

ESTIMATING: TIPS FOR UPPING YOUR SWAG



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Issue: “Estimate”



--Inigo Montoya

“

You keep using that word.

I do not think it means what you think it means.

”

Issues

Estimate
definition
interpretations



Estimate

- A tentative evaluation or rough calculation
- A preliminary calculation of the cost / duration of a project

The American Heritage Dictionary, 2nd College Edition, 1985.



Issues

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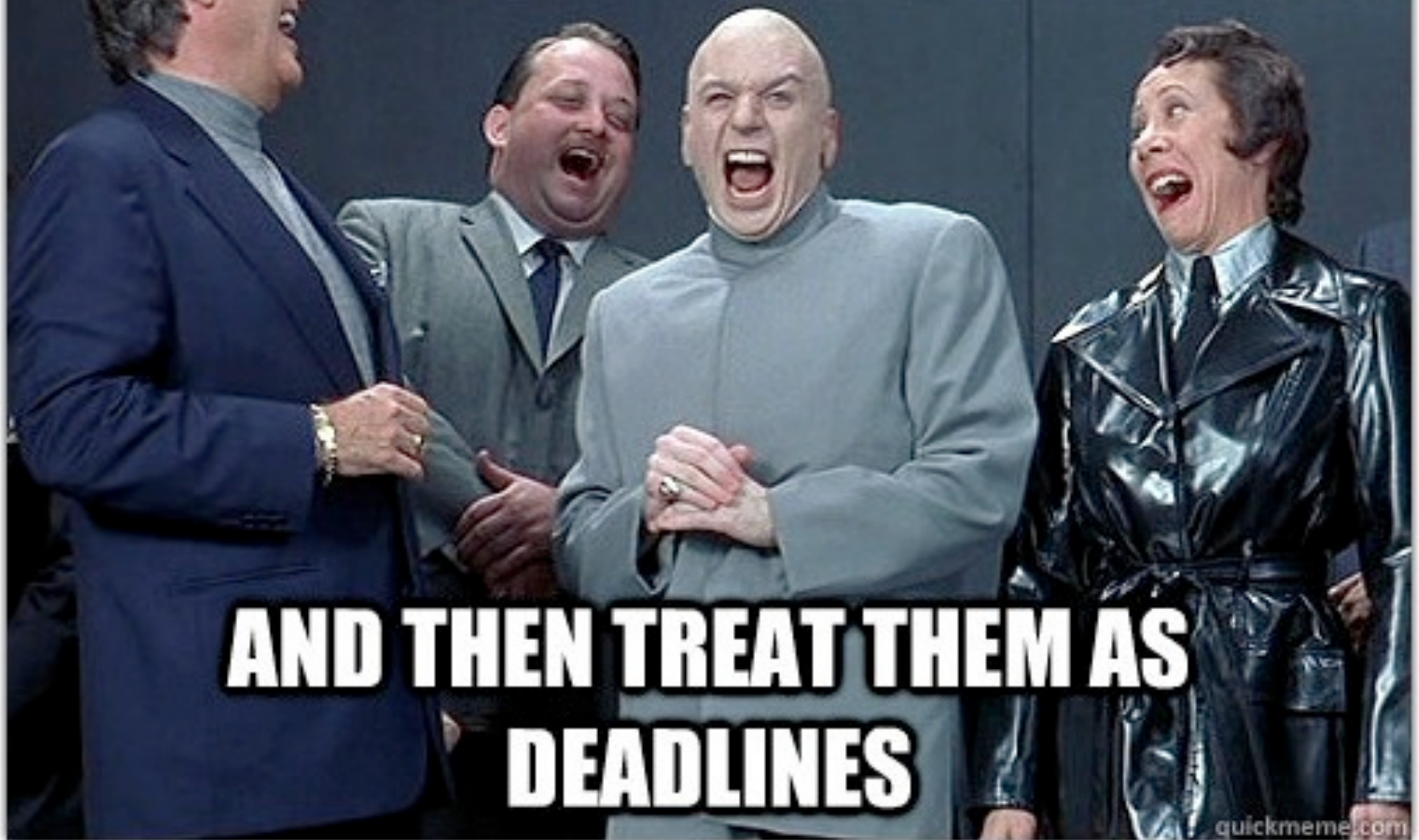


Estimate

- A **tentative** evaluation or rough calculation
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WE'LL ASK FOR ESTIMATES



