@marihuertas

#OSCONcounts

hi@marihuertas.com
Everything counts.
The 4 D's:
- Data
- Design
- Development
- Devops
a gatekeeper for the necessary vs. unnecessary
a dot connector to identify + solve problems + relay info
a catalyst to move things forward as swiftly as possible
voter: gottaregister.com, gottavote.com, call tool
finance: OFA store, quick donate, payment processor
digital: microtargeting, message blasting, story tool, mobile apps, etc.

*Note: See great write-ups of OFA’s quick donate structure at kylerush.net
how was the workload? we shipped every day. for a few months, I was managing +40 projects concurrently.*

*After that, I stopped counting.
distill the work:
shape,
shepherd,
ship.
shape
Lead with design.
"Good design used to make you stand out on the web. Now it's the price of entry."

Ev Williams
Prototype, prototype. Then build.
“You don’t have to write production code (much less ship it) to see if your idea is good.

“You don’t have to build a complete solution to test a hypothesis.

“And you can do better than ‘move fast and break things.’ Leave the time, waste, and feature thrashing to inefficient startups with infinite software engineers and money to burn.”

Jesse Kriss on Medium: https://medium.com/product-design-1/6e4a02e52078
An idea is not a design
A design is not a prototype
A prototype is not a program
A program is not a product
A business is not profits
Profits are not an exit
And an exit is not happiness.

Learn whose voices really matter, and listen.
Remember your objective.
Define deployable.
This often is delayed until the "ship" stage. If you wait until then, you're in trouble. Go beyond the MVP.
Make the staffing plan clear and post it publicly.

*RACI charts (Responsible, Accountable, Consulted, and Informed) are great for this.
Be aware of tripwires.
Build your QA plan while you shape your product.
shepherd
Shepherding is not done only by the project manager or product person.
Engineering shepherds code.

Comms shepherds info.

Product shepherds design and content.
Make your process bare bones.
Recognize and respect preferred channels for communication.*

* And yet: Mind the gaps. Close the loops.
Manage your work through your outbox.
Speak plainly, openly, and briefly.
ship
Fuck "fuck it, ship it".
Build fast, but build smart.
Do code prelims, code reviews, and document work along the way.
final thoughts
Default to calm.
Have fun.
Be human. (Sometimes it's the best thing you can be.)
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