Ignite – A Work In Progress

"Perfection is not attainable – but if we chase perfection we can catch excellence."
– Vince Lombardi

Why am I bringing up a quote about perfection? And what does this have to do with Ignite?

I bring this up because during a recent training session a participant commented that Ignite won't be perfect at launch. And that person is right. Ignite won't be perfect at launch. Achieving a perfect 10 has been possible in certain Olympic sports and in some game shows. But not possible with software development. No software is perfect. Except for the most incredibly simple systems, it's massively difficult to think of every feature, every piece of data, and every possible use case for software. And if you did, it might take years to build, and when you are finished, the customer needs have changed and what you built isn't needed anymore. Developing software products is hard, and delivering to a schedule is really hard. I know. It's been my world for my entire career.

That is why most software companies today use a methodology called Agile to build software products in a better and more effective way. Agile is a widely accepted and adopted approach to software development that has been around since 2001. What is significant is that Agile values the ability to change in response to new discoveries and needs over sticking to a plan created before everything was known.   That is why Agile takes an incremental, iterative approach to delivering high-quality software with frequent deliveries to ensure value throughout the process. And It places a high value on individuals, collaboration, and the ability to respond to change. This is very different than the way software had been built in the past – there are new concepts, new artifacts, new planning methods, new ways of gathering and documenting requirements, new roles and new relationships. Teams that use Agile processes have been shown to: product higher quality, provide greater ROI, provide greater stakeholder satisfaction, and deliver quicker.

At Hatch, we have been using Agile for the development of Ignite. We are building incrementally and iteratively, with releases focused on delivery of value. We make decisions based on the information we have. And rather than making one all-encompassing set of decisions, we spread decision making across the project.   All of this being done in order to be able to deliver value in incremental releases, using an iterative approach to gain learning from feedback on deliveries, to be able to rapidly respond to changing needs, and to be delivery focused so that Ignite can be

released when expected. **At launch Ignite won't be a perfect 10**. **But we will be continually releasing functionality so Ignite will deliver continuous value to our customers, and we will catch excellence along the way.**