

Introducing lean start ups and ux

Lean start ups and ux

What is a start up?

A startup is an organization formed to search for a repeatable and scalable business model.

Steve Blank

Online Start Up Course

Udacity Course by Steve Blank:

How to build a Start Up - <https://www.udacity.com/course/ep245>

Lean Start Up Methodology

- Business Model Canvas
- Pivots
- Minimum Viable Product (MVP)

Business Model Canvas

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners Who are the partners that the business model relies on? Which resources do the partners provide? Which risks do the partners reduce or eliminate?	Key Activities What key activities must the business model execute to be successful? What key resources do the partners provide? Which risks do the partners reduce or eliminate?	Value Propositions What value do we deliver to the customer? What are the benefits and pain relievers? What are the unique value propositions?	Customer Relationships What type of relationship does the business model establish with each customer segment? What are the channels of distribution? What are the customer segments?	Customer Segments Who are the target customer segments? What are the segments? What are the segments?
Key Resources What key resources must the business model execute to be successful? What key resources do the partners provide? Which risks do the partners reduce or eliminate?			Channels What channels does the business model use to reach its customer segments? What are the channels? What are the channels?	
Cost Structure What are the most important costs incurred by the business model? What are the costs? What are the costs?		Revenue Streams What are the revenue streams? What are the revenue streams? What are the revenue streams?		

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Business Model Foundry:

<http://www.businessmodelgeneration.com/canvas>

Pivots

The process of iteration in search of the successful business model

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Minimum Viable Product

“About discovery not product”

“...the key to an MVP is identifying the right minimal features for the right customers.”

Kevin Dewalt

What is user experience?

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

Nielson Norman Group

<http://www.nngroup.com/articles/definition-user-experience>

UX Methodologies

- UX Research
 - Discover target user needs in the experience context of a hypothesized MVP
- Information Architecture and Interaction Design
 - Site/product navigation and user interaction with product to receive solutions
- Visual Design and Content Strategy
 - Visual and verbal communication of brand and solution

Integrating UX

- While building the MVP (MVP Discovery)
- After building the MVP (Post MVP)

UX and MVP Discovery

Consultants Don't Pivot, Founders Do

Steve Blank

- UX research helps founders decide whether solutions provided by feature set match user needs
- UX methodologies implemented while discovering the MVP maximize user adoption and engagement within the feature set of a hypothesised MVP

UX post MVP

- Increase Sign Up rate
 - Communicate brand and solution message
 - Fix site navigation and product navigation
- Deeper Engagement with signed up users
 - Increase ease of use of product features
 - Leave users satisfied and willing to re-use solution

Maximum Viability

- Maximum number of features that do not confuse targeted users
- Maximum number of users engaged on the site within the feature set
 - Business development and marketing efforts maximize number of visitors to landing pages
 - UX methodologies maximize user adoption and engagement with product to solve their problems