A Lean Approach to Software Design

How AutoRABIT Developed Its Signature Product Using Lean Thinking

Sandrine Olivencia
Co-Founder Taktique
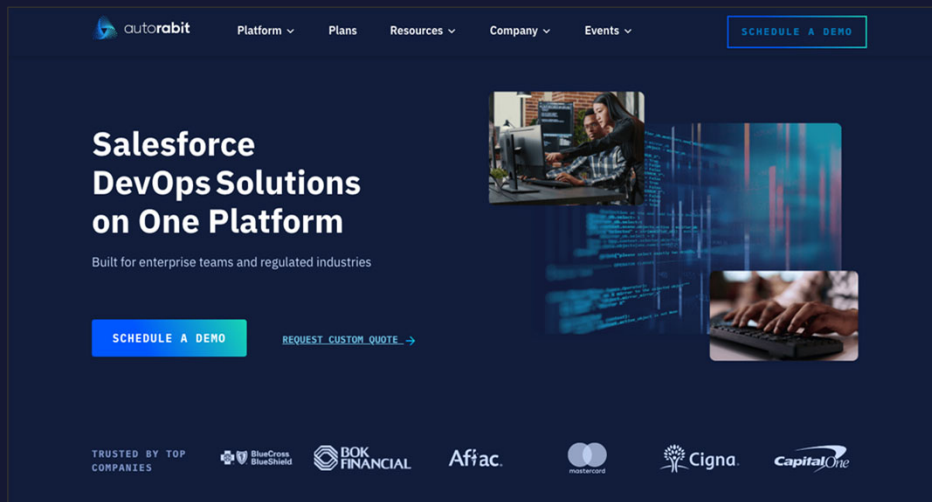
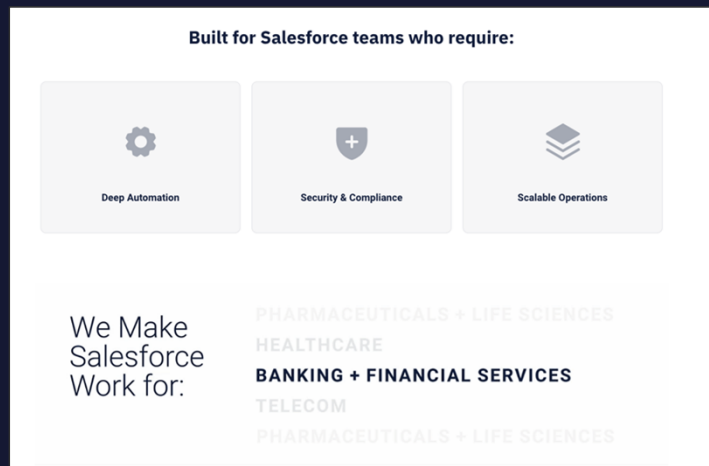Andrew Davis
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Once upon a time …

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There was a company called AutoRABIT

There was a company called AutoRABIT

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Every day…

Every day…

But, one day…

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But one day…

GitHub
Azure DevOps
salto
GitLab
Gearset
Prodly™
Flosum
COPADO

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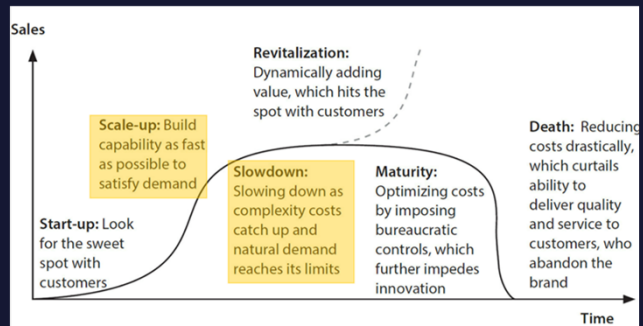
Because of that…

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Because of that …
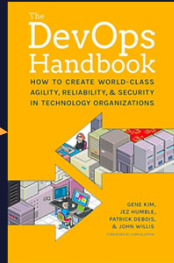
We recognized we had fallen ill:

