

AGILE FOR PUBLISHING

AN INTRODUCTION

KRISTEN MCLEAN

EDITECH 2012

JUNE 21, 2012

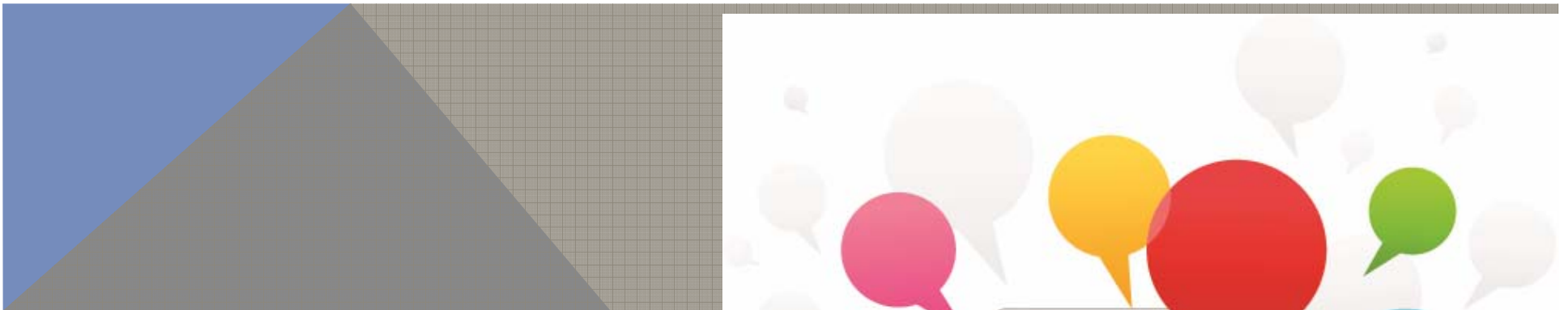


Hello!

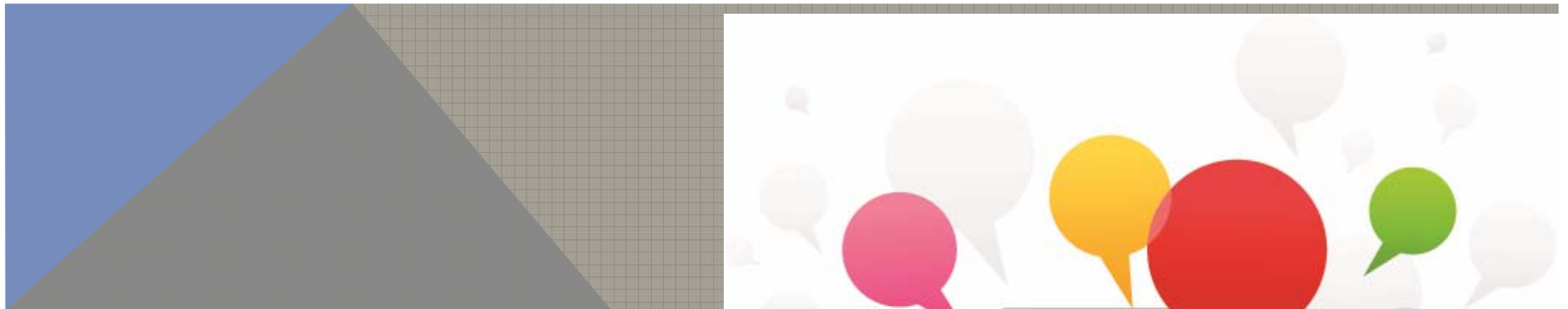
KRISTEN MCLEAN
FOUNDER & CEO - BOOKIGEE
@BKGKRISTEN



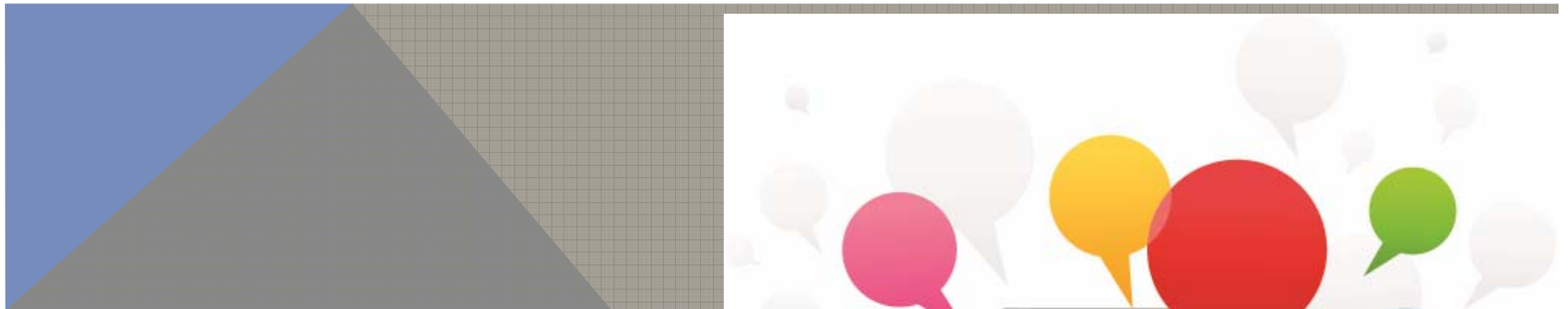
What is Agile?



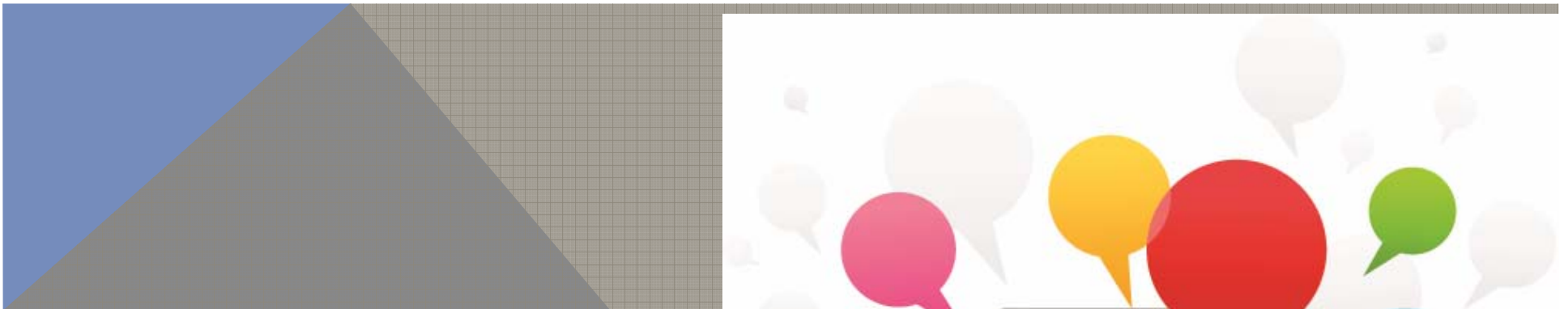
Agile is a project
Agile is a
Agile is a workflow
philosophy
strategy



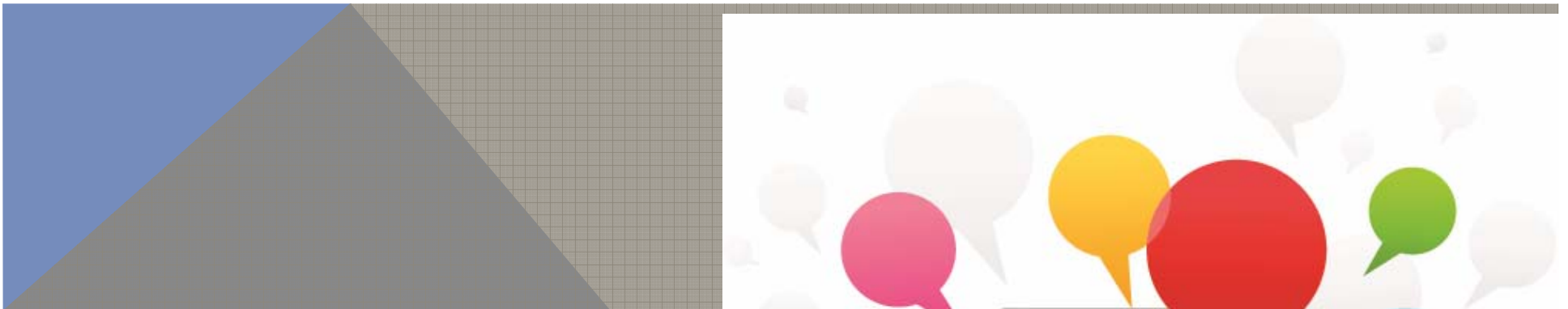
Agile evolved out of the Software Community



Agile evolved to
manage projects
where outcomes
were unpredictable



There are many
kinds of Agile
methodologies



THE AGILE MANIFESTO

We are uncovering better ways of developing software by doing it and helping others do it.

