

Cross-team collaboration - Product Engineering

Ellen Wong

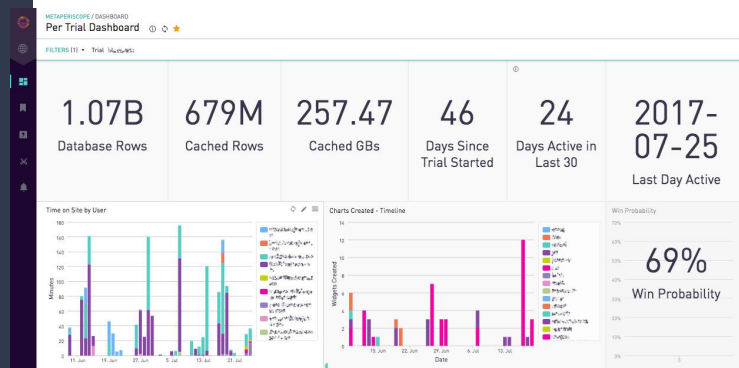
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Why good collaboration is so important?

- Product development is an iterative process
- Better products, better outcomes
- It's more fun

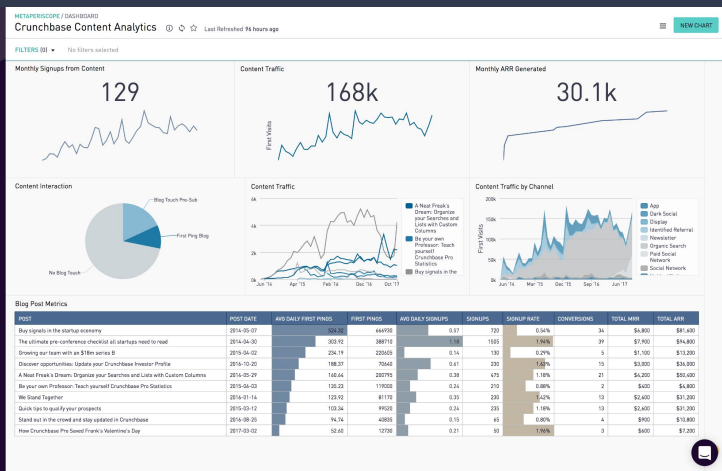


What makes good collaboration in product development?

- Keep customers and user experience in mind
- Focus on outcomes, instead of absolute responsibilities
- Get feedback early and often



Idea to product delivery in 90 days.



- **The company:**
 - Data visualization tool (Dashboard)
- **The idea:**
 - Git integration for dashboards.
- **Motivation:**
 - Most requested feature from current customers, customer support often experience
- **What is it trying to solve?**
 - Improve an error-prone manual workflow by adding source control into the dashboard

Phase 1 – Exploration

user research + prototype + wireframe

Phase 1:

- User interviews
- Defining MVP

Challenges:

- Often small team to start (1 engineer, 1 product/ design)
- Competing opinions around MVP scope.

Phase 2 - Buy-in

Rough estimates + buy-in from stakeholders

Phase 2:

- Refine MVP scope based on estimates and feedback from stakeholders
- Get buy-in for resources

Challenges:

- Competing motivations
 - *Example: Product and Engineering disagree on whether to release to 100% of customers*
- Estimates are still widely rough, but business teams often would want a timeline commitment.
 - *Example: GTM want a timeline commitment*

Phase 3 – Execution

Product requirements + create project plan

Phase 3:

- breaking down product asks into engineering tickets for execution.
- Define product requirement.
- Writing user stories.
- Create estimates and sprint planning

Challenges:

- Discovering misalignment or missing details
- e.g. engineer discover a key workflow is much harder to do and has 100+ edge cases to handle.

Phase 4 – Prepare for the release

Get feedback from beta customers + preparing for general availability

Phase 4:

- Onboard a few early adopters to beta release
- QA
- Training the support team
- Documentation

Challenges:

- Aligning on how to prioritize bugs and scope
- What's considered ship blocking?

Summary

1. Have your customers and users in mind
2. Align on outcomes instead of absolute responsibilities
3. Get feedback early and often.
4. Have fun!

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