THE TRUTH CURVE GAME

SCRUM FACILITATORS

The Truth Curve game is an interactive game where participants will learn the different approaches that famous big companies, such as Google, Tesla, Uber, Spotify (and many more) has used to gain more confidence in their Product before launching it. By the end of this game, you will learn about the Truth Curve, a concept used in Lean UX and product development to help teams determine the right amount of effort to spend on an experiment or hypothesis.

1. Explain the vertical and horizontal axes of the Truth Curve, without delving too deeply into this concept. At this stage, it's crucial to clarify the relationship between Evidence and the amount of effort. This is your starting point.

2. Distribute a card to each participant, each card representing a different approach. They have 3 minutes to read the card

3. After the 3 minutes, instruct the participants to form a line, starting with the least effort at one end and gradually increasing to the most effort.

4. Debrief on this and plot these approaches to the Truth Curve. This is also the moment to explain the Truth Curve further.

Scrum Facilitators work globally with trainers in the Netherlands, United Kingdom, and Singapore. Our mission is to help professionals become awesome Scrum Facilitators by supporting Scrum Masters, Product Owners, Developers and Leaders. A Scrum Facilitator's work is based on Scrum Goals, Values & Principles. A Scrum Facilitator uses these aspects to support the effective use of Scrum in their organisation.

Scrum Facilitators are partners with **Scrum.org** and **ProKanban.org**. We design all classes to maximise the learning impact and student value. Our classes are highly interactive, industry relevant and an enjoyable learning experience. Each class has two certified, knowledgeable experts with extensive real-life experience.

A conversation is a way of talking to your customers or users and asking them questions about their needs, problems, and preferences related to your hypothesis. It can help you test your assumptions and learn new things.

The founder of Dropbox created a short video that demonstrated how his product worked and posted it on a tech forum. He also asked the forum members to fill out a survey about their interest in Dropbox and their current file-sharing solutions. This helped him gauge the demand for his product, identify his early adopters, and get feedback on his value proposition.

PAPER PROTOTYPE

Paper prototyping is an approach that involves creating paper representations of digital products to help you realize concepts and test designs. You can draw sketches or adapt printed materials and use these low-fidelity screenshot samples to cheaply guide your designs and study users' reactions from early in projects.

The Gmail team sketched out different versions of the interface on paper and tested them with users. They also used paper cutouts to simulate the interactions and animations of the product. This helped them refine their design, improve their usability, and reduce the development time.

Pre-order is an approach that involves offering your product or service for sale before it is fully developed or available. Pre-order can help you test your value proposition, measure the demand, and generate revenue

Tesla, which used this approach to launch its Model 3 electric car. Tesla announced the Model 3 in March 2016 and started accepting pre-orders for a refundable deposit of $1,000. Within a week, Tesla received more than 325,000 pre-orders, which represented a potential revenue of over $14 billion. This helped Tesla validate its product, raise capital, and create buzz in the market.

TESLA

Digital prototyping is an approach that involves creating interactive simulations of digital products to test their functionality, usability, and desirability. You can use various tools and platforms to create digital prototypes. It helps you test your value proposition, get feedback on your features, and iterate quickly.

Spotify used this approach to design its music streaming service. They used InVision to create a high-fidelity prototype of its app, which included realistic animations, transitions, and interactions. Spotify tested the prototype with users and stakeholders and collected data on their behavior and preferences. This helped them refine their design, improve their user experience, and launch their product successfully

Spotify®

LANDING PAGE

Landing page is an approach that involves creating a single web page that showcases your product or service and encourages visitors to take a specific action, such as signing up, downloading, or buying. Landing page can help you test your value proposition, measure the interest, and generate leads.

Buffer used this approach to validate its social media scheduling tool. Buffer created a simple landing page that explained the benefits of its product and asked visitors to sign up for the beta version. They also experimented with different versions of the landing page to optimize the conversion rate. This helped Buffer validate its product, build an email list, and launch its product successfully.

buffer

Concierge is an approach that involves delivering your product or service manually to your potential customers, without using any technology or automation. Concierge can help you test your value proposition, learn about your customers' needs and preferences, and build trust and loyalty.

Zappos used this approach to validate its online shoe-selling business. The founder of Zappos went to local shoe stores, took photos of the shoes, and posted them on his website. When someone ordered a pair of shoes, he went back to the store, bought the shoes, and shipped them to the customer. This helped him validate his product, measure the demand, and launch his product successfully.

WIZARD OF OZ

Wizard of oz is an approach that involves creating an illusion of a fully functional product or service, while secretly having a human operator behind the scenes who controls the responses or actions of the product or service. Wizard of oz can help you test your value proposition, learn about your customers' behavior and expectations, and prototype complex or advanced features.

Apple used this approach to validate its voice-controlled personal assistant app. Siri offered a service that allowed users to ask natural language questions and get relevant answers or actions from their iPhone. However, instead of using a fully automated speech recognition and natural language processing system, Siri had a human team who listened to the users' queries and manually typed the responses or commands. This helped Siri validate its product, measure the user satisfaction, and launch its product successfully

Beta is an approach that involves releasing a partially developed or tested product or service to a limited number of potential customers, who can provide feedback and suggestions for improvement. Beta can help you test your value proposition, measure the satisfaction, and improve the quality

Netflix used the beta approach to launch its online video streaming service. In 2007, Netflix launched its beta version of its streaming service, which allowed customers to watch movies and TV shows online. Netflix also invited users to provide feedback and suggestions for improvement. Netflix used the beta approach to validate its product, measure the satisfaction, and improve the quality

NETFLIX

PUBLIC RELEASE

Public release is an approach that involves launching a fully developed and tested product or service to the general public, who can use it and provide feedback. Public release can help you test your value proposition, measure the performance, and improve the retention.

Facebook used this approach to launch its social networking platform. Facebook started as a college-only network in 2004, and gradually expanded to other universities, high schools, and workplaces. In 2006, Facebook opened its registration to anyone with a valid email address and launched its public version of its platform. Facebook used the public release approach to validate its product, measure the growth, and improve the user experience. As of the fourth quarter of 2022, Facebook has over 2.8 billion monthly active users worldwide

Scalability is an approach that involves expanding the reach and impact of your product or service to a larger number of customers, markets, or regions, while maintaining or improving the quality, performance, and satisfaction. Scalability can help you test your value proposition, measure the growth, and improve the retention.

Uber used this approach to grow its ride-hailing platform. Uber started as a luxury car service in San Francisco in 2009, and gradually expanded to other cities, countries, and continents. They used scalability to validate its product, measure the demand, and improve the user experience. As of the fourth quarter of 2022, Uber has over 93 million monthly active users worldwide.

Uber

Optimization is an approach that involves improving the efficiency, effectiveness, and profitability of your product or service by using various methods, such as data analysis, experimentation, or machine learning. Optimization can help you test your value proposition, measure the performance, and improve the retention.

Amazon used this approach to enhance its e-commerce platform. Amazon used various methods, such as A/B testing, personalization, recommendation systems, or dynamic pricing, to optimize its website, app, and services. Amazon used optimization to validate its product, measure the satisfaction, and improve the user experience. As of the fourth quarter of 2022, Amazon has over 200 million Prime members worldwide.