



# Building bridges

The art of crafting seamless partnerships between engineering, product, and design



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LeadDev London 2023

**Hello London!**



# Introductions



**“The art of crafting seamless partnerships  
between engineering, product, and design”**



**“Isn’t this just...?”**



**Trifectas**



News



Debrief



Context



People



Teams



Projects



Unicorns



Feedback

PRODUCT LINES / CHANNELS / ONLINE / ONLINE EXPERIENCE / CHECKOUT PLATFORM

# Shop Merchant Win back/ Opt In Program

We are looking to build and scale a program dedicated to driving merchant re-engagement with Shop and identifying new opt in opportunities.

Ending in **16 weeks**

What is it and why is it important to Shopify?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis nibh id ex luctus consectetur id sit amet est. Phasellus sed mattis lorem. Nulla varius vulputate arcu, quis eleifend enim gravida a. Pellentesque iaculis interdum imperdiet. Praesent

What does success look like?

- Close merchant frustration number 9
- Increase revenue

## Activity Feed

[Write an update](#)[Make a decision](#)

### this week

#### How do we handle expiry date?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis nibh id ex luctus consectetur id sit amet est. Phasellus sed mattis lorem. Nulla varius vulputate arcu, quis eleifend enim gravida a. Pellentesque iaculis interdum imperdiet. Praesent

Owner



Hanna Botosh  
Product Manager

Decided on Jun 20, 2023  
[Show this decision](#)

Owned By

Vault Tools

Last active Mar 5, 2019

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## Build

Phase started 5 weeks ago and will end in 2 weeks

[Request move to Release](#)

## Releases

Upcoming releases

 API release

Upcoming  
July 1, 2023  
Category: early access

 UI release

Upcoming  
July 15, 2023  
Category: General Availability

## People

CHAMPION

 Hanna Botosh  
Product Manager

CONTRIBUTOR

 Martin Workman  
Developer

 Jakob George  
Product designer



# Getting alignment





# Getting alignment

**| What do you care  
about?**



**Vent time**



**How do I influence  
you?**



**Thank you**