**AND THEN TREAT THEM AS
DEADLINES**

quickmeme.com



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Target

- A statement of a desirable business objective



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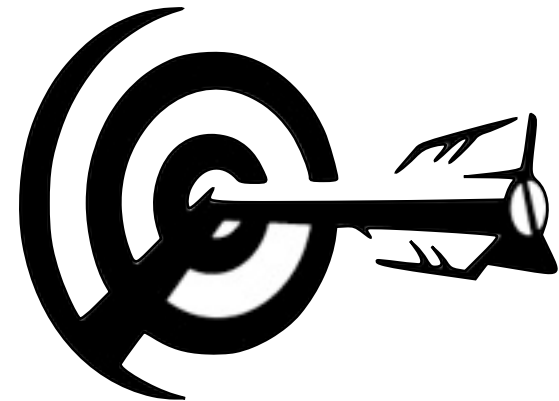
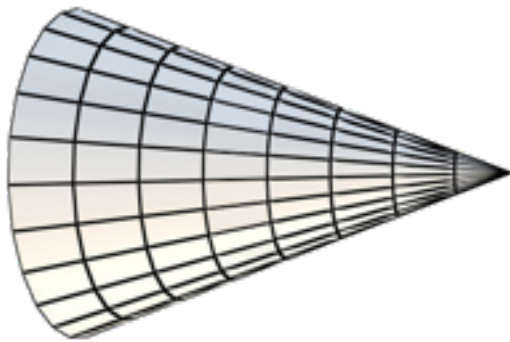
Commitment

- A promise to deliver defined functionality at a specific quality level by a certain date

Tip: Estimate or Target?

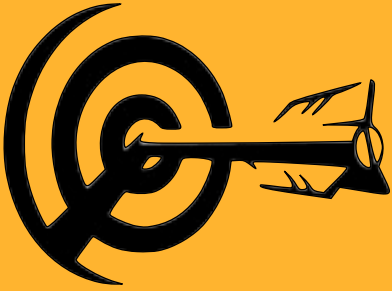
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When asked to provide an estimate, determine if you are supposed to be estimating or hitting a target.



1

Tip



Estimating or hitting a target.

What it looks like:

Needs to be ready in 3 months for tradeshow.

All features will take 5 months.

What is more important?

All features, or something for tradeshow?

We **need** something for the tradeshow.

I'll plan for delivering as many features as possible in 3 months

1

Tip



Estimating or
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TRAP

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TRAP

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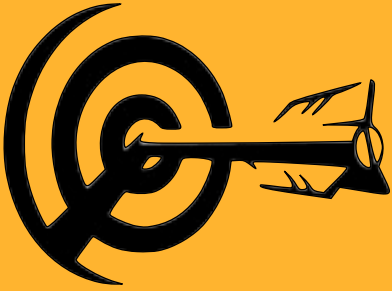
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Estimates are non-negotiable?

Pool Size:



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Tip

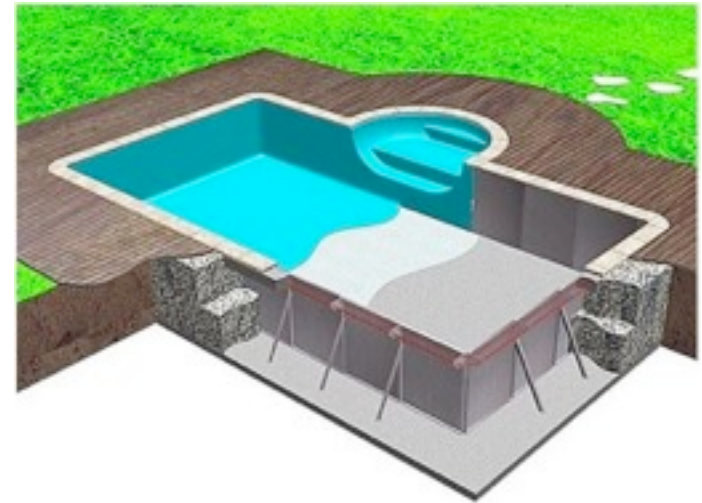


Estimating or hitting a target.

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Estimates are non-negotiable?

Pool Size:
10'x10'x5'



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Cost Estimate:
~\$20K or \$40 / ft³

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Tip

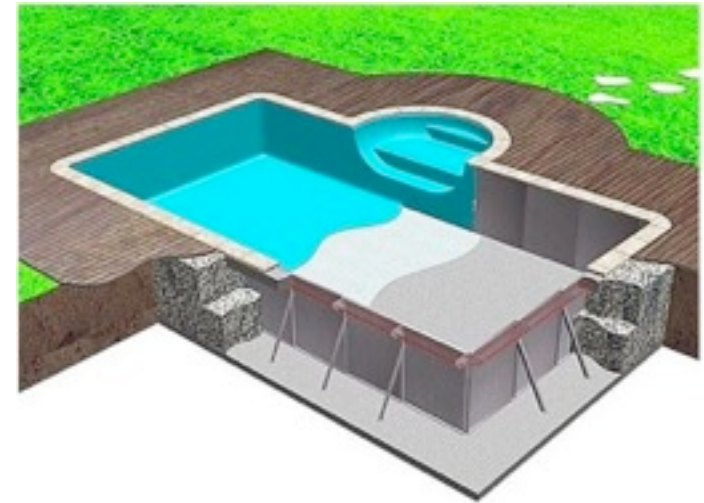


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How do you lower the estimate?



Slides and more estimating tips at:
<http://squaredi.blogspot.com>



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