





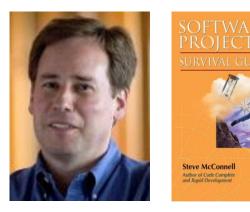
EVE Online





Staged Deliveries

- Iterative and Incremental approach.
- Each stage delivers a full vertical slice of working software
 - Requirements, design, production, testing, packaging, user feedback.
- Component/Feature Lifecycle and artifacts
 - SRS Document, Test Plan, Construction / Prototyping, Detailed Design, Development, Testing, Code Review, Integration.
- Team involvement
 - Estimation, Feature Ownership, Peer reviews
- Promotes practices for high quality and risk mitigation.





EVE Online Expansions





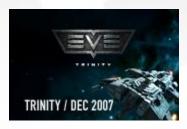






























WORLD OF DARKNESS







Global Development





Historical comparison





FOCUS



The Scrum Values

COMMITMENT **OPENNESS** FOCUS RESPECT COURAGE



BUILDING THE RIGHT "IT"



BUILDING "IT" RIGHT



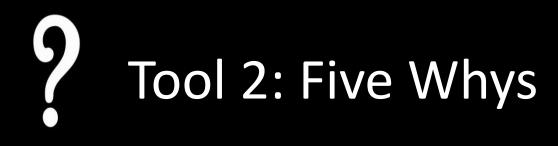
ANDIE NORDGREN

Tool 1: People and their actions

If you are trying to change player behavior, measure people and their actions, instead of aggregate numbers.

Can you follow a group or individual over time? Can you compare groups to learn what works and what doesn't?

Can you find the human behind a certain metric event and ask them questions, or validate your ideas about why they were doing something?



You can pinpoint assumptions by asking "WHY?" five times when discussing suggestions for what to do.

Design is always about judgement calls, vision and leaps of (informed) faith – what you want is to find what your leaps of faith are, so that you can consider challenging them, testing them and validating them, depending on how confident you are about them.

Tool 3: Could we test that?

In a situation with uncertainty about cause and effect, is there some experiment you could do, that would test your key assumptions?



- Come up with some hypothesis that you could use to test your assumption.
- Define and run an experiment. For example using split tests, cohort analysis, funnel analysis, player segment comparisons.
- The goal is to learn to validate your key assumptions.
- If you can't fail, you can't learn.

