A journey of discovery

From Tragic to Magic

Axway's voyage of discovery

This represents Axway's journey of discovery, in a presentation inspired by the Lewis and Clarke expedition (1804 to 1806)

My own voyage of discovery

I see my own career as a journey of discovery and learning

Maybe we can meet some place?

Meet me in...

St Louis, MO

Added this one in for fun - saw the movie
recently, Judy Garland is just so lovely...

Musical interlude

Clang, clang, clang went the trolley
Ding, ding, ding went the bell
Zing, zing, zing went my heartstrings
From the moment I saw him I fell

Chug, chug, chug went the motor
Bump, bump, bump went the brake
Thump, thump, thump went my heartstrings
When he smiled I could feel the car shake

One possible meeting point…
Minimum Viable Product

A **minimum viable** product (**MVP**) is a product which has just enough features to gather validated learning about the product and its continued development.

Gathering insights from an MVP is less expensive than using a product with more features. It helps decrease costs and risk in the case where the product fails, for example due to incorrect assumptions.

Other possible names:
- Innovation program
- Kick starters
- Lean UX
- Prototyping

Minimum Viable Product
Famous examples

Before their launch, Dropbox had already got 5K subscribers, all based on their video.

"If you're not embarrassed by your first launch,
you've launched too late"

Reid Hoffman
founder, Linkedin

Zappos gauged user interest with a dummy site

Nick Swinmurn went to a couple of stores, took some pictures of the shoes, made a website, put them up and told the shoe store, if I sell anything, I'll come here and pay full price
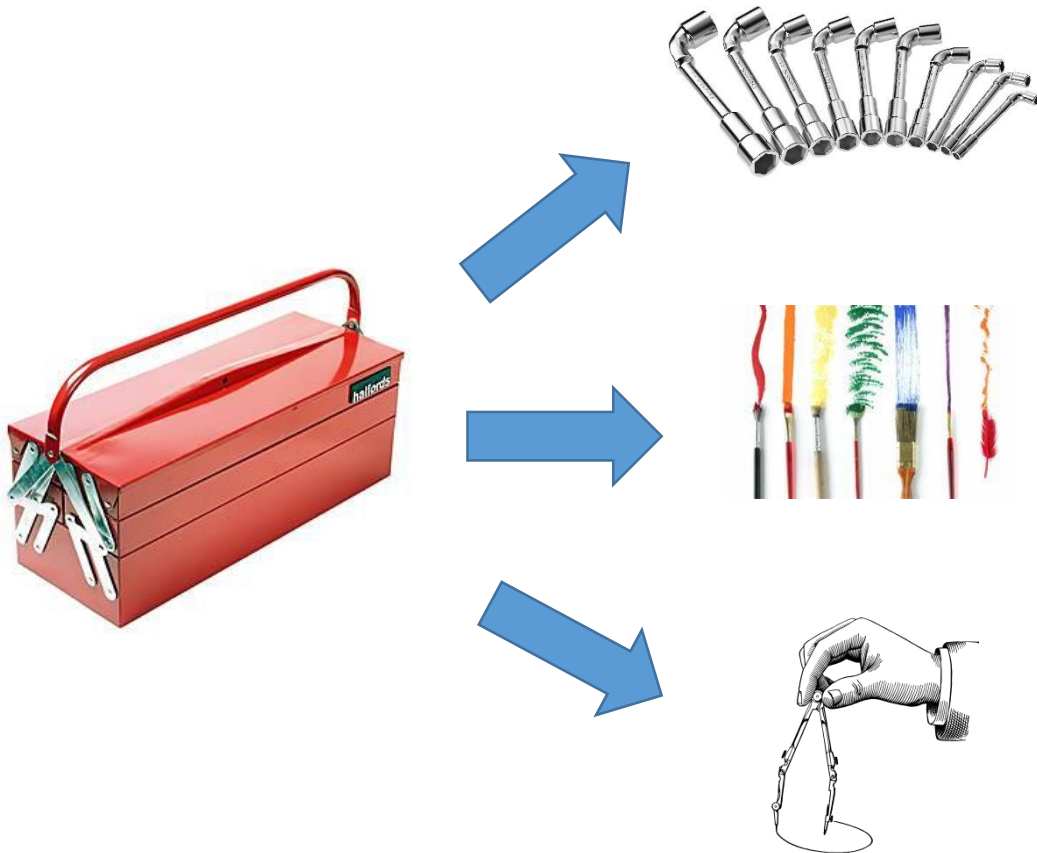
A voyage of learning and discovery

Sacagawea with Lewis and Clark

Minimum Viable Products require different skills and attitudes:

- Broad range of skills

- Think outside the box

- Get it done

- Trade-offs for an imperfect world

Broad range of skills
for MVPs (Minimum Viable Products)

Having a broad skillset helps towards the "think outside the box" approach
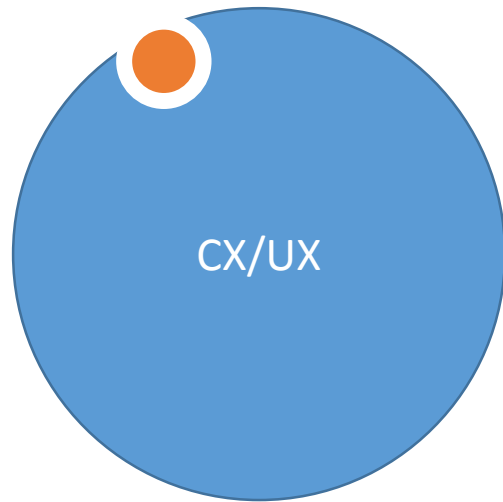
Tyranny?

Extract from "The tyranny of the Minimum Viable Product"

" *...engineering and business culture often focus on minimum features and forgets the viability part. This results in products that are unstable, unusable, and just plain unacceptable...* **"**
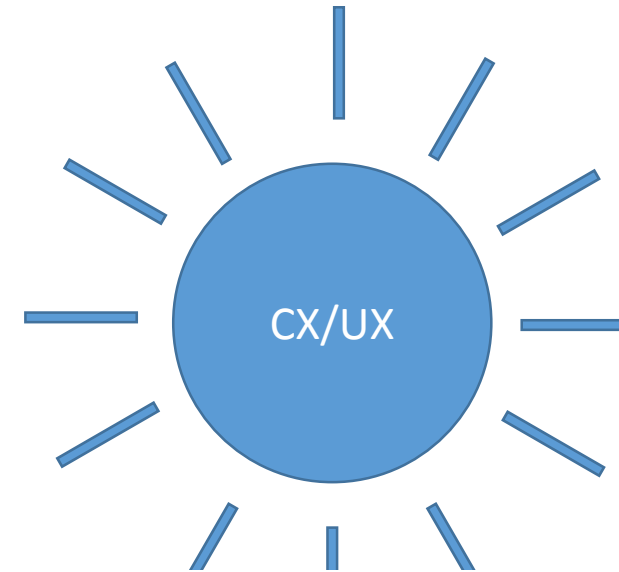
Having a person on the project with user sensitivity + skills in design & front end development & graphics can avoid this

A faraway extension

CX/UX

Zero-sum game

In zero-sum logic, this proposition might be seen as an encroachment

CX/UX

Win-win

In a win-win approach, it would be viewed as a satellite or extension

Implies mutual support, endorsement, acknowledgement…