

Good Morning!!

Please **claim a table** for your “team”

Use the materials at the table to **make your team’s name visible** to other teams

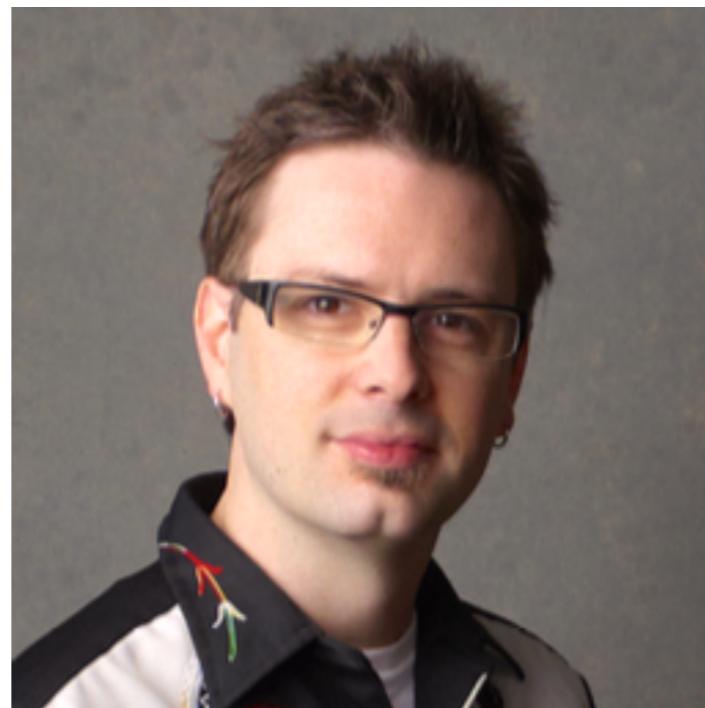
*(creativity is encouraged)*

# Intro

# Who Are We



[gina@mutuallyhuman.com](mailto:gina@mutuallyhuman.com)  
[@ginawinkler](https://twitter.com/ginawinkler)



[samuel@mutuallyhuman.com](mailto:samuel@mutuallyhuman.com)  
[@shmuel](https://twitter.com/shmuel)



[mike@mutuallyhuman.com](mailto:mike@mutuallyhuman.com)  
[@mikedoel](https://twitter.com/mikedoel)

*Mutually human*

# About Mutually Human

**what**

We Craft Humane Software

**why**

We love what we do because we get to make your job easier, or your free time more fun, or maybe your hospital visit safer. Whatever we're working on, we help get technology out of the way so you can worry about more important things.

**how**

When we apply our technical expertise, our ever improving process, and most of all our humanity to each product and service we design we're not just building better technology, we're making sure technology gets out of the way.

