

Taking on Ecommerce Development and Transformation with a Project Management Mindset



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Who is The Fruit Box Group

- National supplier of Milk / Fruit / Coffee / Pantry for workplaces
- Customers range from small offices to multinational enterprises
- Delivery to almost every major CBD office tower as well as to a number of regional centres
- 20,000+ Weekly Deliveries

My last 3 Transformations all had a similar brief

“We have big strategic plans...”





But the way we have tried to build things isn't working
and we're stuck.

The first version of everything new sucks.

Find “out of the box” solutions where you can.

Otherwise, finish it fast and start working on
version 2.

“Agile” Is Misunderstood

-  Reduce overall cost
-  Finish the project faster
-  Reduce the risk of failure
-  Increase project outcomes

What is the biggest risk

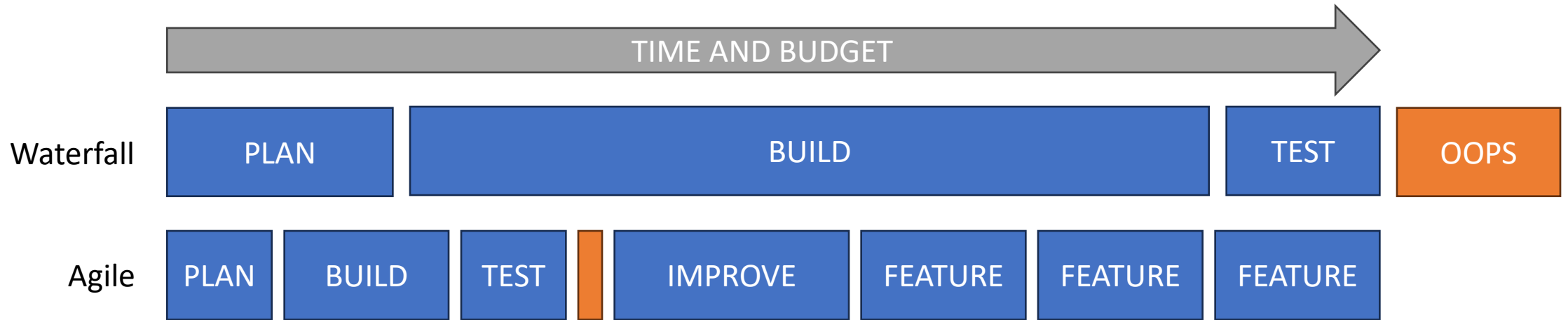
The project never finishes

OR

It finishes and never achieves the goal

When Version 1 uses the entire budget...

How Agile Helps



Version 1 is smaller

- Doesn't do everything
- It's easier to fix and modify
- It is finished faster

How to Build a Better Version 1

Instead of “sucks” we’ll say it’s an MVP

Get Clear On The Goals

- Version 1 scope should be worth trying, but not enough to satisfy all the needs.
- Maintain a high-level plan of the “full solution”, broken down into releases.
- Lock it down. Loose scopes sinks boats.

Reduce At Every Level

- Ask the technical team what features/requirements will take the most time. Find a simpler way to do it.
- If there are existing manual processes, consider adding a small amount of time saving instead of automating.
- If there are different customer groups, consider excluding some from the scope.

If you aren't measuring, you aren't learning

Version 1 must include metrics.

Refine the Roadmap

Don't just document the ignorance of the past

Talk to everyone

Always get different viewpoints.

- Internal
- Customers
- Competitors

You Don't Have To Release To Customers Every Sprint

- “Soft Launch” or “Internal Launch” early versions
- Get the overall UI right and leave space for future features.

Everything New Has a Version 1

- Big new features need their own phases
- If it's cross functional, try changing from the inside out

Questions?