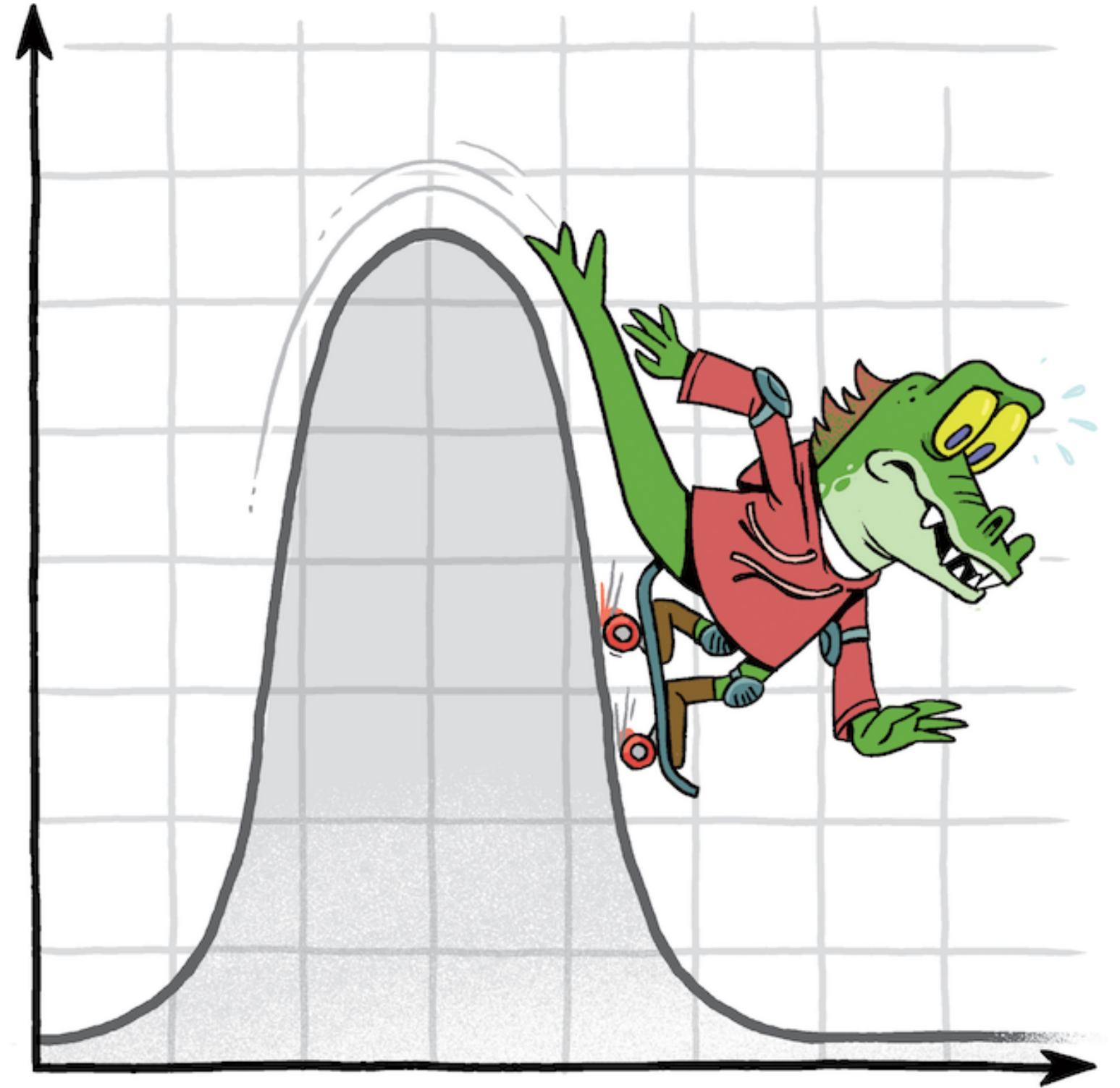


Lizard Optimization

Gojko Adzic | Agile Tour Vienna 2024



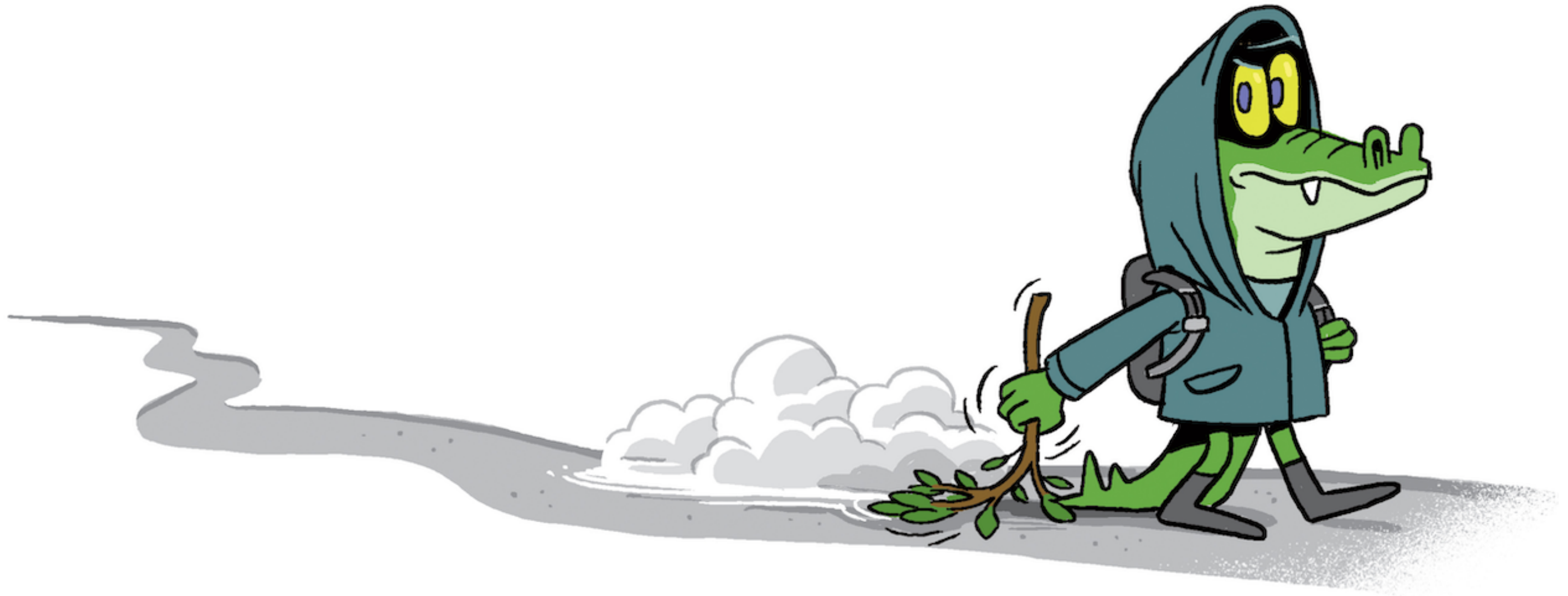
Lucky accidents
happen to everyone,
but we need to be
systematic about
spotting them



"the user is too stupid ..."



