Web Products

What is a **Full-Stack** team ?

Gary Schultz, VP Marketing
Thomas Burleson, Principal Architect

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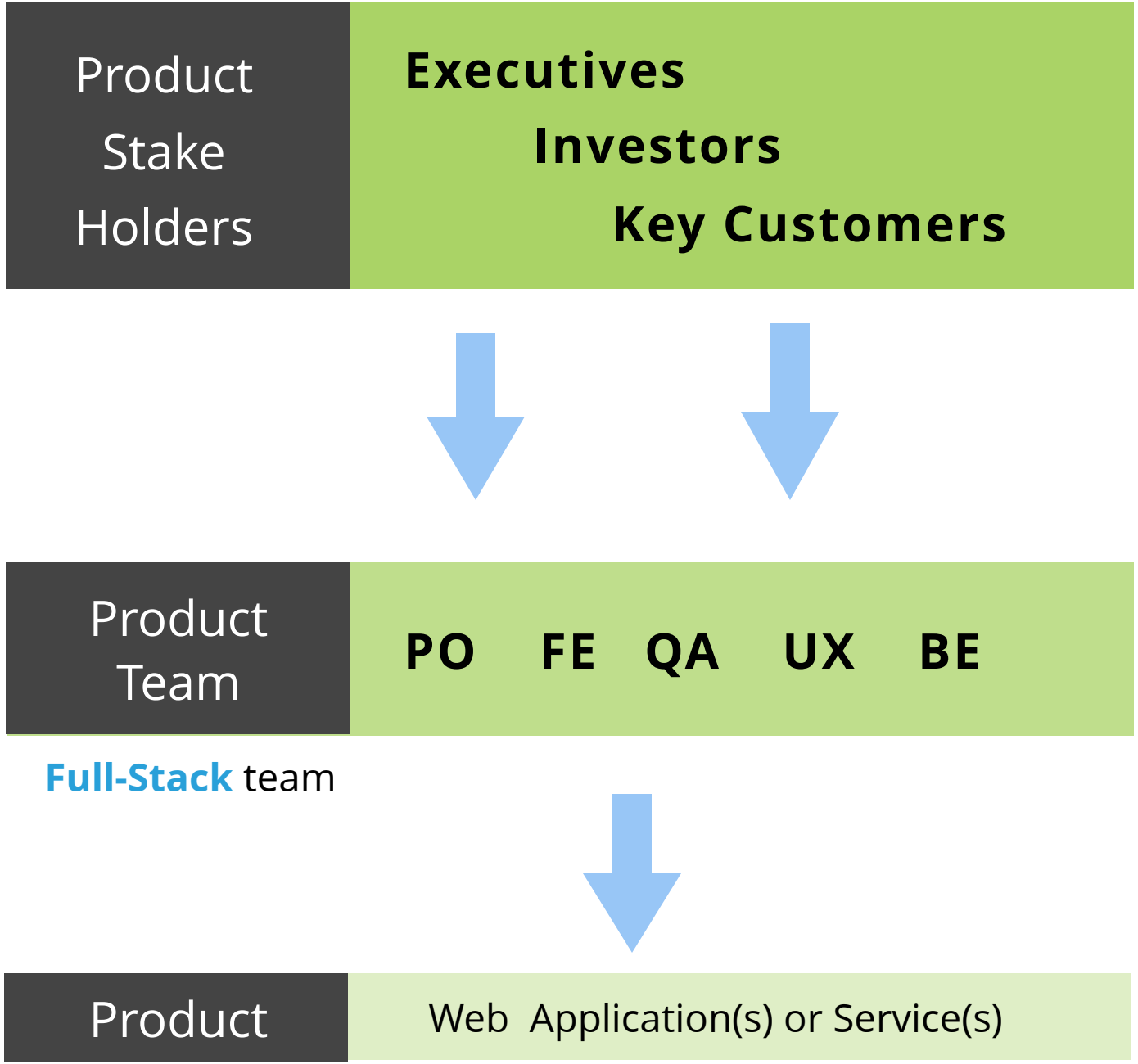

