Josh Pigford
Maker of Things
@Shpigford & joshpigford.com
HISTORY
Discovered the web in 1995
Wasted dozens of cartridges of printer ink
"Demolition...
It's not as easy as it looks."

This area is UNDER CONSTRUCTION. Please watch your step in this department.
fugitive toys
an urban vinyl toy store
David Hauser
Siamak Taghaddos
Grasshopper
David Hauser
Grasshopper
POPSURVEY
PRODUCTS
Ship ‘em & Kill ‘em Fast & Frequently
WHAT
WHAT

‣ Being honest
‣ Being ruthless
‣ Being quick
Ship it fast and if it’s not working, **kill it**.
WHY
WHY

- Features aren’t cheap
- Features add complexity
- Features require maintenance
If it doesn’t have a noticeable effect on revenue, it doesn’t stick around.
KILL IT

- Every feature sounds awesome
- Don’t add based solely on customer requests
- Don’t add if it goes against your core value proposition
- Explain it in writing
- Ignore irrelevant issues
SHIP IT

- Stop wireframing and start building
- Get interactive quickly
- Test the interaction
  - Friends + Family
  - UserTesting.com
MVP to MDP
You’re not ready to ship unless you’re ready to **prove** to your users it’s **worth** their time and effort.
Be prepared to ax it.
How do you feel about this?
Prove the idea as best you can, ship it as fast as you can and kill it as intelligently as you can.

Rinse. Repeat.