



RELOAD

Who we are

Reload - who we are and what we do



RELOAD

We specialize in Drupal
Currently 18 fulltime employees
Reload started in 2010.
Frederiksberg, Denmark, is our home



**We created Reload because
we wanted to create the
best place to work for people
like ourselves.**

Developers, that is.

– Rasmus Luckow-Nielsen, CEO, Reload

Drupal™



GLÖFS

Reload summarized

- We are a technically based consultancy, and we think we have the most skilled Drupal developers in Denmark.
- We do not outsource, as we focus on close-knit on-location collaboration with our customers .
- We have a lot of pride in our work and our ways. And we're more idealistic than most companies. We value and incorporate open source contributions a great deal.





Geek family

We just love competent, friendly people



We like to code

And we love to make a difference

Drupal is our weapon of choice

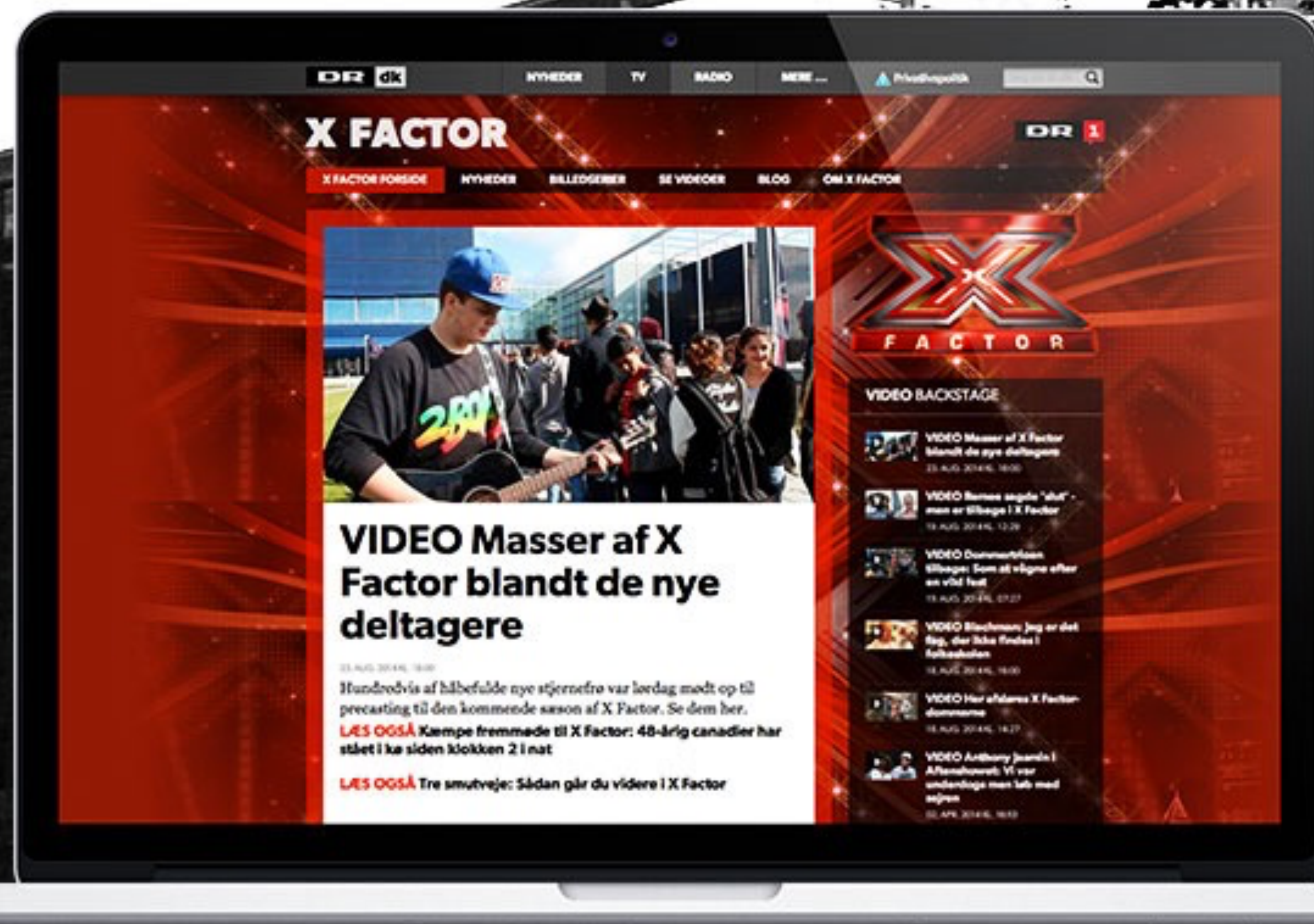
And we're pretty damn good at it.
Combined we have more than 50
years of experience in the Drupal
space, and we maintain more than
100 contributed modules on
drupal.org





We are often hired to do the most complex jobs

DR.dk



X FACTOR

X FACTOR FORSIDE NYheder BILLEDBERET SE VIDEOER BLOG OM X FACTOR



VIDEO Masser af X Factor blandt de nye deltagere

23. AUG. 2014 KL. 16:00

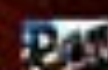
Hundredvis af håbefulde nye stjernefre var lørdag mødt op til precasting til den kommende sæson af X Factor. Se dem her.

