Maximising customer impact with Product Engineering

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Express Post

Letter volume

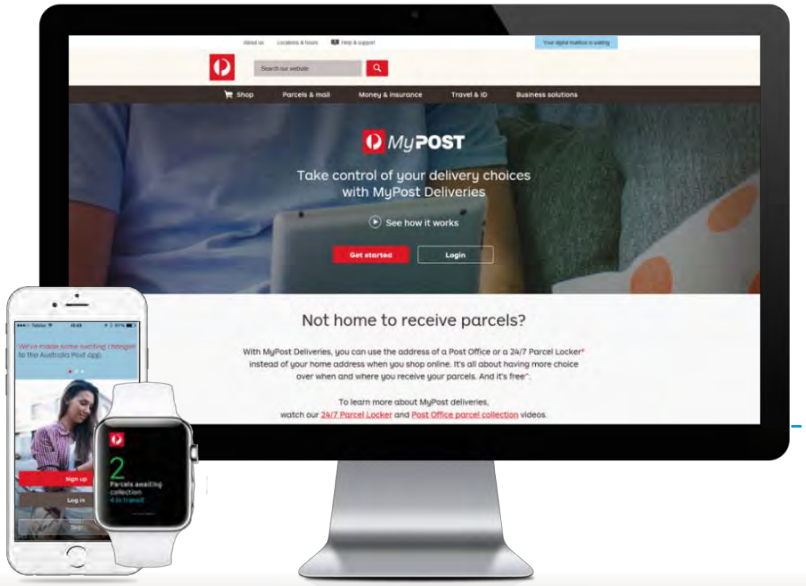
-50%

since 2008

Store visits

-40%

since 2008



600+
Digital natives

30
Long running teams

Production environment	50 days > 8 minutes
Production releases	20 per year > 800+

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An efficient delivery
process is not enough

