


# Kickoff

The Lean Inception starts with a kick-off, followed by a sequence of intense activities, and ends with a workshop showcase. The team directly involved with the initiative must participate in all activities; the other interested parties must participate in the kick-off and the showcase, where the expectations and results obtained in the workshop are presented, respectively.

## Think big, start small, learn fast!

- 1** Ask the main sponsor of the initiative to open the Lean Inception with a speech about the initiative to be worked on.  

- 2** Make a brief presentation about the Lean Inception agenda and the concept of MVP.  

- 3** Ask everyone to write their names, using the color that identifies the level of participation.

**AMAURI**  
Scrum  
Master

**ANDRE**  
Product  
Owner

**PEDRO**  
UI/UX  
Designer

**MARIANA**  
Facilitador

**CARLOS**  
DEV

**LUIS**  
Cliente, PM

**JULIO**  
Sponsor  
do Projeto

**RONALDO**  
Analista de  
Negócios


# Product Vision

Somewhere between the idea and the launch of the MVP, the product vision helps you to walk the initial path. It defines the essence of your business value and should reflect a clear and compelling message to your customers. This activity will help you to define the product vision in a collaborative way.

With a clear view of the product, you can determine how the initial "pieces" of the business will come together.

- 1

Divide the team into three groups and request that each group fill only the blanks selected in its respective template.


- 2

Ask each group to read their respective incomplete sentence and copy their post-its to the single template.


- 3

Ask the team to consolidate a homogeneous sentence, copying or rewriting the previous notes, as needed.



## THE PRODUCT VISION

For:

Leitores ávidos de todas as idades que desejam organizar e rastrear suas leituras

whose:

Desafio é manter um registro acessível e gerenciável de livros lidos, que estão lendo e desejam ler

the:

GsBook

, is a:

Aplicativo Android

that:

Facilita a organização de coleções de livros, o acompanhamento do progresso de leitura e o compartilhamento de recomendações com a comunidade

Different from:

Soluções existentes por meio de um sistema de recomendação inteligente que sugere novos livros, baseadas em preferências de leitura e tendências da comunidade

our product:

Ajuda a criar uma experiência de leitura mais engajada e comunitária, incentivando a discussão e descoberta de novos livros

Utiliza aprendizado de máquina para recomendações personalizadas e conectando leitores com interesses semelhantes

Somewhere between the idea and the launching, the product vision helps to trace the initial path.



# The Product IS - IS NOT - DOES - DOES NOT DO

It is often easier to describe what something is not or does not do. This activity seeks classifications about the product following the four guidelines, specifically asking each positive and negative aspect about the product being or doing something.

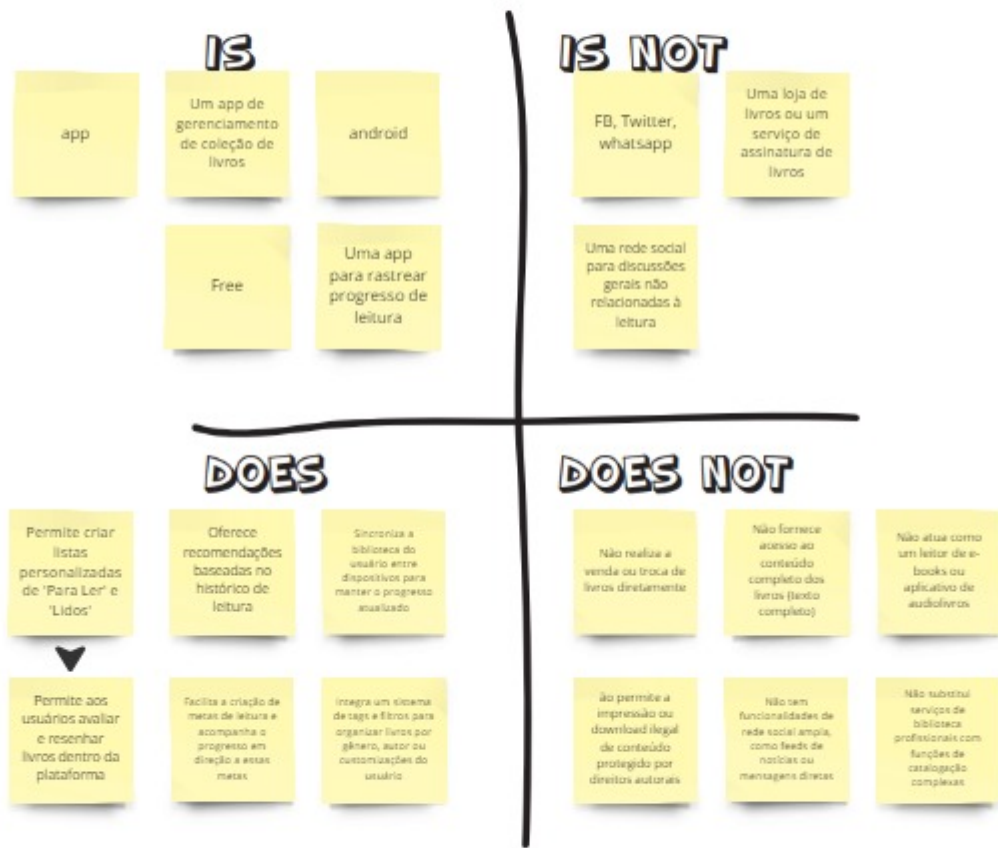
Deciding what NOT to do is AS IMPORTANT as deciding what to do.