Mutually human

# **EXPENSIVE**

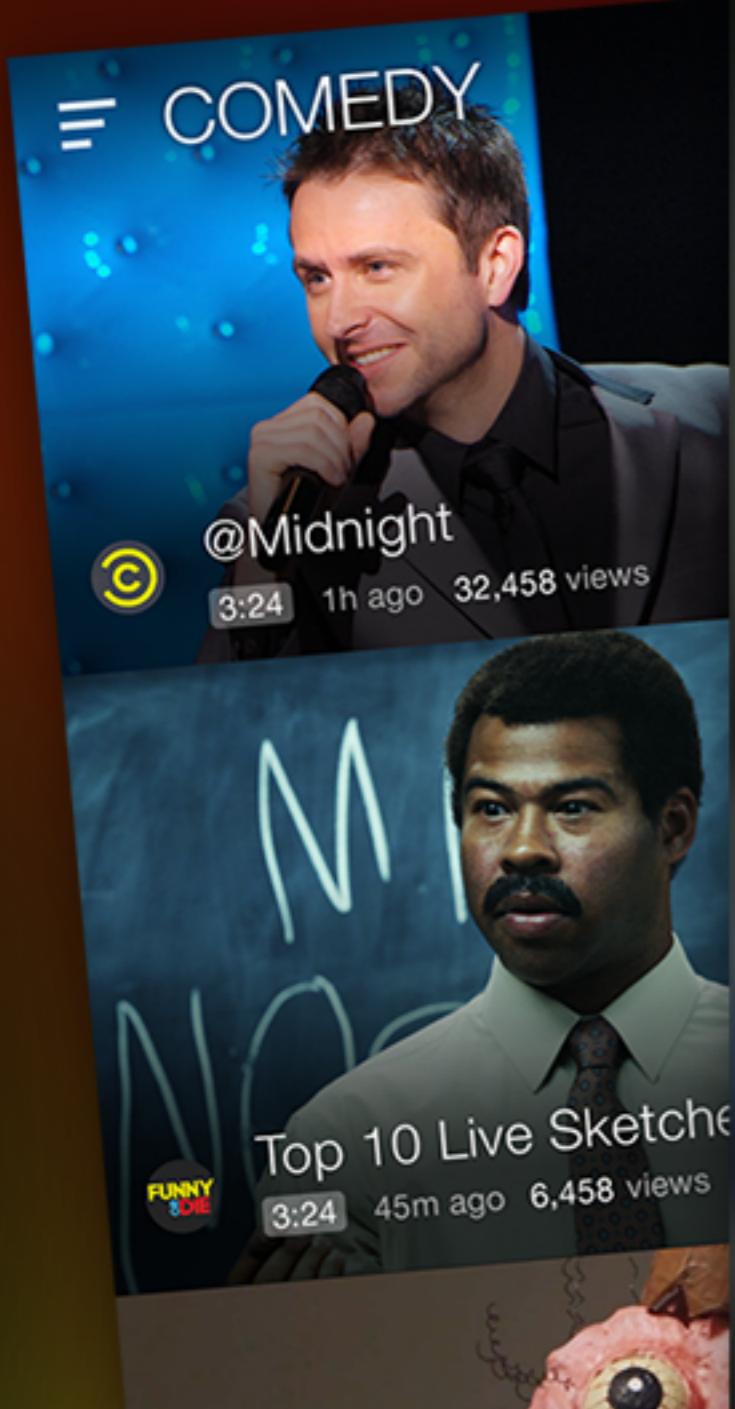
# **ERP**

# **HOTEL MANAGEMENT**





MILK  
VIDEO



< Edit Profile



Matthew



•••••



matthews@samsun



First Name

<

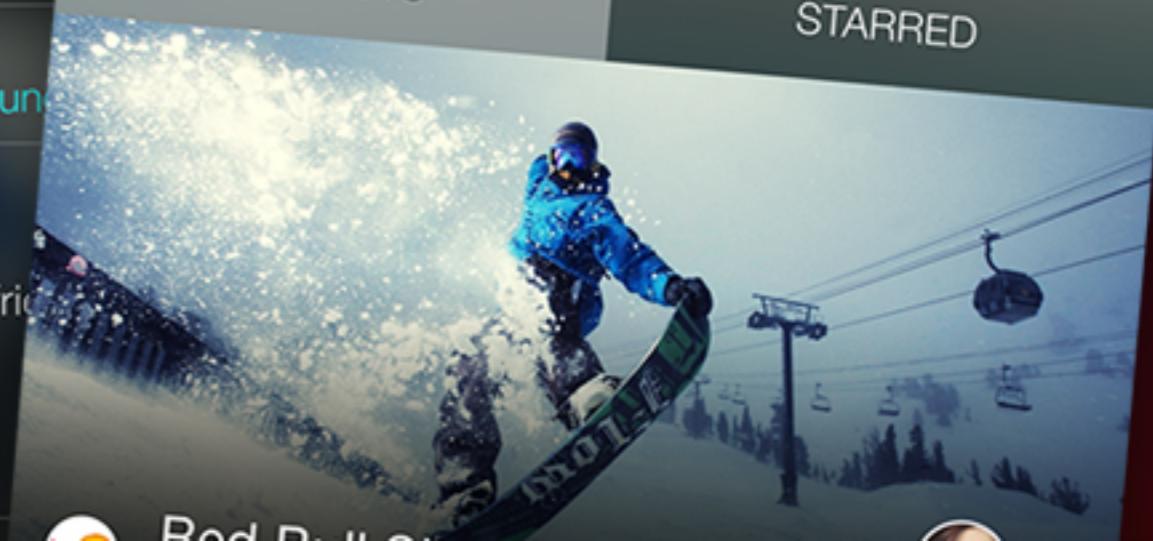
MATTHEW



32 FOLLOWING | 17 FOLLOWERS

REPOSTS

STARRED



SAMSUNG

**1.2**

**1.2**

**BILLION**

**The most expensive  
software in the world**

**The most expensive  
software in the world**

**is software that will  
never be used.**

**DESIREABLE  
USABLE  
USEFUL**

**DESIREABLE  
USABLE  
USEFUL**



**VALUABLE**

**DESIREABLE  
USABLE  
USEFUL**

**PROFITABLE**

**VIABLE**

# “Samsung's YouTube”

## “a curated experience like no other”

The screenshot shows a web browser displaying the [article URL](http://www.slashgear.com/milk-video-review-samsungs-youtube-28381246/) on the address bar. The page header features the "SLASH GEAR" logo and navigation links for "REVIEWS", "COLUMNS", "FEATURES", "HUBS", "Trending", "Cars", "Science", "CES", "Apple", "Star Wars", and "NASA". A prominent advertisement for "MASTER & DYNAMIC" headphones is visible, with the tagline "They perform even better than they look. - WIRED" and a "SHOP NOW" button. The main content area is titled "Milk Video Review – Samsung's YouTube" by Chris Burns, dated April 28, 2015. Below the title are social sharing buttons for Twitter, Facebook (19), Google+, and Reddit. A sidebar on the right contains an advertisement for "Social Media Marketing" from marketo.com, featuring a purple call-to-action button labeled "Get it now". At the bottom of the page, there is a promotional banner for "Qlik Sense Desktop" with the tagline "Visualize your data. Find insights that matter." and a "Free Download" button.

While it might seem strange to call Milk Video "Samsung's YouTube" since it contains actual YouTube content, know this: it's what this software feels like that counts. Over the past few weeks I've been using Samsung's Milk Video regularly. Once I received a Samsung Galaxy S6

“It’s ridiculously easy to use.”

www.greenbot.com/article/2849231/hands-on-samsungs-new-milk

HOT TOPICS: News · Video · Reviews · Phones · Tablets · Android L · Apps · How-to · Submit a Tip

