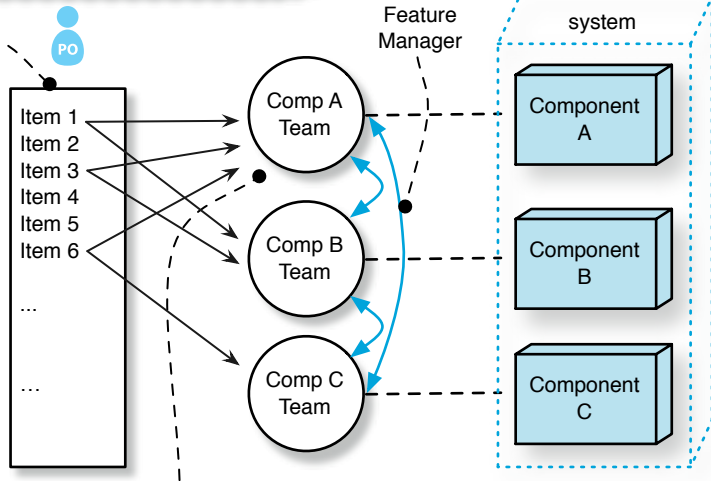


With component teams, a project or feature manager is used to coordinate and see to completion a feature that spans component teams and functional teams.

With component teams, there is a tendency to select goals familiar or 'fast' for teams, not for maximizing customer value. For example, Component B Team does part of Item 3 because it mostly involves Component B work.

This is the "watching the runner rather than following the baton" local optimization.



With component teams, there is increased delay, as one customer feature is split across multiple component teams for programming, and eventually transferred to a separate testing team for verification. There is handoff waste, and multitasking waste—as one component team may work on several features in parallel, in addition to handling defects related to 'their' component.