Microsoft Partner Director of Engineering, Kevin Henrikson delivered a keynote at Helpshift's 2016 More Summit. In it, he spoke of how Microsoft Outlook ships product updates every week.

helpshift

HOW TO DELIVER A 5 STAR APP AND SHIP EVERY 7 DAYS.

Developing the product

Fixing bugs for product release

MONDAY

The team reviews desired list of product features.

User Response Report

- User feature requests
- App store comments
- Sentiment analysis
- Logs & analytical data

HELPSHIFT FEEDBACK LOOP DATA

Sprint Planning: Building the Scrum Board

The team reviews list of bugs.

Bug Reporting Data

HELPSHIFT REPORTING DATA
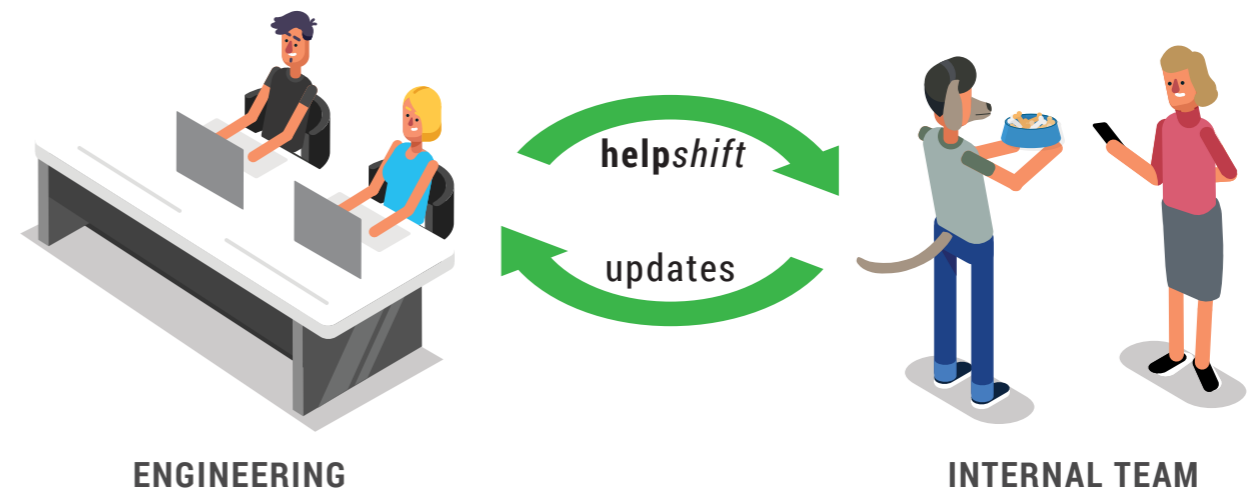
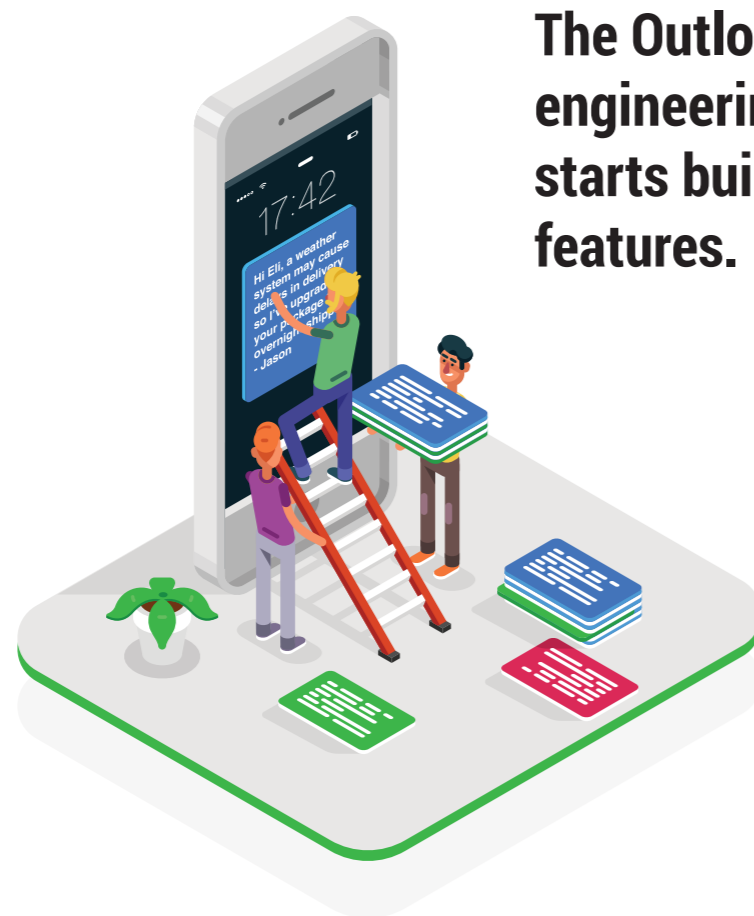**Staging:**

The engineering team begins fixing bugs. They then push updates to internal *"dogfood users"* for more debugging.

