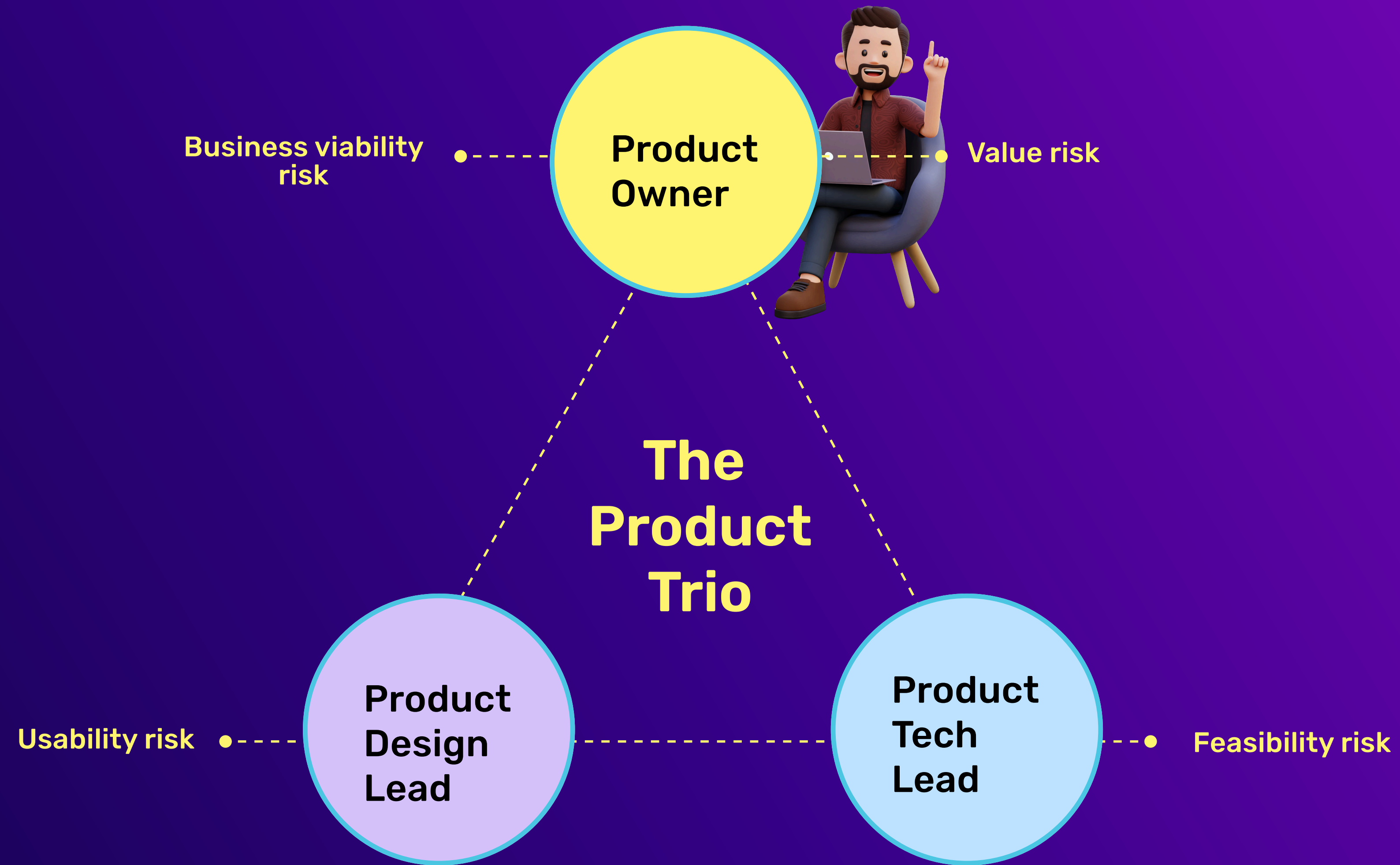
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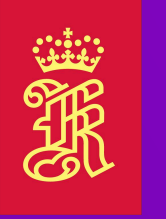
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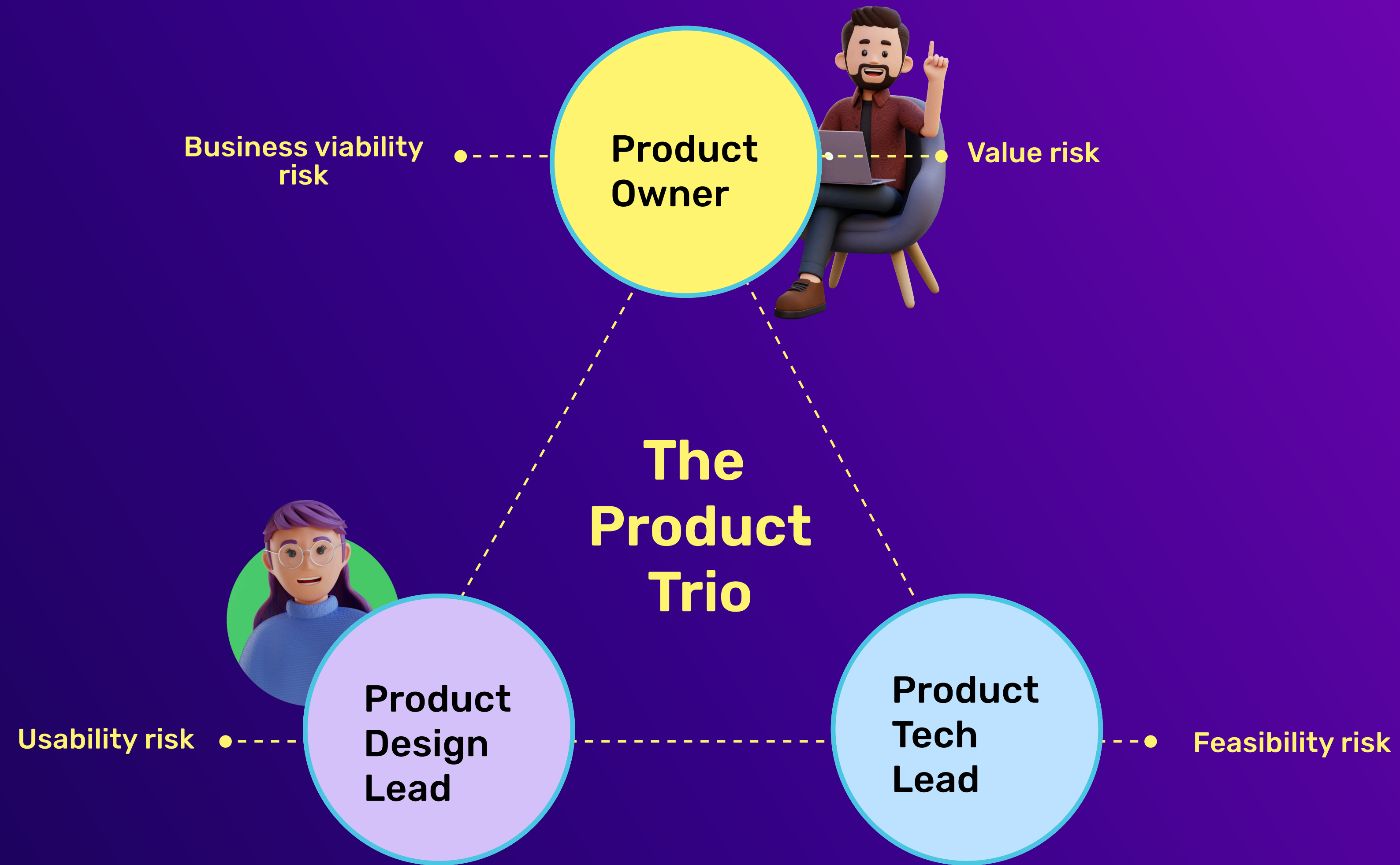
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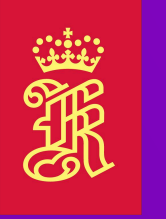
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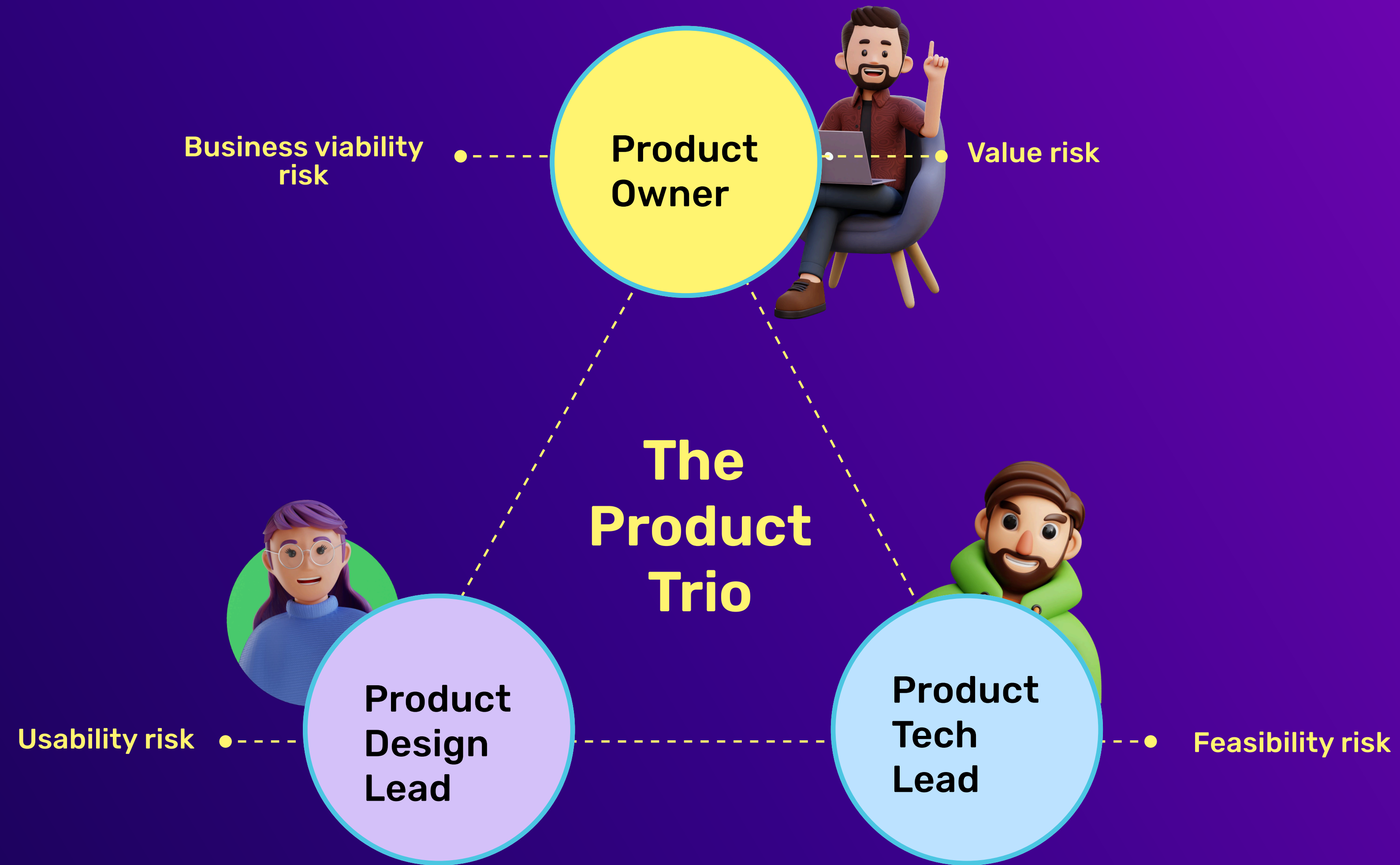
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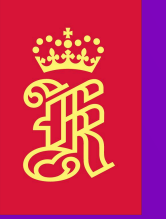
Unleash the strengths