Through this work we have come to value:

Individuals and interactions over processes and tools

Working software over comprehensive documentation

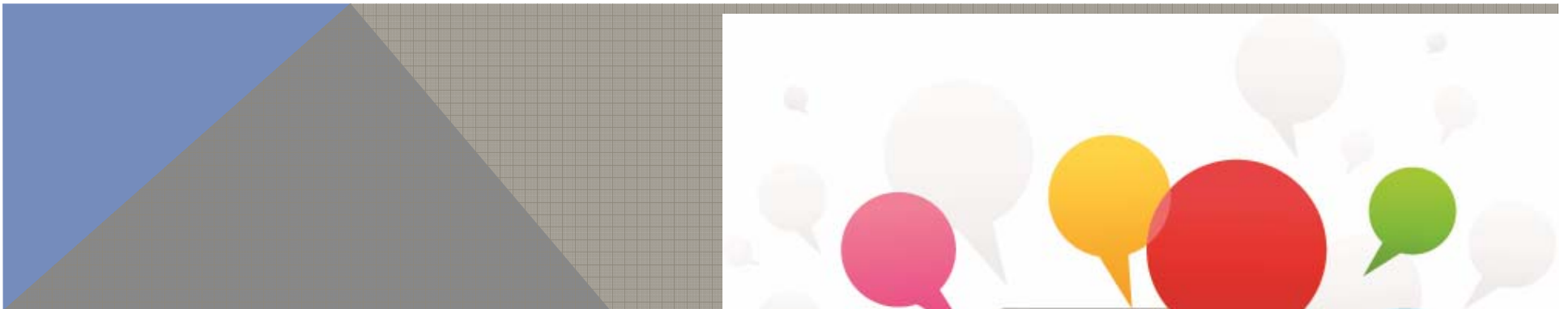
Customer collaboration over contract negotiation

Responding to change over following a plan

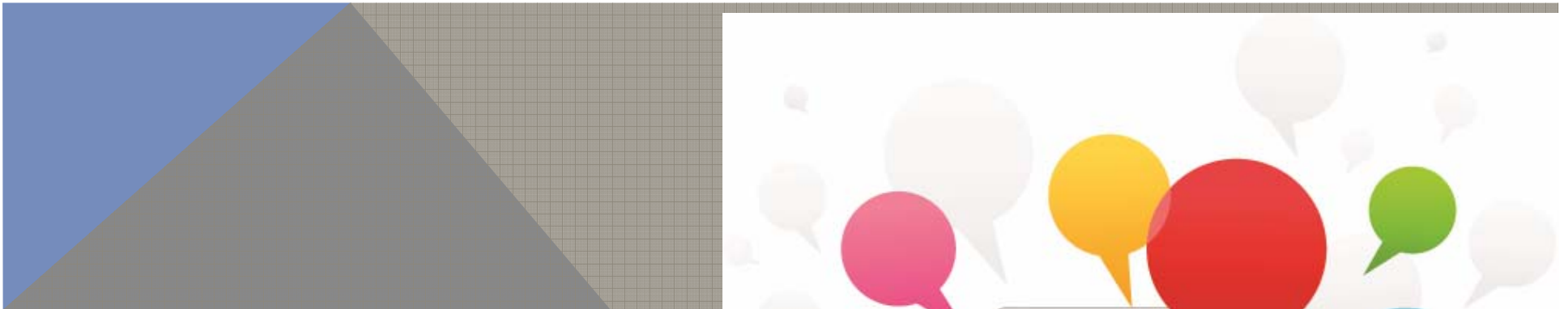
That is, while there is value in the items on the right, we value the items on the left more.