LÆS OGSÅ Kempe fremmede til X Factor: 48-årig canadier har stået i kø siden klokken 2 i nat

LÆS OGSÅ Tre smutveje: Sådan går du videre i X Factor



VIDEO BACKSTAGE



VIDEO Masser af X Factor blandt de nye deltagere
23. AUG. 2014 KL. 16:00



VIDEO Børner sædte "dud" - men er tilbage i X Factor
18. AUG. 2014 KL. 12:29



VIDEO Dømmemåden tilbage: Som at være efter en vild fest
18. AUG. 2014 KL. 07:07



VIDEO Blachmann: Jeg er det dog, der ikke findes i folkets øjne
18. AUG. 2014 KL. 16:00



VIDEO Her aftales X Factor domme
18. AUG. 2014 KL. 16:27



VIDEO Anthony Jeanie i Aftenshowet VI var underlige men lød med sejren
02. APR. 2014 KL. 16:00



Danish Broadcast Corporation

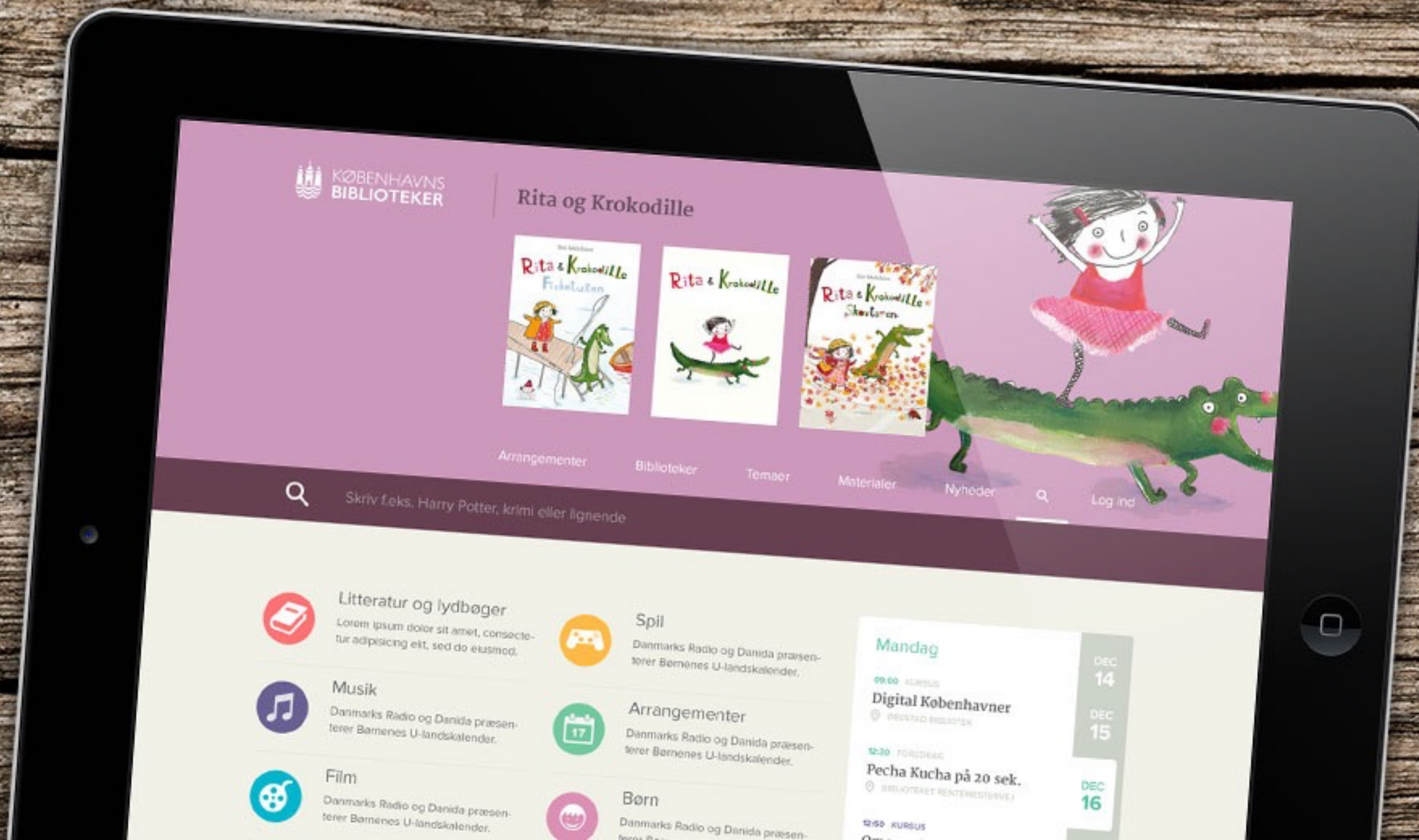
Top 3 site in Denmark - more than 2,2 mio. monthly unique users (500k daily), 30+ million visits and 100+ million pageviews each month.

We have been working on their transition to Drupal since 2012, and we have spend 12.000+ hours on it.