- 1

Divide the team into two groups and request that each group fill only the blanks selected in its respective template.
- 2

Ask a person to read a note. Talk about it. Group similar ones into a 'cluster' and place it on Canvas 1.
- 3

Go back to step 2, then ask the same for another person in the next group, until all notes are finished.



Sometimes, it's easier to describe something by telling what this thing is not or does not.

# Product Goals

Each participant must share what they understand as a business goal, and the various points of view must be discussed to reach a consensus on what is really important. This activity helps in raising and clarifying the main objectives.


If you have to summarize the product in three business goals, what would they be?

- 1

Divide the team into three groups and request that each group fill only the blanks selected in its respective template.


- 2

Ask participants to share what they have written, grouping them by similarity in the 'clusters'.

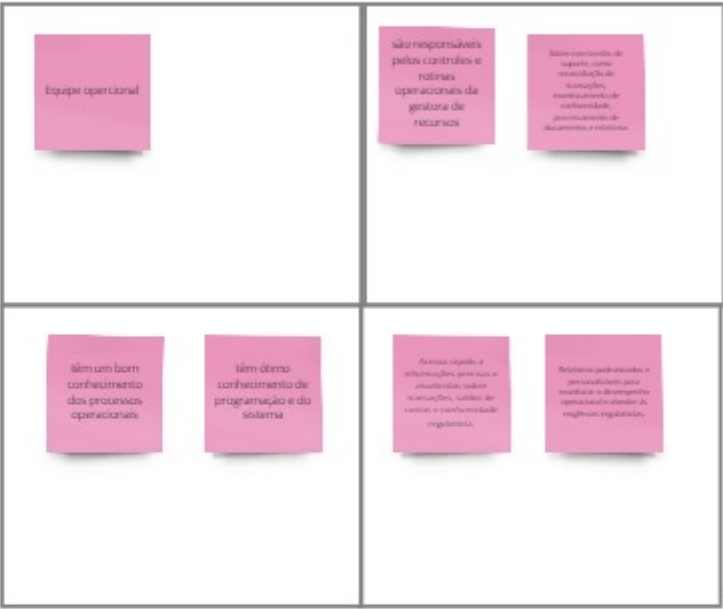

- 3

Define a title for each of the 'clusters'.

