

WAYS OF WORKING

Building World Class Product Teams that Deliver Innovation and Impact in the Age of AI



Jeff Chow
Chief Product &
Technology Officer at Miro







Many hats

CEO, CPO, CPTO,
CTO, Founder,
Product Leader,
Design Lead

Company sizes and Industries

springpad 

 Tripadvisor

Google



Disruptors and disrupted

 miro

 inVISION

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IT'S ALL ABOUT BUILDING GREAT TEAMS



Isabella

Sophia

Connie

Charlotta

Lucas

***What makes
teams great has
grown in waves***

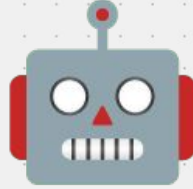


***Digital and
Mobile***



Pandemic

***...you know what's
next...***





AI

Sophia

Connie

SO HOW WE FEELING?

Charlotta

Nikolaus







***AI IS AN
OPPORTUNITY
FOR ALL OF US TO
UPLEVEL HOW WE
WORK***

Isabella

Sophia

Connie

Charlotta

What if we used this as **THE moment** to

**Solve the biggest
challenges in our
Ways of Working?**

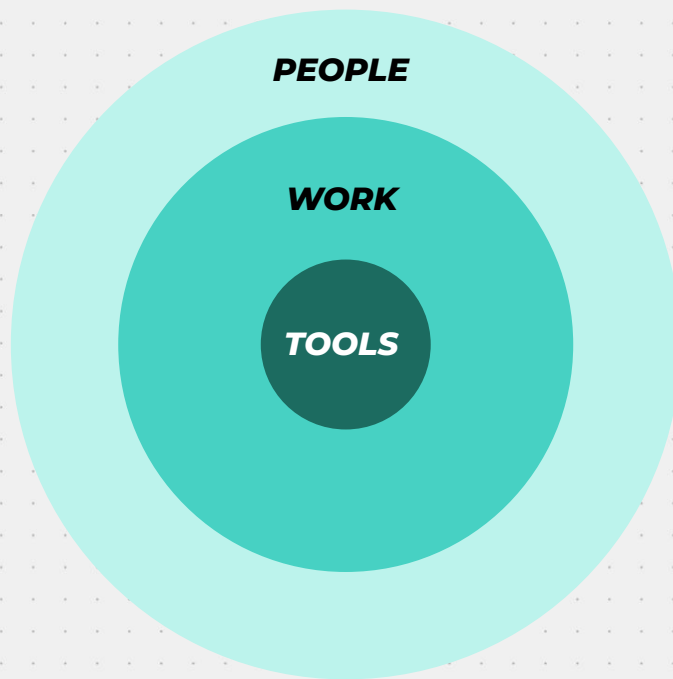
**Address the
tiny-isms we love
to hate?**