"the user is too smart..."





Bug



Feature

Bug

Wrong

Feature

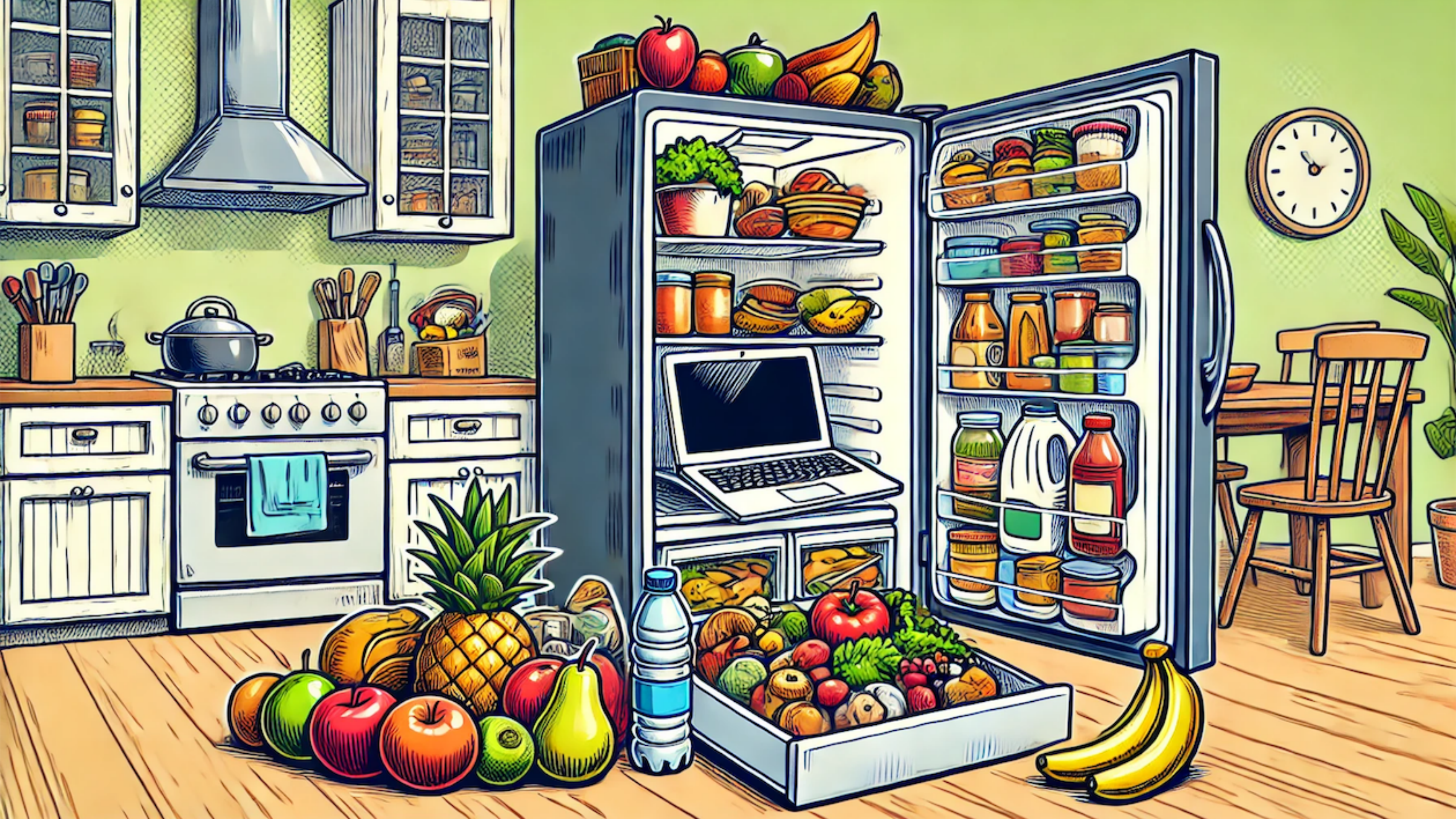
Right

Bug

Unexpected

Feature

Expected