Product Engineering

Areas of focus

01 Building our ability to execute

02 Deep understanding of vision

03 Commercial transparency

04 “One team” culture

05 Everyone should learn from our customers

06 Measure and Improve

Digital iD™
www.digitalid.com

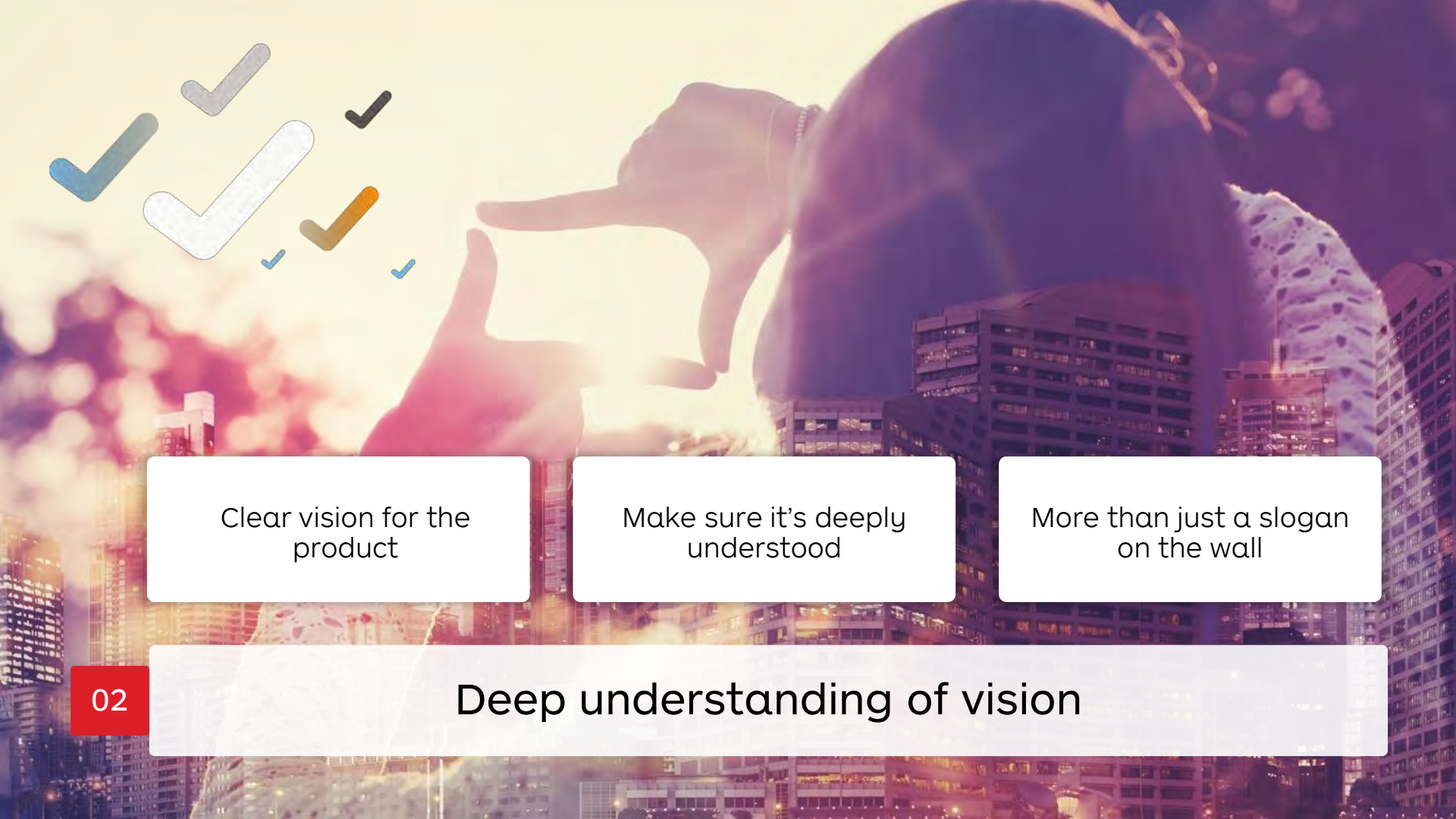
Iterative development practices

Stable, long running, capacity funded teams

Strong engineering practices

01

Building our ability to execute



Clear vision for the product