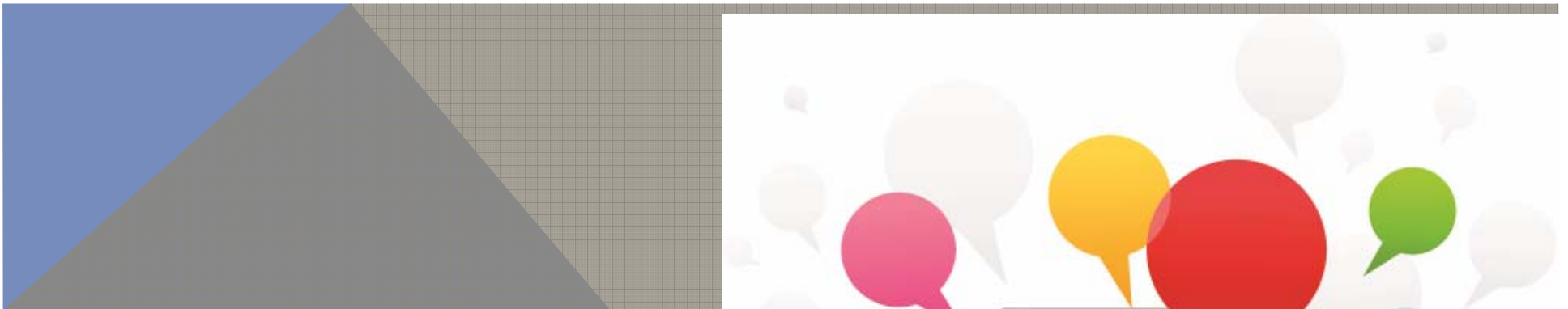
Key Concepts



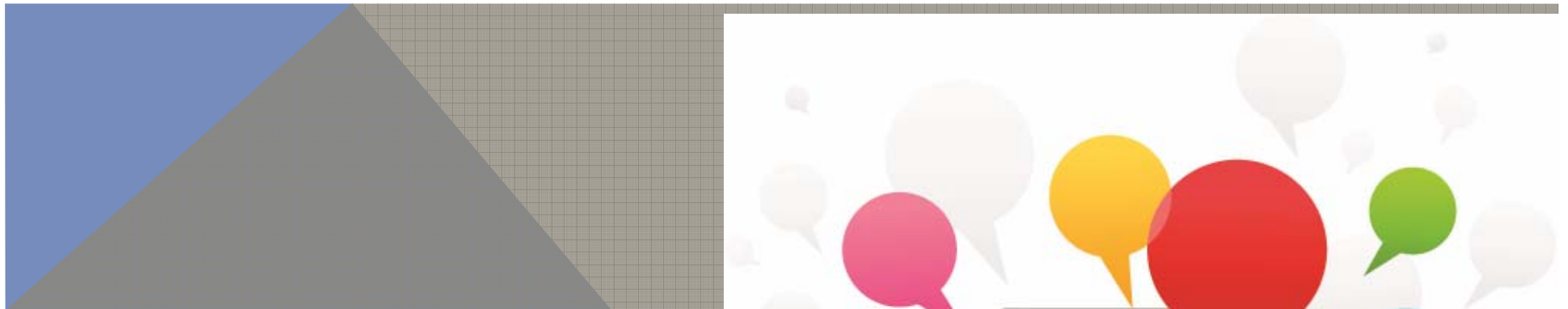
Quick cycles



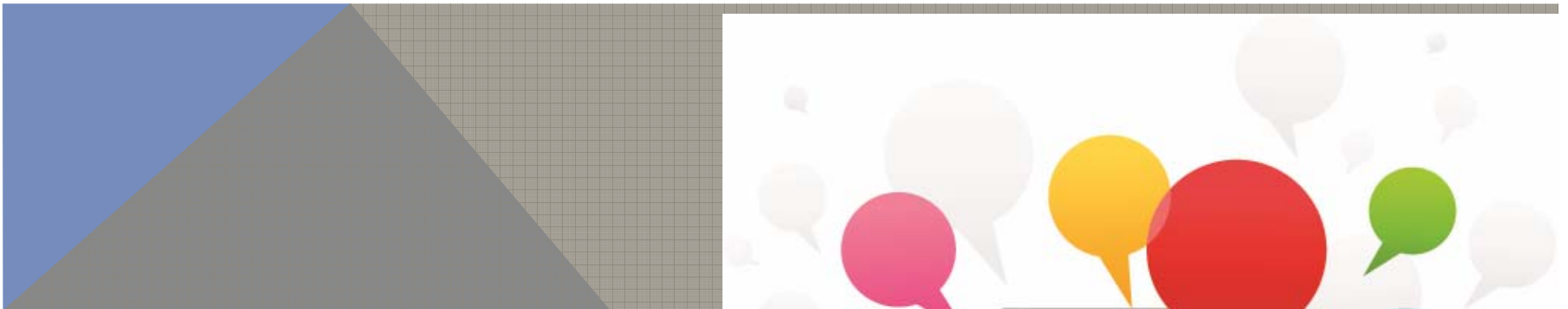
Self-organizing working groups



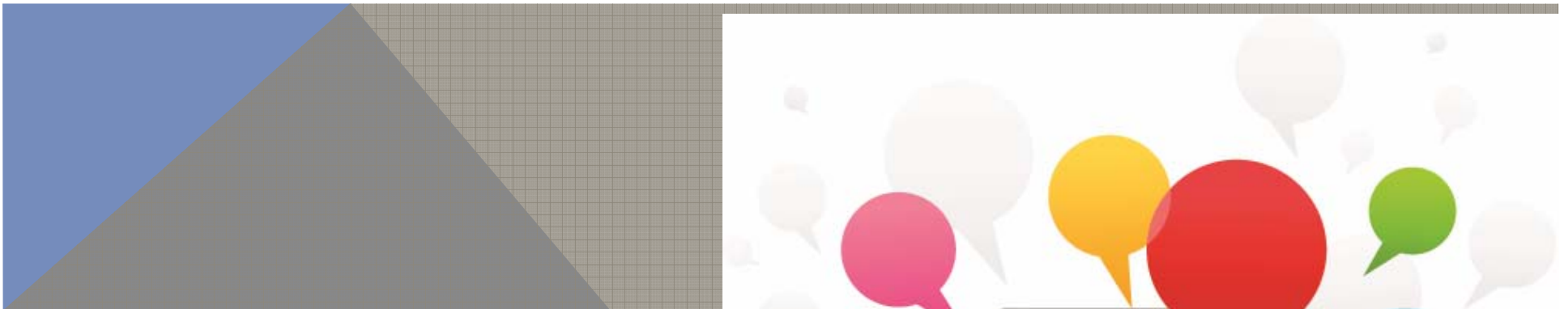
Complex tasks
into smaller goals



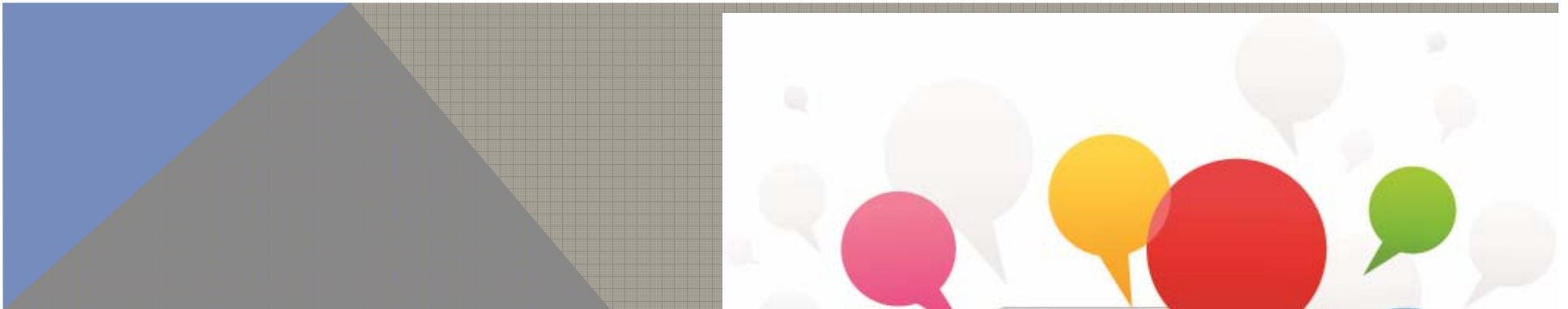
Iteration



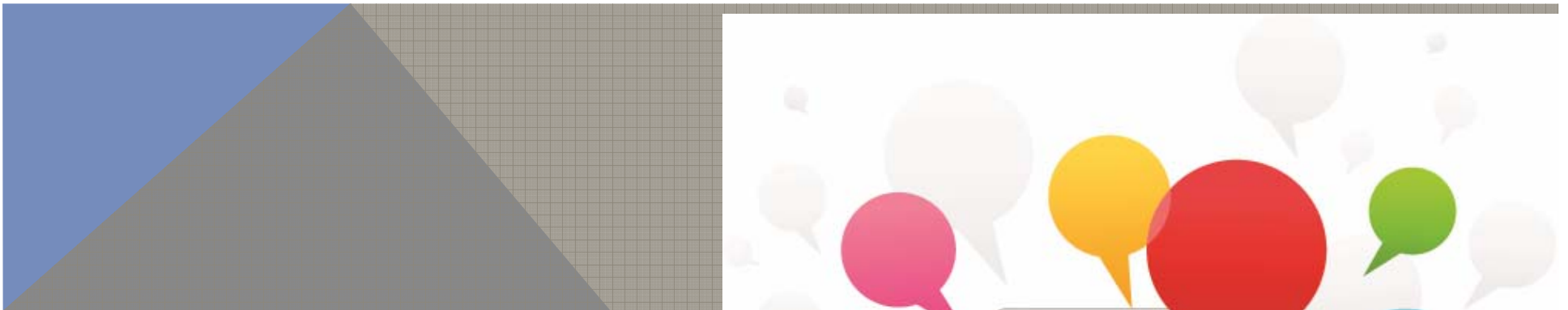