bugs/features => **BEAM!**

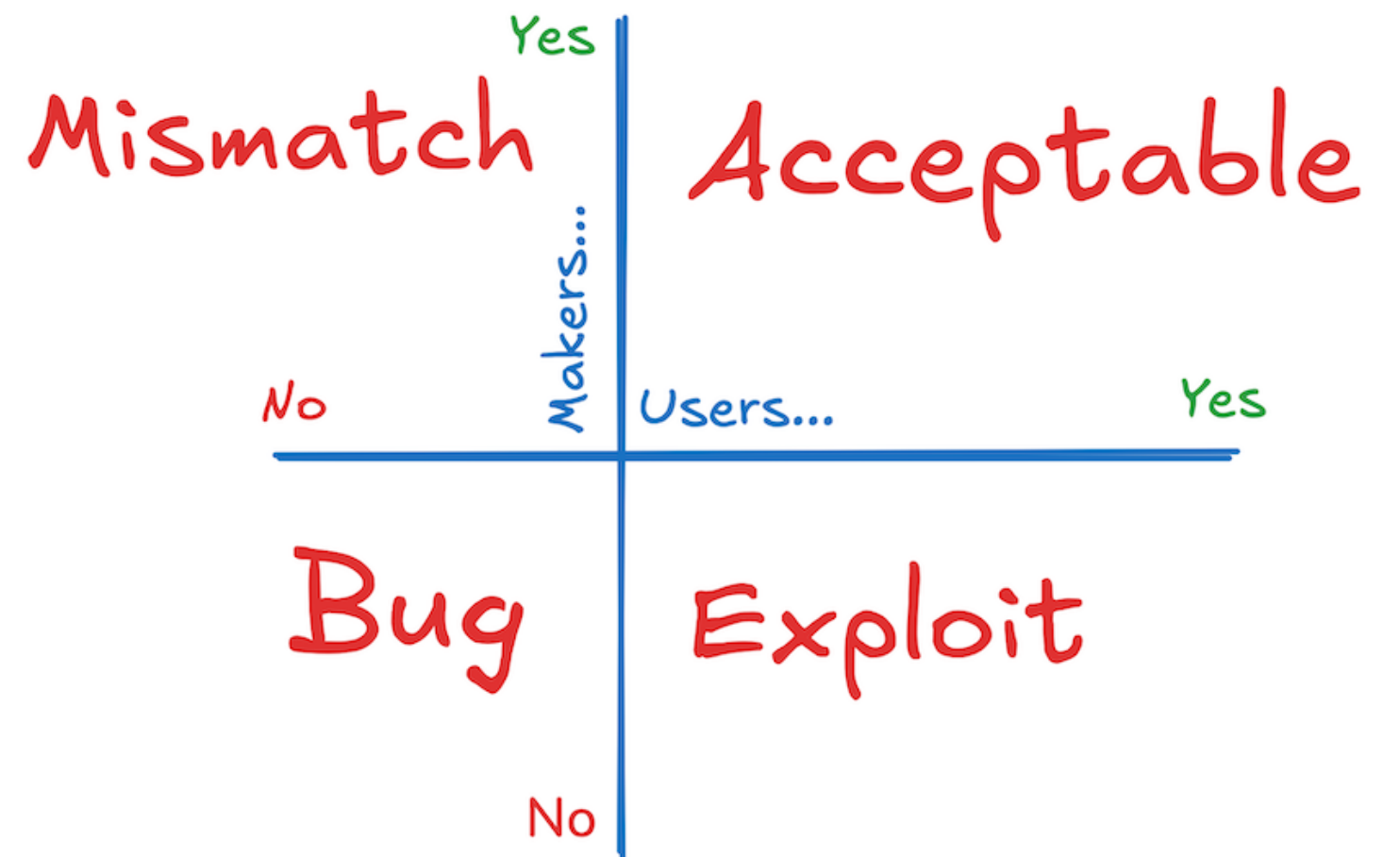
Bugs

Exploits

Acceptable

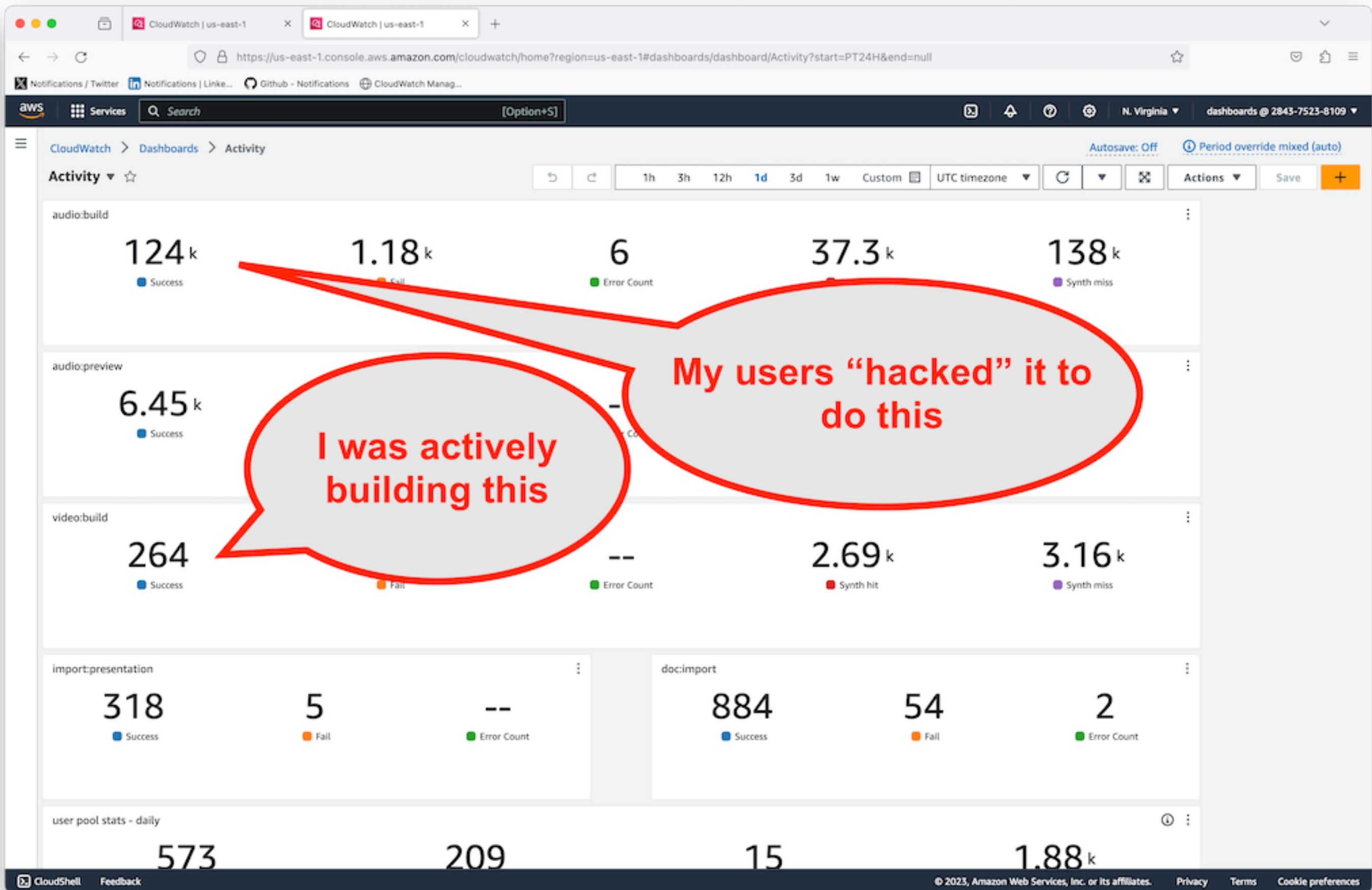
Mismatch

Did it do what the ... expected?