IDA.dk
**THE DANISH
SOCIETY OF
ENGINEERS**



Libraries of Copenhagen



stofa.dk



samvirke.dk





Not to mention
**TV2, Unicef, Medical sans Frontiers,
Royal Danish Theatre, Danish Scout Organization
and many others...**

Okay, we mentioned them anyway.
Because they are awesome!



**We want to make a difference for our customers.
But we also want to learn new stuff everyday.
We want to have fun doing so.**



**And we want to share our knowledge and ideas
for fame and fortune :-)**



Deployotron



<http://reload.github.io/deployotron/>

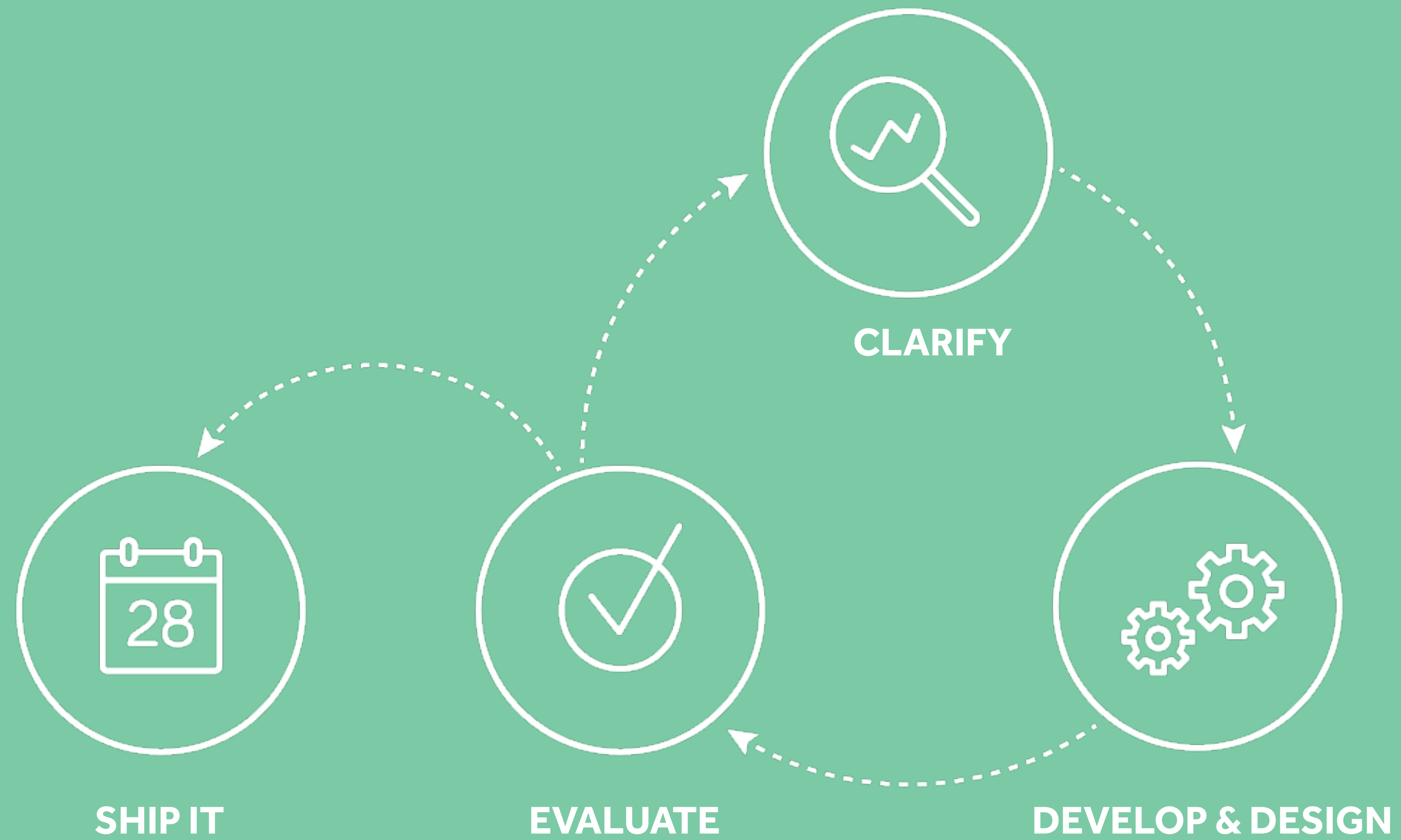
Bandaïd



<https://github.com/xendk/bandaïd>

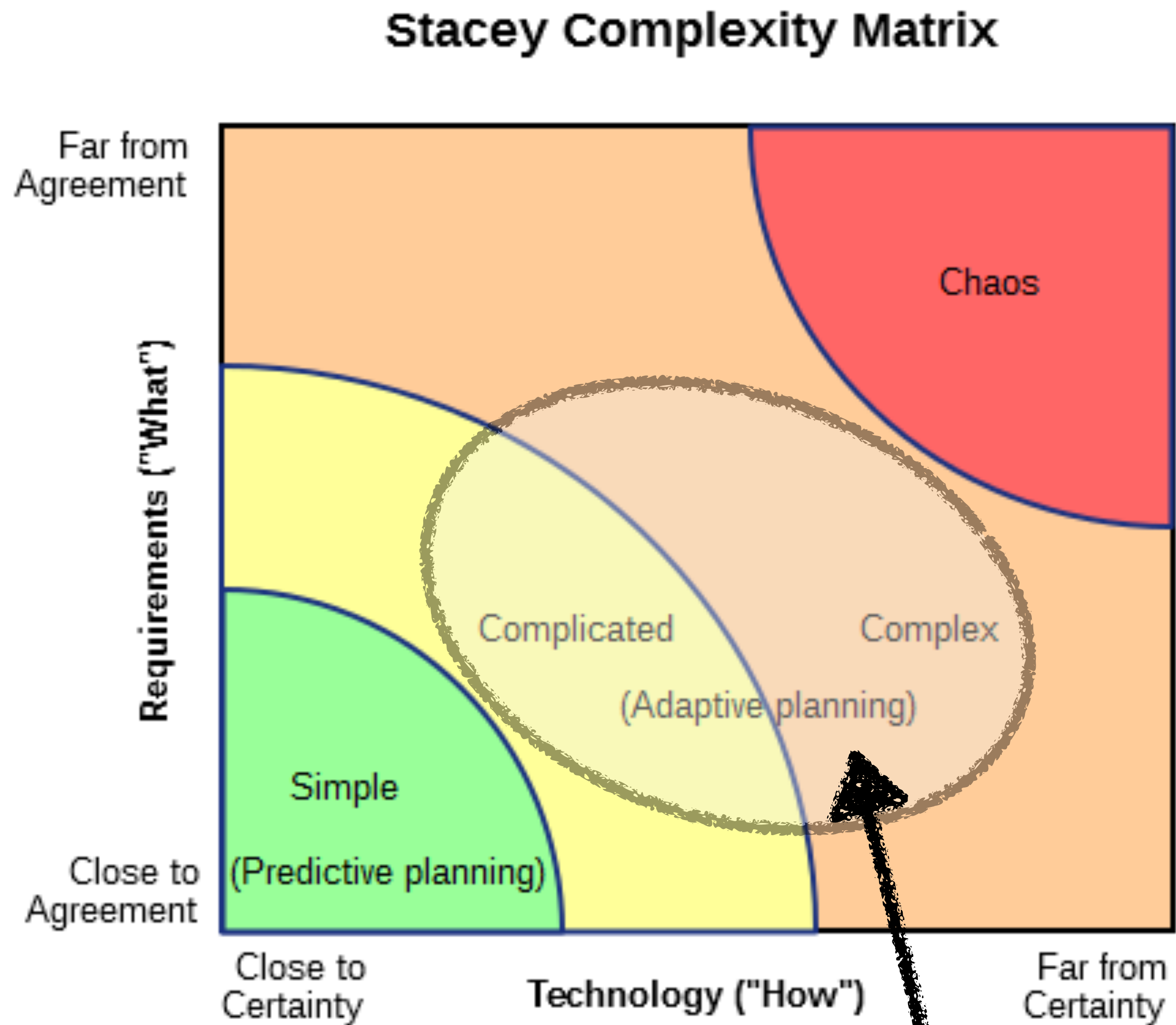


**When you choose us,
you choose a process**



If your reality is simple, you probably don't need Reload

- A good project is one we do not know how to solve when we begin
- A good project gives us new experience and makes us more knowledgeable
- A good project allow us to get in early and ask a lot of questions - making us able to identify the **real business needs** before we start implementing



Reloads typical project space



Start with why

WHY?

GOAL

The centre of an impact map answers the most important question: **Why are we doing this?** This is the **goal** we are trying to achieve.

The purpose of a goal definition is to make the delivery organisation and business sponsor to re-evaluate the plan as new information becomes available. For this reason, goal-verbs tend to be SMART: Specific, Measurable, Action-oriented, Realistic and Timely.

Goals should not be about building products or delivering project outputs. They should explain why such a thing would be useful.

Goals should answer the problem to be solved, not the solution. Avoid design constraints in a goal definition.