Make sure it’s deeply understood

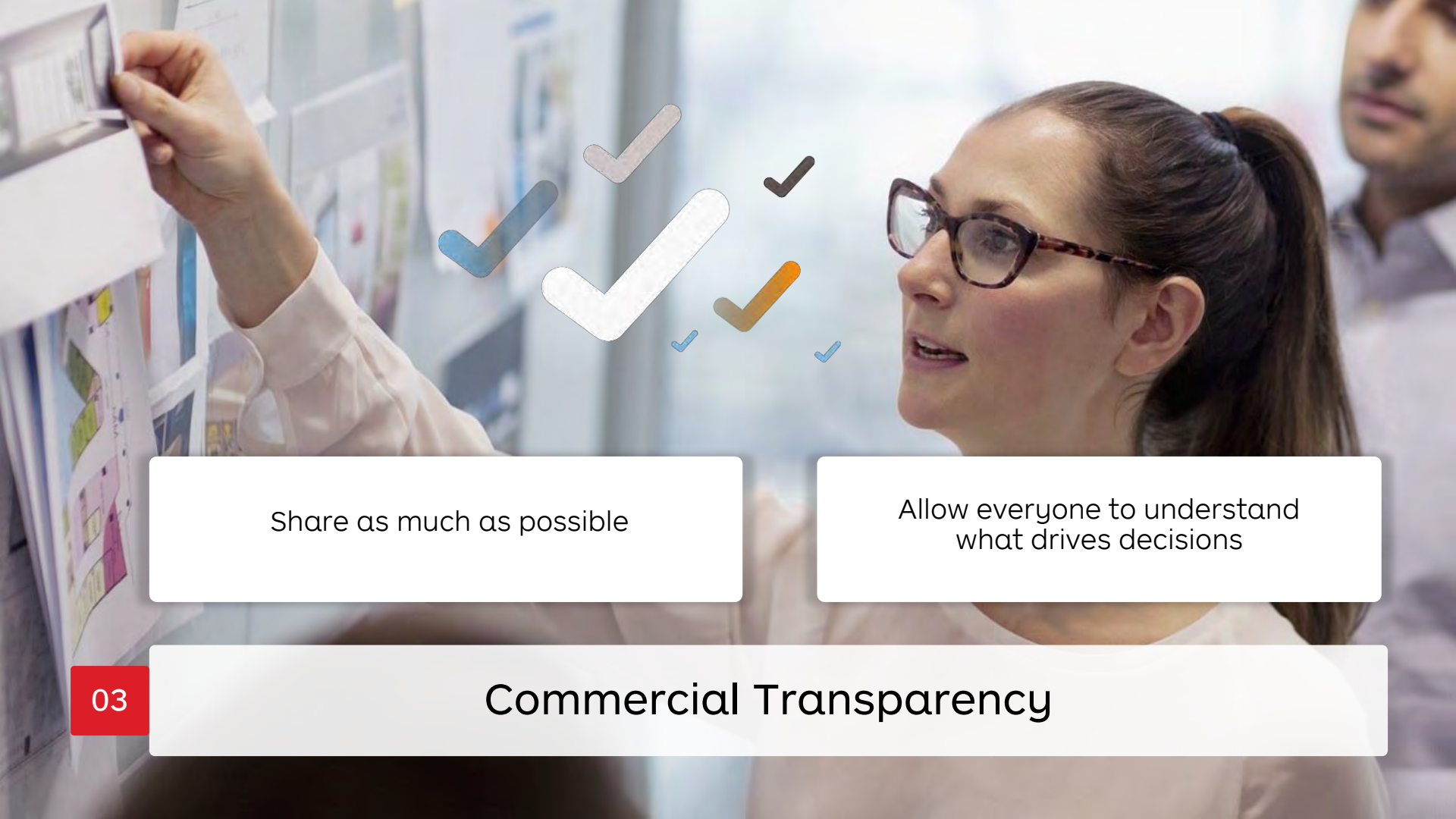
More than just a slogan on the wall

02

Deep understanding of vision

02

Deep understanding of vision

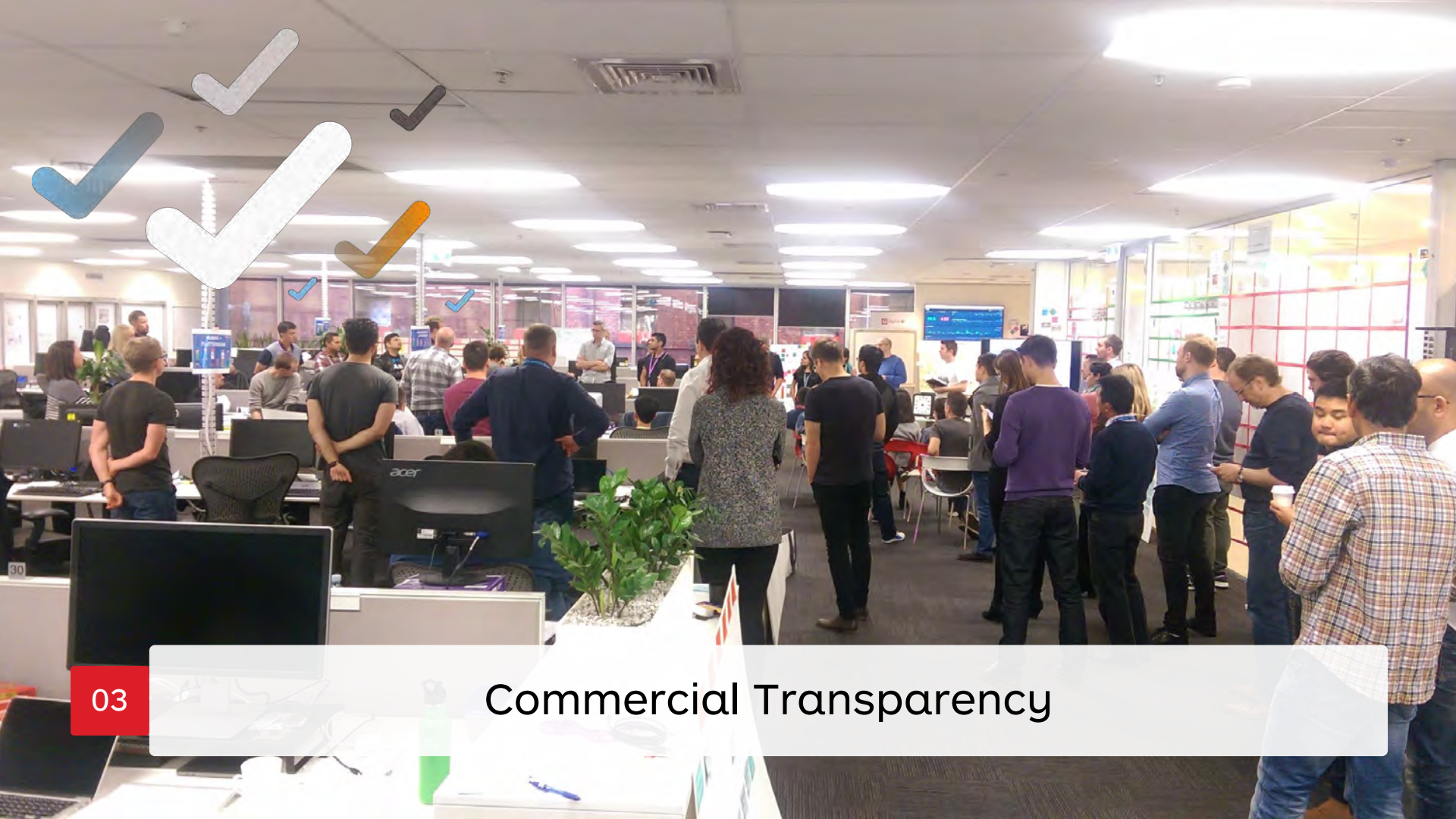


Share as much as possible

Allow everyone to understand what drives decisions

03

Commercial Transparency



03

Commercial Transparency

No division between product and delivery

Everyone should think beyond their role.

