Don’t Let the Pigeon Drive Your Project!

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Communication

• Who are your stakeholders?
• How involved will they be with the project?
• What are their expectations?
• What does success look like?
Amelia Bedelia = Drax the Destroyer
Feature: Change the towels
In order to ensure the health and comfort of people who use the bathroom
As the housekeeper
I should regularly replace used towels with clean ones.

Scenario: Replace old towel
Given that I am the housekeeper
And 1 towel has been hanging on the towel bar for 3 days
When I remove 1 towel from the towel bar
And I put 1 towel from the towel bar in the laundry
And I put 1 clean towel from the closet on the towel bar
Then I should see 1 clean towel on the towel bar
• Test early, test often
• Build trust and goodwill by delivering more than promised or expected
• Context is everything
• Be prepared to fill stakeholder gaps
Oh, hello.
By the way, do you know what I want?

What I’ve wanted forever...

At least since last Tuesday...

A PUPPY!
Oh, don’t worry. I’ll take care of it!

I promise I’ll water it once a month.
I've changed my mind.
Managing Stakeholders

- Make sure you understand who all the stakeholders are and that everyone’s voice is heard
- Use exercises to help build consensus among divergent stakeholders
- Use executive check-ins as an opportunity to see how things are going at a high level; don’t get in the weeds.
- Make sure the entire team is invested in the solution, so if leadership changes, it’ll be less likely to be thrown out
Selling Services

• You can fix scope, you can fix budget, and you can fix timeline. You can’t fix all three.
• Propose a deal that enables everyone to be successful
• Don’t devalue the time and labor required to do the job
Risk Management

- Agree on success criteria
- Track risks and develop mitigation plans
- Be open to creative solutions that are a win-win for everyone
Customer Experience

• Look beyond the metrics to engage customers
• User research often uncovers unstated expectations
• Good design needs to be integrated into everything you do.
Customer Experience

- Beware the hype.
- Don’t try to force users down a path that runs contrary to their desired workflow.
hello birdy

shh  SHH!  we have a plan

tip-toe slowly  tip-toe slowly  now stop shh!
Bedtime Reading


#WeNeedDiverseBooks
Thanks!

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