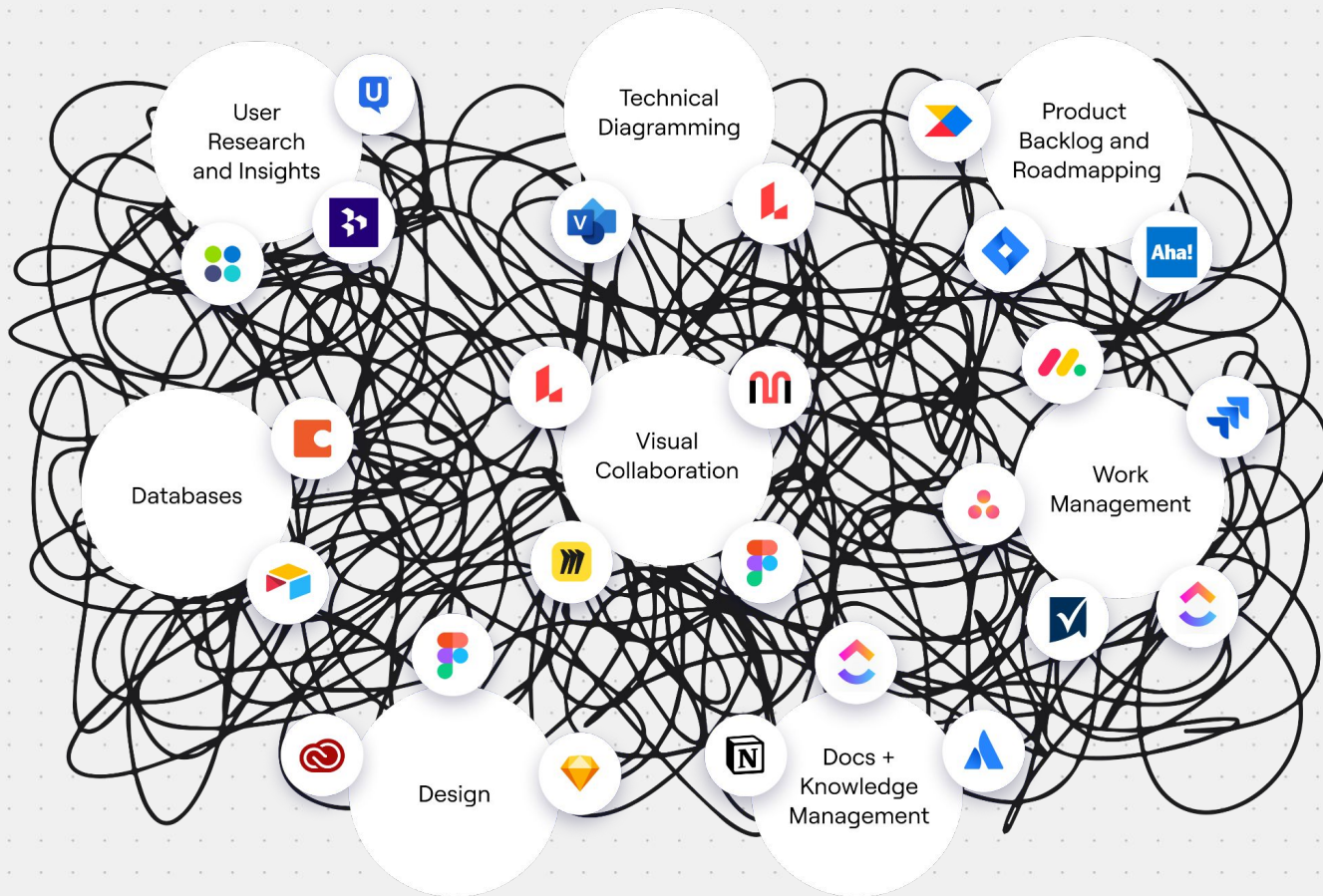
**Open up the
best of ourselves —
and our teams?**