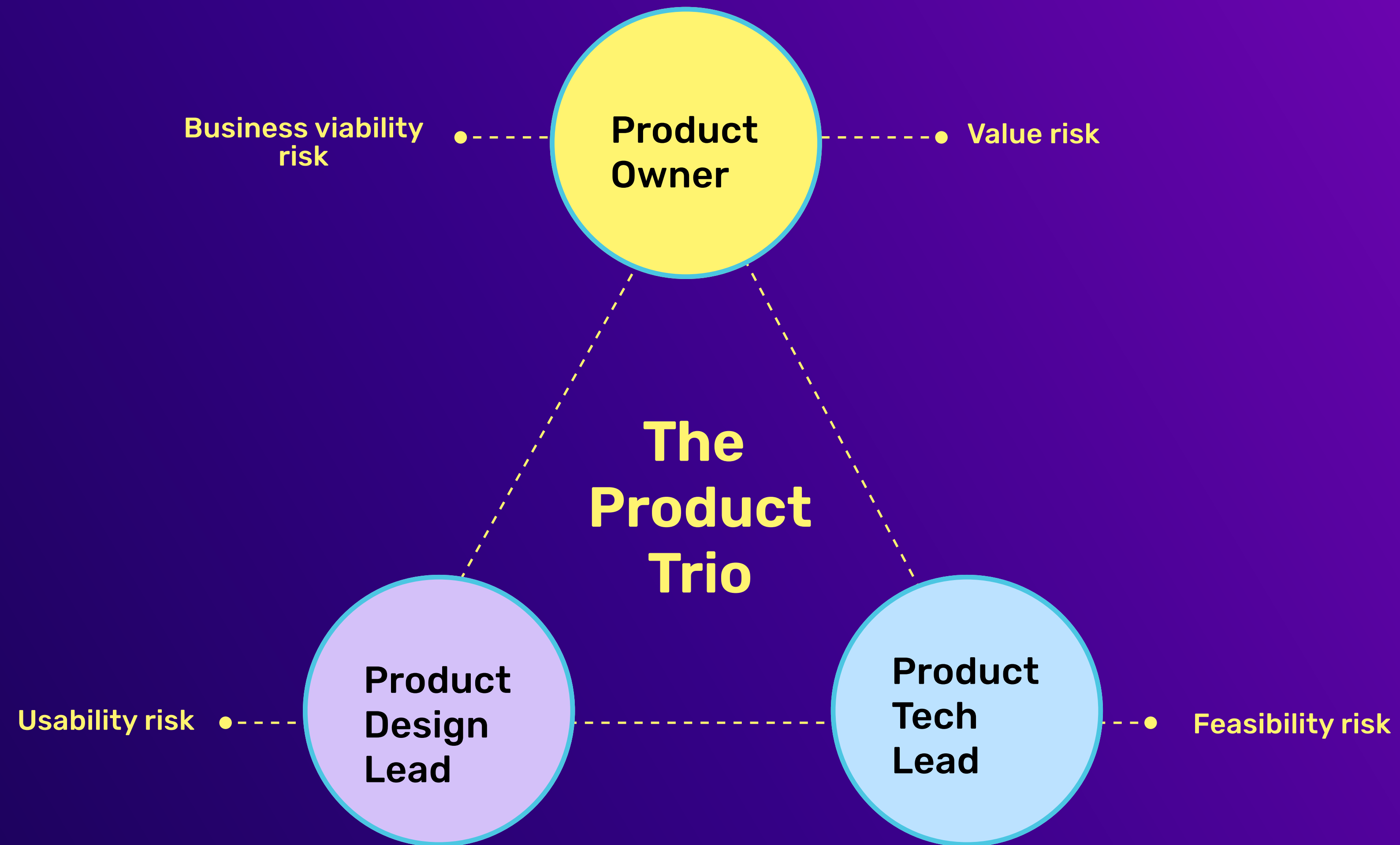
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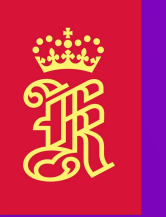
Back to the coffee case...



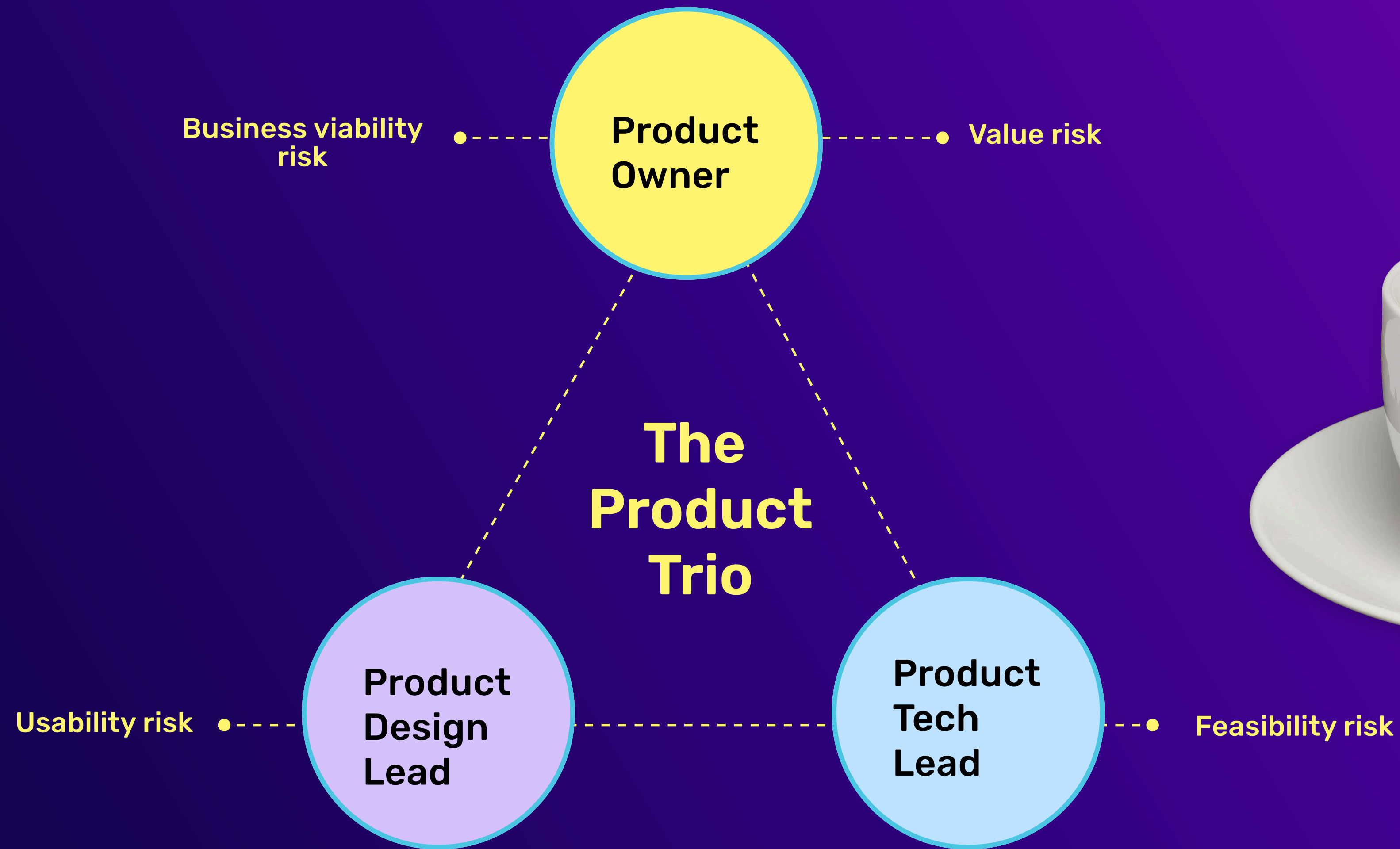
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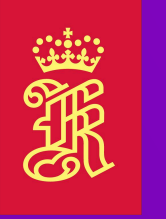
Unleash the strengths



