WikiAgile

BUILDING AGILE FUTURES TOGETHER

Revolutionizing product development with MobAI
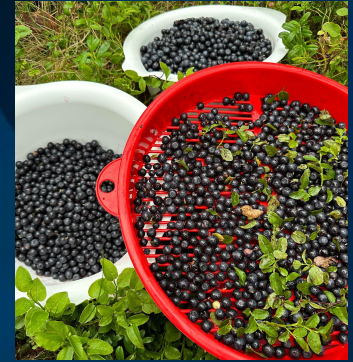
Virpi Rowe

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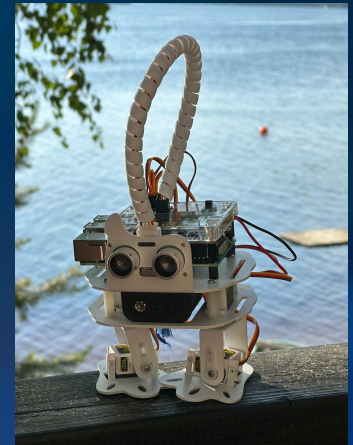
Transformation Coach
B.Sc in Computer Science

2023 CEO & Partner at WikiAgile

2021 Managing Director, Cprime Nordics

2019 CEO, Radtac Oy

2016 VP, Lean & Agile Consulting Services, CGI

2014 Director, Lean & Agile Consulting Services, CGI

2010 Agile transformation coach, Logica (CGI)

1992 Nokia product and complex system development for 18 years in various roles from R&D to project and program management, product and portfolio management including 5 years working in China and USA.


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"We keep moving forward, opening up new doors and doing new things, because we're curious…and curiosity keeps leading us down new paths."

Tesla's revolutionary approach to work

*"Pace of innovation is all that matters in
the long run"* - Elon Musk

Core principles:

- Radical speed of innovation
- AI-driven self-management
- Nearly 100% engineers
- Small teams (mobs) with AI
- Continuous delivery of value
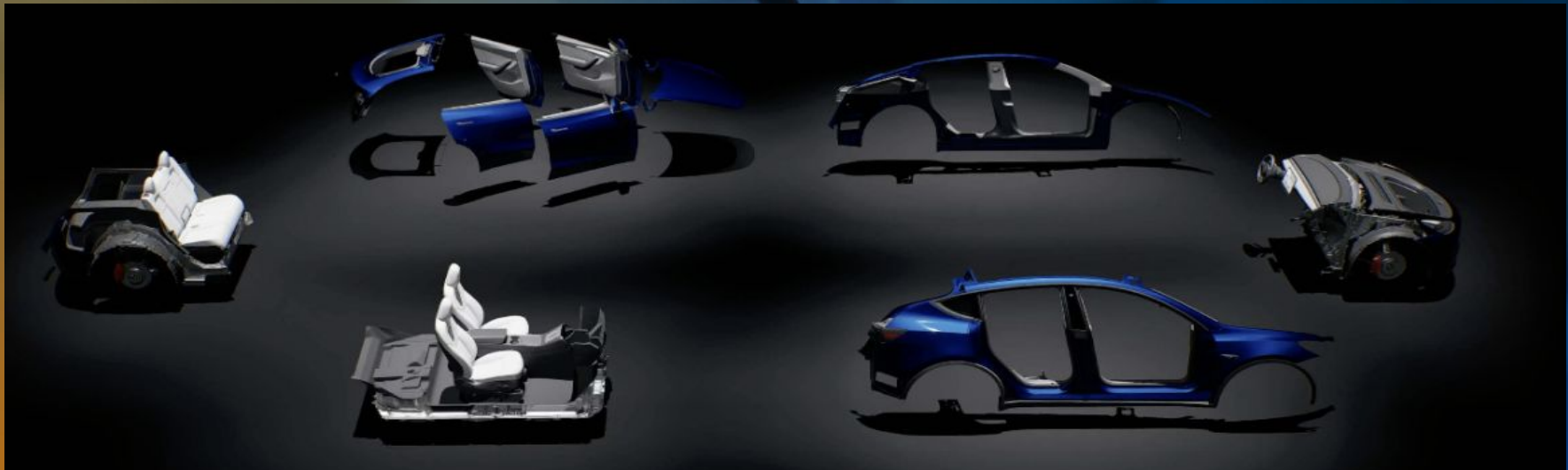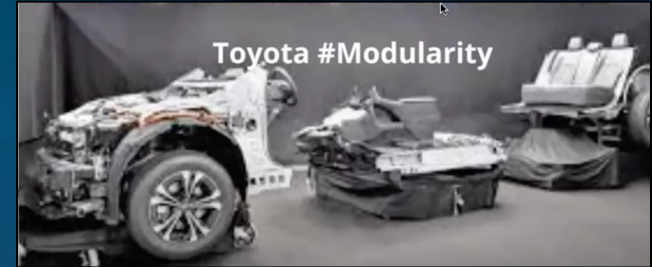 (software and hardware)