help*shift*

updates

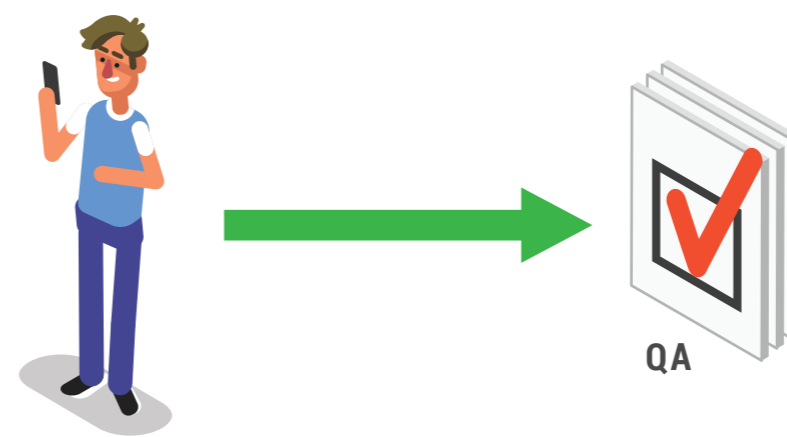ENGINEERING   INTERNAL TEAM

TUESDAY

The Outlook engineering team starts building new features.

Debugging continues. 🐛

Updates are deployed to the development team. Changes are validated, the version is then pushed to QA.

QA

Once approved, the latest version is submitted to Google Play and to the Apple App Store.

WEDNESDAY

Engineers continue to work on new features.

Stand up meetings occur daily. The product team spends **10 minutes** to check in on deliverables and address hurdles—using the scrum board as a roadmap.

The New Version Lands on Google Play and Apple App Stores.

Updates are also translated into 60+ languages.

THURSDAY

New features are communicated to the customer service team.

As new features are released they are communicated to the customer service team and are entered into a customer service feature repository. FAQs are updated and translated.
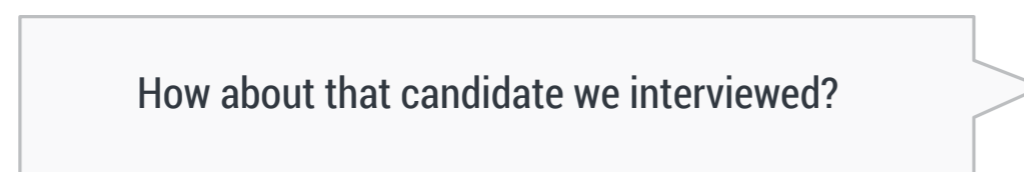
CUSTOMER SERVICE

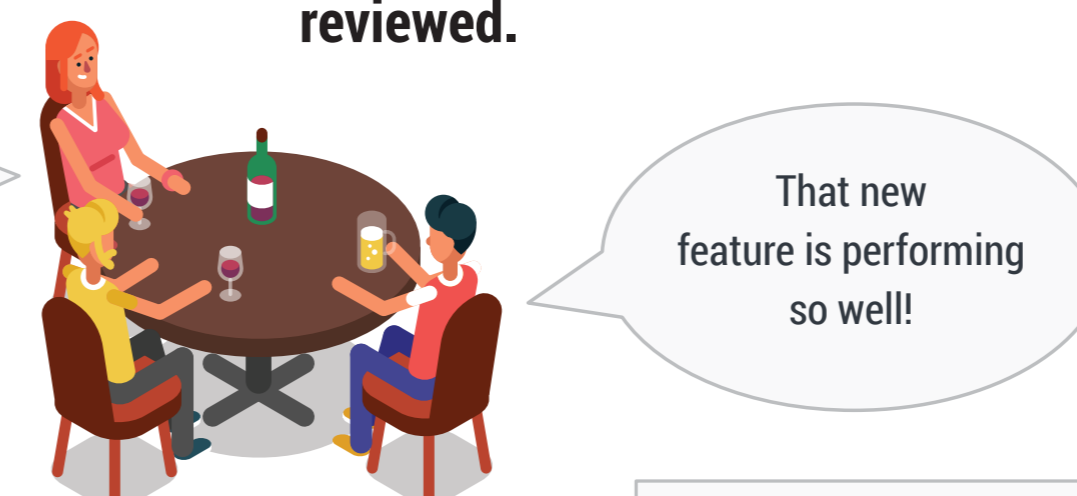**The team continues to gather user feedback from Helpshift.**

help*shift*

FRIDAY

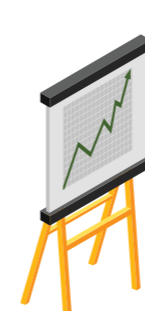**The team reviews what worked, and what could be improved upon.**

How about that candidate we interviewed?

The new version is pushed to staging.

The report will be tested over the weekend—with a bug report delivered on Monday.

Retrospective Meeting / Analytics Report reviewed.

That new feature is performing so well!

Man, we need to speed up the code build time.

Data dump.

Analytical data, Helpshift user feedback, and App comments are captured for reporting.

SHIP FAST. SHIP QUALITY.

We can help.