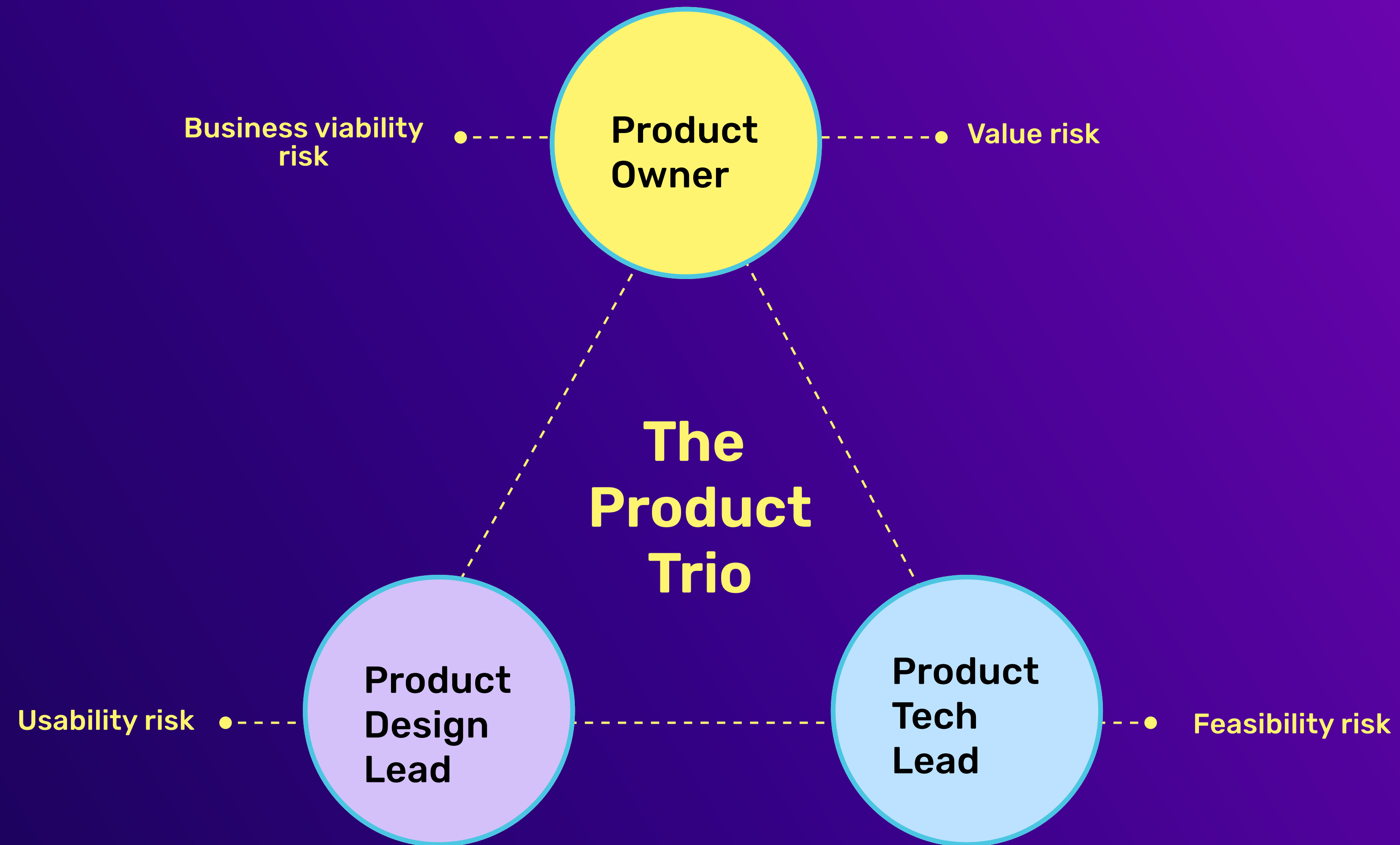
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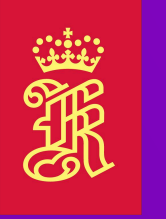
What happen if ...



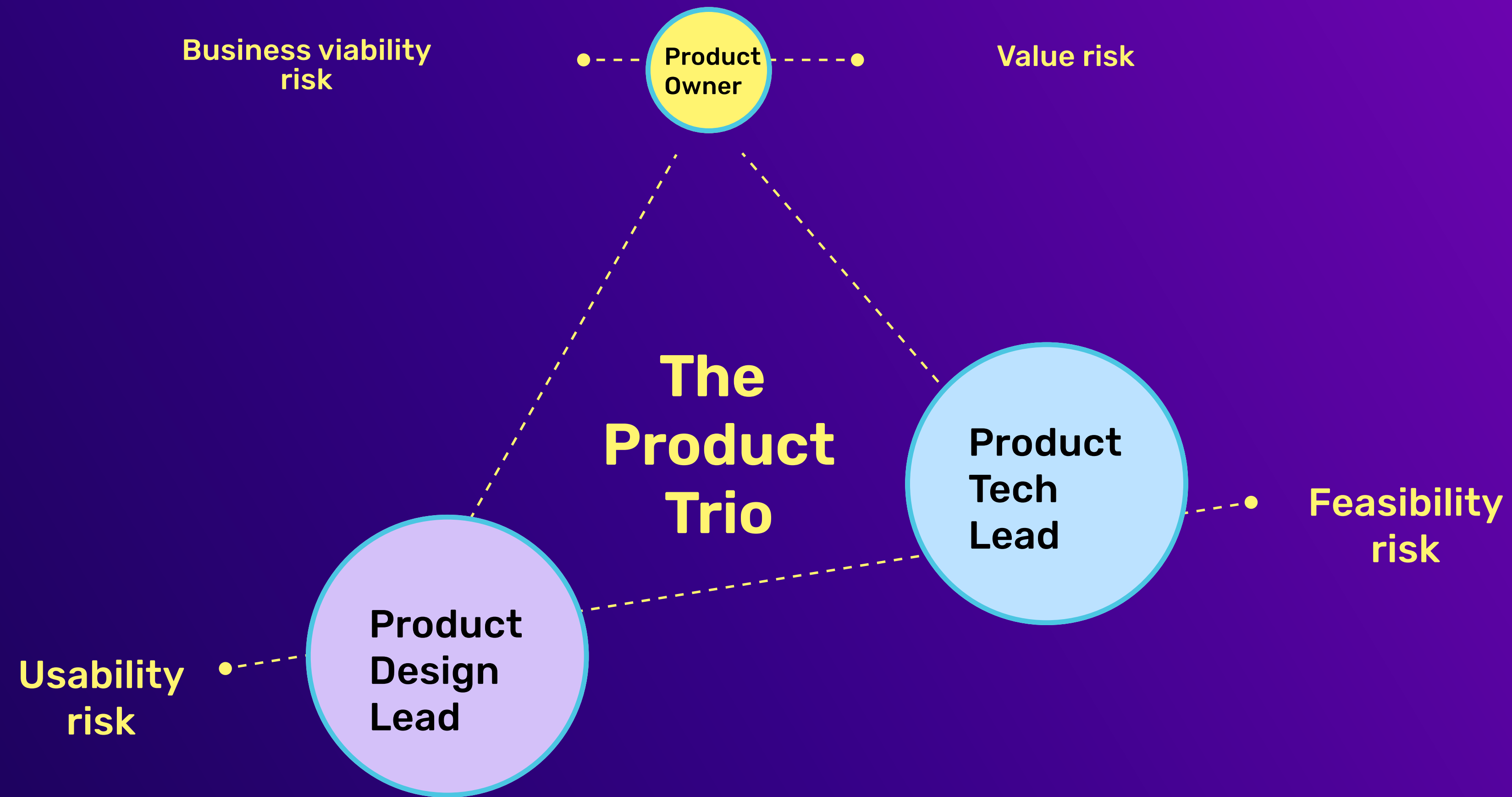
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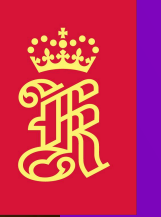
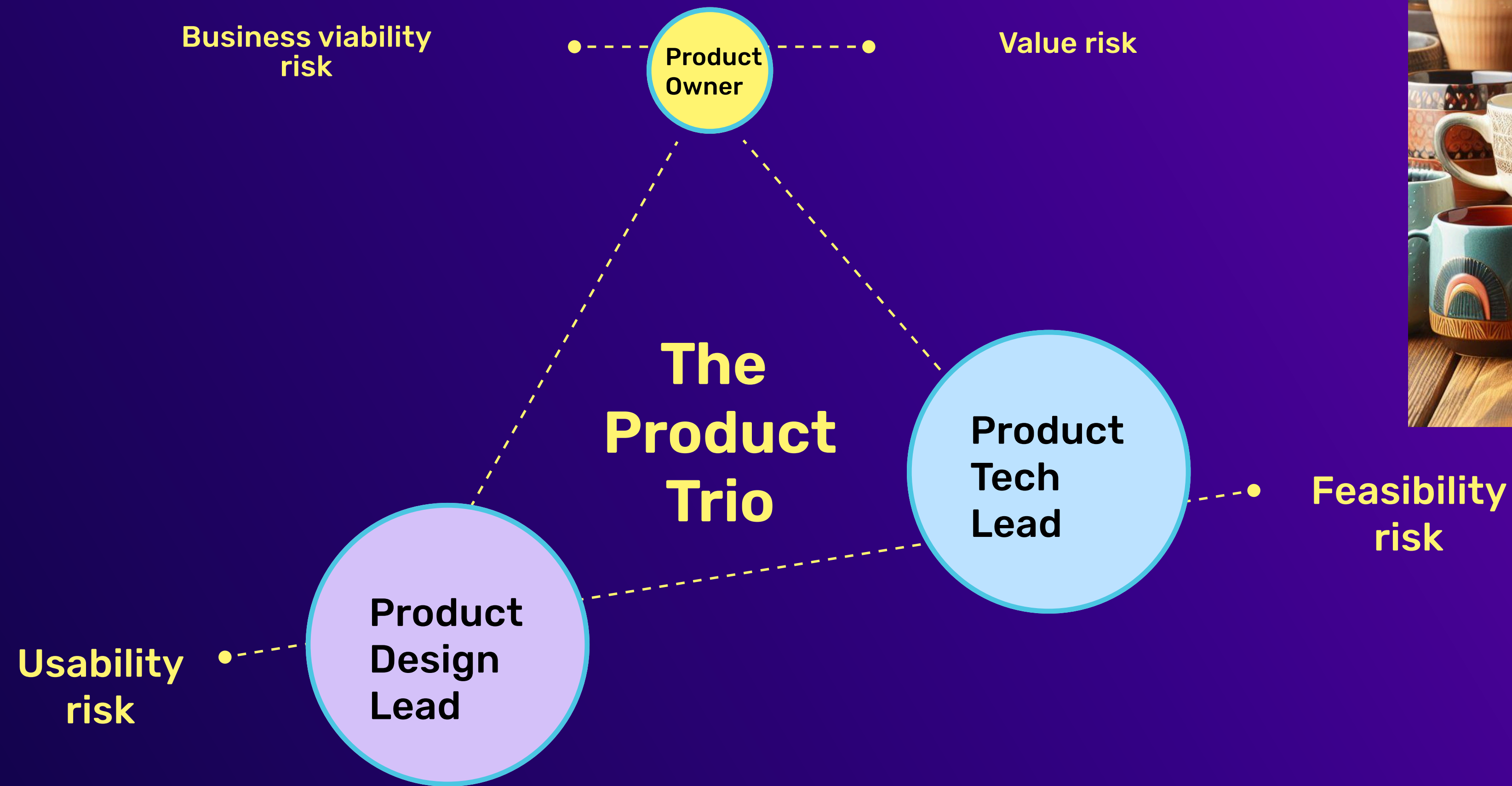
What happen if ...