OUR EXISTING WoW ISN'T ALL THAT

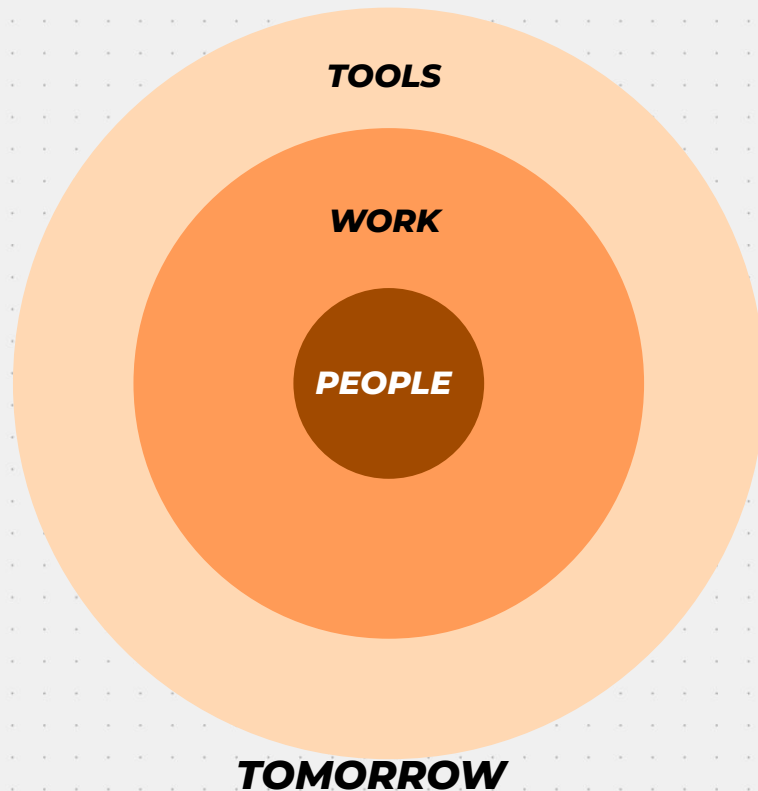


The **OLD** way

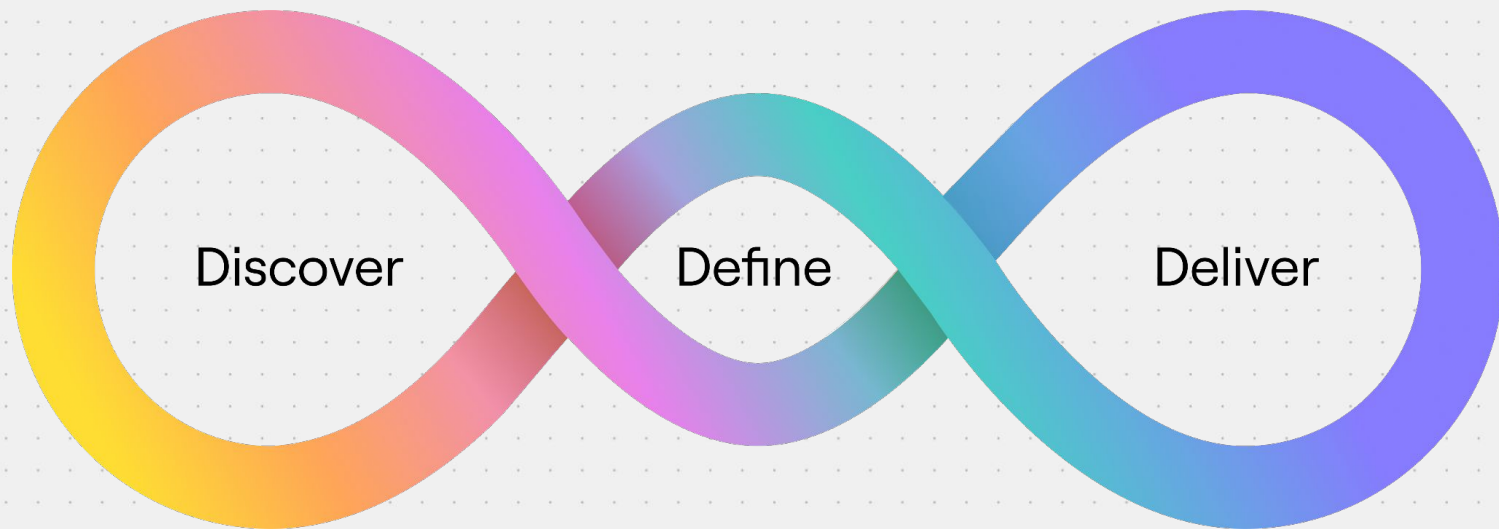




What we **WANT**



Teams can **NAVIGATE**
FLUIDLY *through the process*



Today **GREAT TEAMS** do this well



Today **GREAT TEAMS** do this well