Big company disease
- Defending process over customers
- Defending silos over teamwork
- Rewarding compliance over initiative
- Confusing legacy and heritage technologies
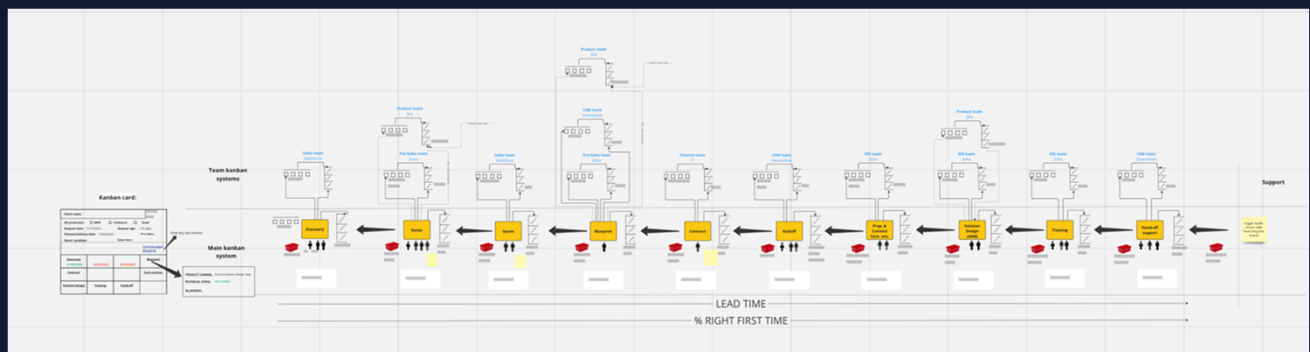

Because of that…

Discovering Lean

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Gemba 現場
the place where value is created

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Because of that…
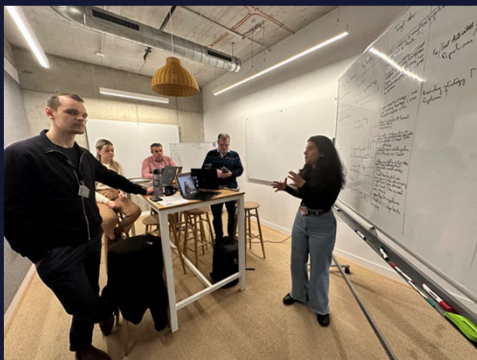

Taking a Fresh Look at the Company

Because of that…

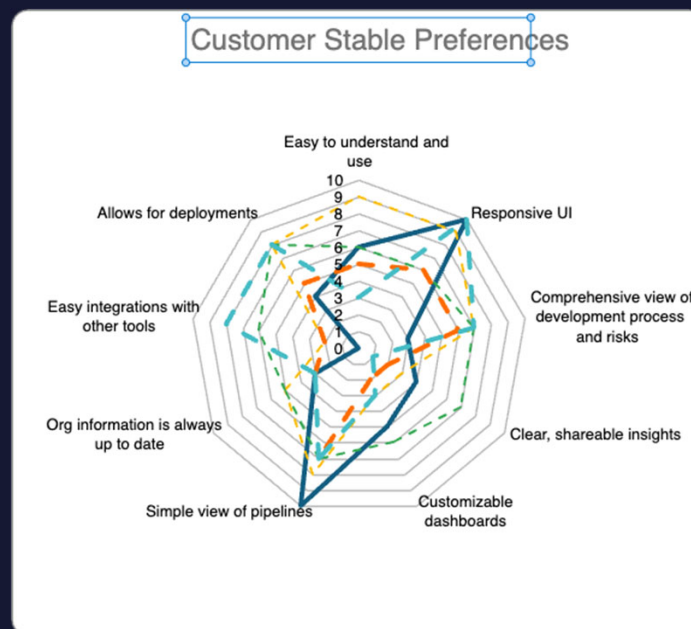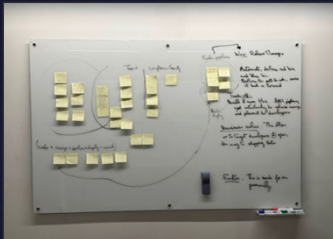Flow Center product workshop in Prague

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Job To Be Done:

Create a simple, shared picture of each team's software development process and establish success metrics so they can gain consensus about specific improvement actions that dev teams can take to deliver safe code painlessly.