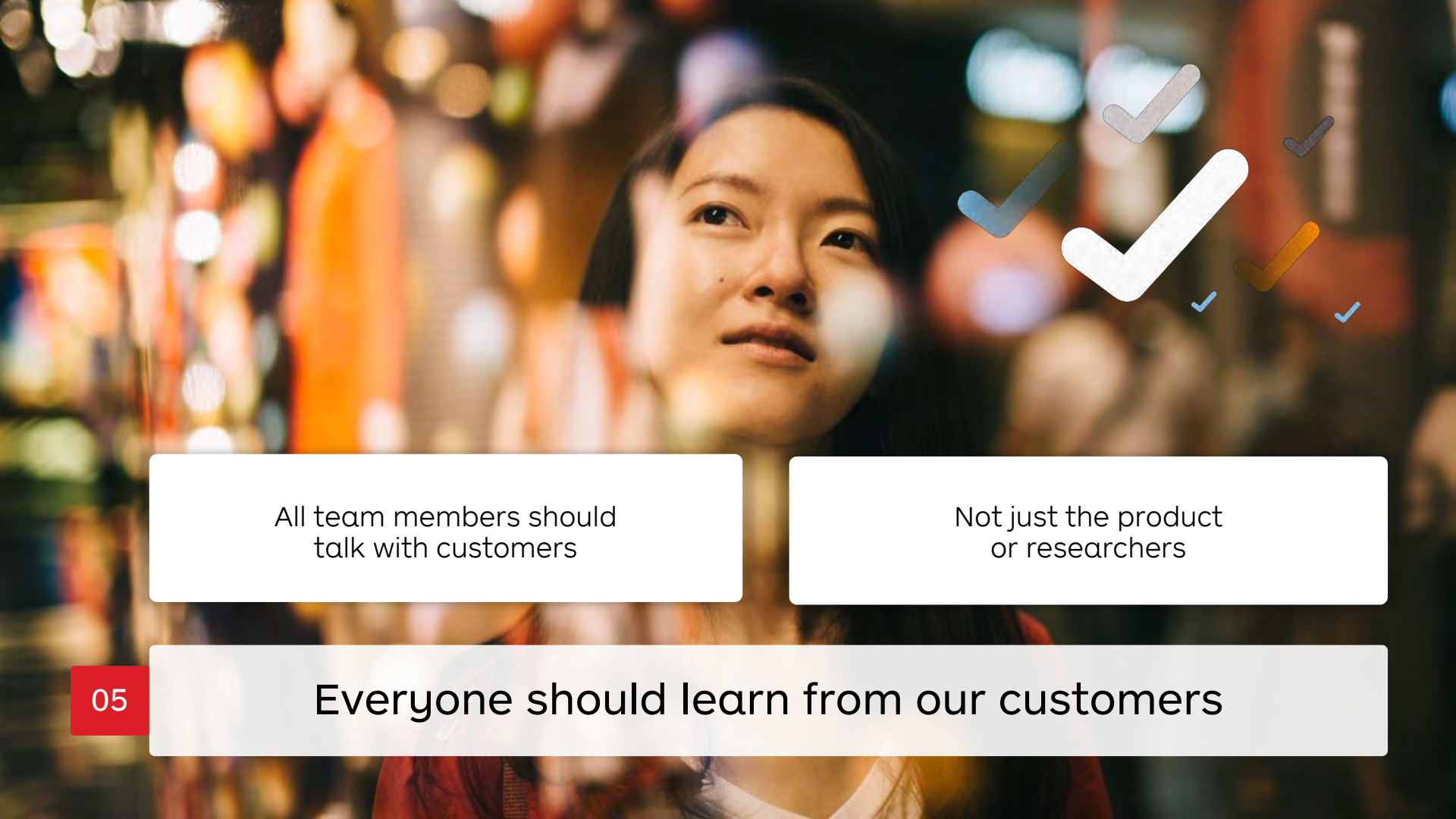
Everyone owns the product

04

“One Team” culture

04

“One Team” culture



All team members should talk with customers

Not just the product or researchers

05

Everyone should learn from our customers

05

Everyone should learn from our customers

Focus on the outcomes we want

Measure the value to customers

Data enables self governance

06

Measure and improve

06

Measure and improve

Building our ability to execute
Creating a deep understanding of the vision
Embracing commercial transparency
Creating a one team culture
Getting everyone to learn from our customers
Constantly measuring and improving

Thank you.

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...or write us a letter.

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