WHAT
THE
DUCK
Imagine driving quality in LEGO product experiences as a competitive advantage

#TestExpo
HAS LEGO LOST ITS QUALITY COMPASS IN THE DIGITAL JUNGLE?
### WORLD’S MOST POWERFUL BRANDS – BSI SCORES

<table>
<thead>
<tr>
<th>Brand</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGO</td>
<td>93.4</td>
</tr>
<tr>
<td>PwC</td>
<td>91.8</td>
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<tr>
<td>Red Bull</td>
<td>91.1</td>
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<tr>
<td>Unilever</td>
<td>90.1</td>
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<tr>
<td>McKinsey&amp;Company</td>
<td>93.4</td>
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<tr>
<td>Burberry</td>
<td>89.7</td>
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<tr>
<td>Rolex</td>
<td>89.7</td>
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<tr>
<td>L'Oréal</td>
<td>89.7</td>
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<tr>
<td>Coca-Cola</td>
<td>89.6</td>
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<tr>
<td>Ferrari</td>
<td>89.6</td>
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<tr>
<td>Nike</td>
<td>89.6</td>
</tr>
<tr>
<td>Walt Disney</td>
<td>89.5</td>
</tr>
</tbody>
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BEYOND BUG HUNTING AND FIRE FIGHTING
Welcome to the Quality web!

Please choose your destination

Big Incident Hotline
The situation

Lingua franca non existent

How thoughtful, a sushi bar!
Big incident reporting and stop lists
The situation

Hippo decisions

I KNOW I AM RIGHT!
The situation

We are toy makers – not software makers!

Truly understanding agile software product development lies in the hands of the few.
The situation

Deadline driven organization and quality is thrown over the fence when scope needs cutting.
The situation

QA is an appendix to and not an integrated part of product development.
The situation

The feedback loop – learning from data
WILL MISS WATERFALL EVER MARRY MR. AGILE?
TODAY, THE LEGO DIGITAL LANDSCAPE IS DEEPLY CONNECTED & CONSTANTLY CHANGING

LEGO PRODUCT DEVELOPMENT PROCESS
18 MDR BEFORE

Q1  Q2  Q3  Q4  Q1  Q2  Q3

LEGO PRODUCT DEVELOPMENT PROCESS
12 MONTHS NOW

Q1  Q2  Q3  Q4
MEET THE NEW DIGITAL QUALITY SAFEGUARD
A CONSUMER CENTRIC DESIGN THINKING APPROACH
“Digital Quality Handbook”
PRODUCT HEALTH CHECK PILOT SNEAK PEAK
Product Health Score

LEGO Life

Health Score

- Score: 80
- Change: +10

Crash Rate

- Android: 75 (Change: -4, Target: 90)
- iOS: 93 (Change: +2, Target: 90)
- MTTR: 86 (Change: -2)
- MTBF: 2
- BMI: 35 (Change: +3)
ONE TEAM ASPIRATION
Define the role in the organization

1. EXPECTATION SETTING
   Interview customer and make sure we know that what they want from us is in agreement with what we can offer.

2. DEFINITION OF WORK
   What is the customer’s business need? Where are their pain points when it comes to delivering work? What are the priorities and how can we help?

3. SOW
   Pave the road ahead of us and agree on scope and how our role will come into play.

4. CAPABILITY BUILDING
   Plan communication and training to ensure team is ready to execute the role and responsibilities.

5. DEMO
   Prepare demo to show that quality KPIs will have a positive impact on the customer’s product.

6. INCREASE REACH
   Prepare to show case our work with first customers to increase reach and impact and ultimately enhance digital quality output in more products.
A few reflections

• Be brave!
• Redirecting focus to quality in play, not quality in plastic
• Product Health Score has proven itself to be a great quality conversation tool
• A digital mindset a precondition to succeed
• A wake up call for discovery skills, we need to change the (quality) formula to account for the new play ingredients.