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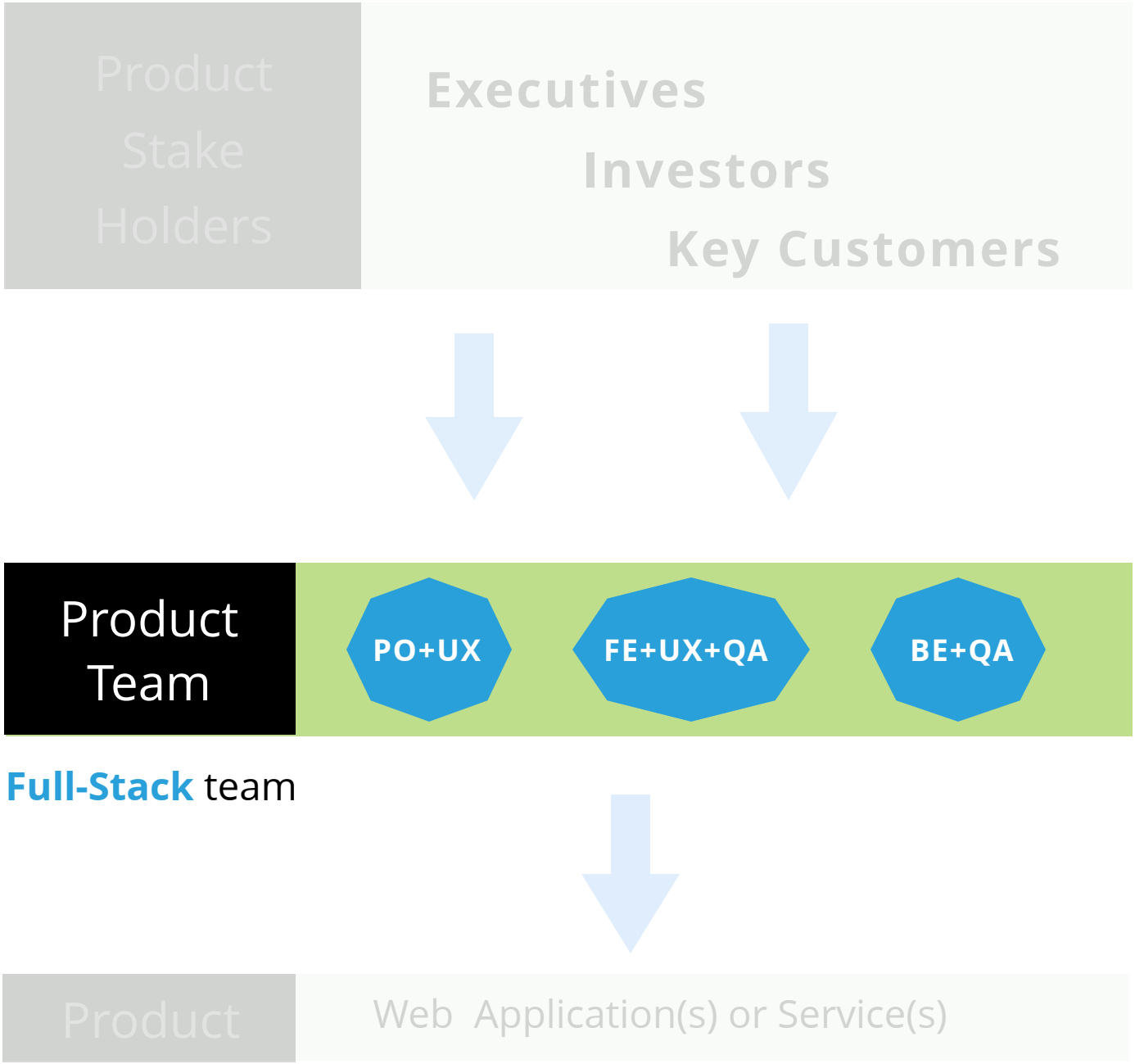

