



## TRACK CUSTOMERs and PRODUCTs

Building product is not longer understood as throwing line of code to create something, conversely it's mandatory, before doing so, to ensure what we're about to implement has been validated before with our customers.

Some of the questions this track is trying to address with the talks submitted are::

How do we discover the problems our customers / users have and new business opportunities? How do we validate our ideas solve their problems?

What processes / frameworks do you use?

What skills / profiles / roles are present throughout the whole process?

How do you decide what to do, not to do with the product?

How do we get an idea from the user / customer to become a backlog item to be address by the team?

What happens after the product is delivered into the hands of the customer? How do we measure whether the product delivered has the expected impact?

We want to know how you create product, from the strategic vision, to the day of the teams. We want you to share your story and learn from other experiences.

This list doesn't mean to be comprehensive covering all the points related to product. We don't expect the talks to address all the questions. There may be talks that are no framed by the above questions, but are related to the topic described in the track. This guide is meant to provide a basic guidelines and directions to be explored.

Our Chairs:



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