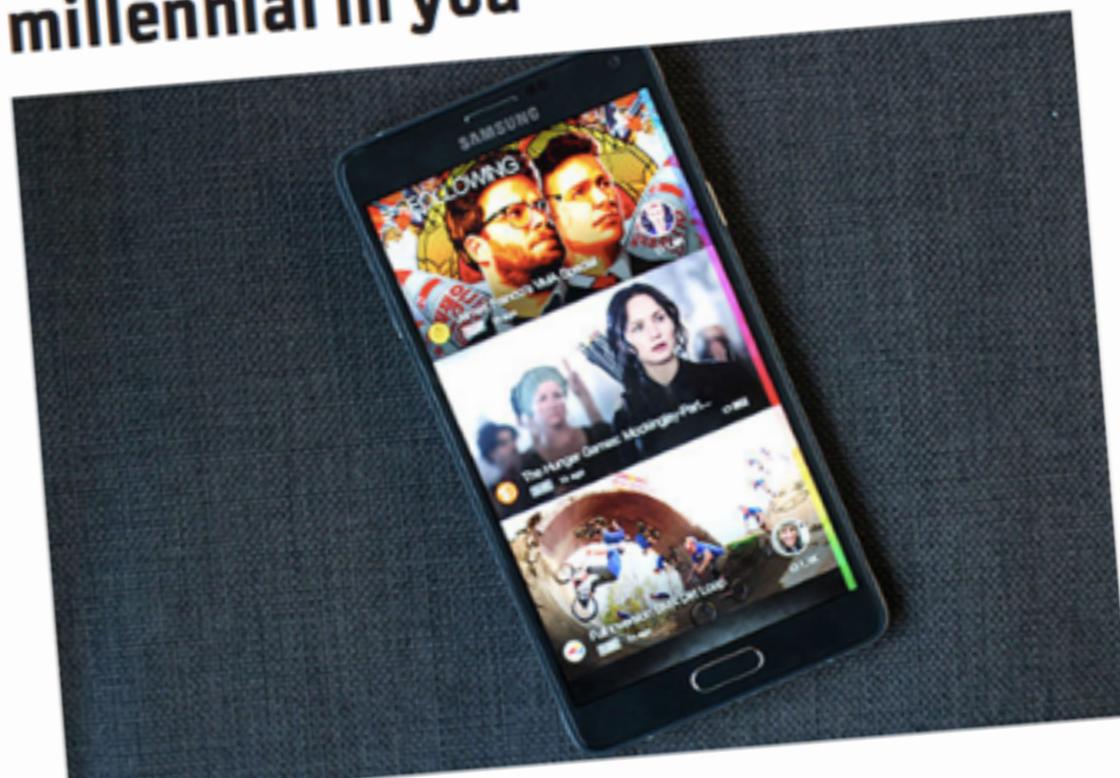
greenbot BY IDG COMMUNICATIONS

Popular Stories:

Home > Apps

NEWS ANALYSIS

## Samsung's new Milk Video app is for the bored millennial in you



Credit: Florence Ion

More like this

- Galaxy Note 4 review: Samsung finally listens to its fans, and it pays off
- YouTube Music Key is a solid start, but needs more polish to win subscribers
- 18 essential tips and tricks for getting started with your Samsung Galaxy Note...

