Agile ORLANDO
JULY 24–28 2023

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#AGILE2023

LEARN MORE

Which Coke do you prefer?

A   or   B   or

Mark your answers on the Flip Charts

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John Barratt

Clean Interviewing: A Hands-On Approach to Customer-Centric Product Development
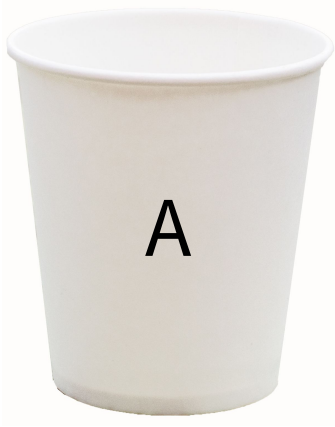

Agile Alliance PRESENTS | Agile ORLANDO JULY 24-28 2023

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The Customer Centric Belief

Definition

A belief that Delivering **value** to the end customers is the be all and end all of what we do at work

Values include

Customer Collaboration **over** Contract Negotiation

Principles Include

Our highest priority is to satisfy the customer through early and continuous delivery of valuable solutions.

Inspired by: https://www.forbes.com/sites/stevedenning/2019/05/23/understanding-fake-agile

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Is this Customer-Centric?

Summary - Pepsi Paradox

The **popularity**, **exposure** and **availability** of a certain brand seems to have a larger impact on whether someone chooses it than more **sensible** factors such as **taste** and **price**.

Summary - Pepsi Paradox

"No matter what we **say** or **do** to our customers they will already be **bias"** - John

What is bias?

A bias is a systematic error in thinking that occurs when people are processing and interpreting information in the world around them and affects the decisions and judgments that they make.

https://www.verywellmind.com/what-is-a-cognitive-bias-2794963

COGNITIVE BIAS CODEX

What Should We Remember?

Too Much Information

Need To Act Fast

Not Enough Meaning

DESIGNHACKS.CO · CATEGORIZATION BY BUSTER BENSON · ALGORITHMIC DESIGN BY JOHN MANOOGIAN III (JM3) · DATA BY WIKIPEDIA

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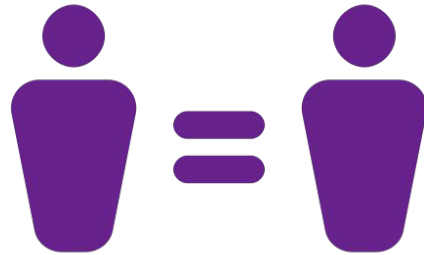
Why is Bias Bad?

You might build the wrong Thing!

What Can Help?

Clean Interviewing, aims to maximise the reliability that information collected during an interview derives from the interviewee.

Cleanness Rating

Interviewer: Did you go to the Drinks Reception Last Night?

Interviewee: Yes it was excellent

Interviewer: …

Is there anything else about it being excellent?	**What made it excellent?**	**I agree it was excellent, would you say it was also fun?**	**Great, Wasn't the sponsor so generous?**
Classically Clean	**Contextually Clean**	**Mildly Leading**	**Strongly Leading**

https://en.wikipedia.org/wiki/Clean_language_interviewing

Outcome: Was sponsoring the welcome drinks a good Return on Investment?

Cleanness Rating

The Sponsor was like…What?

What kind of X?

Is there anything else about X?

Can you remember who the sponsor was?

How else would you describe the event?

What made it X?

Did you know that Agile Affinity sponsored it?

I agree it was excellent. Did you enjoy the FREE drink?

Buying a course from Agile Affinity is great value don't you think?

Great, Wasn't the sponsor so generous?

⬅——————————————————➡

Classically Clean

Contextually Clean

Mildly Leading

Strongly Leading

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Interview Practise

In groups of 3 each have a go at finding out if

Sponsoring the welcome drinks was a good Return on Investment

Person 1 – Interviewee - Answers the questions honestly.
Person 2 – Interviewer– Tries to stay clean whilst still meeting the outcome.
Person 3 – Observer – Provides feedback.

Observers
 - Write the flow of questions
 - Rates the questions against the clean scale

Switch so you all have time to play each role - 5 mins each (Feedback)

Write down your reason for coming to Agile 2023

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Problem, Outcome & Action

Problem: *Something that you've got, and you don't want it.*
I am sick of virtual events they only create superficial connections

Desired Outcome: *Something you have not got yet but you would like*
I want to connect with people face to face leading to deeper relationships

Action: *Something useful that you can do to create or maintain what you want.*
I will connect with at least 10 new people and 10 people I already know during the conference

Questions to Find ...

Problem

Something that you've got, and you don't want it

Ask what would you like to have happen, to turn it into an outcome

Outcome

Something you have not got yet but you would like

Ask, what needs to happen for … to turn it into an action

Action

Something useful that you can do to create or maintain what you want.

Ask, where will this come from, who will do it? What will you see and hear when it's happening?