Don't worry about asking it does it or might matter. Chris Matts suggests defining a *need* for business value first, and then defining goals as a *means* of business value, explaining how the situation should change in the future. This is particularly effective when you have a set of key performance indicators for product performance.

For non-tech products and organisations, try to define goals that have an obvious link to money.

WHO?

ACTORS

The first level of an impact map provides answers to the following questions: Whose behaviour do we want to impact? Who can produce the desired effect? Who can obstruct it? Who are the consumers or users of our product? Who will be impacted by it? These are the **actors** who can influence the outcome.

Important actors are those who can significantly influence the success of a project or product milestone, including end-users and internal or external decision-makers. Atlassian Customer Success looking for three types of actors:

1. Primary actors, whose goals are impacted, for example players of a gaming system.
2. Secondary actors, who provide services, for example the fraud prevention team.
3. Off-stage actors, who have an interest in the behaviour, but are not directly benefiting or providing a service, for example regulators or sector decision-makers.

In specific, avoid generic terms such as 'users' - different categories of users might have different needs, and not all users of a system might be important to consider for a particular project. Try to define actors as the order: specific individual, user persona, role or job role, group or department.

HOW?

IMPACTS

The second level of an impact map sets the actors in the perspective of our business goal. It answers the following questions: How should our actors' behaviour change? How can they help us to achieve the goal? How can they obstruct or prevent us from succeeding? These are the **impacts** that we're trying to create.