Risk management



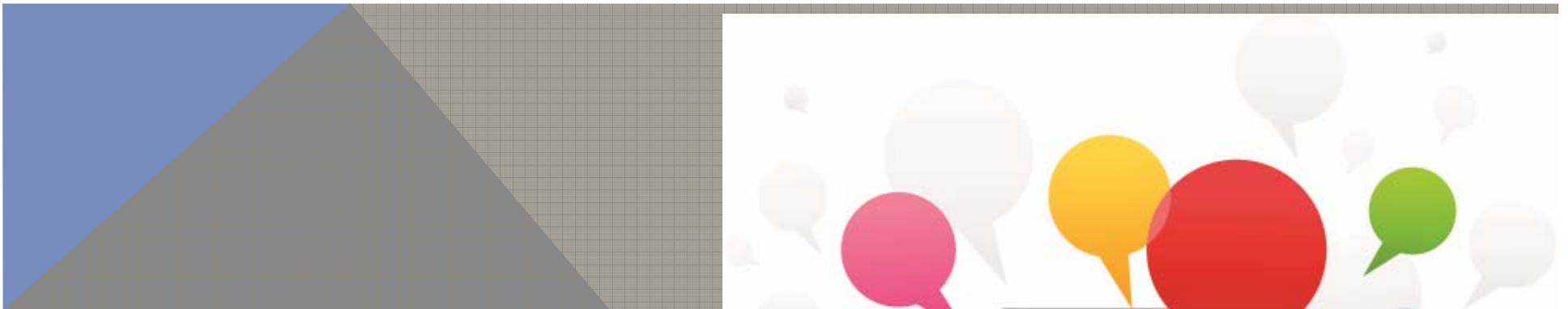
Transparency



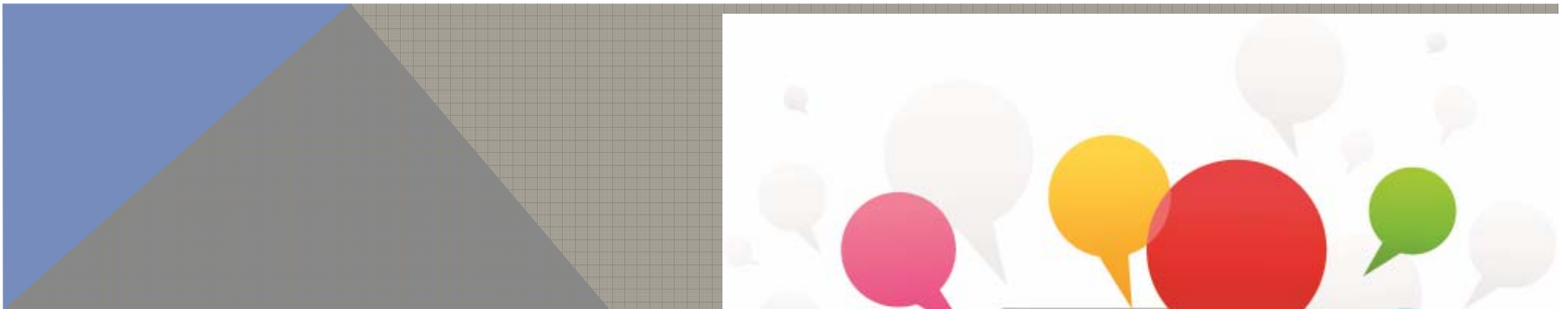
Process over perfection



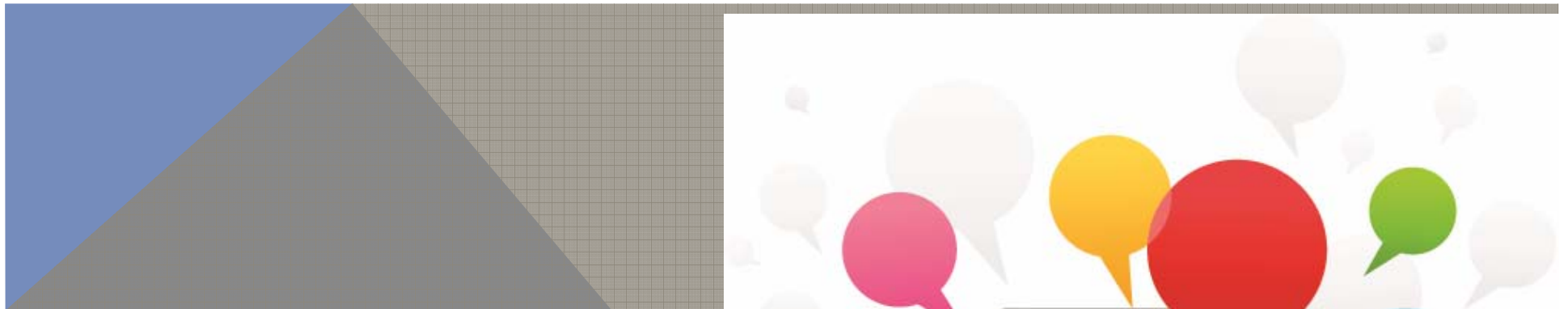
End product from
learning not
knowing



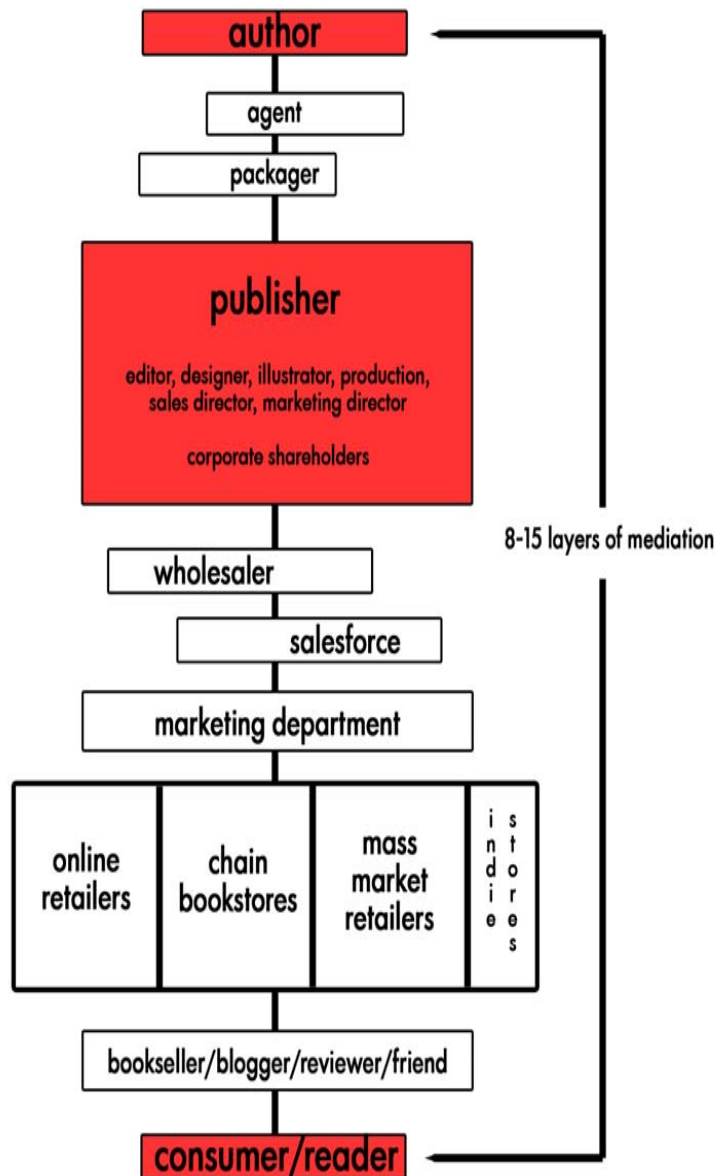
Test assumptions
early and often



What is Agile Publishing?