littleBits



**vevo**



**CollegeHumor**

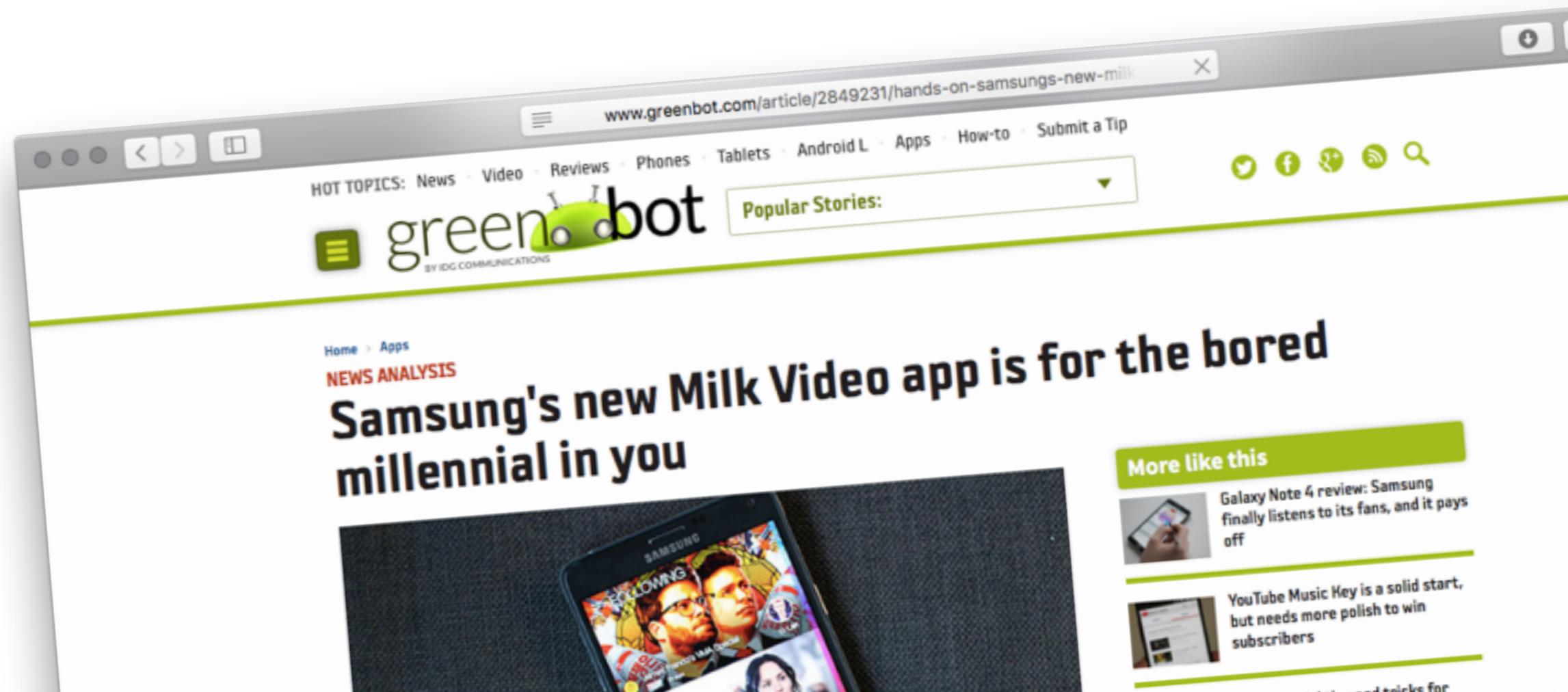
**vimeo**

**Red Bull®**  
The Red Bull logo features the brand name in red with a registered trademark symbol, and two red bulls facing each other in front of a yellow sun.

