

DONE

DOESN'T MEAN

~~FINISHED~~

IT MEANS

IMPLEMENTED

WE DON'T KNOW IF WE ARE FINISHED OR NOT UNTIL WE'VE GOTTEN MEANINGFUL CUSTOMER FEEDBACK TO DETERMINE IF WE FULFILLED THEIR NEED.

YOU WILL NEED TO REVISIT
THE "DONE" STORY THREE TIMES*
(ON AVERAGE) TO GET IT RIGHT

THE SOONER YOU GET IT OUT THERE, THE SOONER YOU'LL FIND OUT
WHAT YOU NEED TO DO BETTER MEET THE NEEDS OF THE CUSTOMER.