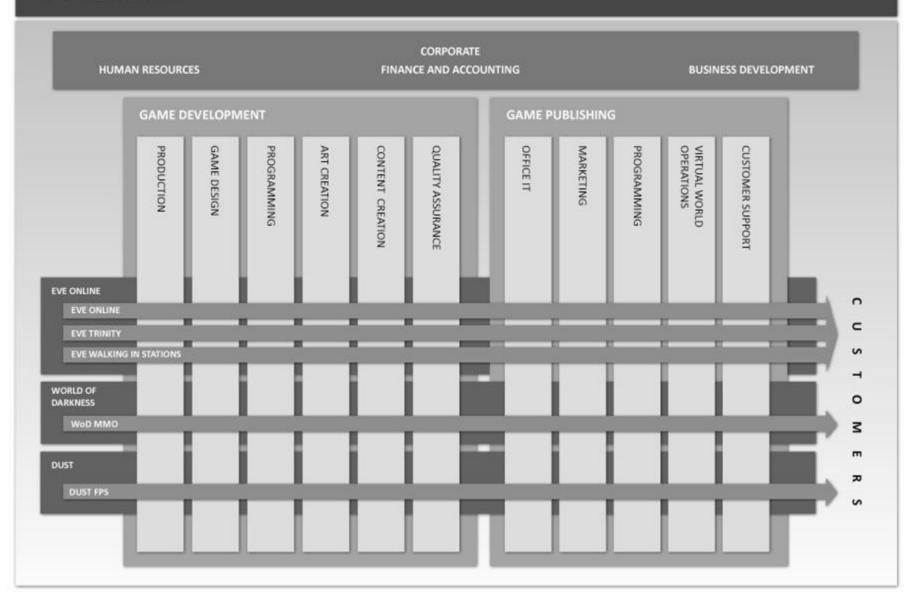


ANNE WALSH

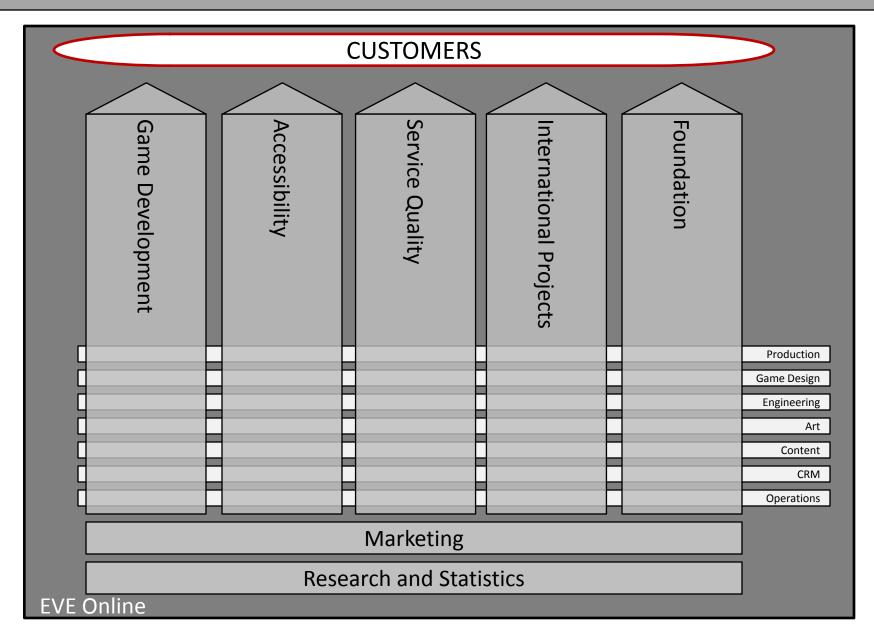


JON LANDER





Corporate





PANEL



HENRIK FERNLUND

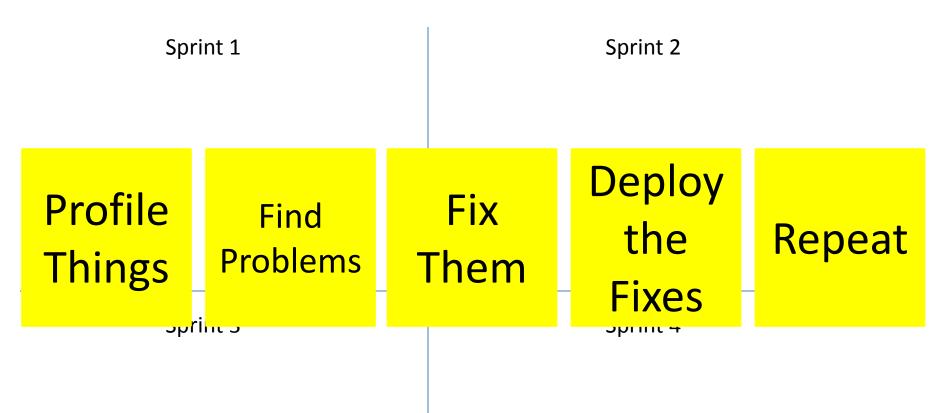


BRIAN BOSSÉ

Team Gridlock

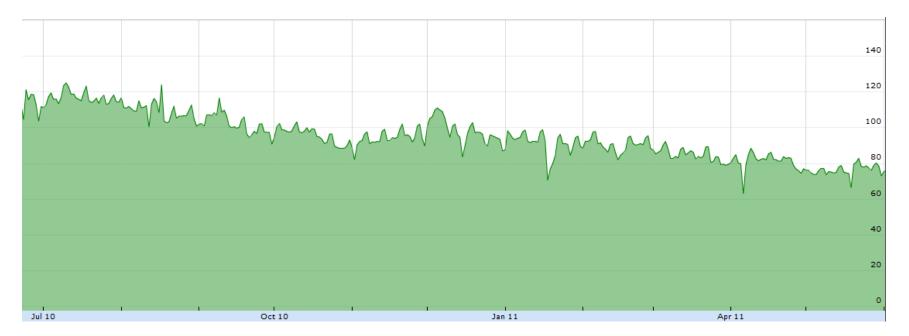
- Small team
- Tight, well defined goal
- Not terribly cross-discipline
- Epiphany-driven development

Our Release Plans



What Worked

- High motivation
- Quick results
- Direct customer value



What Didn't

 Lacking representation at the PO level meant we were often earmarked for new projects





AÐALSTEINN "ALLI" ÓTTARSSON



PANEL