



Microsoft Partner Director of Engineering, Kevin Henrikson delivered a keynote at Helpshift's 2016 More Summit. In it, he spoke of how Microsoft Outlook ships product updates every week.



HOW TO DELIVER A 5 STAR APP AND SHIP EVERY 7 DAYS.

Developing the product

Fixing bugs for product release

MONDAY

The team reviews desired list of product features.



HELPSHIFT FEEDBACK LOOP DATA

- User feature requests
- App store comments
- Sentiment analysis
- Logs & analytical data

The team reviews list of bugs.



HELPSHIFT REPORTING DATA

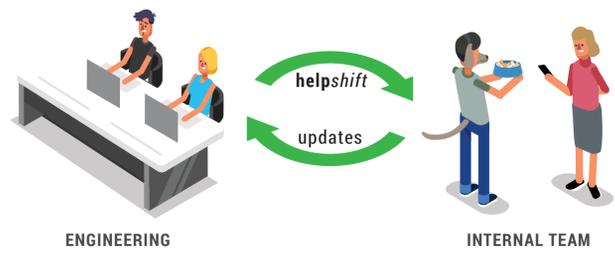


Sprint Planning: Building the Scrum Board



Staging:

The engineering team begins fixing bugs. They then push updates to internal "dogfood users" for more debugging.



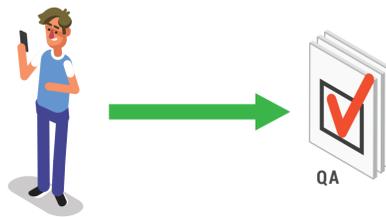
TUESDAY



The Outlook engineering team starts building new features.

Debugging continues.

Updates are deployed to the development team. Changes are validated, the version is then pushed to QA.



Once approved, the latest version is submitted to Google Play and to the Apple App Store.

WEDNESDAY

Engineers continue to work on new features.

Stand up meetings occur daily. The product team spends 10 minutes to check in on deliverables and address hurdles—using the scrum board as a roadmap.



The New Version Lands on Google Play and Apple App Stores.



Updates are also translated into 60+ languages.

THURSDAY

New features are communicated to the customer service team.

As new features are released they are communicated to the customer service team and are entered into a customer service feature repository. FAQs are updated and translated.



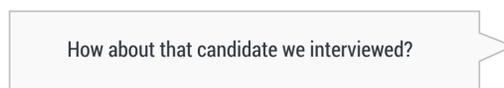
CUSTOMER SERVICE

The team continues to gather user feedback from Helpshift.



FRIDAY

The team reviews what worked, and what could be improved upon.



The new version is pushed to staging.



The report will be tested over the weekend—with a bug report delivered on Monday.

Retrospective Meeting / Analytics Report reviewed.



That new feature is performing so well!

Man, we need to speed up the code build time.



Data dump.

Analytical data, Helpshift user feedback, and App comments are captured for reporting.