From Puzzles to Products

Jessitron

ATOMIST
Puzzles
Puzzles

- well-defined end state
- some allowed means to reach it
Puzzles

- well-defined end state
- some allowed means to reach it
Provisioning

- report
- split
- DSL configuration
- parse

- talk to network switch A
- talk to network switch B

- sockets
customer needs: connection

representative

Customer Service

Provisioning

business person needs: political cover

network switch

tower

phone

network switch
design

implementation
design

implementation

rest of the world
queuing
queuing
Puzzles

- well-defined end state
- some allowed means to reach it
Products
- goal is to keep being useful

Puzzles
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Products

- goal is to keep being useful
- grow more powerful with change

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designing change

- where to next?
- whole system route
- how will we see its effects?
designing change

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designing change
- where to next?
- whole system route
- how will we see its effects?

From Puzzles to Products

Puzzles: need is to be seen
Products: need is to be made

design
implementation
rest of the world

Billing
- business person
- needs: political cover

Field

Customer
- representative

Customer Service

Provisioning
- queuing

db

network switch

more visible

Genesis

Custom

Someone Else’s Product

Utility
Designing change:
- Where to next?
- Whole system route
- How will we see its effects?

Genesis | Custom | Someone Else's Product | Utility

Billing
- customer
- billing representative
- needs: political cover

Field
- provisioning
- delivery
- queuing
- db

More visible

Network switch
Open games vs. closed games:

**Products**
- Goal is to keep being useful
- Grow more powerful with change

**Puzzles**
- Well-defined end state
- Some allowed means to reach it
Questions

- find better questions to ask
- look for surprise

Products

- goal is to keep being useful
- grow more powerful with change

Puzzles

- well-defined end state
- some allowed means to reach it
new games!

Questions
- find better questions to ask
- look for surprise

open games

Products
- goal is to keep being useful
- grow more powerful with change

closed games

Puzzles
- well-defined end state
- some allowed means to reach it
growing products
growing products

you get:

impact
teamwork
meaning
growing products

you need:
  efficacy
  visibility
  autonomy

you get:
  impact
  teamwork
  meaning
growing products

you need:
- efficacy
- visibility
- autonomy

you get:
- impact
- teamwork
- meaning

you are:
- wrong
- interested
- accountable
to tell the story
growing products

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you are:
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to tell the story
From Puzzles to Products

@Jessitron

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Full text & references at blog.atomist.com