Customer stable preferences:

Customer Stable Preferences

- Easy to understand and use
- Responsive UI
- Comprehensive view of development process and risks
- Clear, shareable insights
- Customizable dashboards
- Simple view of pipelines
- Org information is always up to date
- Easy integrations with other tools
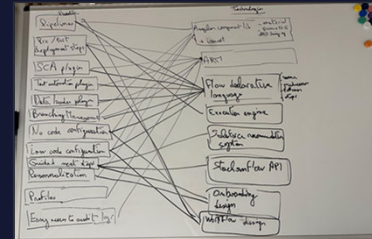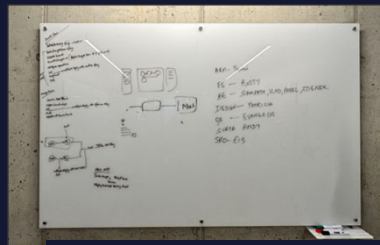- Allows for deployments

Story telling
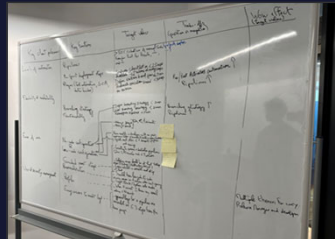
Product critical performances

Architecture diagram

Co-design
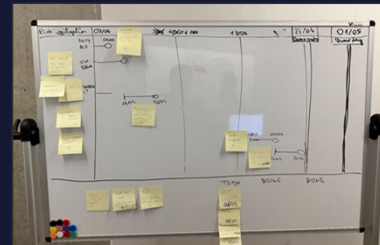
Macro plan

Because of that…

Product Development: Flow Center

- New full-time Product Manager taking over
- Taking a fresh look at the jobs to be done by the product (BIG Alpha)
- Involving the engineering team more in the concept paper
- Shifting to become a platform for other teams

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Until finally…

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Presenting Flow Center at our user conference

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Until finally…

"Flow Center helps ensure that secure and clean code moves into production environments, bolstering DevSecOps practices. …

"This move strategically enhances AutoRABIT's leadership and operational dynamics."

- Vernon Keenan
  Industry Analyst, SalesforceDevOps.net

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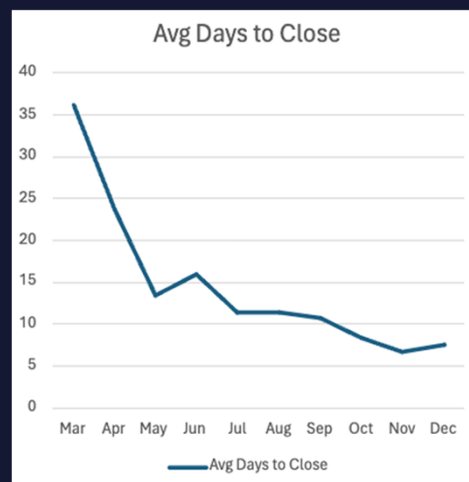
And, every since then…

A New Product Strategy: start with the client

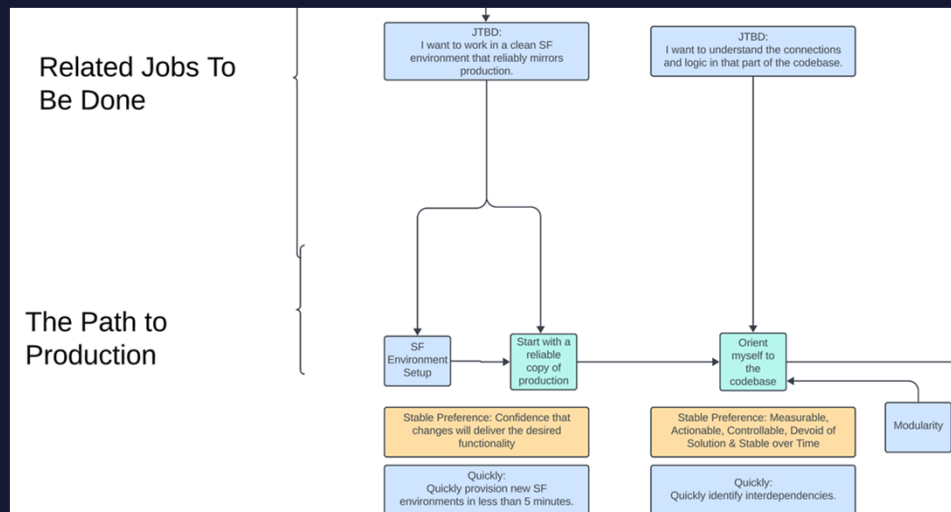Continue to shift attention into addressing support issues first.