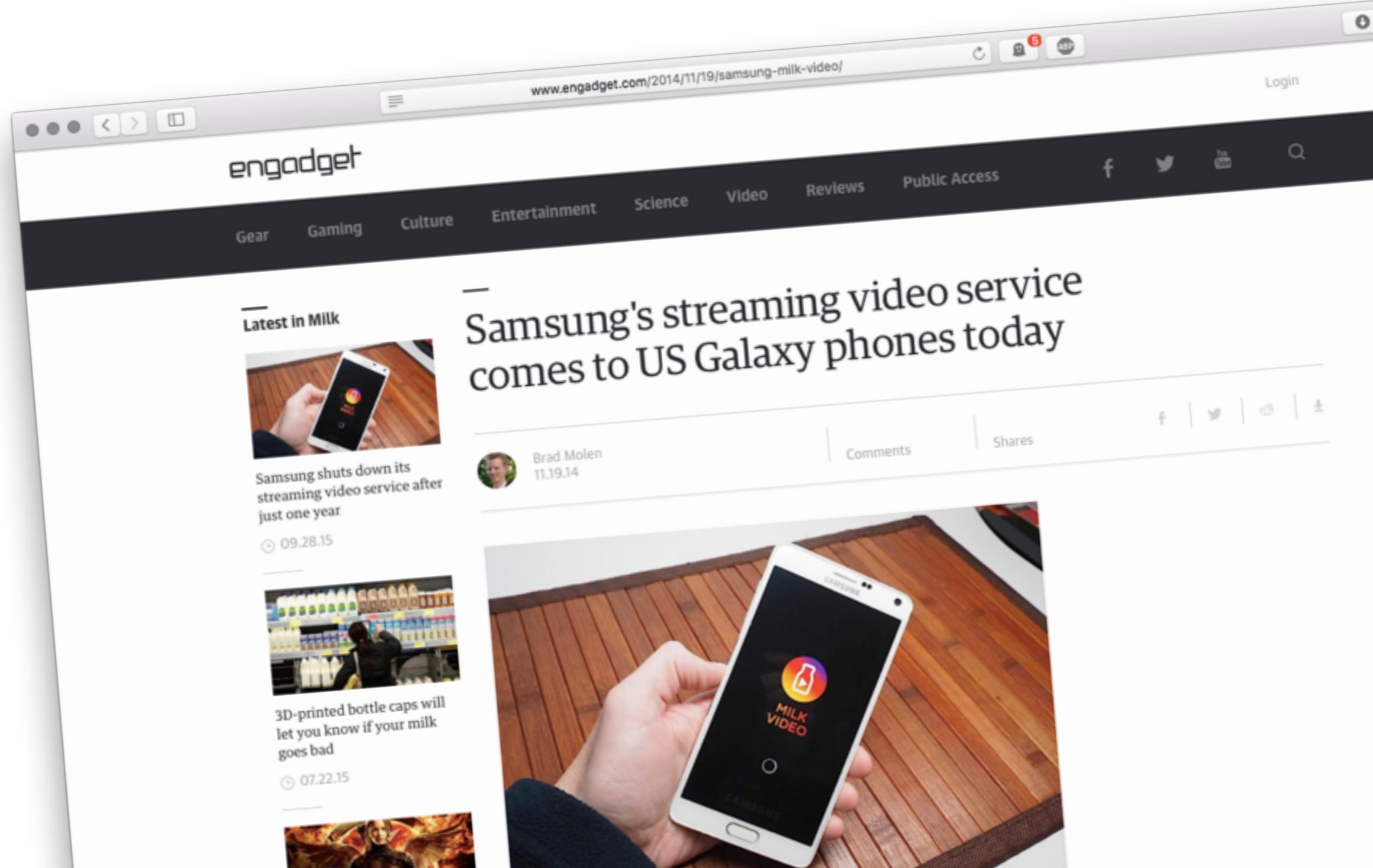
**1 YEAR +  
1 DAY**

- Well Built
- Robust Features
- Strong Marketing
- Critically Acclaimed Design
- Easy to Use

“as slick as Samsung's new app is, I just can't help feeling that I'd be more excited about Milk Video if it were more than just another YouTube or Vimeo alternative.”



“Do we really need another streaming video option, or will Milk Video just get lost in the mix?”



# CRAFTSMANSHIP

**What's worse than a  
shoddy product?**

**A product no-one ever  
wanted to begin with.**

**FEATURE**

**FEATURE**

**FEATURE**

**+**

---

**PRODUCT**

**COST / VALUE**

# **PRODUCT DEBT**

**PRODUCTS PEOPLE  
LOVE TO USE**

**READY?**





**DESCRIBE  
YOURSELF**



**GREEN  
BROWN**



# AGILE WATERFALL



Primarily  
v  
**LEAN IS FOR:**

## What We're Solving

### Conference Meetup

- Those who get the most out of conferences often say it's because of the social elements.
- Could we help more people feel this way by creating a product/service that encouraged attendees to meet other people at the conference?