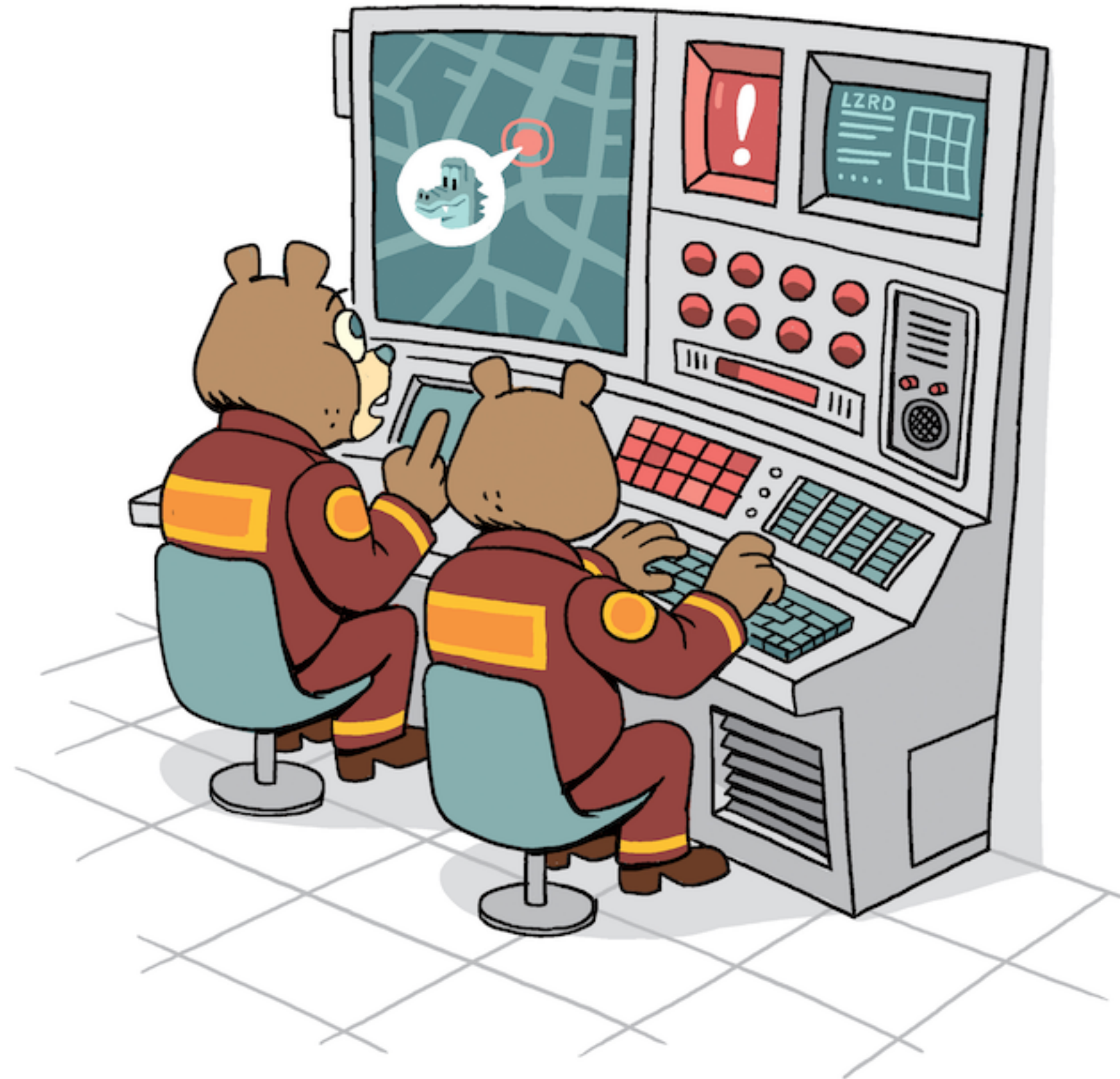


Mismatches and Exploits are hidden product opportunities





Step 1:
Learn how
people
are *misusing*
your product



Text to audio

Type or paste the [narration script](#) below, or click Upload File to load the script from a document. You can upload plain text (.txt), MS Word (.docx and .doc), MS Excel (.xlsx and .xls), PDF, EPUB, RTF, Open Document (.odt, .ods) and subtitle (.srt, .vtt) files.
(Looking for a quick example? [Download this file.](#))

LANGUAGE: English - British ▼

VOICE: Charles ▼  

SCRIPT:



UPLOAD FILE

PREVIEW

CREATE AUDIO ▶

Error

You uploaded a png file (Screenshot.png).
Narakeet cannot read text from it. Please upload a
Word document or plain text file.

START AGAIN ▶

▼ 1	2.33.18	filesPic...	text-file-type-unsupported,{"actualExtension":"apk"},"supported":"tx... IN			
Field	Value					
@ingestionTime	1678078003033					
@log	284375238109:/aws/lambda/nkprod-web-cdn-UserAuditFunction-PKq0WE1o5T8a					
@logStream	2023/03/06/[\$LATEST]09cb7e09428e45a982a62b1f1402e04a					
@message	2023-03-06T04:46:37.153Z	095c070c-6dd4-436c-8f8b-c6d0ea2b0201	INFO	{"context":		
@requestId	095c070c-6dd4-436c-8f8b-c6d0ea2b0201					
@timestamp	1678077997153					
auditType	/user/error					
context.action	filesPicked					
country	IN					
deviceType	mobile					
errorObject	text-file-type-unsupported,{"actualExtension":"apk"},"supported":"txt,docx,epub,pdf,rtf,odt,					
localTime	1678077996489					
pageOrigin	https://www.narakeet.com					
pageUrl	/app/text-to-audio/					
referrer	https://www.narakeet.com/app/text-to-audio/?projectId=2e39ea30-f816-4add-b1d6-25d032010818					
requestId	nw4Xer5509I8UmFuKYofm9XZoarSpCyi_Dla9Ss1czCkU9KCxGXtPg==					
session	AbLxl8VWe4fVmDFIayLedDbrBtsVIc6e_qmOfq2bWhCQh8S0rxhoVA==					

**Lizardman's
Constant Is**

4%

▼ 1 2023-03-... 2023-03-31T16:39:43.299Z 9954c129-552a-48bf-ba61-5a75ef420b79 INFO {"context":{

Field	Value
@ingestionTime	1680280791492
@log	284375238109:/aws/lambda/nkprod-web-cdn-UserAuditFunction-PKq0WE1o5T8a
@logStream	2023/03/31/[\$LATEST]9329a0b2e9ca4d909106f98ffabbdde1
@message	2023-03-31T16:39:43.299Z 9954c129-552a-48bf-ba61-5a75ef420b79 INFO {"c
@requestId	9954c129-552a-48bf-ba61-5a75ef420b79
@timestamp	1680280783299
auditType	/user/error
context.action	filesPicked
country	FR
deviceType	desktop
errorObject	text-file-type-unsupported,{"actualExtension":"srt","supported":"txt,docx,epub,pdf,
localTime	1680280782554
pageOrigin	https://www.narakeet.com
pageUrl	/app/text-to-audio/
referrer	https://www.narakeet.com/app/text-to-audio/?projectId=722a38db-6ace-42d3-81de-ef63c
requestId	uZC2QY4xDhPiXhuRb_1DUoEXEtgB5RHZs9Fvgf_mIJLnduMoYHDSaw==
session	Z0mBtp9rGWXiNXCaraCa4J31Mb6QAh5vHB617q0kUYQURFRmiX2Ekg==