Don't list everything an actor might want to achieve. List only the impacts that really help move you in the right direction towards the central goal.

Impacts can be product features, avoid using influence when here, focus on business activities.

Usually show a change in actor behaviour, not just the behaviour. Show how the activity is different from what is currently possible. So instead of just 'selling tickets', say 'selling tickets five times faster'.

Consider negative or blocking impacts as well as positive ones.

Important actors can often help or hinder the outcome in many different ways. Once you discover the first impact of an actor, think about what else they could do.

WHAT?

DELIVERABLES

Once we have the first three questions answered, we can talk about scope. The third level of an impact map answers the following question: What can we do, as an organisation or a delivery team, to support the required impacts? These are the **deliverables**, software features and organisational activities.

This is the least important level of an impact map. Don't try to make it complete from the start. Define it iteratively as you deliver.

Think deliverables as options. Don't take it for granted that everything listed here will actually be delivered.

Don't go into a lot of detail early on, there will be time for that later. Just only high-level deliverables. You can break down high-level features into lower-level scope items, such as user stories, user stories, user stories or even into user stories. These items can become fourth, fifth or sixth level map branches.

Even on software projects, there are often ways of supporting a business activity without building software - sometimes it is cheaper to pay for advertising to attract new players than spend time developing a system. Consider anything that helps to achieve an impact.

WHY?

WHO?

HOW?

WHAT?



IMPACT MAPPING

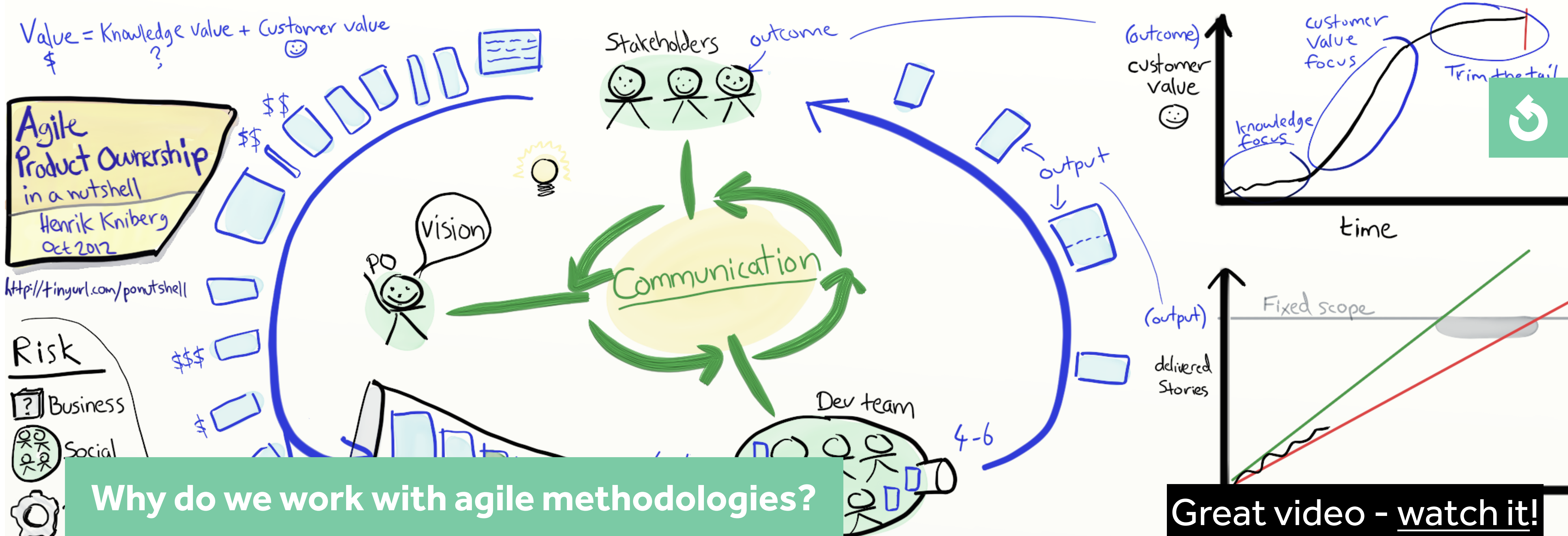
www.impactmapping.org



“

**Scrum is simple,
but not easy**

– T-shirt on a conference



- It makes great sense to be agile when working in complex areas
- Forces us to continuously set matching of expectations
- Feedback loop, communication and clear roles of responsibility
- Gives transparency for everyone