Picture: Steve Jurvetson

Tesla modularity

5 step design process
1. Challenge
2. Delete
3. Simplify
4. Accelerate
5. Automate

Tesla's mission driven KPI's

Mission: Accelerating the world's transition to sustainable energy

Bottleneck KPI

Achieve a X% increase in vehicle range, independent of improvements to battery capacity

Child KPI - Infotainment and connectivity module

Reduce energy consumption of the infotainment system by 1%, ensuring the system remains efficient while maintaining high performance.

Child KPI - Interior module

Improve seat ergonomics and comfort while reducing their weight by 1 grams, contributing to vehicle weight savings and overall efficiency.

Child KPI: Autopilot and sensor suite module

Increase sensor efficiency and processing speed by X%, reducing energy draw from the system while maintaining accuracy and safety.

Tesla has revolutionized the way we design and build innovative products

AI plays a pivotal role in enhancing both product design and team collaboration

Other industry leaders, such as SpaceX, Waymo, and Amazon, are also adopting AI to transform product development and operational efficiency

Mob Programming

Whole team collaboration

Everyone works on the same task, at the same time, in the same space, on the same computer

Mob Programming
A Whole Team Approach

By Woody Zuill and Kevin Meadows

Continuous improvement

"We believe in 'turning up the good', identifying what's working well and finding ways to amplify it."

- Woody Zuill
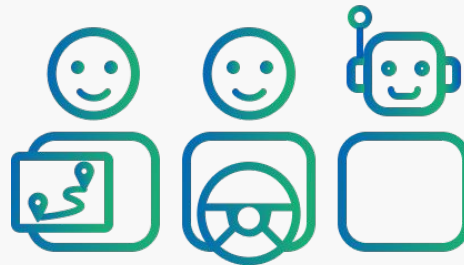
MobAI: AI enhanced teamwork practice

Team:

- 3-5 members + AI

Roles:

- Navigator: Guides the team, ensuring alignment with the goal
- Driver: Does the work, implementing the team's ideas
- Team members (including AI): Collaborate and contribute ideas

MobAI

Process:

- Goal setting: Define clear objective for the team
- Timeboxing: Work in short, focused intervals
- Role Rotation: Switch roles after each timebox to maintain engagement and perspective
- Psychological safety: Foster an environment where all team members feel safe to share ideas and feedback

Scrum

- Cross-functional, self-organizing teams with set roles
- Roles have clear responsibilities (e.g. PO owns backlog)
- Time-boxed sprints
- Deliver product increment each sprint
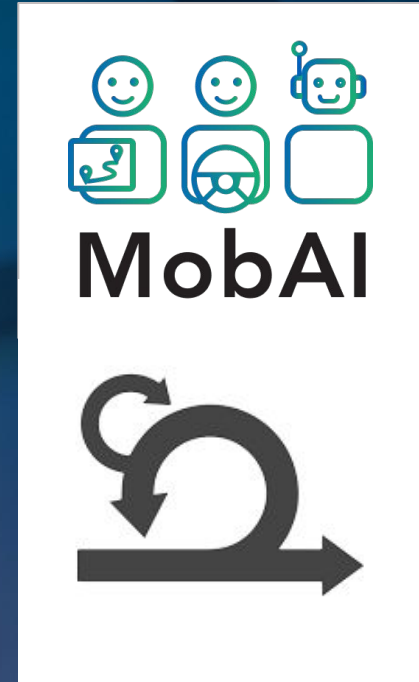- PO accountable for value, team for delivery

MobAI

- Cross-functional, highly self-organizing, fluid roles
- Shared responsibilities, focus on outcomes
- Continuous iteration, fast cycles
- Solve problems rapidly, AI assisted
- Whole team works towards a shared goal in daily iterations, adjusting rapidly based on progress

We are a scrum team - how to get started?