Step 2:
Zoom in on
one
behaviour
change



STAGES OF



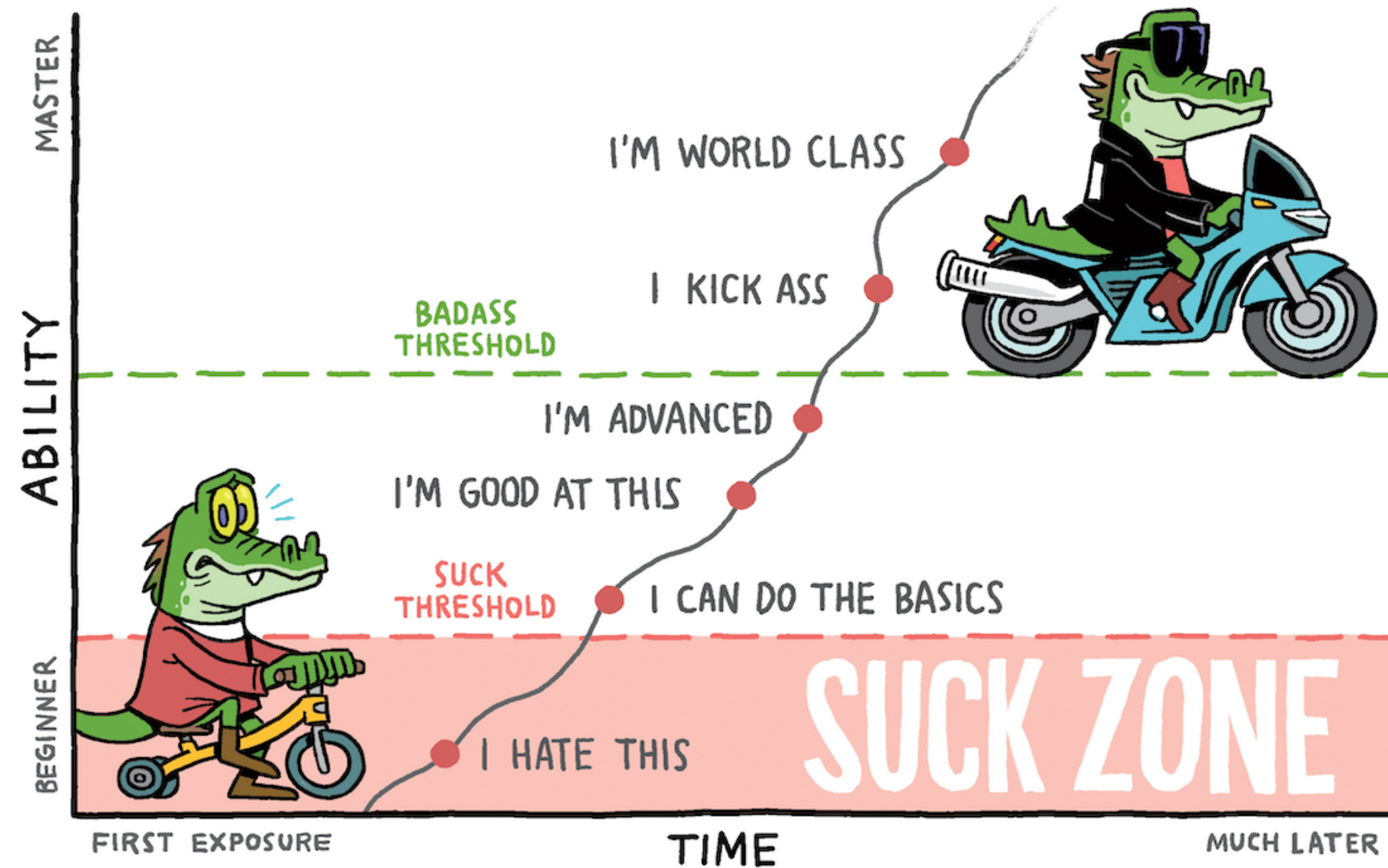
GROWTH

#	readabi...	readabilityText	sessi
▶ 28	Charles	Каждый пользователь заходит в систему по	pkcM2
▶ 29	Robovoice	सो कैसे है आप लोग	r0Si9
▶ 30	Charles	हमारी बॉडी में इतना शुगर होता है कि उससे	eS1yW
▶ 31	Charles	देखो देखो कबाड़ आया है	5nQk_
▶ 32	Imran	Assalam o alaikum	bDMWL
▶ 33	Charles	लगा दीयि चार्जिंग	M8IO8
▶ 34	Charles	अब मैं चार्ज हो गया हु समर लव यू	nUGz1
▶ 35	Beatrice	क्या कर रहा क्या	H27Lg
▶ 36	Carol	মিথিরামপুর চাপ মাল গ্রুপ থেকে ৭ তারিখ ত	3Eg9D
▶ 37	Charles	देखो देखो कबाड़ आया है मावा लाया है	5nQk_
▶ 38	Charles	হম্জা	5L4a3
▶ 39	Preeti	হেলো বন্ধুরা ; ওয়েলকাম টু ; আকুবপুর; নে	y8TtM
▶ 40	Sanda	হেলো বন্ধুরা : ওয়েলকাম টি : আকুবপুর: নে	y8T+

After paying to use a **Canadian Voice** to read a word document script in English, I received an error message saying your software can only **read Latin**.

This is Nonsense, and I will be **reporting it to the Canadian Consulate** in Britain

Help your users **escape the suck zone!**



Roadsign ⇨ Bumpers ⇨ Alternative Route



Please select a voice

The voice you selected (Aoife) can only read Irish language text written in Latin letters, and cannot read:

হেলো বন্ধুরা ; ওয়েলকাম টু ; আকুবপুর; ন

Select a language and voice matching your text to create the audio, or go back and edit the text.

LANGUAGE: Bangla - West Bengal Indian Accent ▼

VOICE: Arpita ▼ 

◀ EDIT TEXT

CREATE AUDIO ▶

Step 3: **Remove obstacles** **to user success**



Success rates?