the current model



Slow cycles

Hierarchical working groups

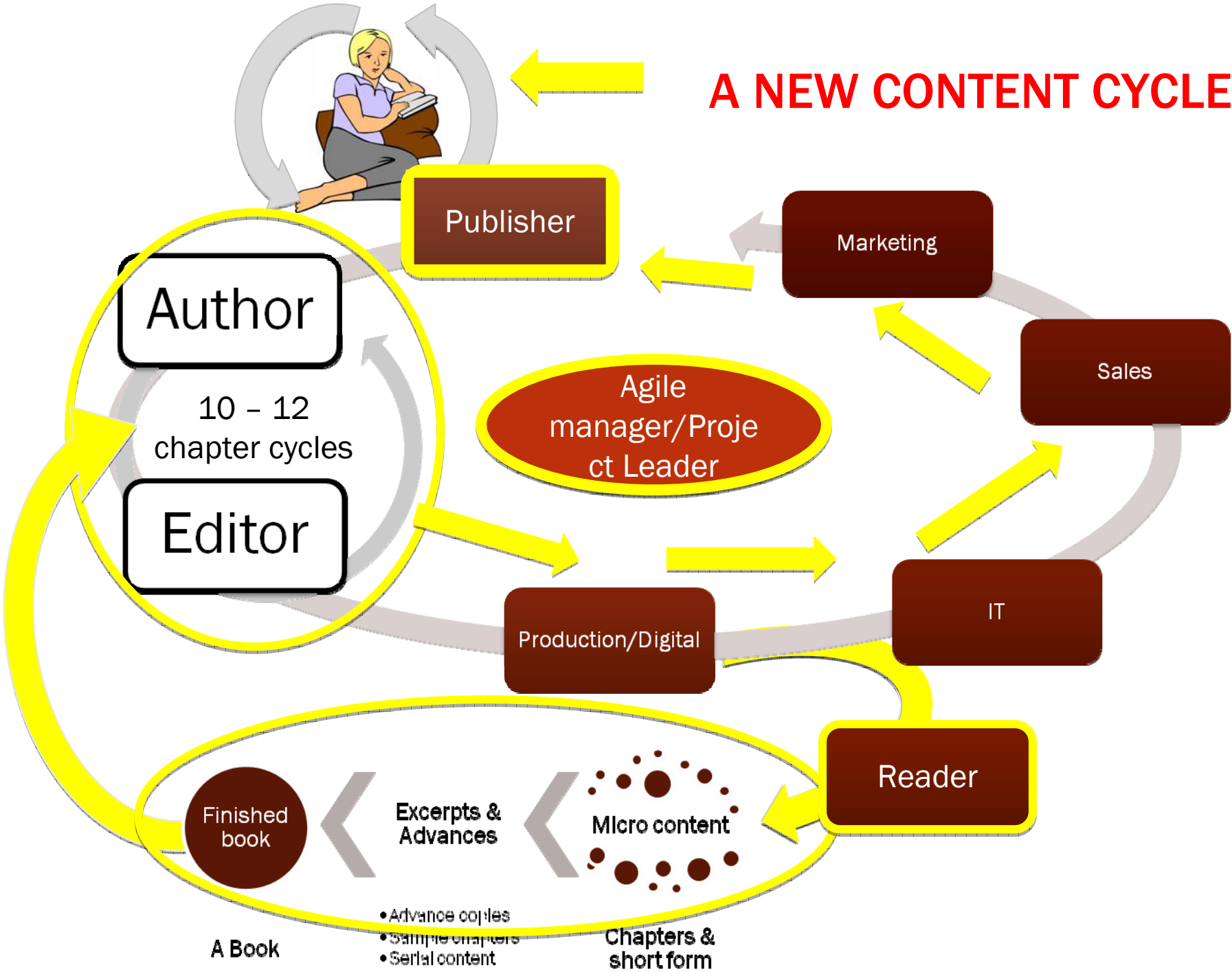
Final product rigid from beginning

Perfection over process

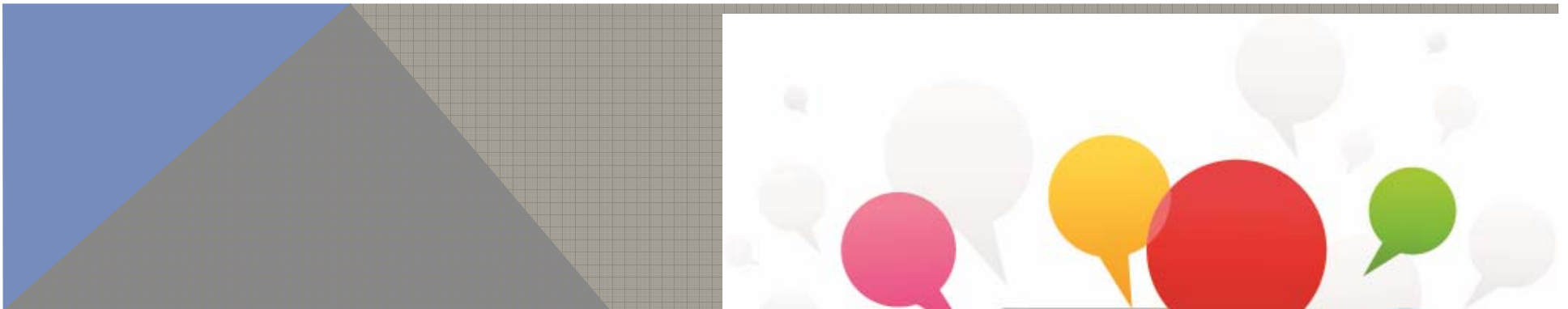
Mindset = Knower, not learners

Information only flows down

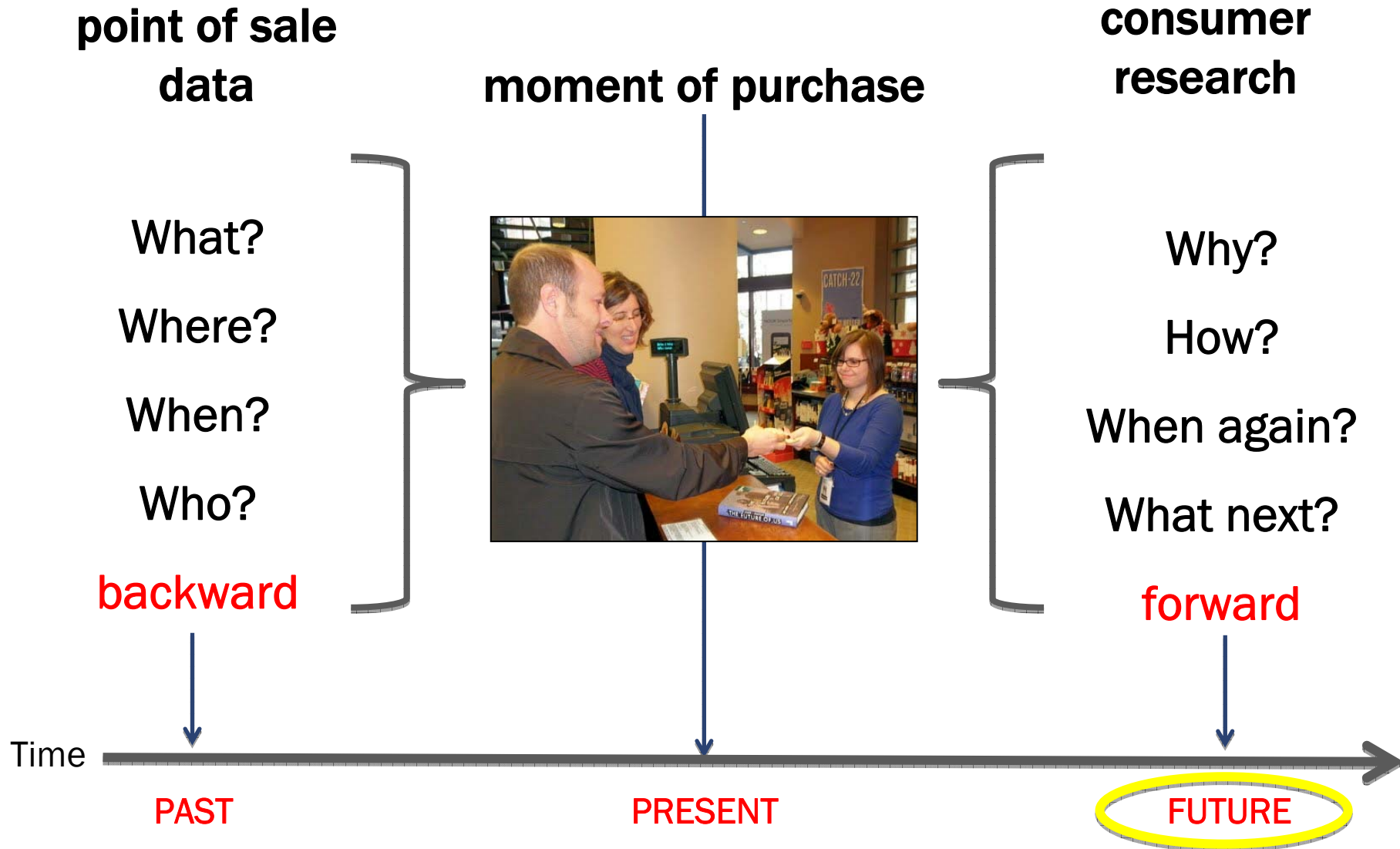
A NEW CONTENT CYCLE



New data
approaches are
critical

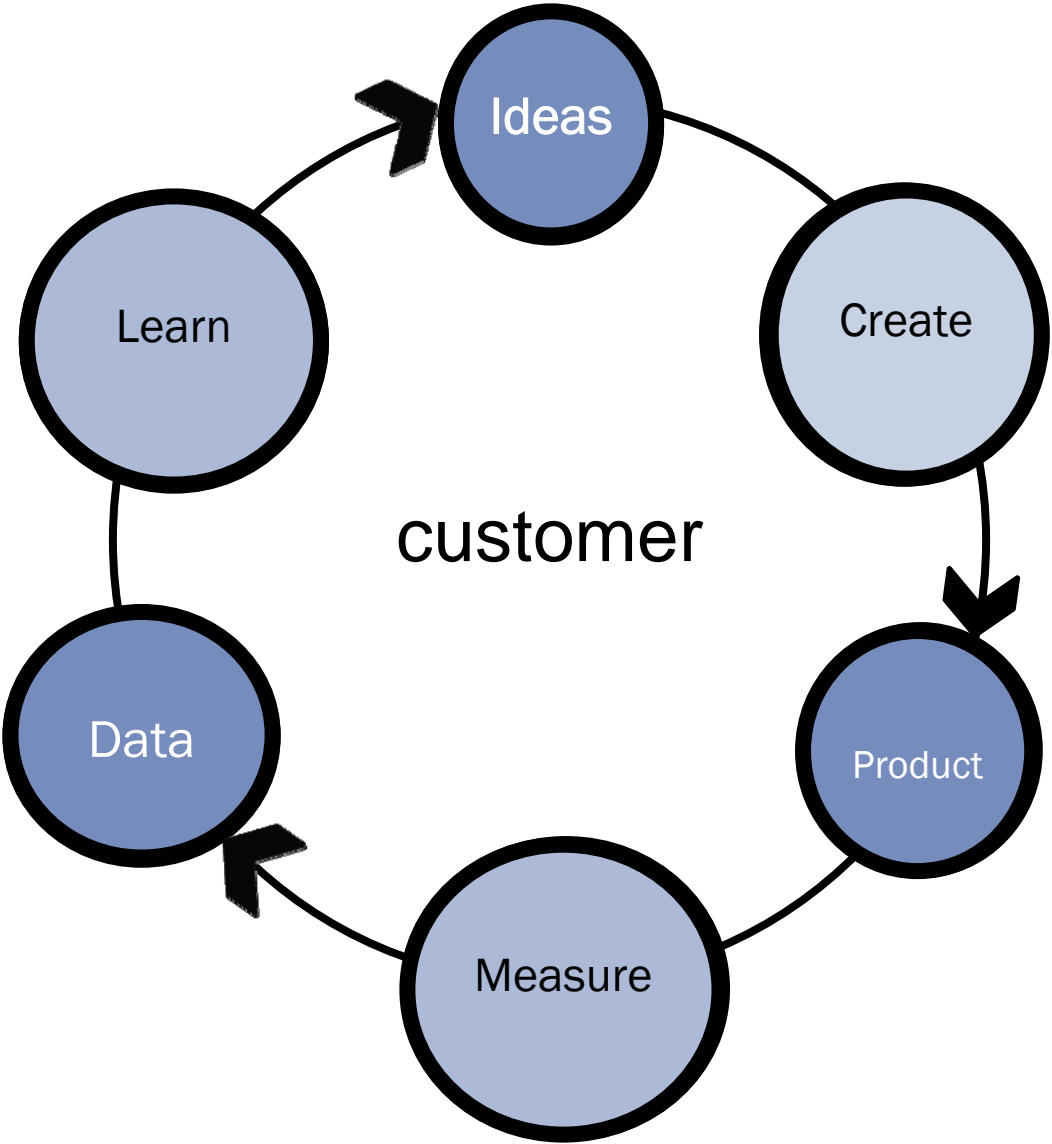


BACKWARD -VS- FORWARD FACING DATA



THE LEAN CYCLE

The Lean Startup by Eric Ries

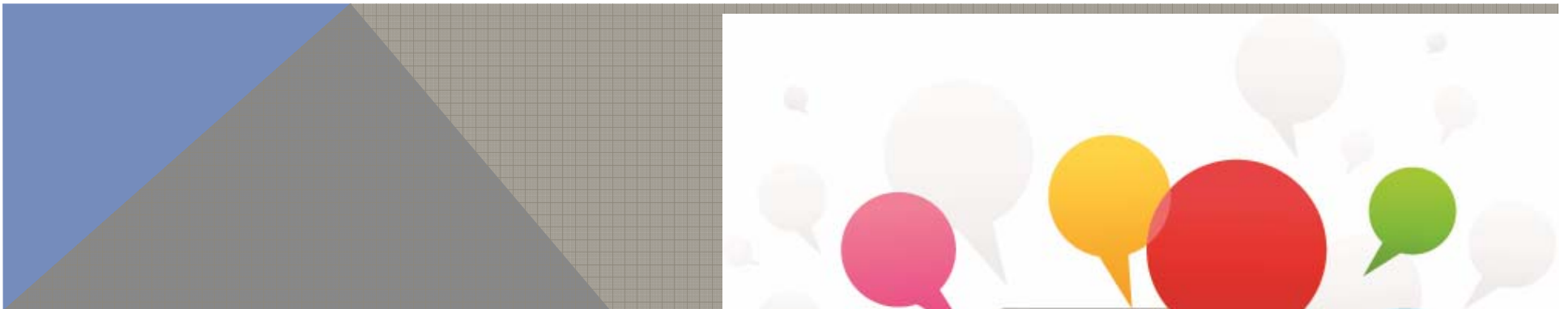




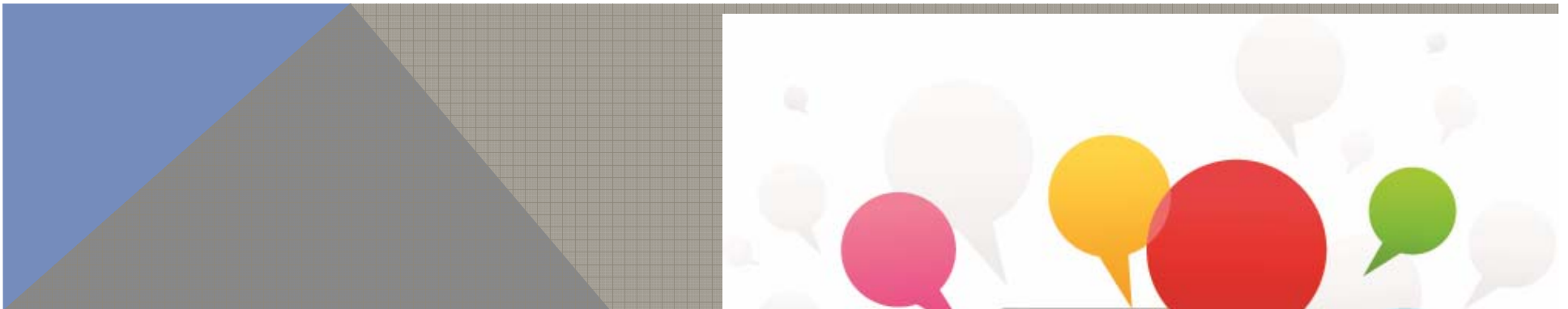
Agile workflow

-vs-

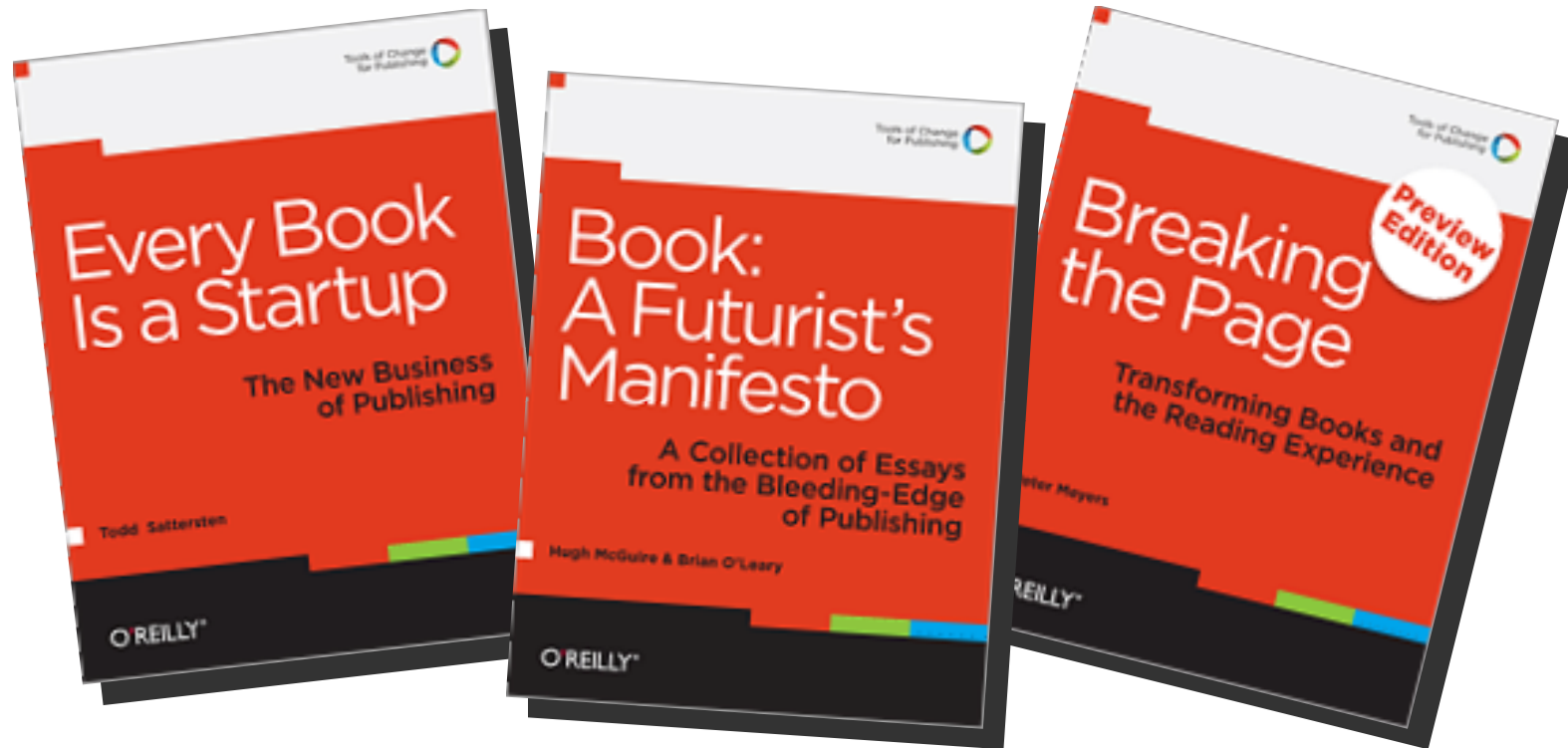
Agile content



Case Studies



O'REILLY MEDIA – TOOLS OF CHANGE AGILE PUBLISHING



- 1st edition pubs digitally with a TOC and first few chapters