# Assumptions & Hypothesis

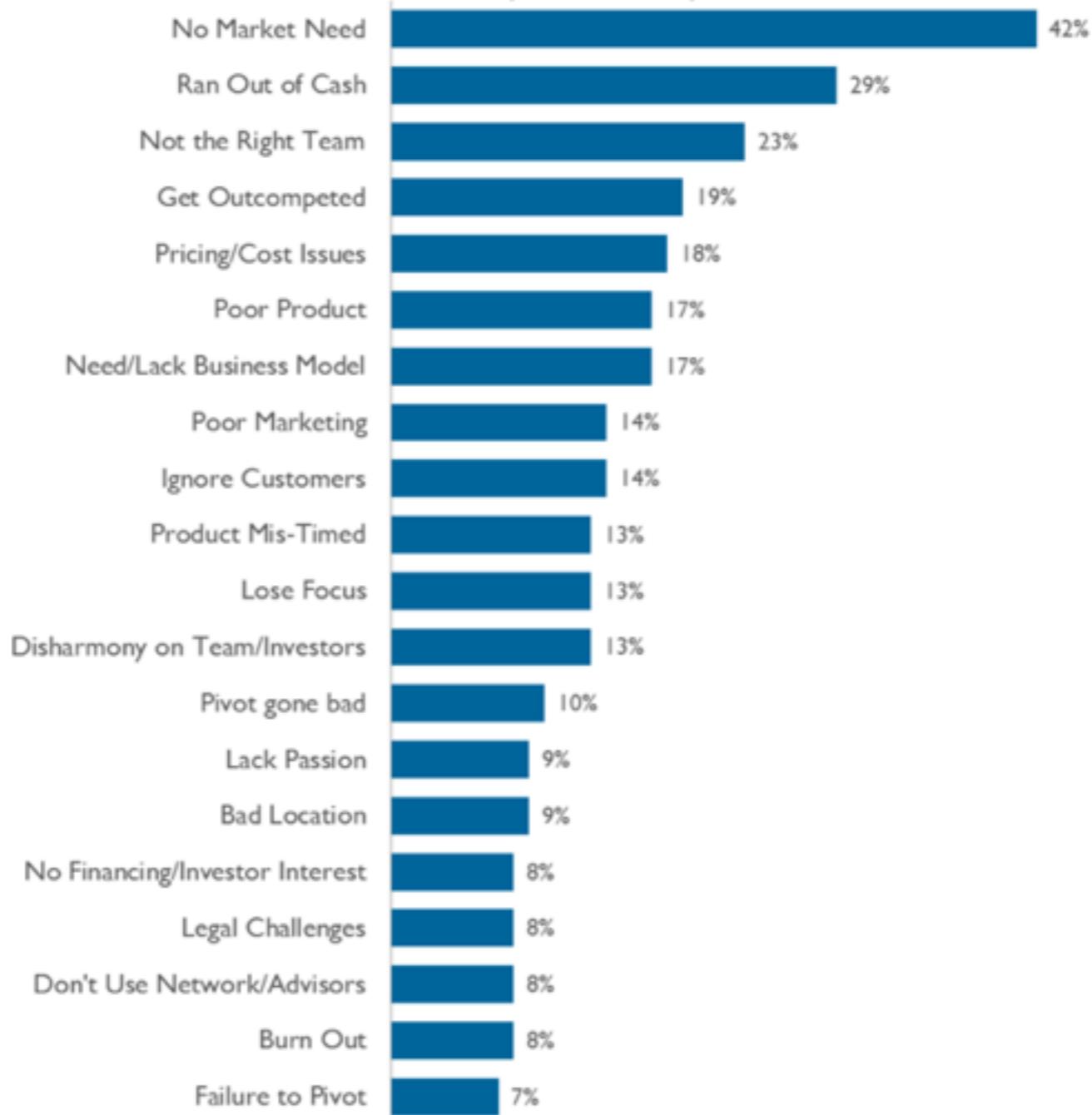


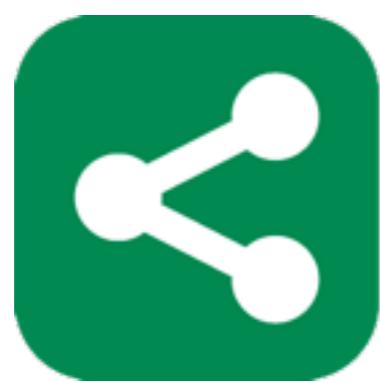
The other day my dog got attacked by a raccoon, so I set up a trap. This is what I caught.