Constant creative
problem solving



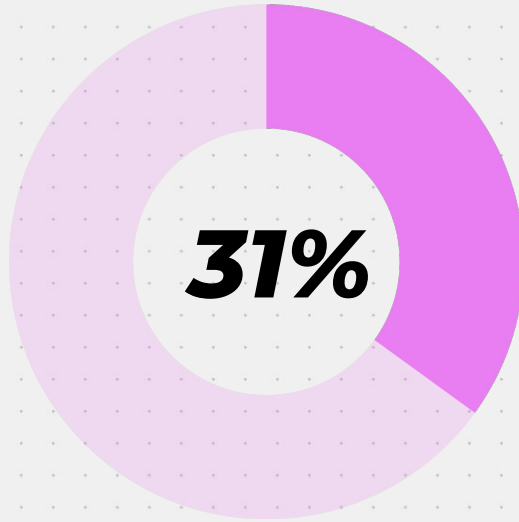
Pro Co-Creators



Rapid Decision
Makers

But it's the
EXCEPTION
not the rule

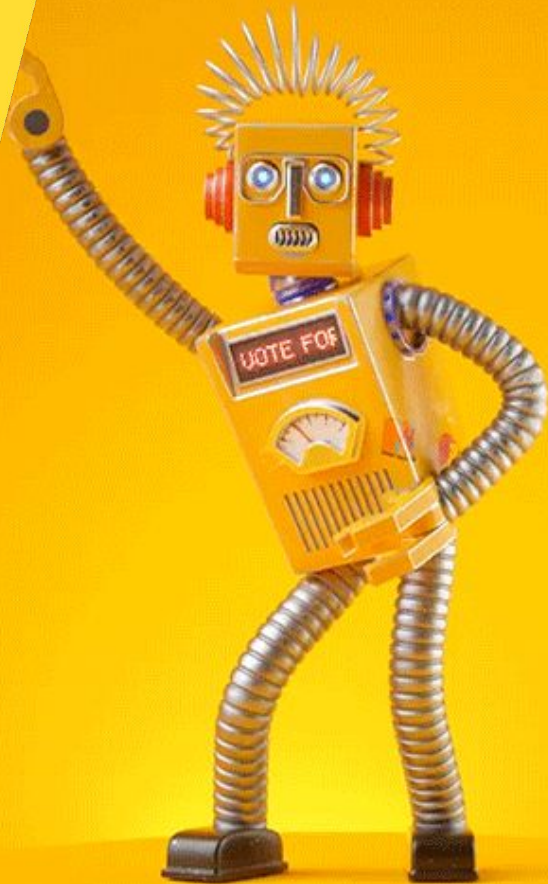
Today's Ways of Working **DO NOT** *grow great teams*