- Written & reviewed in open format platform
- Frequent releases building new chapters/content
- Mechanism for audience engagement & feedback
- Dynamic pricing model – rewards early adopters with lower prices



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Freaks of Greenfield High MAREE ANDERSON

- 8 million monthly visitors
- 500,000 new stories posted monthly
- Recently raised \$17.3m
- New platform for agile brand engagement

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Pick the best title for a book on the psychological forces that lead us to make poor decisions

Best Laid Plans

In Spite of Our Best Intentions

I can't decide

Help your community
Add your own idea

This project is supported by grants from Google and CITP at Princeton University.

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Pick the best title for a book on the psychological forces that lead us to make poor decisions	Score	
Good Intentions, Bad Decisions	84 [7]	<div style="width: 84%;"></div>
Forced to Fail	83 [7]	<div style="width: 83%;"></div>
Sidetracked	82 [7]	<div style="width: 82%;"></div>
Why smart people do dumb things	76 [7]	<div style="width: 76%;"></div>
Not According to Plan	76 [7]	<div style="width: 76%;"></div>
Paved with Good Intentions	73 [7]	<div style="width: 73%;"></div>
Decision point	72 [7]	<div style="width: 72%;"></div>
Derailed	71 [7]	<div style="width: 71%;"></div>
Detoured	69 [7]	<div style="width: 69%;"></div>
Whoops - the psychology of bad decisions	69 [7]	<div style="width: 69%;"></div>

[See more...](#)