Time to close support tickets has dropped from 37 days to 8 days last year

Moving to further reduce to 4 days

Avg Days to Close

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A New Product Strategy: start with the client

Truly understand their jobs to be done

Related Jobs To Be Done

The Path to Production



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Building on the Foundation

1. *Understanding the users (going to the gemba, listening to their complaints)*
2. *The art of storytelling (the power of emotion to drive behavior)*
3. *Understanding customer stable preferences (the ones we cannot miss)*
4. Customer trade-off (YET)
5. Product critical performances
6. Target cost analysis
7. Legacy vs. Heritage
8. Product takt and concept papers

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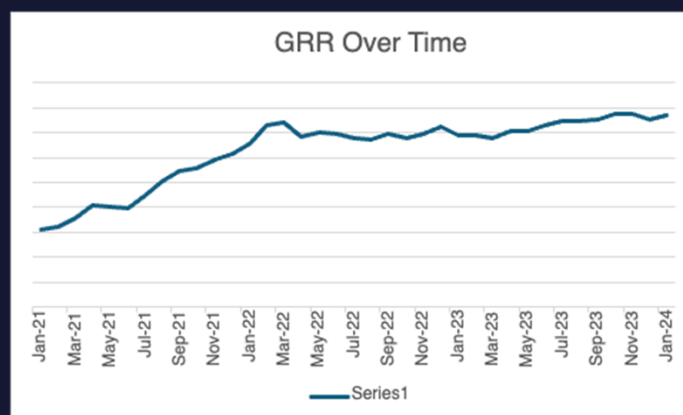# A new product strategy: product takt
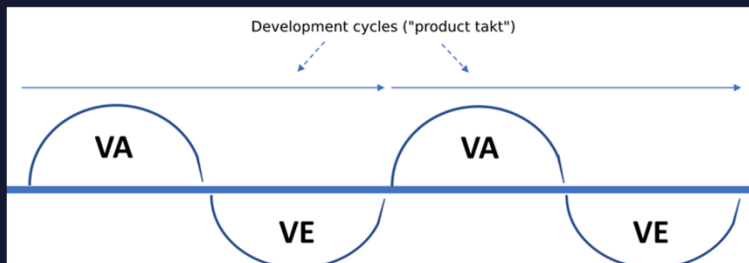
Product takt
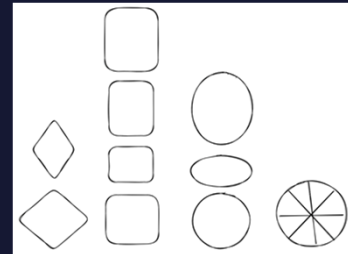
Vertical vs horizontal innovation

Gross revenue retention has continued to climb

And the moral of the story is…

Behind every great product is a great story

1. Who is your hero? (the customer)

2. What is their greatest pain and longing? (the problem)

3. What is the quest they must go on? (the Job To Be Done)

4. How can you help them on this journey? (the concept YET)

5. What's the gift you can help them discover? (the product)

6. How will discovering this transform their life? (the emotion)

The Flow Center story

1. Who is our hero? (the hero)

The Salesforce Release Manager

2. What is their greatest pain and longing? (the problem)

Difficult for Salesforce development teams to safely, efficiently, and painlessly deliver changes in production.

3. What is the quest they go on? (the Job To Be Done)

Create a simple, shared picture of each team's software development process and establish success metrics so they can gain consensus about specific improvement actions that dev teams can take to deliver safe code painlessly..

4. How can you help them on this journey? (the concept YET)

A single, clear view that cuts through the stress and noise of a complex development process to reveal progress and obstacles.

5. What's the gift you can help them discover? (the product)

A tool that connects to your Salesforce and provides clear, visual representation of the development pipeline.

*Actionable insights on progress.*

6. How will discovering this transform their life? (the emotion).

Our users experience, the fun of quickly solving issues and delivering benefit for their end users. Their work becomes gamified and their team steadily grows in confidence and self-esteem.

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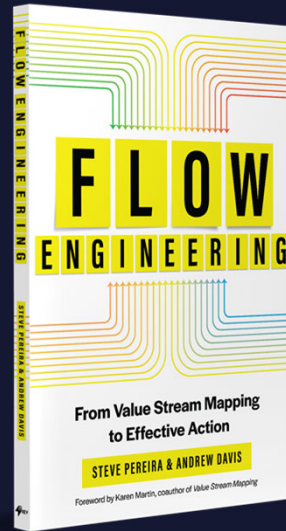
Interactive exercises

- Who is your hero? (customer)

- What is their greatest pain and longing? (the problem)

- What is the quest they need to go on? (the Job To Be Done)

- How can you help them on this journey? (the concept YET)

- What's the gift you can help them discover? (the product)

- How will discovering this transform their life? (the emotion)

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Thank you!