knowledge workers who agree
that their company's WoW support
quick innovation

THIS IS WHERE AI COMES IN

✦ Miro AI



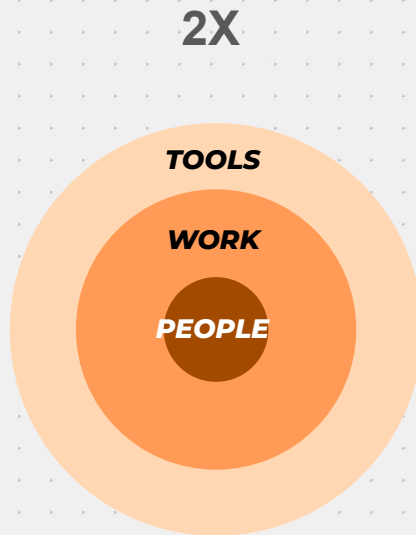
Our Potential



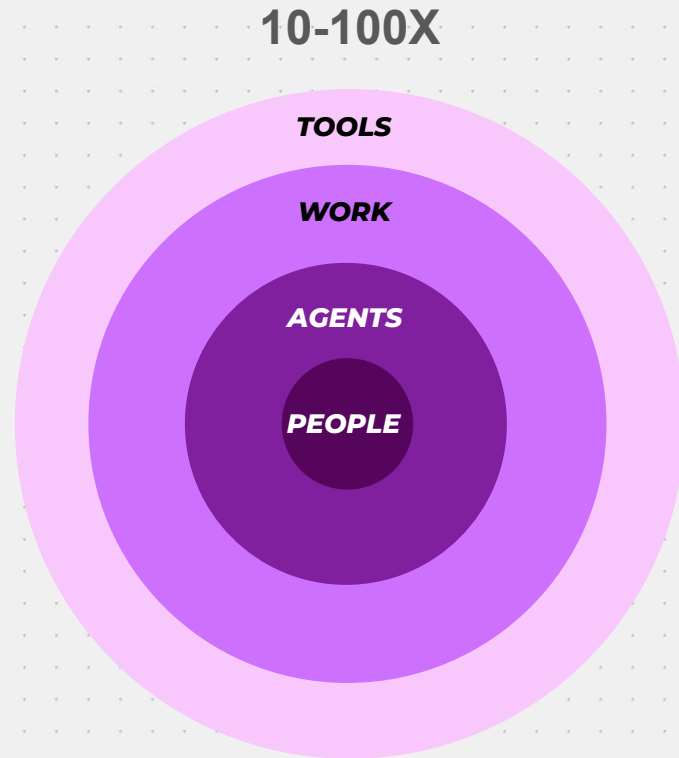
Business Impact



TODAY



TOMORROW



**An AI
TOMORROW**

What **HAPPENS** when you have

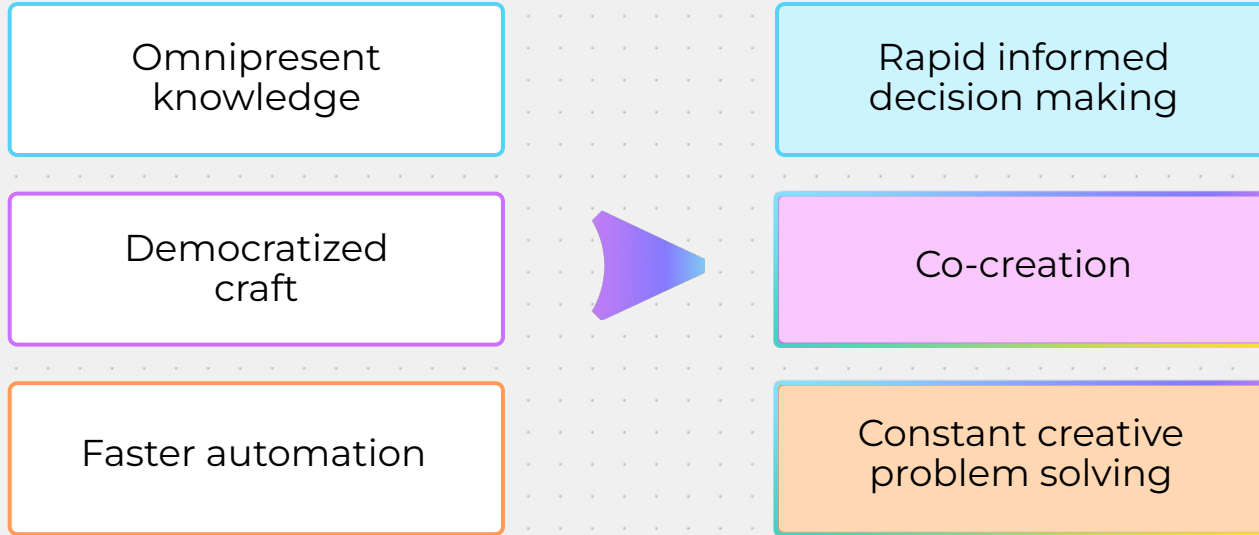
Omnipresent
knowledge

Democratized
craft

Faster automation



AI is **CHANGING** the way we work



**Omnipresent
knowledge**

***Universal
Assistants***

***Knowledge
retrieval systems***

***Agentic
Automations***

**Rapid informed
decision making**

***Faster informed
hypothesis***

***Less perfection
faster ideation***

***Better use of
qual and quant
in your everyday
work***

**Democratized
craft**

Co-creation

PMs will concept

***Designers will
code***

***Engineers will
prototype***



Yes and...