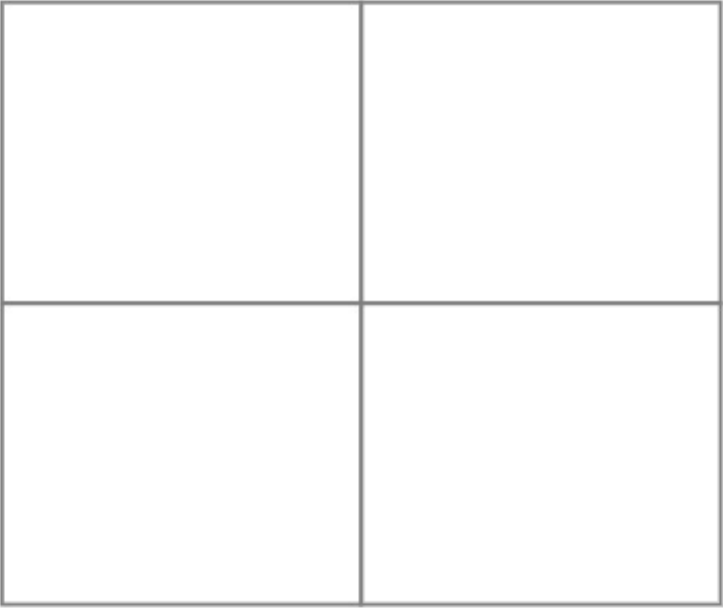




Activity 4: Personas

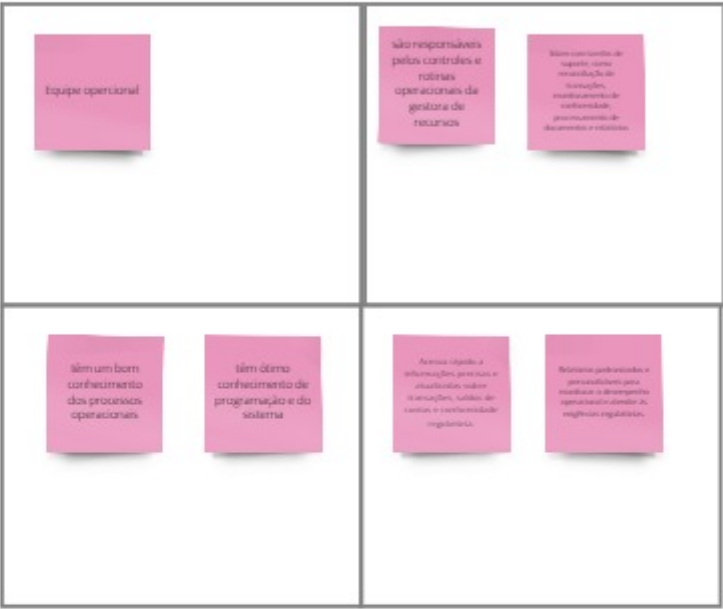


Fill in the blanks marked with post-its in your color.

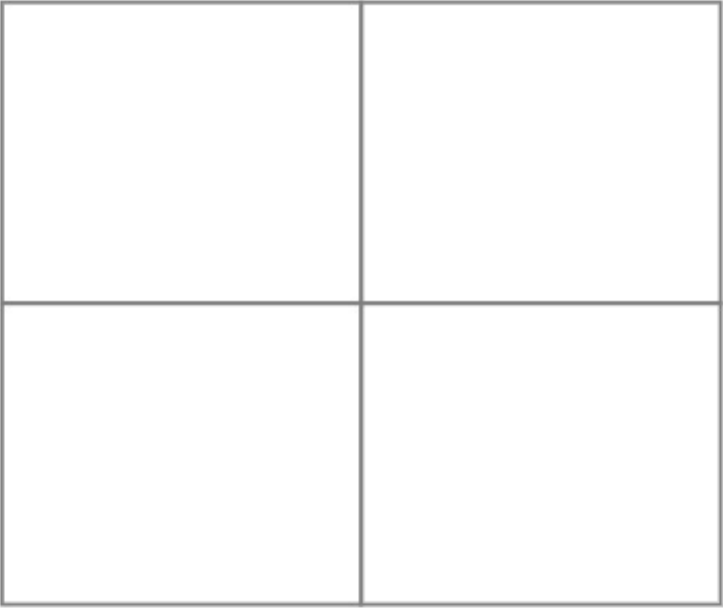


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Activity 4: Personas



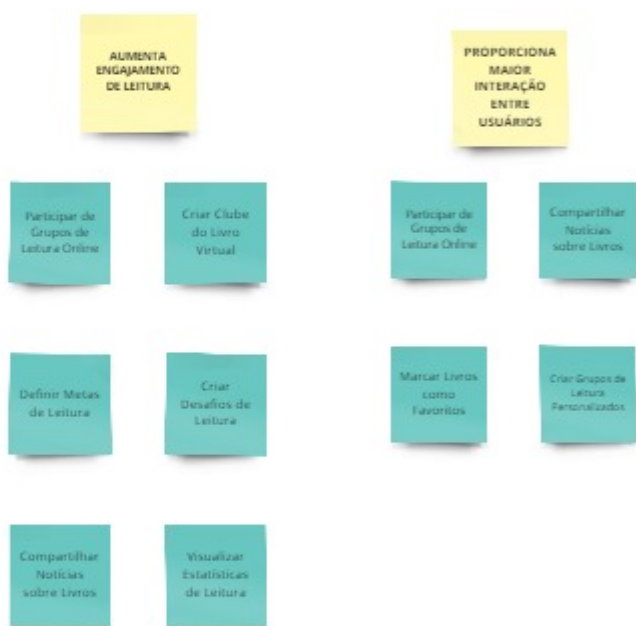
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Fill in the blanks marked with post-its in your color.