KONGSBERG

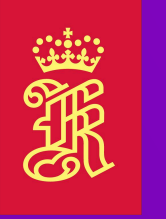


Is this viable?..

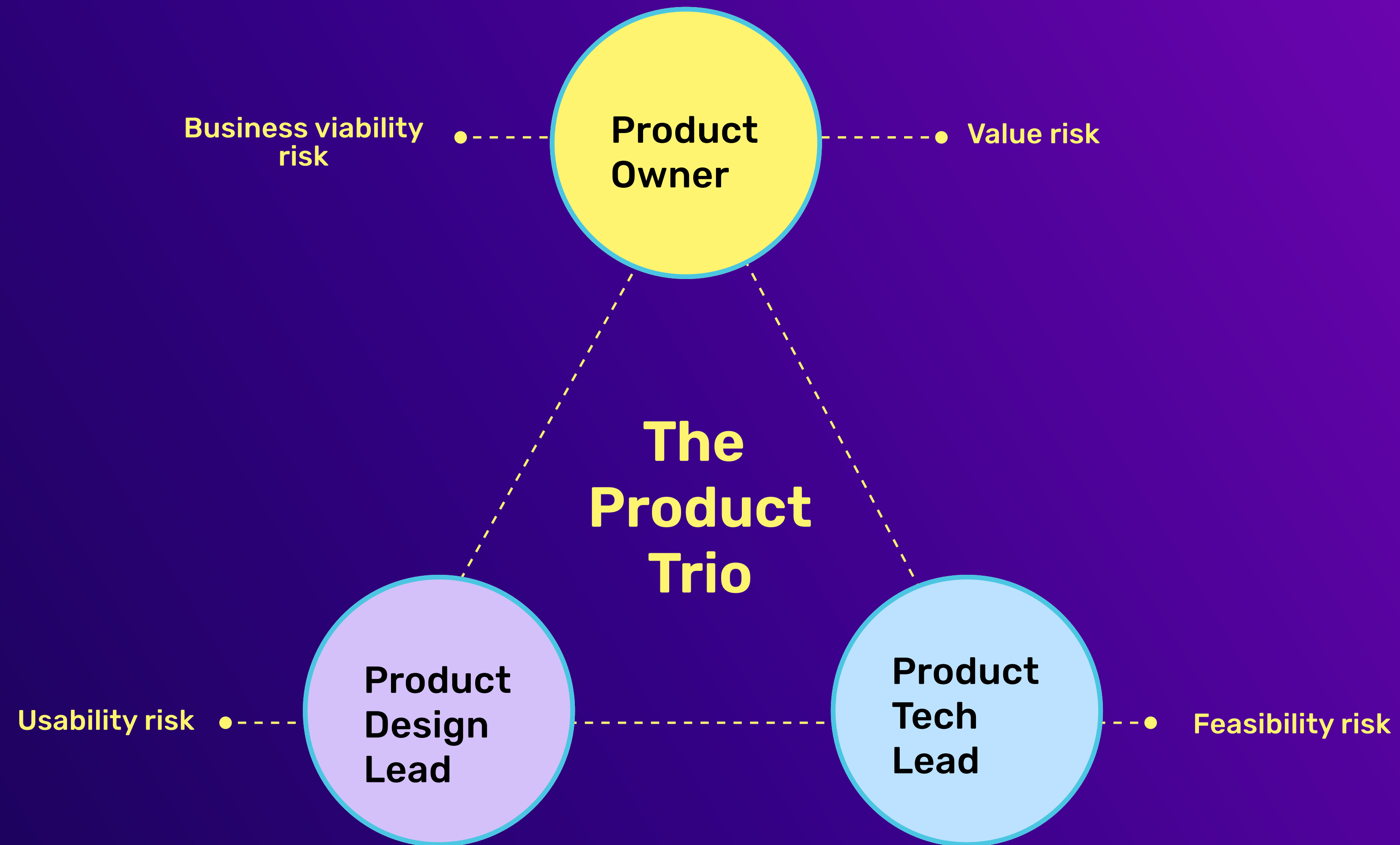


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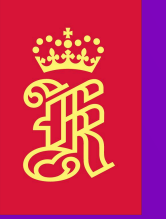
What happen if ...



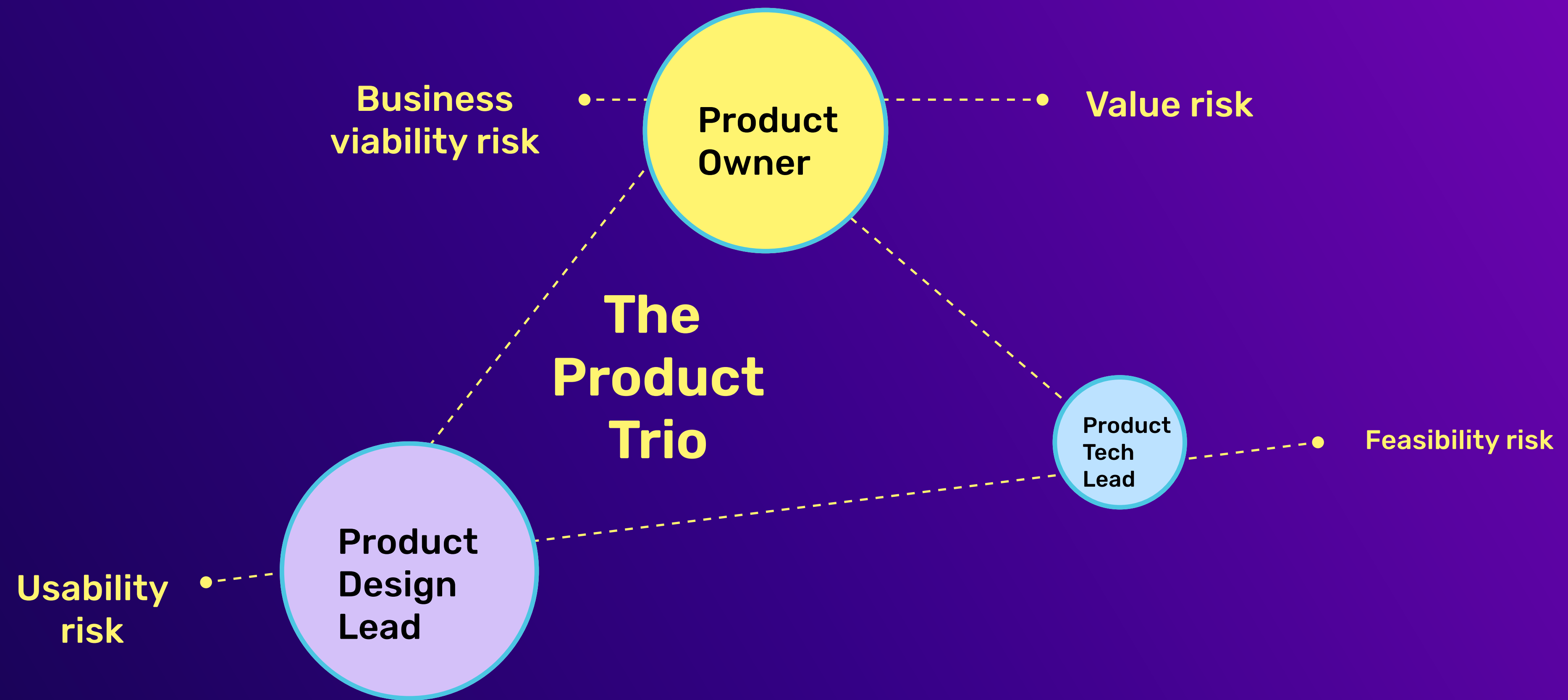
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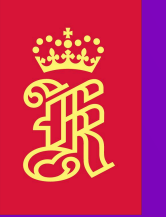
What happen if ...