***Concept cycles
accelerate***

***Visual
communication
vs. execution is
blurred***

Faster automation

**Constant creative
problem solving**

Agents
***Automated
Workflows***



***Process steps
collapse***

***Nimble Ideation
becomes critical***

***Workshops and
hackathons as a
daily muscle***

This is what we've all wanted

**More time working
less time process
pushing**

**Deeper collaborations
with people we enjoy
working with**

**Delivering outsized
impact for your
business**

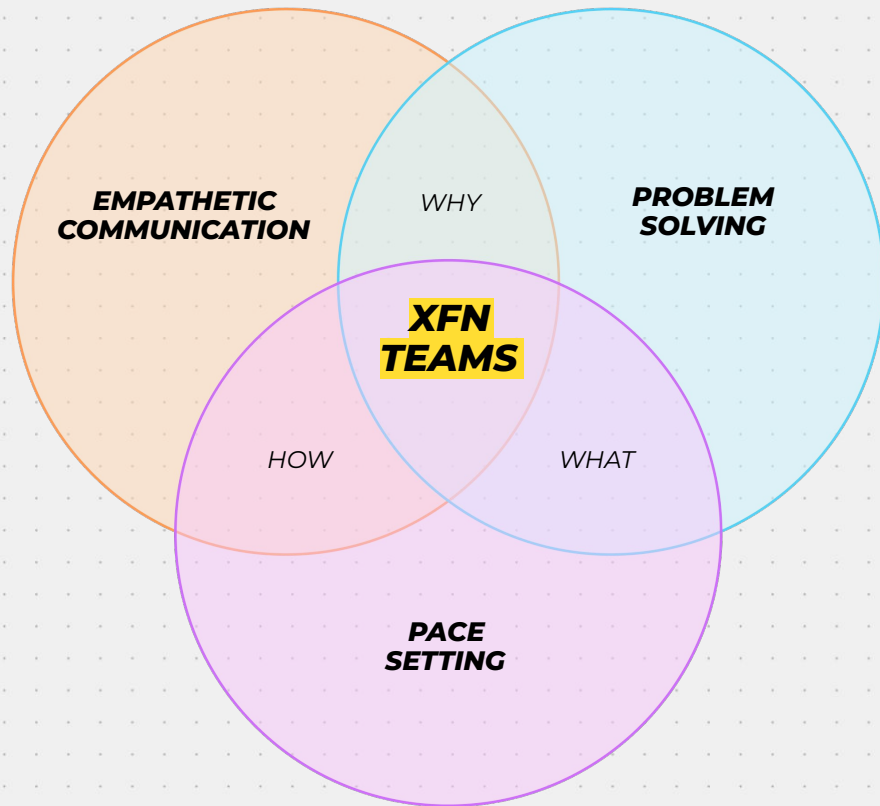
*Some things
we're doing at*



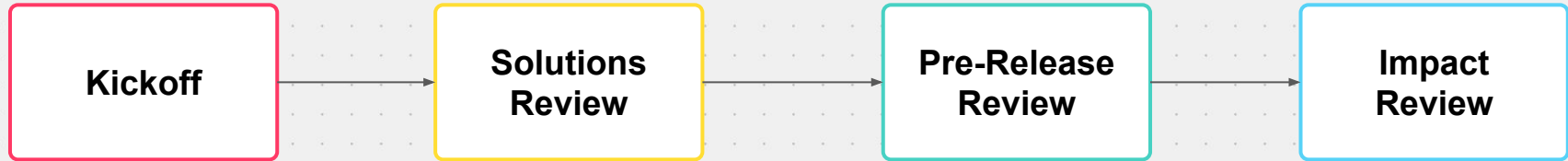
miro

CONSISTENT RHYTHMS

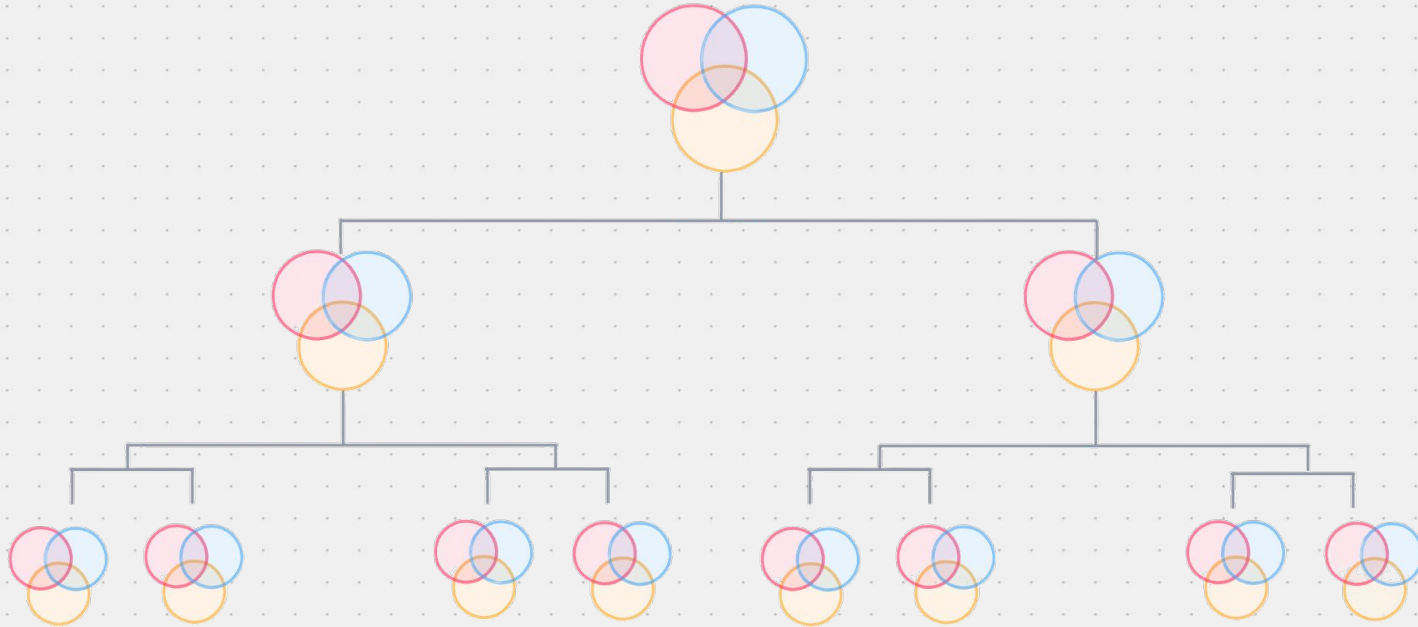
Every product team is responsible for **core collaborative skills**