“

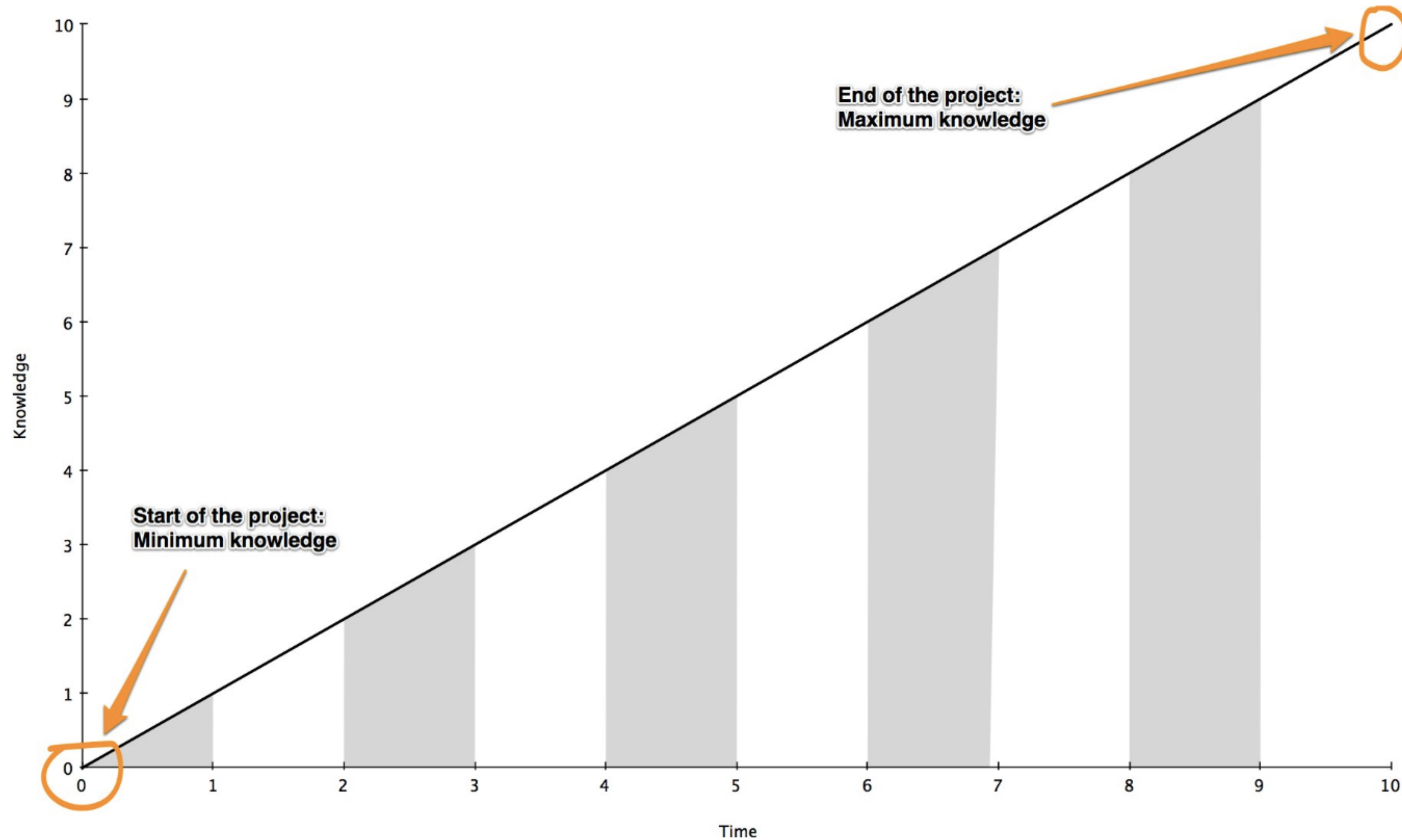
**An agile development
process is all about
achieving the highest
possible business value with
the least amount of effort
(and money)**