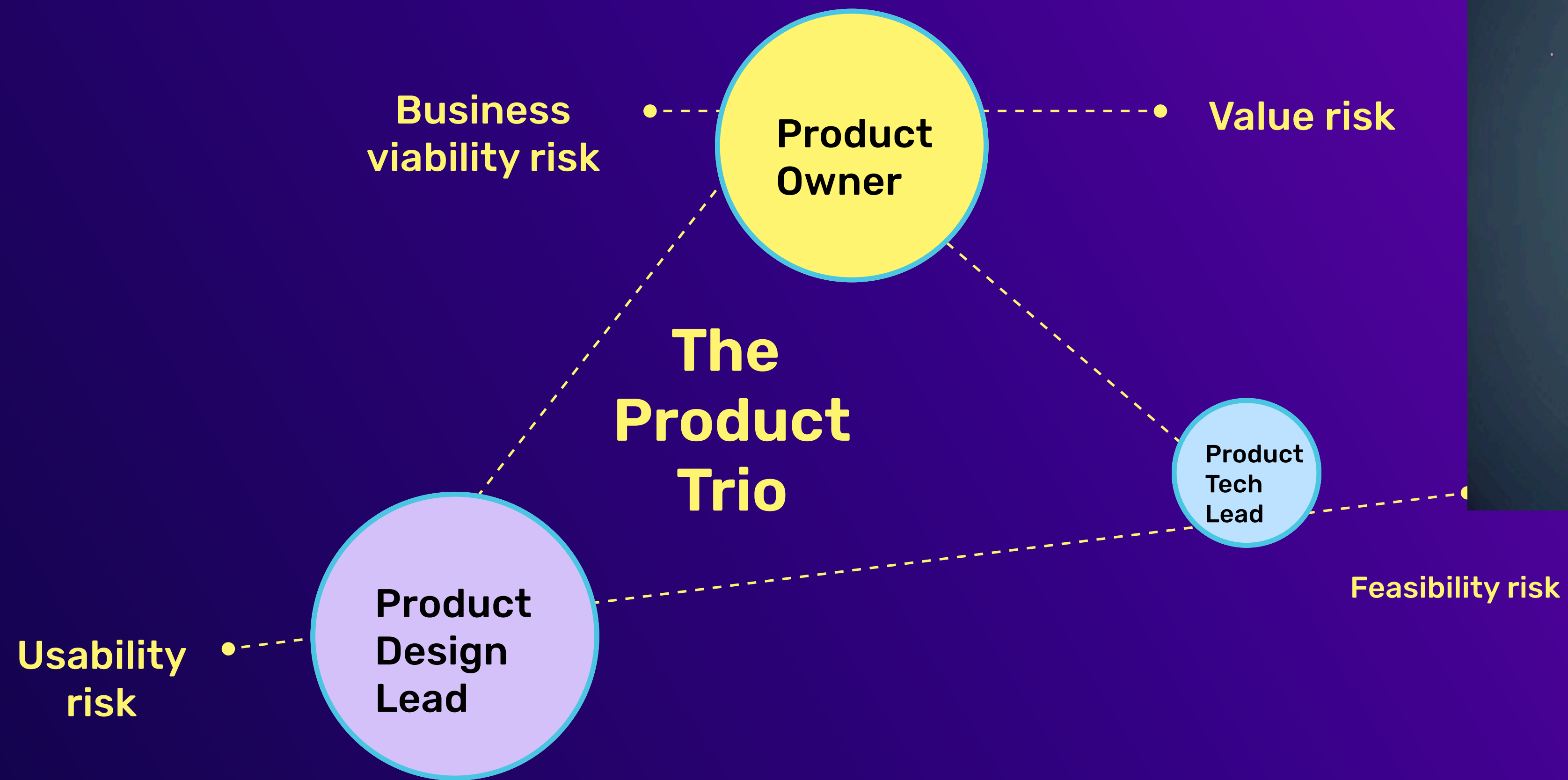
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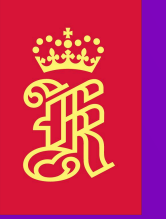
Is this feasible?



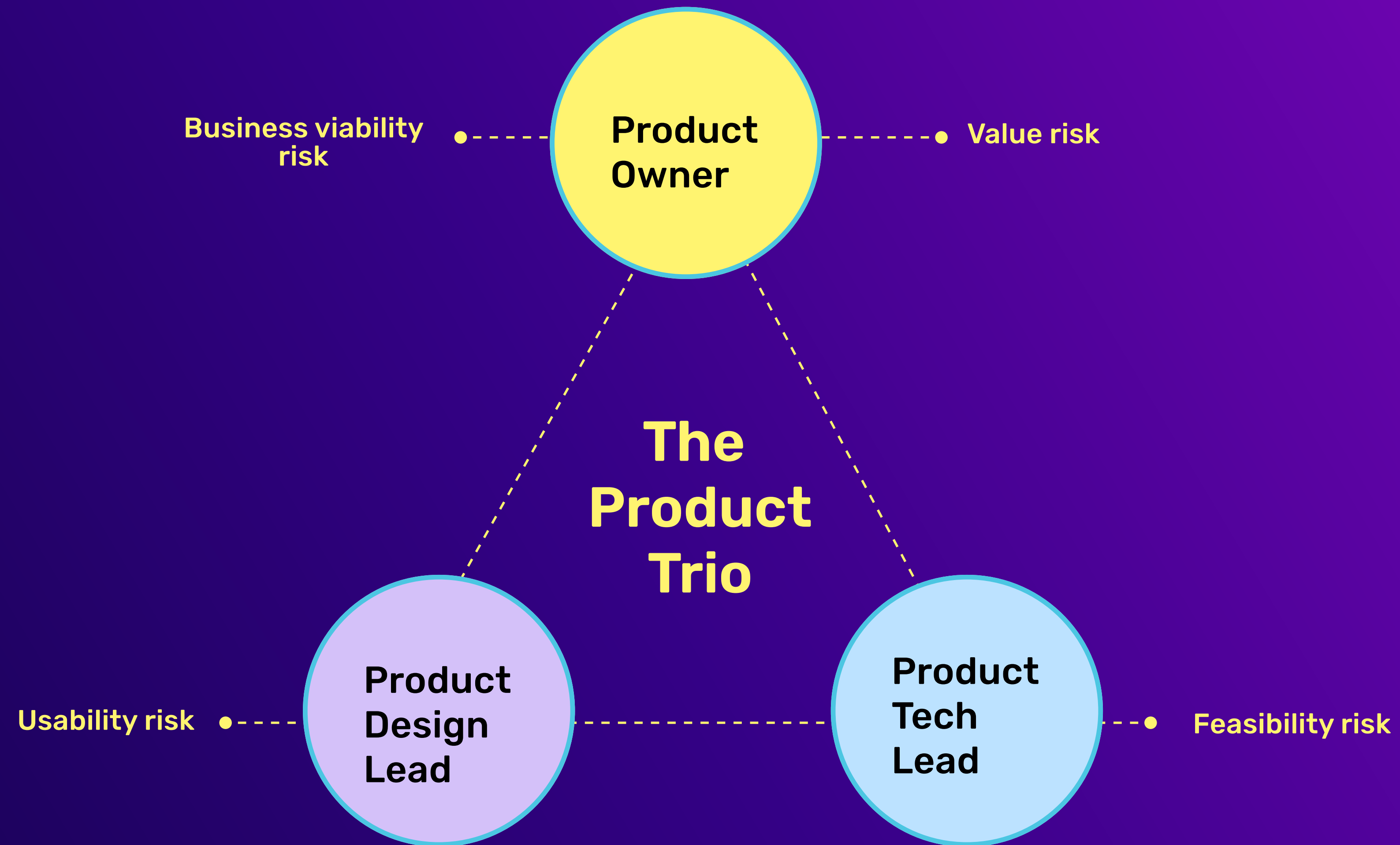
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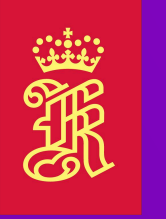
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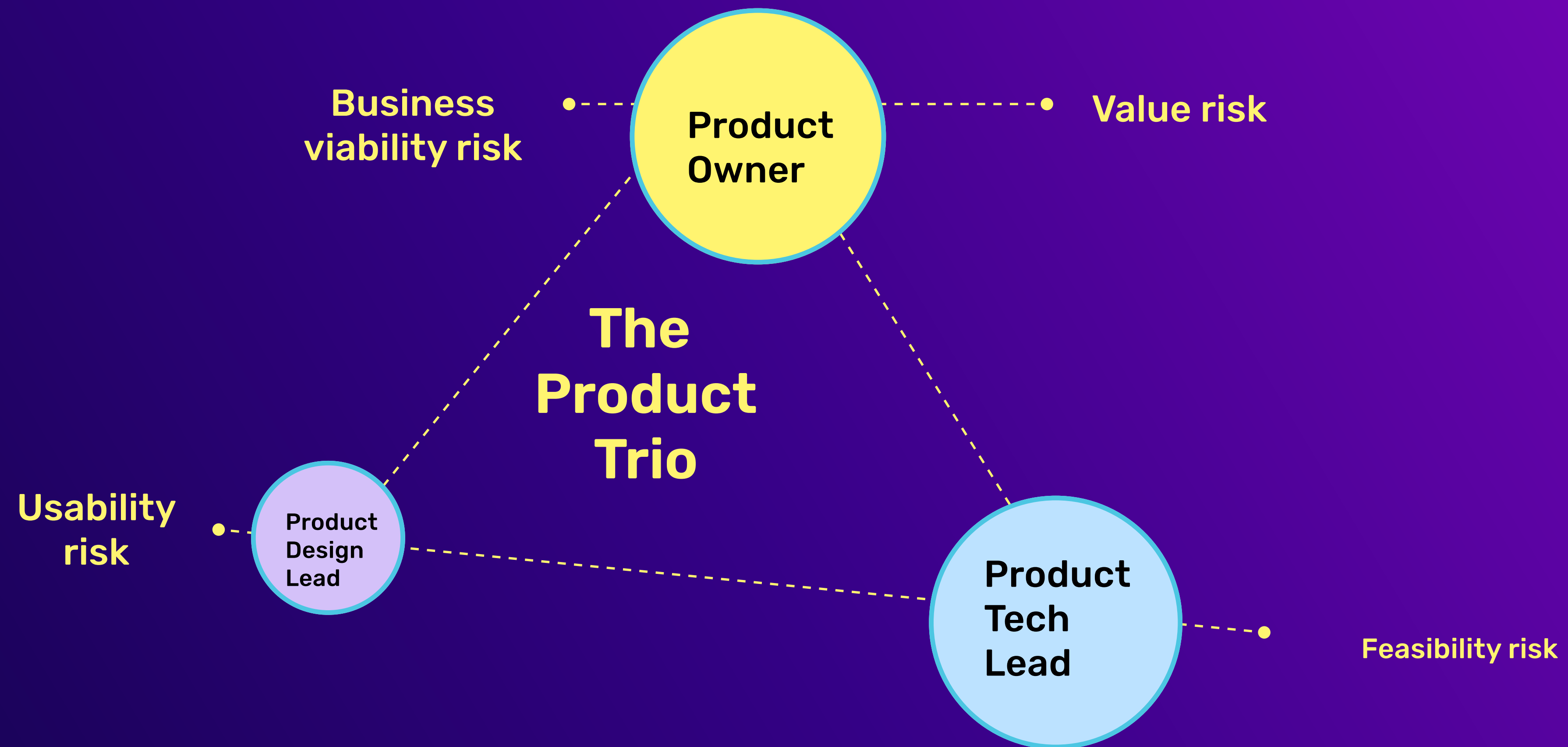
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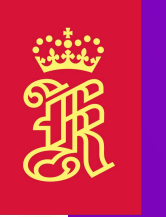
What happen if ...