Activity 5: Users' Journeys

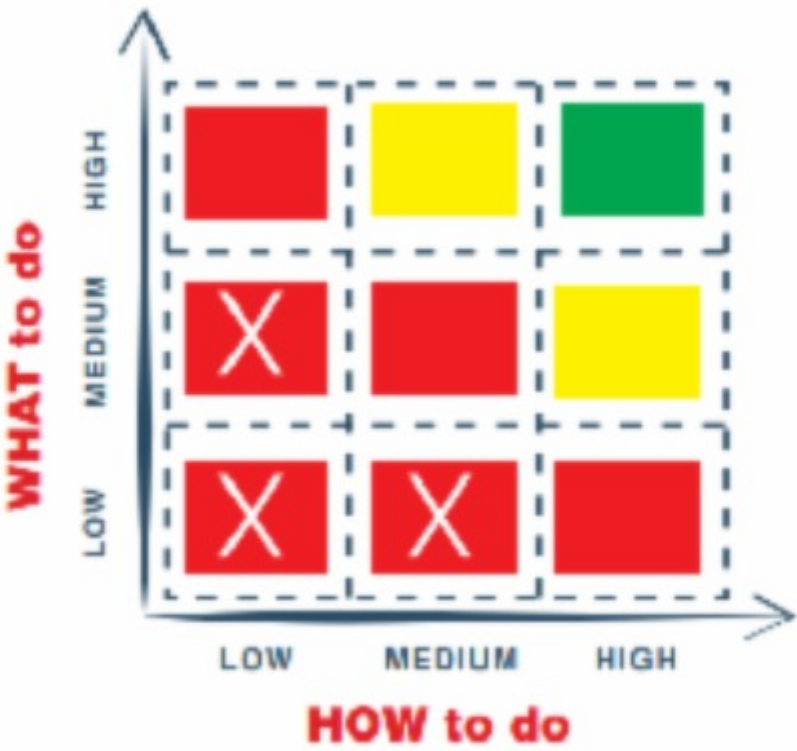




# FEATURES DESCARTADAS



# TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW




EFFORT	E	EE	EEE
BUSINESS	!	!!	!!!
UX	♥	♥♥	♥♥♥

!!

The first step in beginning your work is carefully studying and reading a book about. Then you can start practicing yourself, until you decide what to make it.

!!



Lean  
Inception  
card

Activity 8: Sequencer

EE \$\$\$ <3<3<3  
Recomendações de Livros Personalizadas

E \$\$\$ <3<3<3  
Notificação de Lembretes de Leitura e Lançamentos

E \$\$ <3<3<3  
Sincronização da Biblioteca do Usuário

EE \$\$ <3<3  
Sistema de Tags e Filtros para Organizar os Livros

E \$\$ <3<3<3  
Visualização Customizável dos Livros

E \$\$ <3<3<3  
Visualização Customizável dos Livros

EE \$\$ <3<3  
Estatísticas de Leitura e Tendências

MVP

INCREMENT

Fill in the blanks marked with positions in your color.

1

2

3

4

5

Get ready, plan, work and conquer

Lean Inception can help

### STAKEHOLDERS

Who is this MVP for? Can we segment and test this MVP in a smaller group?

Segmentation: targeting a specific group of people to test the MVP with.

### PROPOSITION

What's the Proposal for this MVP?

Proposal: a clear statement of the value proposition of the MVP.

### CHANNELS

What are we building in this MVP? Which actions are going to be simplified or improved in this MVP?

Channels: the ways in which the MVP will be distributed to the target audience.

### JOURNEYS

What journeys are going to be improved with this MVP?

Journeys: the specific user experiences that the MVP aims to improve.

### MEASUREMENTS

What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraints?

Measurements: the metrics used to evaluate the success of the MVP.

### EXPECTED RESULTS

What learning or result we are seeking in this MVP?

Expected Results: the specific outcomes that the MVP is expected to achieve.

### RETURN TO VALIDATE THE BUSINESS EXPERIENCES

How can we measure the results of this MVP?

Return to Validate: the process of using the results of the MVP to validate the business model.

Don't waste too much time on the MVP. It's not a product, it's a tool to test your ideas. Don't let your internal bias get in the way.

Lean Startup

Fill in the blanks marked with points in your color.

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