

# Scenario- Focused Engineering

A toolbox for innovation and customer-centricity

Best practices



Austina De Bonte and Drew Fletcher

## Praise for *Scenario-Focused Engineering*

*"Breakthroughs often result when diverse disciplines collaborate to solve old problems using new perspectives. Scenario-Focused Engineering is just such a breakthrough. I'll never see software design the same."*

—Eric Brechner, Development Manager, Microsoft Xbox, author of I.M. Wright's Hard Code

*"If your team focus is dominated by what you want to make, without enough consideration of why or for whom, this book is for you. Revitalize your team and your product by using these rigorous techniques that put the customer at the center."*

—Chris Pratley, Director of Program Management, Microsoft Office, creator of OneNote and Sway

*"De Bonte and Fletcher have astute insight into how engineering teams build products today. They expertly lay out a compelling approach to the creation of desirable products and services through the embrace of Scenario-Focused Engineering. Read it and you'll want to start using Scenario-Focused Engineering in your development processes immediately."*

—Gayna Williams, founder, Swash Consulting

*"If you are new to customer-centricity or an expert with decades of experience, this book is a great addition to your library. It demonstrates that customer-centricity is the responsibility of everybody in the organization and gives readers strategies and ideas to make this happen."*

—Charles Bennett, CEO, NextTen

*"Microsoft has gradually shifted from a feature-focused approach to product engineering to a more user-centric, scenario-focused approach. The shift was both profound and difficult. The SFE training they drove was instrumental to Microsoft meeting these challenges. In this book you'll get the distilled lessons of that enormous undertaking."*

—Charles Eliot, Head of Engineering Services, Skype

*"In this impeccably organized book, Fletcher and De Bonte combine practical wisdom and highly refined techniques to produce a hands-on guide that will enrich the design room as well as the classroom. A smart, easy read."*

—William Storage, Visiting Scholar, Center for Science, Technology, and Society, UC Berkeley

*"One of the toughest challenges designers face is promoting the value behind building end-to-end scenarios rather than hundreds of glitzy, yet disconnected features. SFE throws the old engineering processes out the window and replaces them with a common language, tools, and techniques that enable development, test, program management, marketing, and design to work together to deliver a cohesive, end-to-end experience. The program transformed our organization from the top down."*

—Bethany Kessen Doan, Principal User Experience Design Consultant

# Scenario-Focused Engineering: A toolbox for innovation and customer-centricity

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