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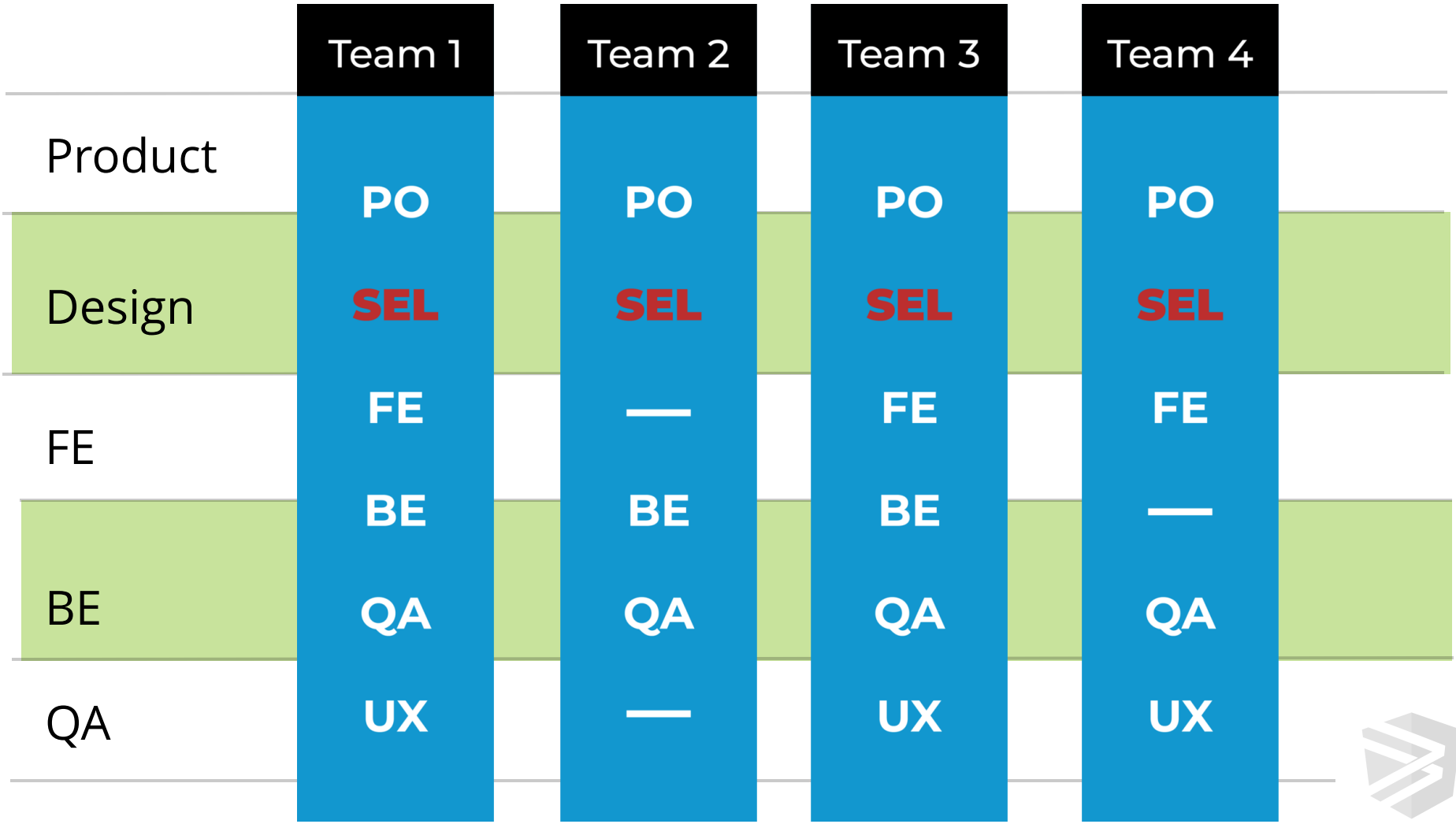
Enterprise

Full-Stack Product Teams



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Colocation Not Required

Encourage distributed teams

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Product Owner (PO)

Responsibility

- StakeHolder Liason
- Customer Success
- Product Delivery
- Product Validation
- Backlog Prep + Maintenance

Skills

- Listen to Customer
- Watch Market + Competitors
- Requirements Analysis
- Identify Product Features
- Communication + Planning

Consequences

... if absent or invalid skills and focus

- Wrong MVP
- Wrong Product/Features
- Loss of Customers

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Technical Lead (SEL)

Responsibility

- Partner w/ Product Owner
- Product Implementation
- Product CI/CD
- Guide/Mentor Developers

Skills

- Technology
- CI/CD
- Developer Leadership
- Sprint Guidance
- Architeture

Consequences

... if absent or invalid skills and focus

- Technical Debt
- Delivery **Failures**
- Quality **Failures**
- Incomplete Features
- Team Turnover

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Front-End Developer (FE)

Responsibility

- Product Features
- Product Tests
- Sprint work and PR
- Coordinate w/ UX Designer
- Coordinate w/ BE Developer

Skills

- Web Technology Competence
- Development Competence
- Teamwork

Consequences

... if absent or invalid skills and focus

- Product Delays
- Unstable Features
- Unusable Code
- Product Failures

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User Experience Designer (UX)

Responsibility

- Requirements to Features
- Workflow Design
- Feature UI Designs
- Product Component Design

Skills

- Designer Competence
- Usability Expertise
- HTML/CSS Comfort
- Developer Communication
- Developer UI Pairing

Consequences

... if absent or invalid skills and focus

- Inconsistent UI
- Flawed workflow
- Customer Frustrations
- Product Abandonment

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Back-End Developer (BE)

Responsibility

- Data Modeling
- Data Persistence, Caching & Security
- Data Services + API Expertise
- API Services Documentation
- API + Database Testing

Skills

- Database & Cloud Expertise
- Microservices Experties
- API Design
- API Document
- API Discoverability
- Communication with FE Developer

Consequences

... if absent or invalid skills and focus

- Slow Product
- Unstable Product
- Corrupted or Lost Data
- Stolen Data

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Quality Assurance (QA)

Responsibility

- Acceptance Testing
- Workflow Testing
- UI Regression Testing
- Performance Testing
- Deployment Gatekeeper

Skills

- e2e Expertise
- CI/CD Competence
- Feature Testing
- Bug Discovery
- Communication w/ BE + FE

Consequences

... if absent or invalid skills and focus

- Broken Product
- Corrupted Data
- Customer Abandonment

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