“

**Its about creating the
symbiotic relationship
between the customers
business expertise and our
technical expertise**

Just In Time planning

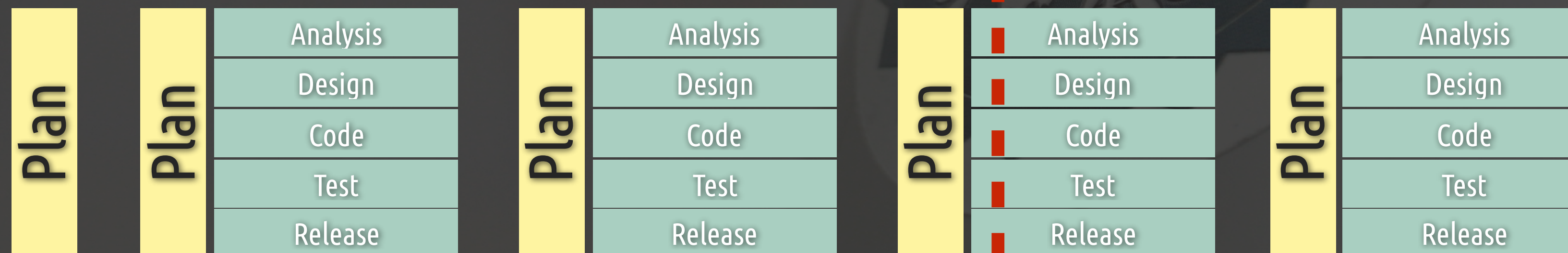


"JUST-IN-TIME" PLANNING

Traditional (predictive):
Plan everything upfront



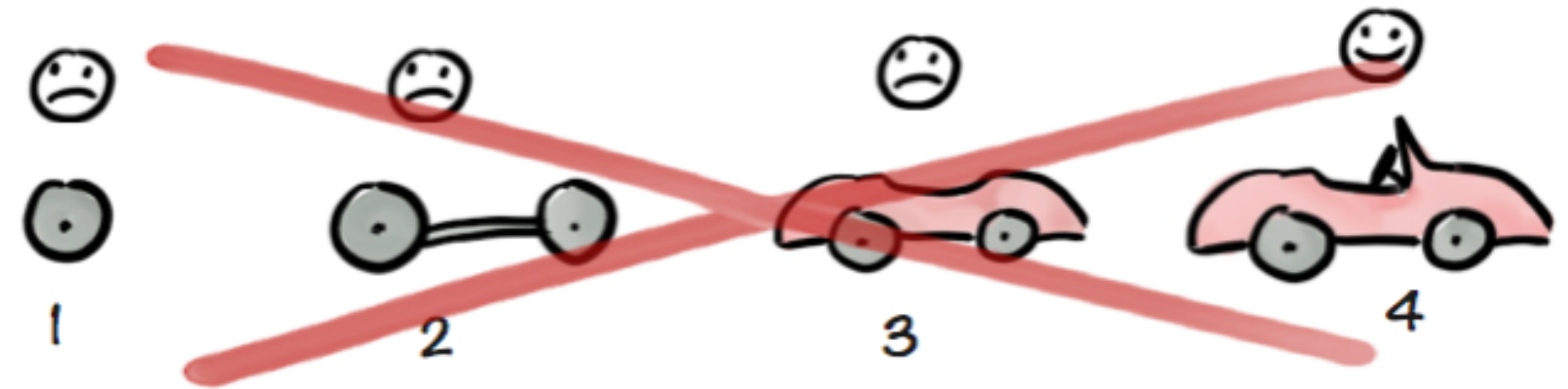
Scrum (empirical):
Plan a little before the project and a little before each sprint



We focus on business value, time-to-market and Minimum Viable Product (MVP)

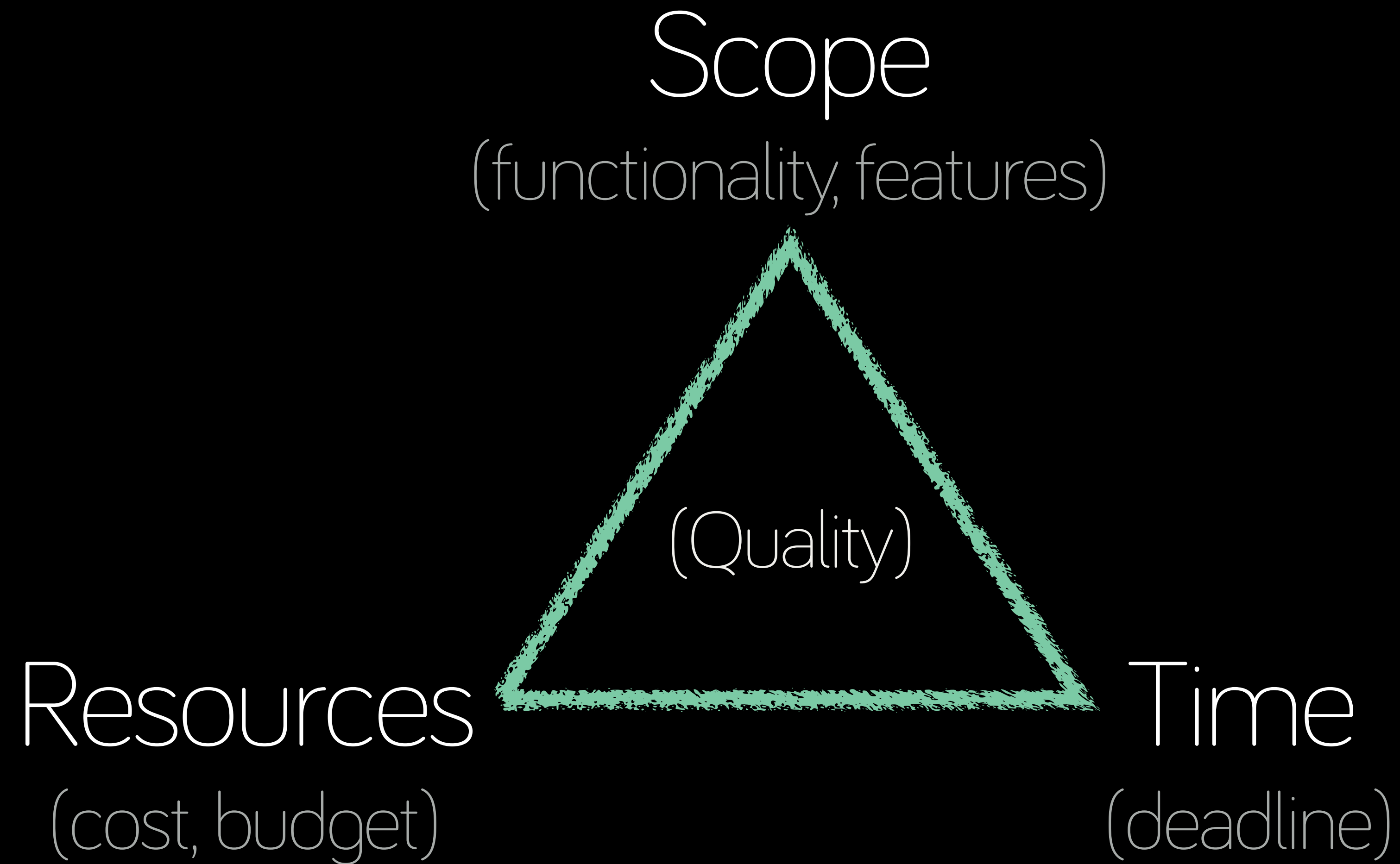
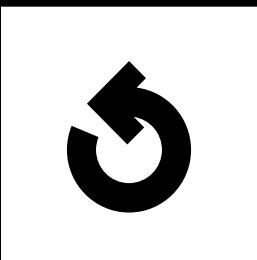
- Focus on business value
- Do stuff that can be tested and validated as fast as possible
- Prototyping!
- Incremental improvements instead of "solve everything in one go"

Not like this....