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Interview Practise

Find out the reasons why people came to Agile 2023

Person 1 – Interviewee - Answers the questions honestly
Person 2 – Interviewer – Tries to find out the Evidence, Inference and Impact

Switch so you all have time to play each role - 5 mins each + Feedback

Write answer on a post it note

Evidence , Inference & Impact

Evidence: *What did you see or hear?*
I came to your session because you advertised free drinks on twitter

Inference: *What are you making up about what you saw/heard?*
I thought i was going to get some free stuff and all I got was a sip of coke

Impact: *What happened or could happen as a result?*
I am disappointed and will rate you down accordingly

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Questions to Find ...

Evidence

What did you see/hear?
What did they do/say?
Can you give me an example?
What did you do/say?
What was happening in the room?

Inference

What did that mean for you?
What was that like?
What did you think about this?
What did you make up about that?

Impact

What impact did this have?
What happened next?
Then what happened?
What was the consequence of that?

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Interview Practise

Gather some feedback on this workshop

Person 1 – Interviewee - Provide feedback (don't make it too easy
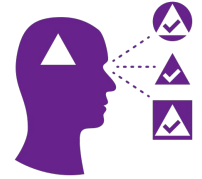Person 2 – Interviewer – Tries to find out the Evidence, Inference and Impact

Switch so you all have time to play each role - 5 mins each + Feedback

Write feedback on a post it note

Summary

Customer Bias is impossible to stop **BUT** Clean Interviewing can reduce interviewer bias. This will reduce the risk of building the wrong thing
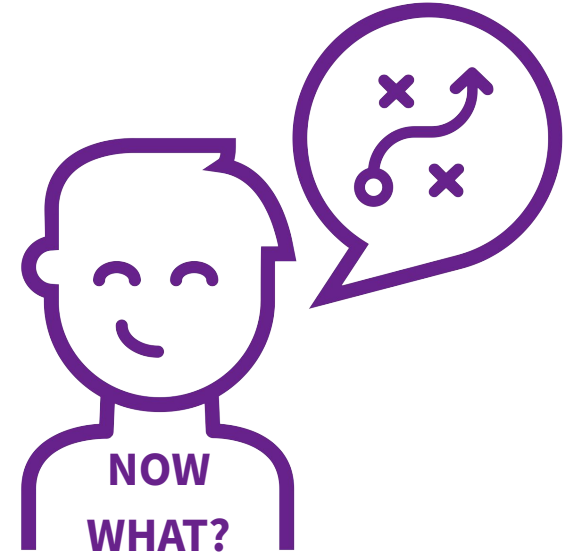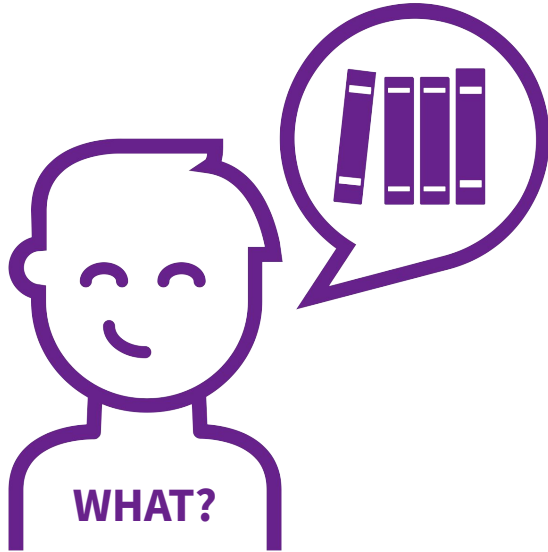
Understanding the type of information your customers are giving you can help you to direct the conversation in a cleanish way to your desired outcome

Whilst Clean Interviewing is simple to understand it is difficult to master and will take practise.
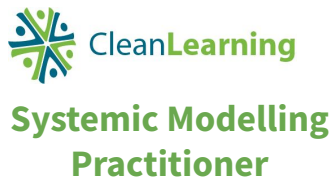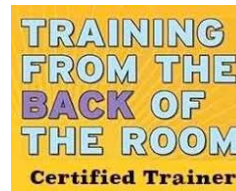
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REFLECTION

WHAT?

SO WHAT?

NOW WHAT?

Thank You

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Twitter: @CoachjohnUK

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Clean Interviewing: For Product Development

What would you like to have happen?

What kind of X?

Then what happens?

What happens before?

What's a developmental task you can give yourself?

Problem Outcome Action

Blue Brain Green Brain Red Brain

Evidence Inference Impact

Persecutor Rescuer Victim

Is there anything else about X?

What will you see or hear?

Join me in October 26th & 27th June

https://bit.ly/414IvST

Promo code: Event10

CleanLearning

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Outcome: Was sponsoring the welcome drinks a good Return on Investment?

Cleanness Rating

Classically Clean	Contextually Clean	Mildly Leading	Strongly Leading
The Sponsor was like…What? What kind of X? Is there anything else about X?	Can you remember who the sponsor was? How else would you describe the event? What made it X?	Did you know that Agile Affinity sponsored it? I agree it was excellent. Did you enjoy the FREE drink?	Buying a course from Agile Affinity is great value don't you think? Great, Wasn't the sponsor so generous?

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