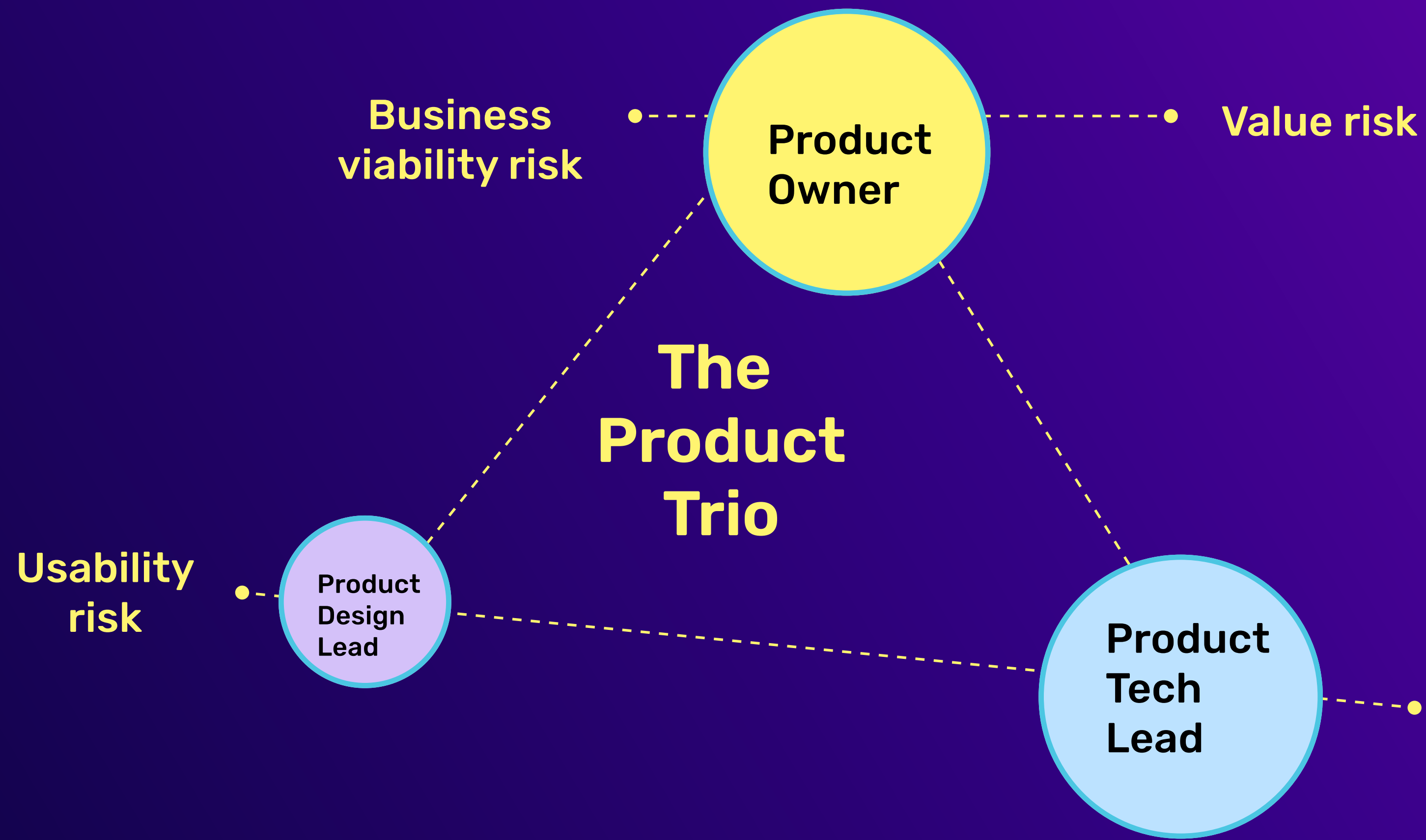
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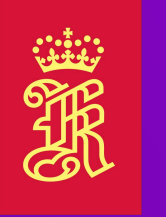
What happen if ...



KONGSBERG



Feasibility risk



KONGSBERG

It's not enough to understand your marketplace if you don't talk directly to your users.

It's not enough to validate that your product works if you're not creating something viable...

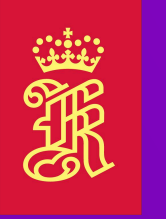


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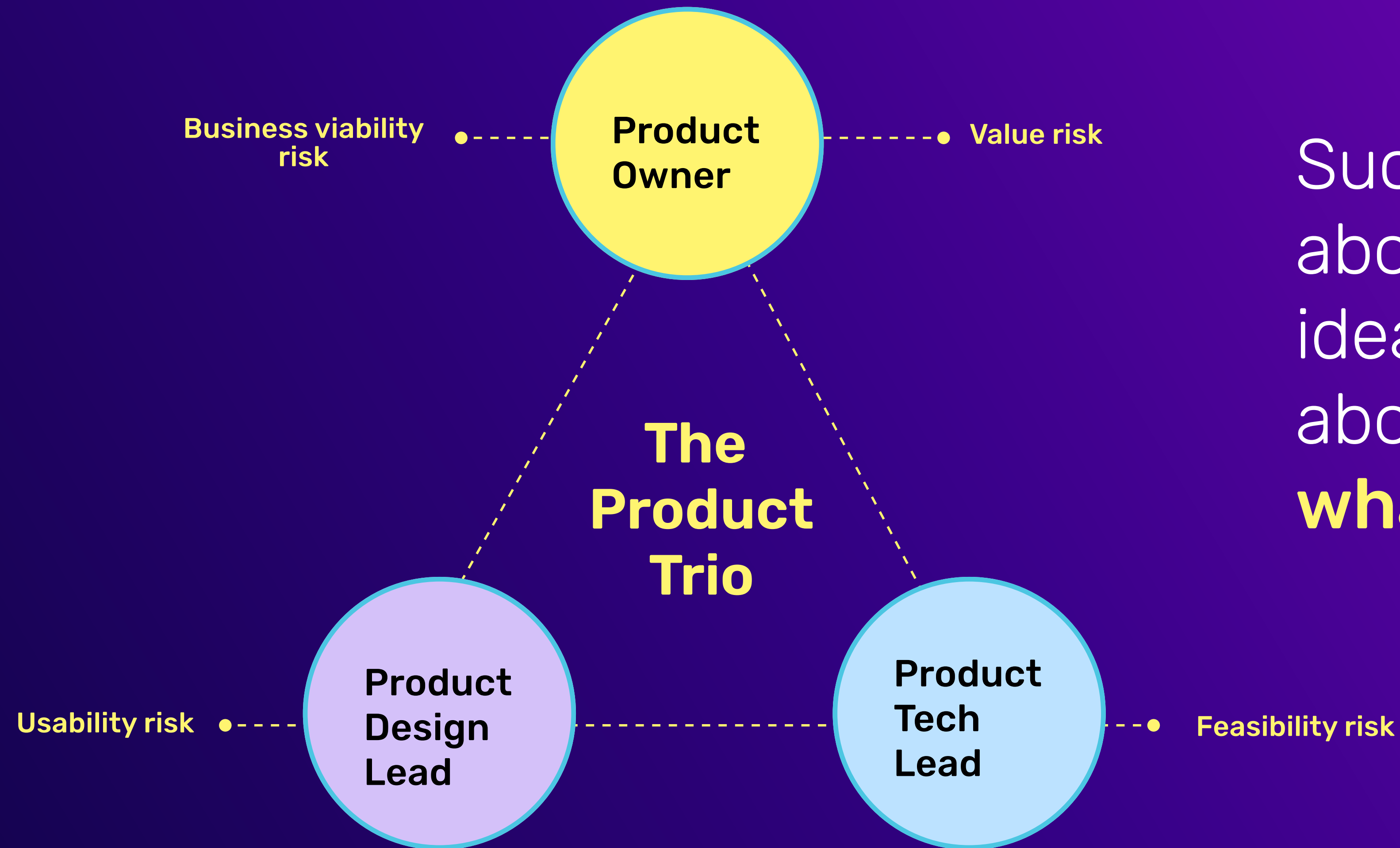
When business, design, and tech don't sync, you get a product no one asked for, built for users who don't exist, solving problems no one has.