- Combine MobAI with existing Scrum ceremonies
- Identify stories needing rapid collaboration
- Use short, focused mobbing sessions
- Keep roles flexible and make team-driven decisions
- Experiment and adjust based on team feedback

MobAI

Our experiment in Turku University of Applied Sciences

- 27 MSc students from diverse backgrounds, most with no prior coding or engineering experience
- Students were grouped into MobAI teams, equipped with robots, and given the Robot Maze challenge

Learnings

Participants rated themselves pre- and post-workshop on aspects such as:

- Collaboration
- AI tool usage
- Adaptability
- Rapid learning and feedback loops
- Psychological safety

Teams built collaboration and trust quickly, working effectively from the start

Participants rapidly gained confidence in using AI tools for problem-solving

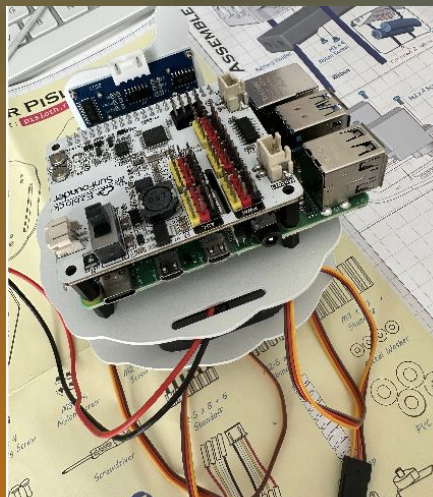The MobAI approach enabled teams to adapt and deliver solutions faster

"MobAI opened up new perspectives and provided a practical way to improve both collaboration and problem-solving. The exercises were engaging and inspiring."
– Maarit Lampilahti, Berner Oy

MobAI revolutionizes product development by transforming how teams collaborate, innovate, and leverage AI for faster, smarter outcomes.
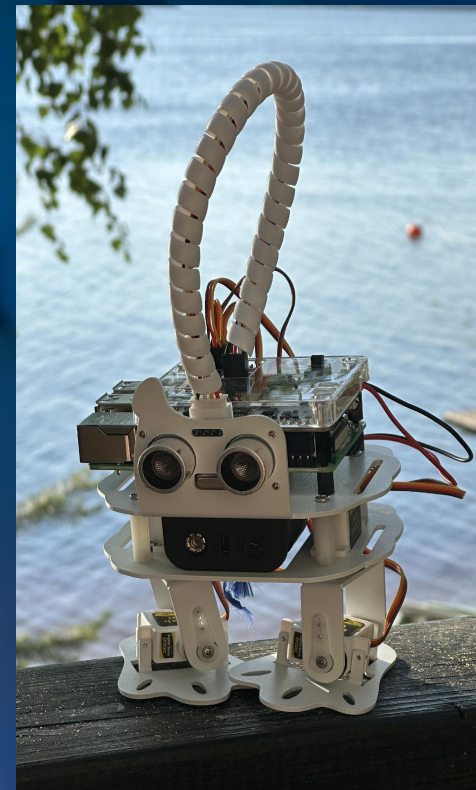
Key takeaways and next steps

Start MobAI anytime, anywhere

Small steps, big impact

Join our workshops and webinars

Meet Pi, your workshop partner

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WA

Leading Agile Hardware

This course is created for organisations developing complex systems and solutions. It covers the most critical functions of a holistic enterprise transformation, from portfolio management to teams.

28.1.2025 – 29.1.2025

Location: Online

Held by:

Maarit Laanti

Partner, Transformation Coach

Thank you!

Virpi Rowe
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