- Microsoft 30%
- Bing 10-20%
- Google 10-20%
- Slack 30%
- Netflix (early on) 10%

Count

110k
100k
90.0k
80.0k
70.0k
60.0k
50.0k
40.0k
30.0k
20.0k
10.0k

11/05 11/12 11/19 11/26 12/03 12/10 12/17 12/24 12/31 01/07 01/14 01/21 01/28 02/04



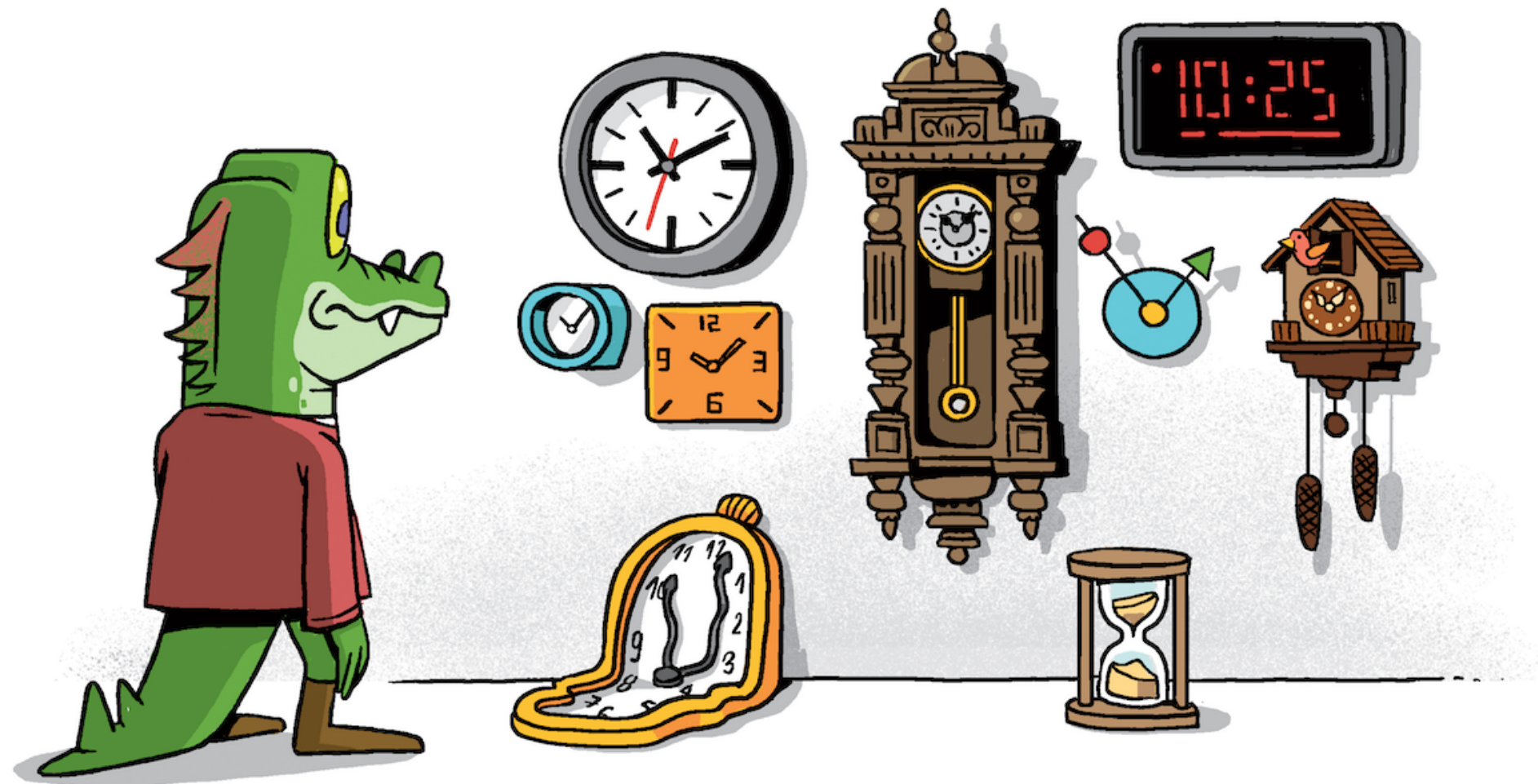
Count

200k
180k
160k
140k
120k
100k
80.0k
60.0k
40.0k
20.0k

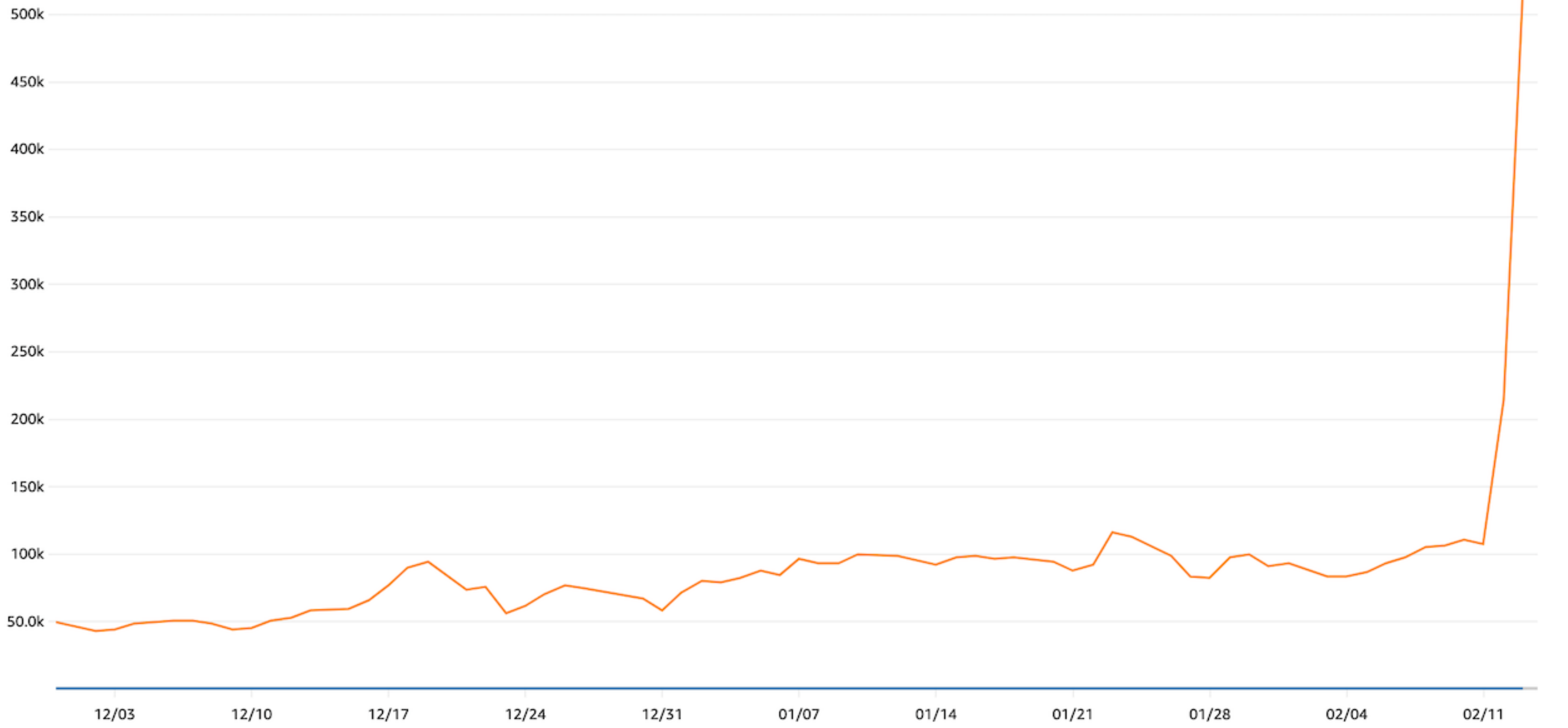
12/03 12/10 12/17 12/24 12/31 01/07 01/14 01/21 01/28 02/04 02/11