Congrats, you played yourself. 🐷 ✨

The strengths

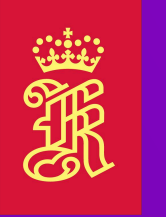


KONGSBERG



Success is less about having great ideas and more about **discovering what works.**

What is

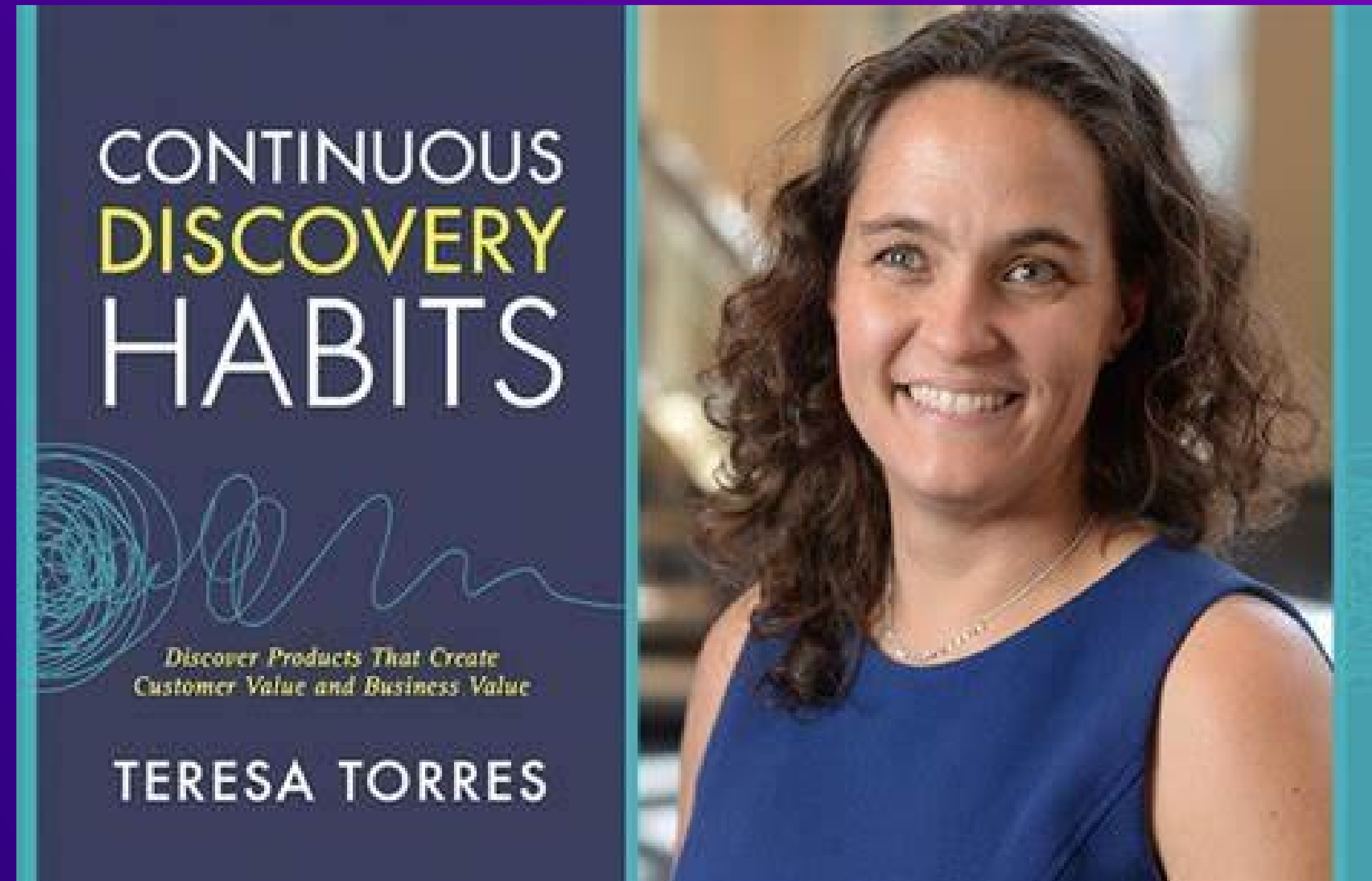


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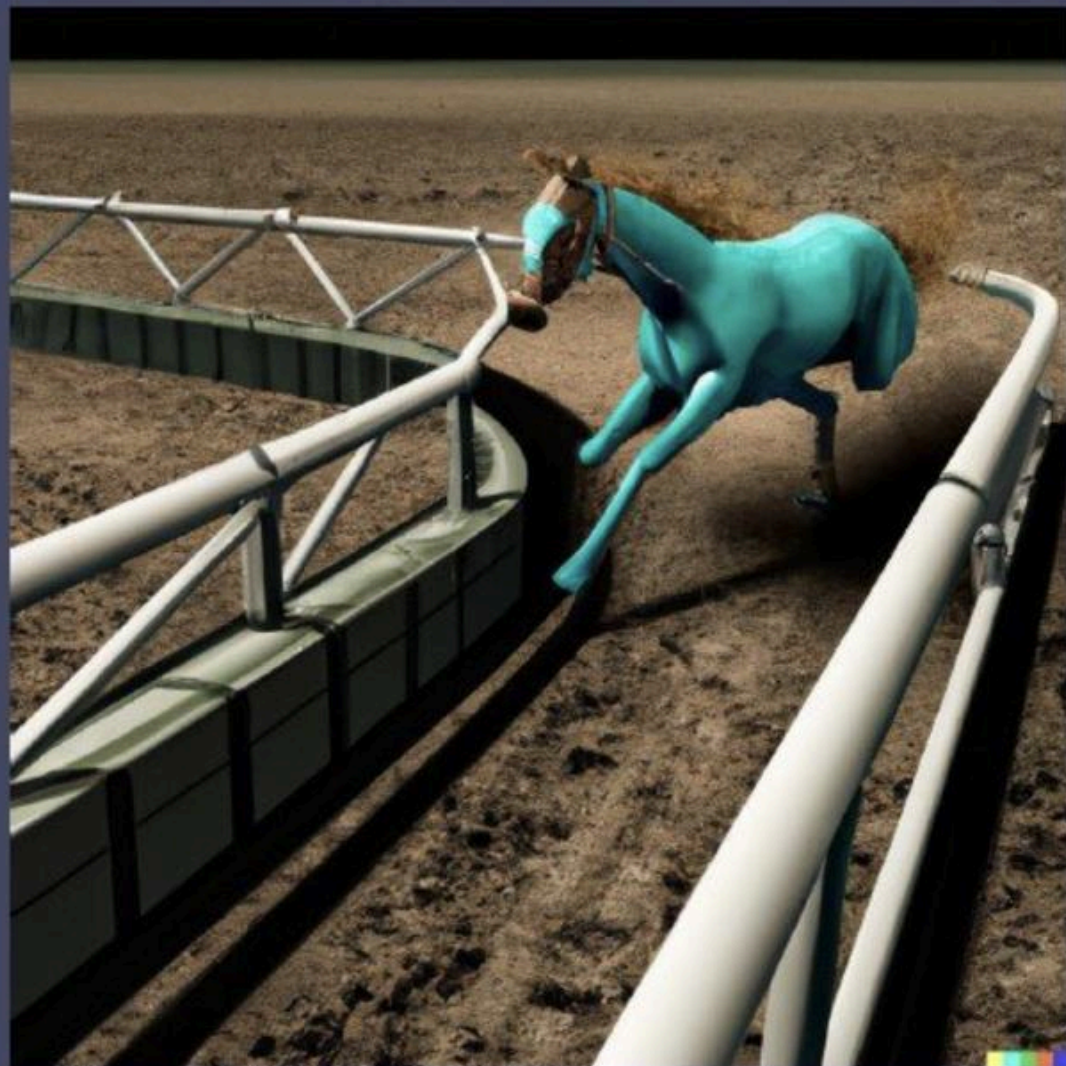
- Business viability risk (whether this solution also works for the various aspects of our business)
- Value risk - whether customers will buy it or users will choose to use it)
- Usability risk - whether users can figure out how to use it)
- Feasibility risk (whether our engineers can build what we need with the time, skills and technology we have)

(Marty Cagan, 2017)

**Sounds good,
but where are we?**



3 Common Scenarios



The Feature Factory



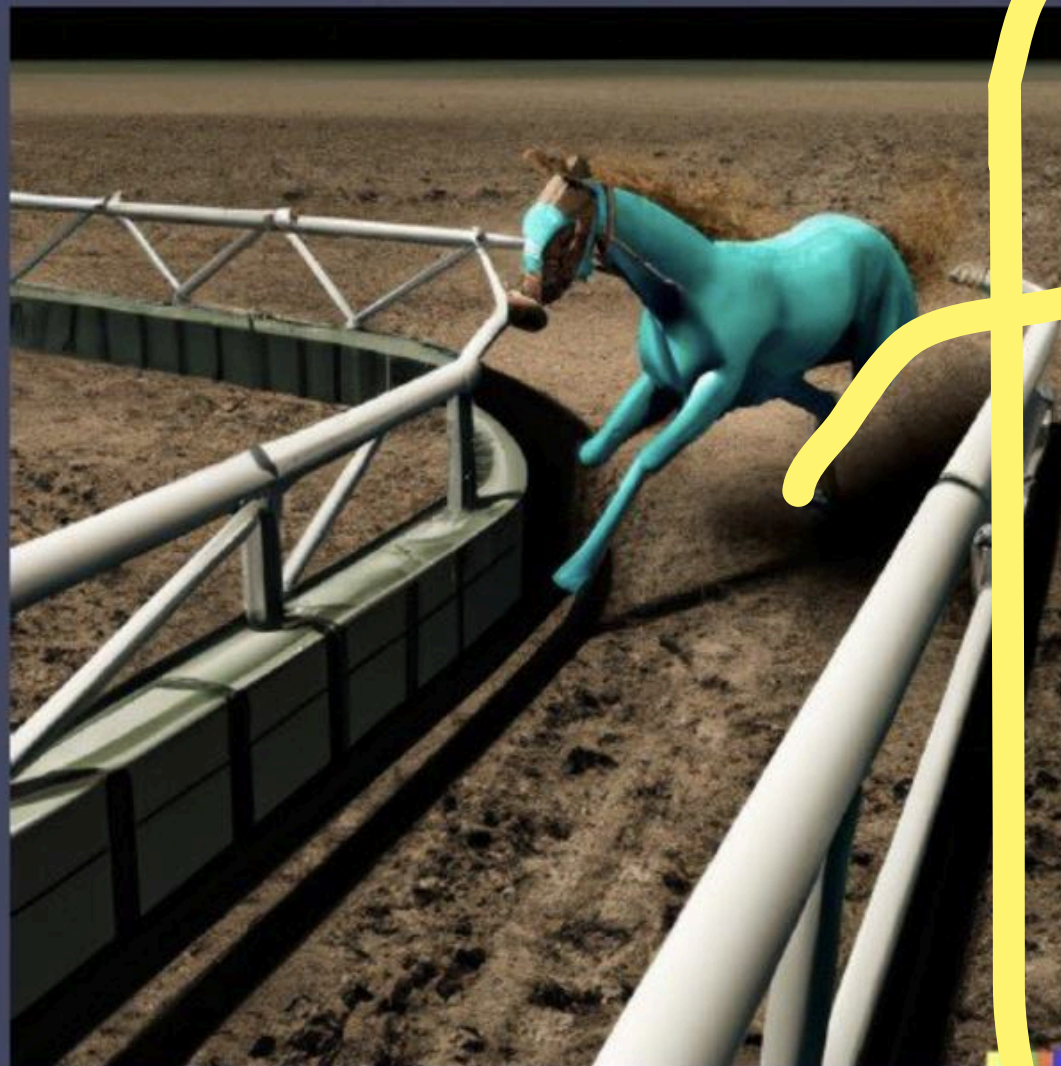
The Messy Middle



Reverting to Old Habits

Teresa Torres-Continuous Discovery Habits.

