Blending Product Thinking With Architecture

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#BASD2017
Behind Every Architecture Decision
There is a Product Assumption
Expected Outcomes

Simple Visuals You Can Use Now

Less 'What Architecture' and More 'When'

Leverage Product Context to Ground Decisions

Ideas on Documenting Decisions
What is Architecture?

- Web
- API
- Logic / Calculations
- Fast Data
- Slow Data

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What is Architecture?

This is a typical design problem; it has requirements which have to be met; and there are interactions between the requirements, which makes the requirements hard to meet. This problem is simple to solve. It falls easily within the compass of a single man’s intuition. But what about a more complicated problem?
What is Architecture?

Reflection of System Dependencies

Optimal decomposition / Grouping

Biased simplification - *mereotopology*

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Are the architectures you work on simple?
Do the components have inter-dependencies & trade-offs?
Does the language of the solution bias your decisions?
Using Product to Ground Decisions
Blending Product with Architecture
Using Targets and Journeys
All the Possibilities

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Family Traveling
Determining Decision Points

- Known
- Dependent
- Isolated
- Uncertain

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Sample Market Data
In Action
Understanding the Assumptions of your Architecture
How it Will Be Used vs What You Want
What if you were wrong?

SURELY YOU JEST.
Try This

Document Product Assumptions You Are Making

Document Technical Assumptions You Are Making

Think of 3 Ways You Might Be Wrong

For Each Error, What Would Change?
What Are Your Constraints?

Never been a perfect architecture

Use Product Discussions to see what decisions when

Grow context around the decisions - why / when

What Can You Do About It?
Necessary or Accidental?
Assumed or Real?
Would New Constraints Help?

Not All of the Databases

No New Code

Must Respond in Less Than 2 Seconds
Our Job

Take a World of Possibilities…
Apply Proper Product Understanding and Constraints…
To Deliver Maneuverable Systems

That Bring Joy
Recap

Be aware of models and dependencies

Use Product Discussions to avoid language bias

Use Journeys to find when decisions can be made

Understand parts of the system need to be right / emerge
Recommended Reading

Jerry Weinberg – Are Your Lights On?

Christopher Alexander -

Notes on the Synthesis of Form
Questions?

Coaching & Developing Product Discovery & Delivery

MicroServices Course - http://bit.ly/2cQxls1

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