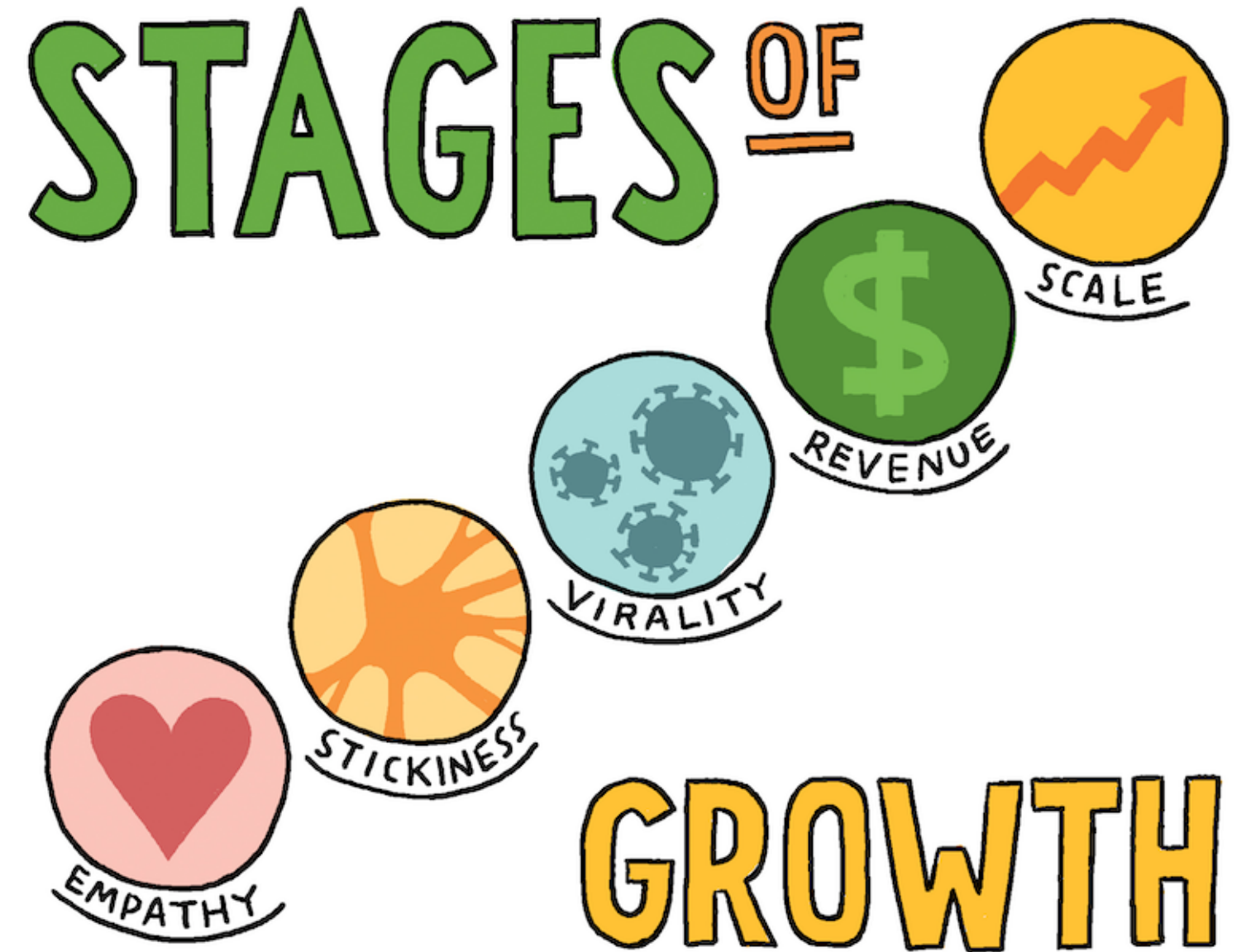
Twyman's law: Any figure that looks interesting or different is usually wrong



Count



Set both **targets
and **constraints**
"guardrail metrics"**



Your request was blocked due to network reputation controls

Here is how to access Narakeet:

Are you using a VPN or a Proxy service? Some other user of the same service might have tried to abuse our system recently. Try switching to a different endpoint or turning off the VPN/Proxy when accessing Narakeet

Are you using a browser extension that anonymizes or modifies requests? The controls might be too strict, and your extension makes the request indistinguishable from a web scraping bot. Change your extension settings, whitelist Narakeet, or turn it off temporarily when accessing our service.

Are you accessing via a public network? If you are accessing Narakeet from a public place shared by lots of other users (airport wifi, coffeeshop wifi...), your request is probably blocked because someone else tried to abuse our services from the same network recently. Try switching to a different network (eg switch to your mobile access point), or accessing the system from some other place later.