Like this!

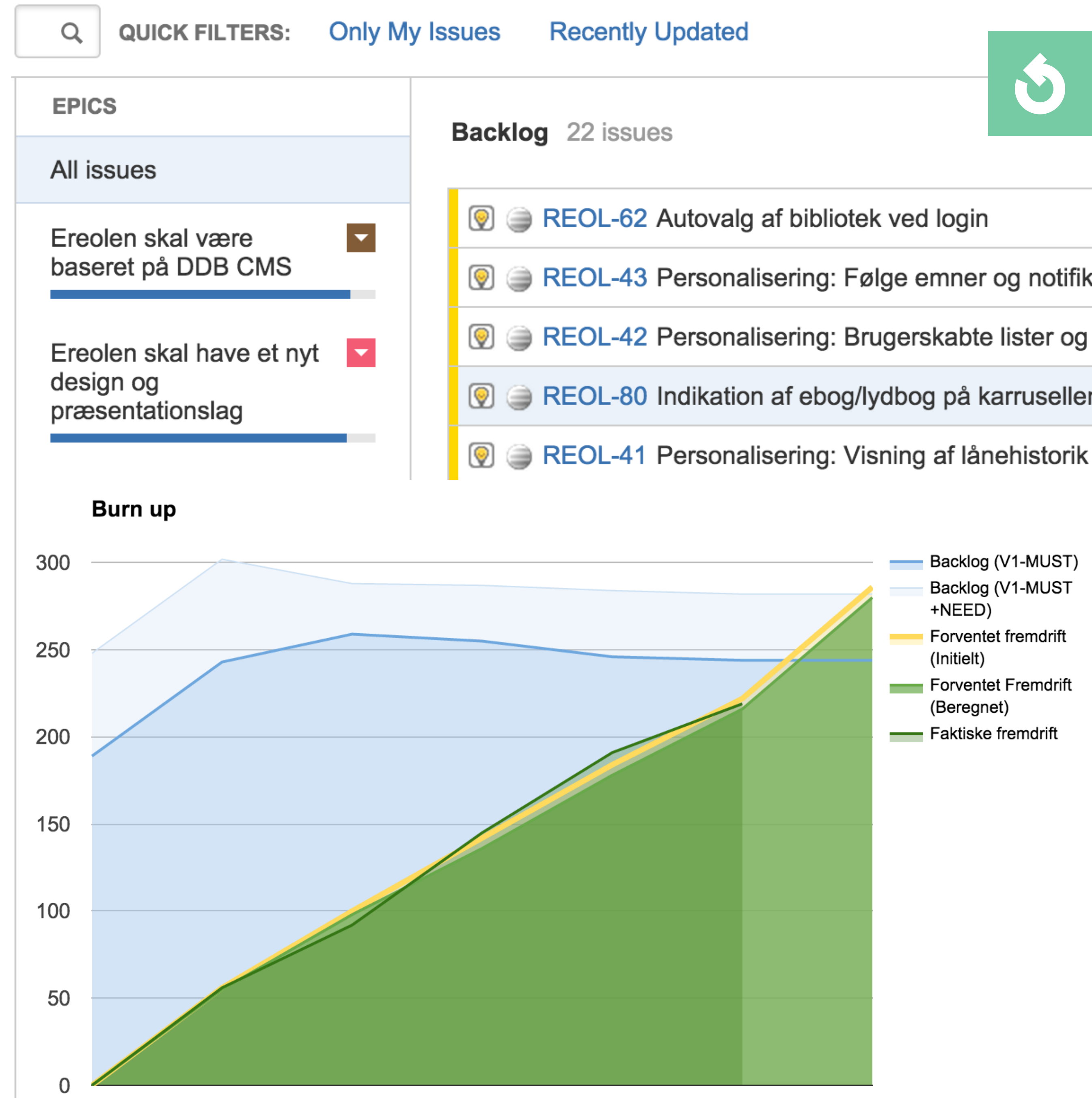




Agile projects in Reload

- The customer (the Product Owner) have the power to make decisions and will sit on-location with the team 1-2 days a week
- We usually do 2 week sprints, repeating backlog grooming, sprint-planning, -demo og -retrospectives and daily scrums
- Great tools - vi love Jira Agile, and our customers use this too.
- Sprint reporting to continuously set expectations

Backlog





No matter how great we think a project is, it will be considered a failure by the customer if we don't meet their expectations.

– Rasmus Luckow-Nielsen, CEO, Reload

Drupal™



RELOAD

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