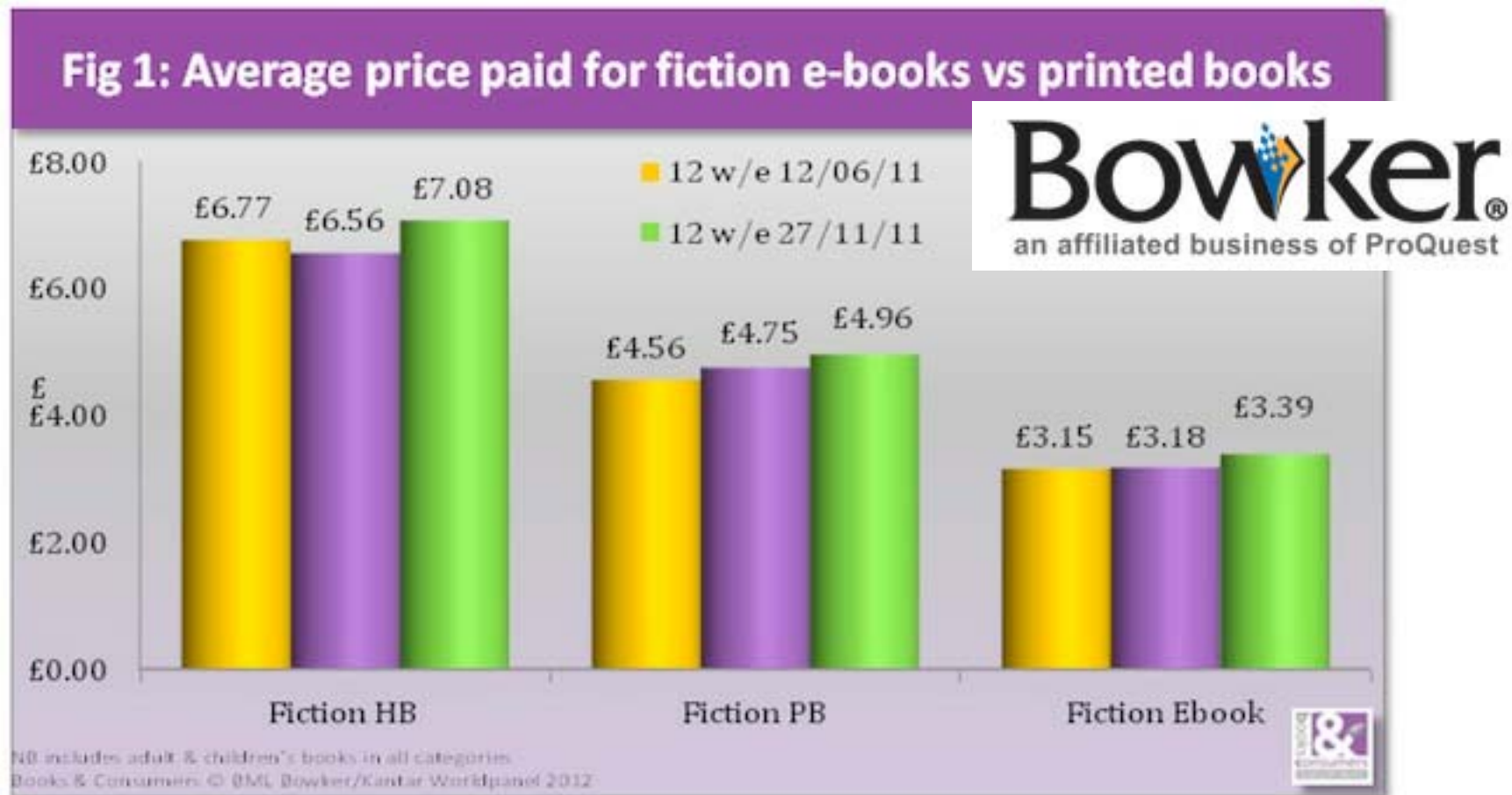
Data Visualizations

Compare uploaded Ideas with original Ideas [\[View\]](#)

Word cloud of Ideas [?] [\[View\]](#)

- Comparative game behavior
- Direct consumer feedback
- Low cost – low risk
- Could be done for jackets also
- www.allourideas.org

BOWKER MARKET RESEARCH



- Tracks 72,000 unique US books consumers annually as well as UK, AUS markets
- Comprehensive research on genres, drivers, demographics, and attitudes
- Custom research on behalf of publishers and associations

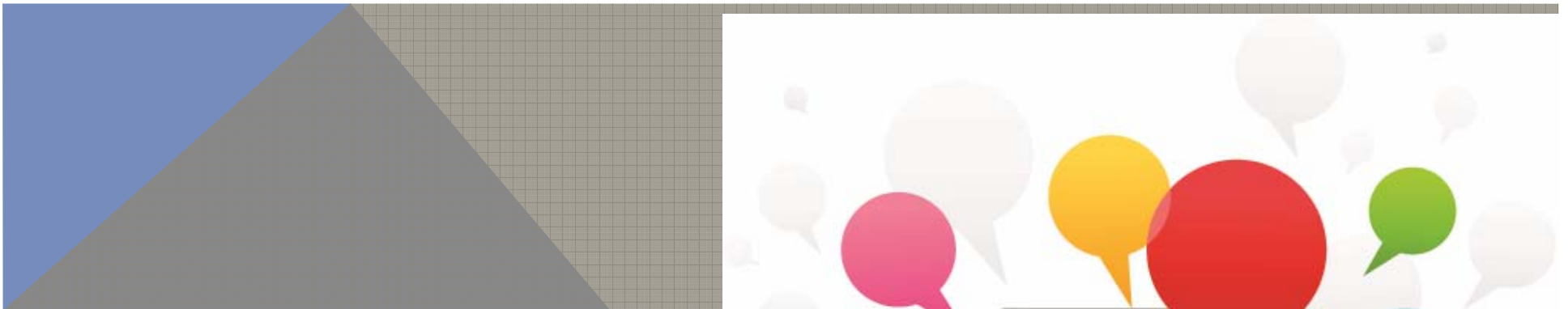
Thanks!

@BKGKristen

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“Working software
is the primary
measure of
progress”



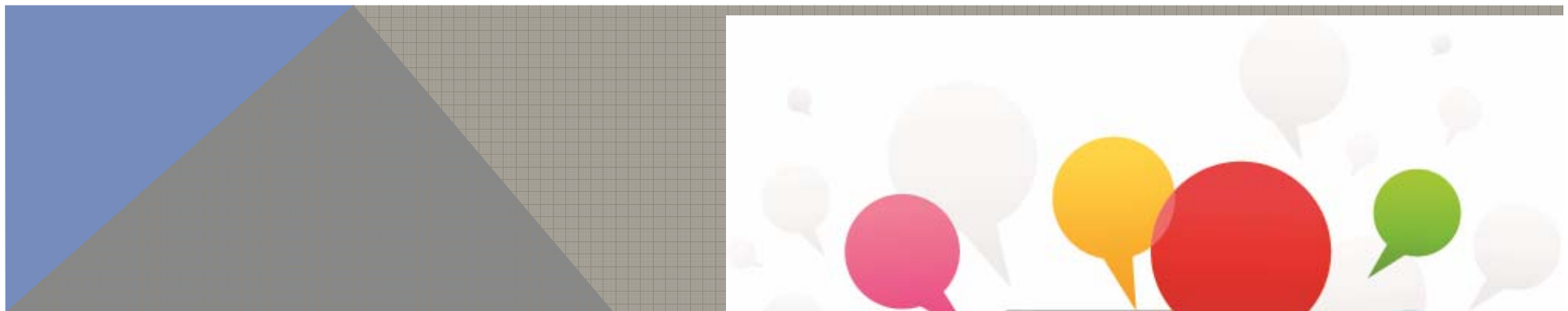
THE IDEAL AGILE ENVIRONMENT?

Simplicity

Regular adaptation to changing circumstances

Self-organizing teams

Accountability, transparency & empowerment



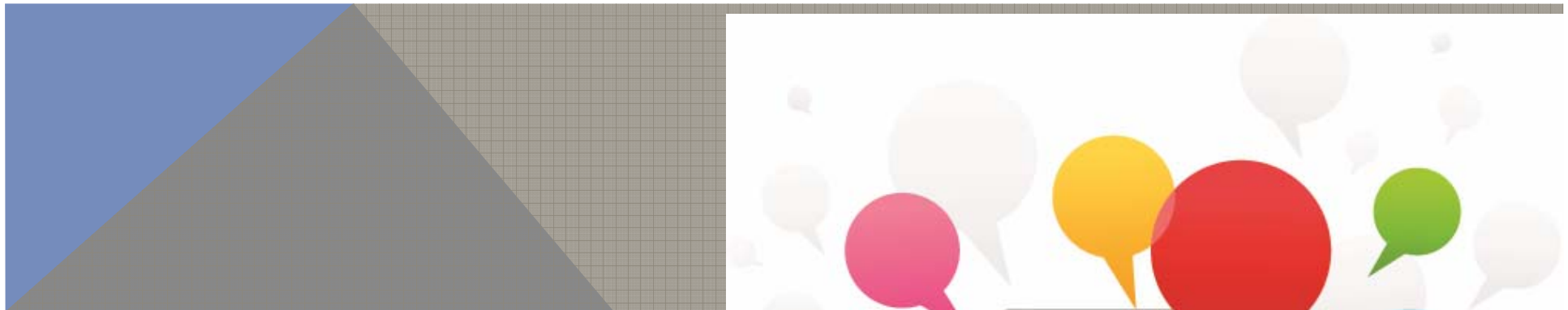
THE IDEAL AGILE ENVIRONMENT?

Customer interaction & satisfaction important

Close, daily co-operation between business and creative

Sustainable development, able to maintain a constant pace

Face-to-face team conversation is the best (co-location)



THE IDEAL AGILE ENVIRONMENT?

Technical excellence and good design

Completed tasks are delivered frequently (weeks rather than months)

Completed tasks are the principal measure of progress