Count

500k

450k

400k

350k

307k

250k

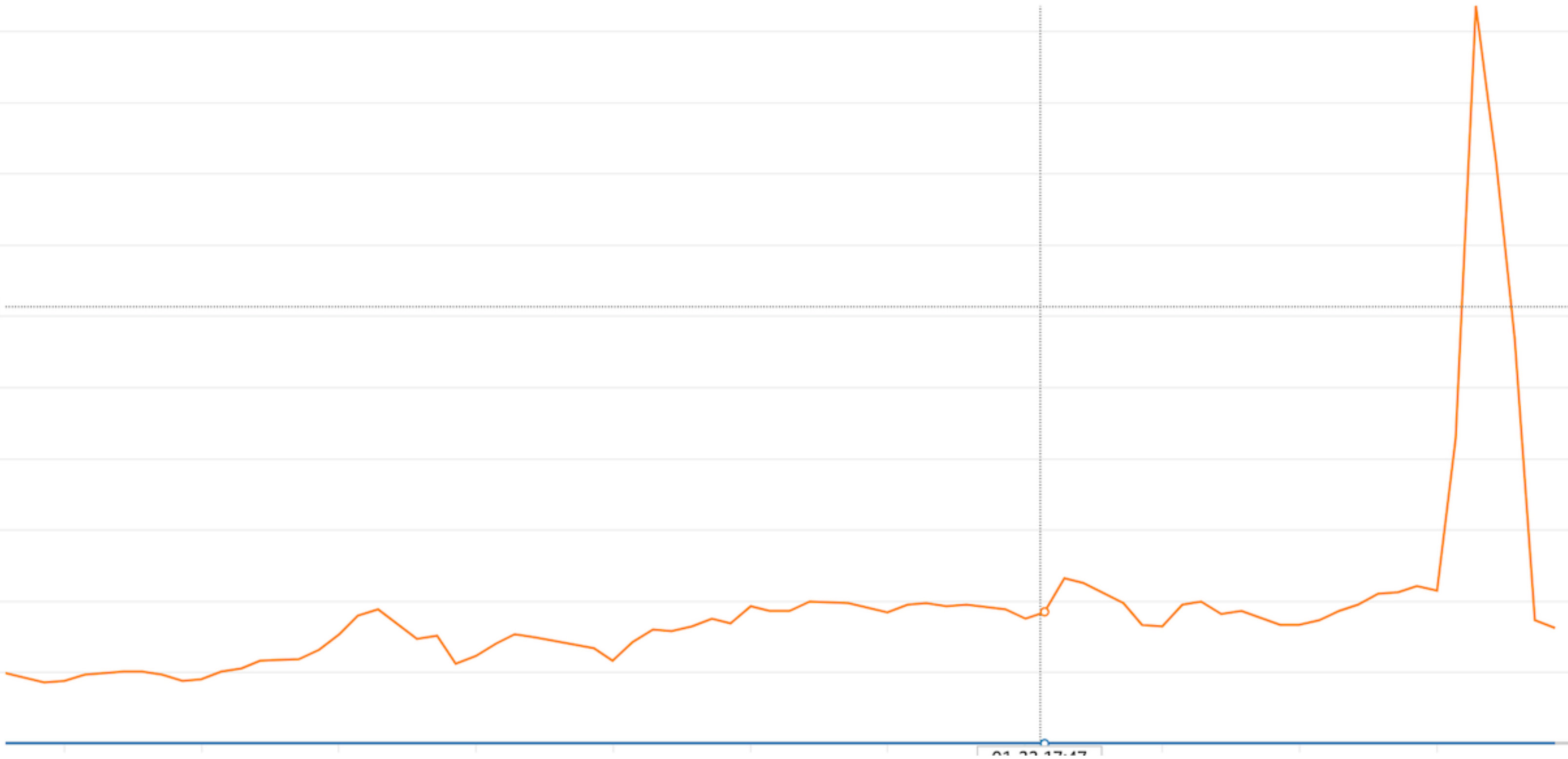
200k

150k

100k

50.0k

01-23-17



i not use vpn

iam not an hacker or an spam or an robot

iam just harassed by the policeman or military who monitor my internet
because iam just spiritual

[REDACTED] <outlook_131BB822E[REDACTED]@outlook.com>

Sent on: Sat, 25/02/23, 18:20

Please restore my access.

To Narakeet

Sent from [Mail](#) for Windows

Solve for one **Extend** to many



The VPN Access feature is only available to commercial accounts. Upgrade to a commercial account to proceed.

Create 30 minutes of audio files for just 6 USD.

No recurring costs, no subscriptions, just a simple single payment.

◀ **BACK**

Pay With **PayPal**

PAY USING A CARD ▶

(You can get cheaper minutes with a [larger plan](#).)

For more information, company subscriptions, educational discounts and other plans, check out answers to [Frequently Asked Questions](#) about pricing and payments.

Step 4: **Detect** **Unintended** **Impacts**



**iam very sorry
but you are an very idiot person**

LZRD

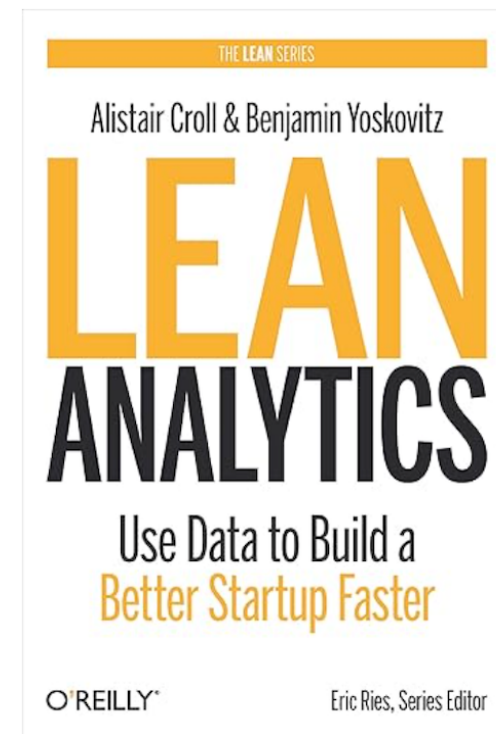
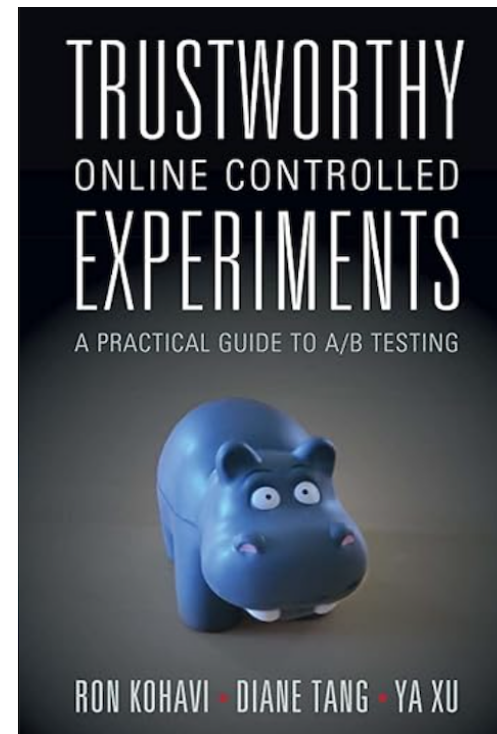
Learn how people are misusing the product

Zoom in on one behaviour change

Remove obstacles to user success

Detect unintended impacts





www.lizardoptimization.org

