

## Jan Bosch

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# From Opinions to Facts: Building Products Customers Actually Use

### Summary:

Research shows that for a typical system, more than half of all the features are never used. This is a colossal waste of R&D effort and is caused by companies asking customers and users what they want. Users don't know what they want and it's the engineer's job to find this out. Answering this question requires a systematic approach to exploring a broad set of hypotheses about functionality that might add value for users at different stages of development. The talk introduces the notion of Innovation Experiment Systems as a systematic method for optimising the user experience of existing features, developing new features as well as developing new products. The method uses different techniques dependent on the stage of development, including pre-development, development and commercial deployment. In each stage, frequent customer involvement, both active and passive, is used to constantly establish and improve the user experience. The method is based on data from eight industrial cases and stresses the importance of speed and rapid iterations in development. The talk uses numerous examples from industry are used to illustrate the concepts.

### Biography:

With more than two decades experience as engineer, executive, innovator and consultant in the software industry, Dr. Bosch is currently a professor of software engineering at Chalmers University of Technology in Gothenburg, Sweden.

His previous experience includes VP Engineering Process and VP Open Innovation for Intuit in Mountain View, California, and several years at Nokia Research Center. His academic career includes a professorship in the Netherlands as a full professor of Software Engineering at the University of Groningen, and researcher at the Blekinge Institute of Technology. In 2003, he spent three months in Canada as a visiting professor at the University of Alberta, Edmonton.

His main research interests are in software architecture assessment, design and representation, software product lines, including variability management, organizational approaches and product family architecture design, design erosion, component-oriented software engineering, object-oriented frameworks and design patterns. Based on his experience from the mobile, embedded systems and computer software industries, he believes it is both possible and beneficial to bring learnings from one domain to another.

Dr. Bosch holds a MSc degree is from the University of Twente, the Netherlands (1991) and a PhD degree from Lund University, Sweden (1995).