3 Common Scenarios



The Feature Factory



The Messy Middle



Reverting to Old Habits

The golden rule of team str change:

Meet people where they are!

The Messy Middle

- Your team structure is moving to product trios, but there are still some strong limiting beliefs.
- Your guts wants you to focus on outcomes, but reality still leads you to deliver specific features.
- You are allowed to talk to customers, but it takes a lot of effort to reach

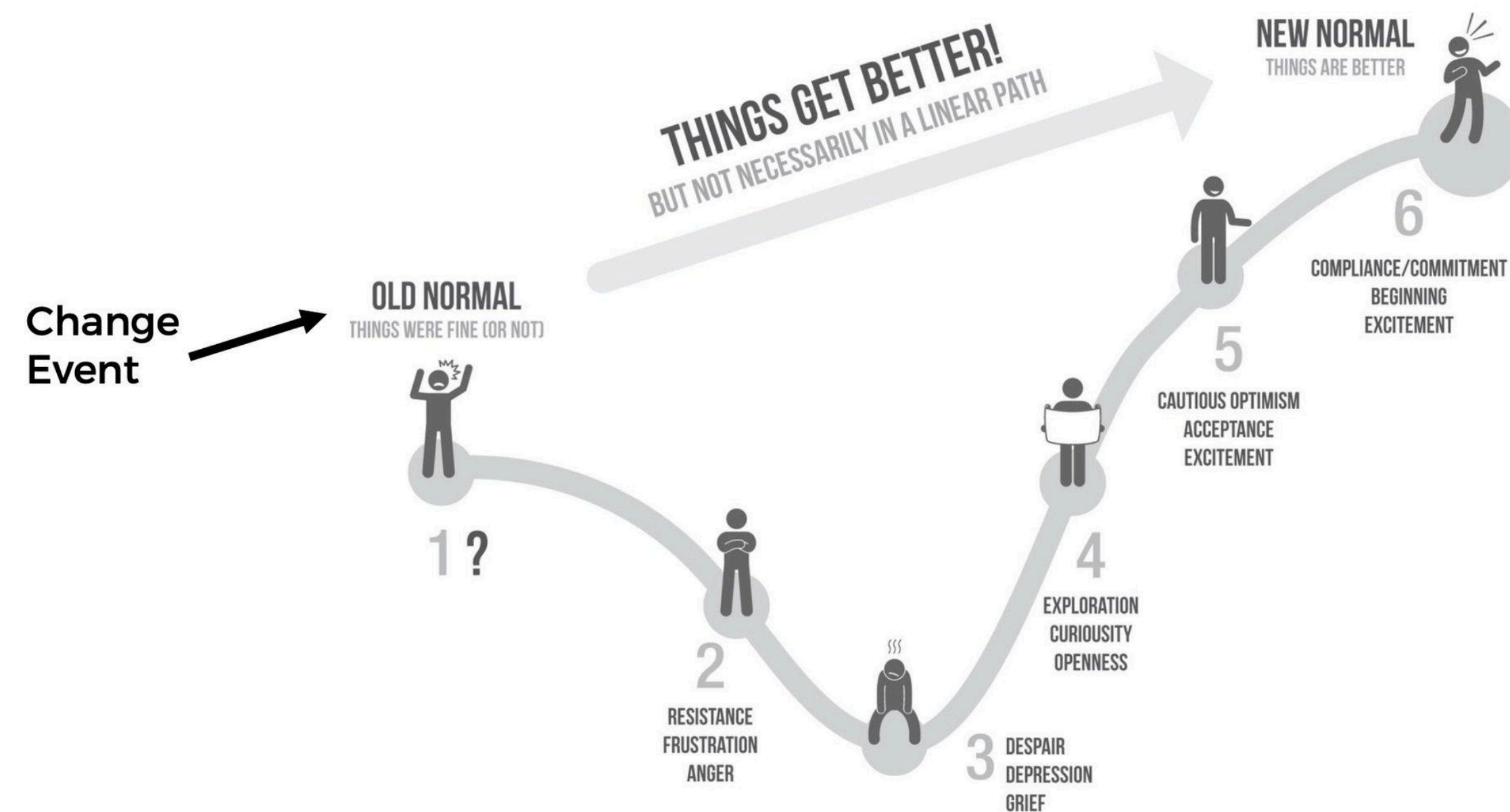


Outcomes = align teams around impact rather than just deliverables.

Output = Outputs are the features, functionalities, and deliverables that teams produce.

This is the stage where we realized
how hard change can be

The Change Curve



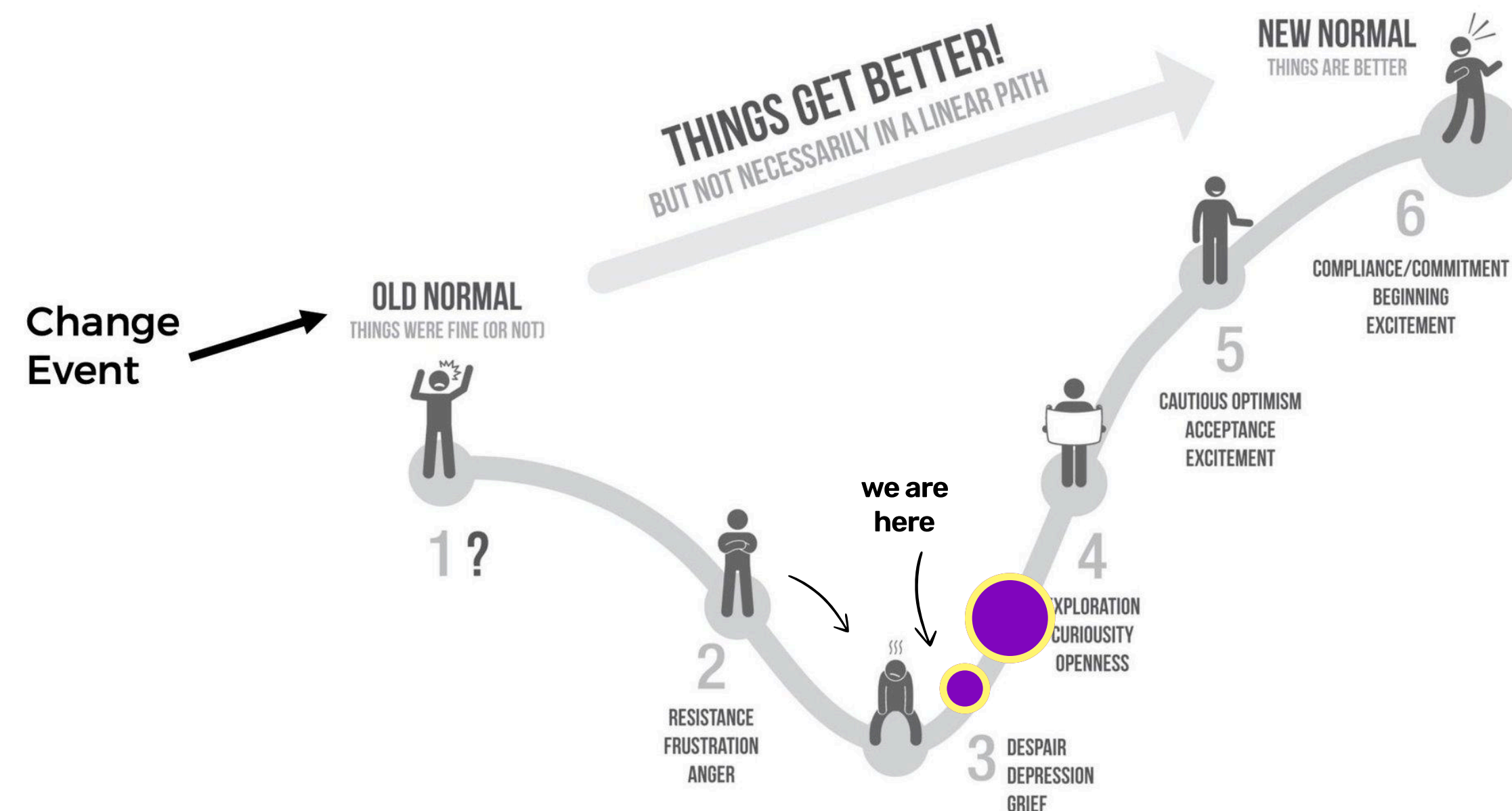
Adapted from Kubler-Ross



Elisabeth Kübler-Ross 1969

**This is the stage where we realized
how hard change can be**

The Change Curve



Adapted from Kubler-Ross

Elisabeth Kübler-Ross 1969

New Habits

What can we start today?

Start by identifying hidden assumptions

STORY MAP

Complete the chart below.

Title:

Story Setting

Event 1:

User Journey Map

Opportunity Solution Tree

Outcome

User Journey Maps give an overview of the customer experience. How do you want your business to reach users?

Opportunity

Opportunity

Opportunity

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	Write a goal or activity	Add Notes or Comments		Add Notes or Comments	Add Notes or Comments

New Habits

What can we start today?

1. interview together.

- **Automate recruiting process. recruit people while they using your product**
- **Collect specific stories about past behavior instead of asking speculative questions.**

New Habits

What can we start today?

1. interview together.

- Automate recruiting process. recruit people while they using your product
- Collect specific stories about past behavior instead of asking speculative questions.

2. Dual-Track Development

- Discovery: We have to discover the right initiatives
- Delivery: We have to deliver those initiatives



New Habits

What can we start today?

1. interview together.

- Automate recruiting process. recruit people while they using your product
- Collect specific stories about past behavior instead of asking speculative questions.

2. Dual-Track Development

- Discovery: We have to discover the right initiatives
- Delivery: We have to deliver those initiatives

3. Focusing make individual team in a bright spot.

- Start in your own team.

Interactive Time



[menti.com/ 5253 3953](https://menti.com/52533953)