Consistent ways to navigate the **Discovery, Definition, Delivery** Process



CONSISTENT *behaviors across all levels*



INCLUSIVITY

#badversion

“over **BEERS**”

over **DRINKS**

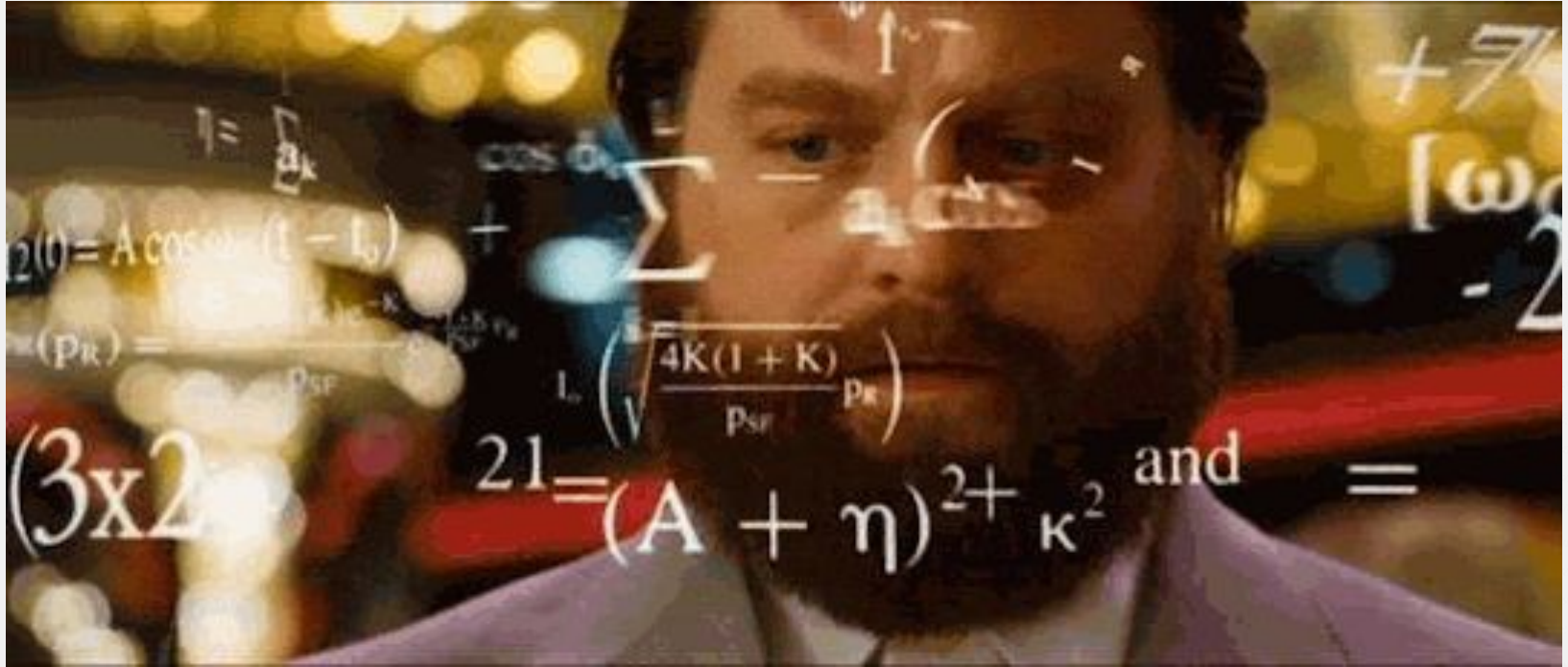
over **COFFEE**

#inertiabusting

#failnight

DOGFOOD

Miro is using **Miro** to transform
Miro to reinvent **Miro**



Accelerated synthesis between unstructured and structured work



Faster ideation sessions with more diverse voices



Visual communication and concepting accelerates ideation

The screenshot displays the Miro prototyping tool interface, which is used for creating and visualizing mobile app prototypes. The interface is divided into several sections:

- Left Sidebar (Tools and Prompts):**
 - miro Mobile Prototypes Internal** header.
 - Prototype Beta** section with a "Text prompt" input field.
 - Select the device type that the prototype is for:** A dropdown menu with "Mobile" selected (indicated by a checkmark).
 - Create prototype of:** A dropdown menu with "Multi screen flow" selected (indicated by a checkmark).
 - Now in a couple of words describe what you'd like to prototype. Include any functionality or features you want to see. You can also select objects on the board to add context.** A text input field.
 - 5 objects selected** section with a "Dark mode with pops of color" prompt and a "Next" arrow.
- Central Canvas (Product Requirements Document):**
 - Product Requirements Document** header.
 - Product Brief Title:** FlexFund: Streamlined Payment and Financial Management Tool.
 - Product Description:** FlexFund is designed to simplify and enhance payment processes while providing real-time financial insights and centralized account management. Key features include one-tap transfers, real-time transaction alerts, and a unified dashboard for managing multiple accounts. This tool addresses workflow inefficiencies by reducing the steps required for transactions and offering instant financial updates.
 - Quick loan application process
 - mobile app financial services
 - FlexFund: Streamlined Payment and Financial Management Tool
 - mobile app financial services
 - audience: startup founders and entrepreneurs
 - Problem Statement:** Teams currently face challenges with complicated payment processes, lack of real-time financial insights, and decentralized account management. These issues lead to inefficiencies, errors, and poor financial decision-making.
 - A troubleshooting wizard that helps diagnose and solve common payment issues based on user input
 - Personalized tips and guidance based on user behavior and past interactions to streamline future transactions
 - In-app chat support with quick response times to help users navigate through payment processes in real-time
 - Flowchart:** A flowchart illustrating the user flow for the app. It starts with "Go to Search", followed by "Type User Name", then a decision point "User Found?". If "Yes", it leads to "Select User" and then "View User Profile". If "No", it leads to "Display" and then back to "Go to Search".
- Right Canvas (Concepting and Ideation):**
 - we building?** A section with two sticky notes: "mobile app financial services" and "Audience: startup founders and entrepreneurs".
 - Best feature ideas** section with a list of ideas: "Invest in startups and stocks", "Real-time expense tracking", "Multi-currency support", "Integration with accounting software", "Integrated tax calculations", "Secure document storage", "Business loan application", "Dashboard with financial health metrics", and "Personalized opportunities tailored to startups".

Insights and Context present at every stage



Pulling the entire project process together in one place

The screenshot shows the Miro project board interface for "Mobile App 2.0". The sidebar on the left contains a navigation menu with the following sections:

- Overview**
 - Mobile Vision 2.0
 - Product Brief** (selected)
 - Project Tracker
 - Product Metrics
- Research & Design**
 - Research Synthesis
 - User Flows
 - Mobile Prototypes
 - WIP Designs
 - Early validation call
- Development**
 - Product Backlog
 - Tech Approach
 - Final Technical Architecture
 - Sprint Planning
- Marketing & GTM**
 - Untitled
 - Marketing Plan

The main canvas displays the "Product Brief" for the "FlexFund Unified Financial Management Platform". The brief includes a header image of a woman holding a smartphone, a "FlexFund" logo, and a dashboard showing financial metrics: "\$2,654.00", "25%", and "35%".

Purpose and Key Features

FlexFund aims to provide a centralized platform for users to manage all their financial accounts, offering real-time insights, seamless transactions, and personalized financial advice. Key features include cross-platform synchronization, instant alerts, interactive summaries, and a visual dashboard for comprehensive financial oversight.

Problem Statement

Currently, users face fragmented financial management due to the lack of centralized account management and real-time insights. This results in inefficient financial decision-making and increased risk of financial mismanagement.

Importance of Solving the Problem Now

Addressing these issues is critical as users demand more integrated and real-time solutions to manage their finances effectively. With increasing financial complexity, providing a unified platform will enhance user satisfaction and loyalty.

Some days it feels like this



Some days it feels like this



Shipping Impact Faster
Employee Engagement
Scores are up

~~Your~~ **OUR** **Opportunit** **y**



EPD is the heartbeat
and **SOUL** of most
organizations

If we know this is happening



AI

Let's use AI as
the opportunity

To address how we
WORK BETTER
together

and how we foster
the **BEST MOMENTS**
and make that
the norm

Sophia

Elizabeth

Samuel

***IT'S WHAT
WE'VE WANTED
ALL ALONG***

Charlotta