# Why Startups Fail

## Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems





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Developer

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Engineering Jobs

## Social Charge Your Content

1. Choose a Platform

2. Select a Style

3. Customize

Buttons



Tweet 176 Share 386

1796 3886

Tweet Share

Bars



SIDE BAR



TOP BAR



Next: Customize >

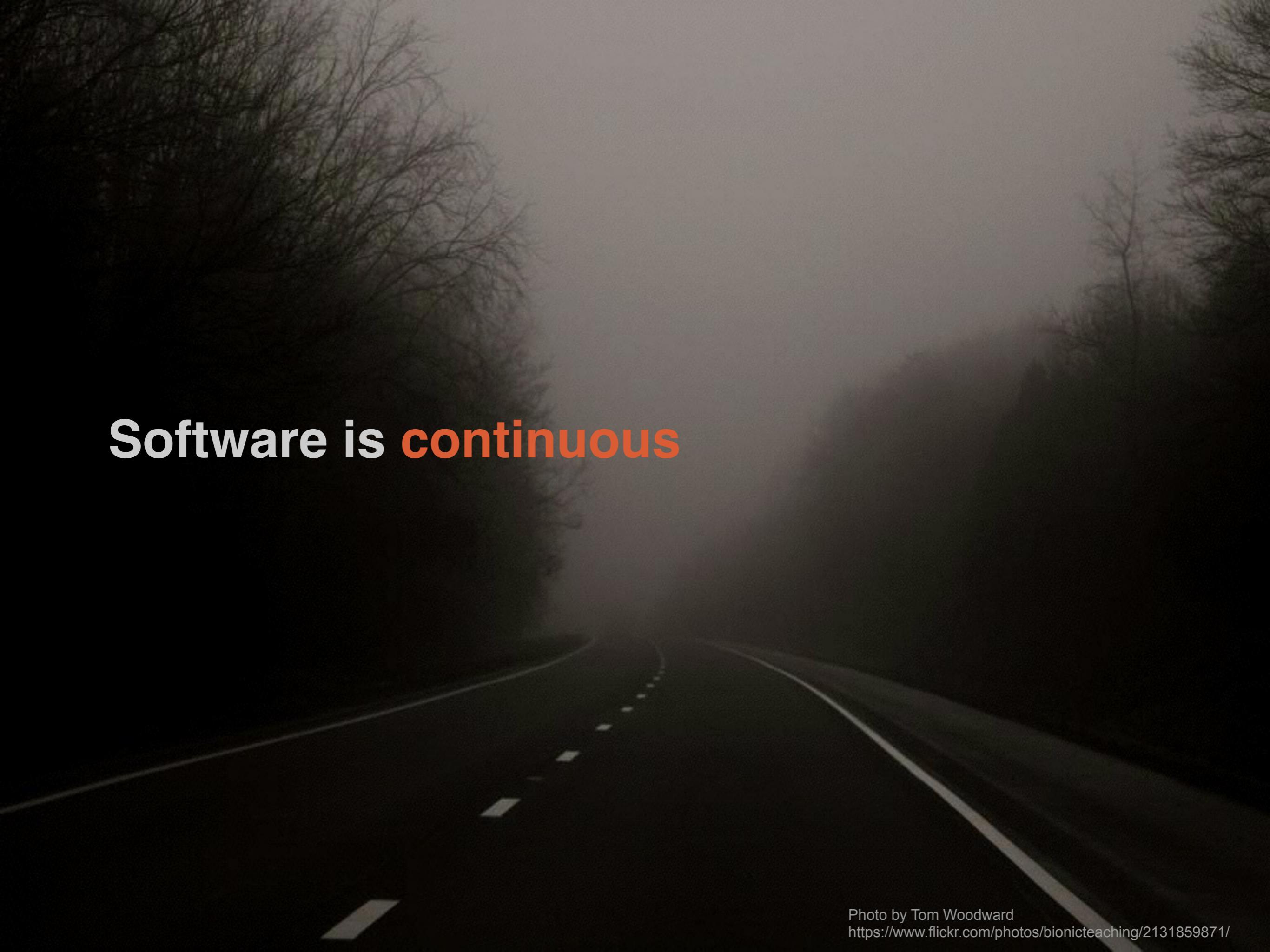


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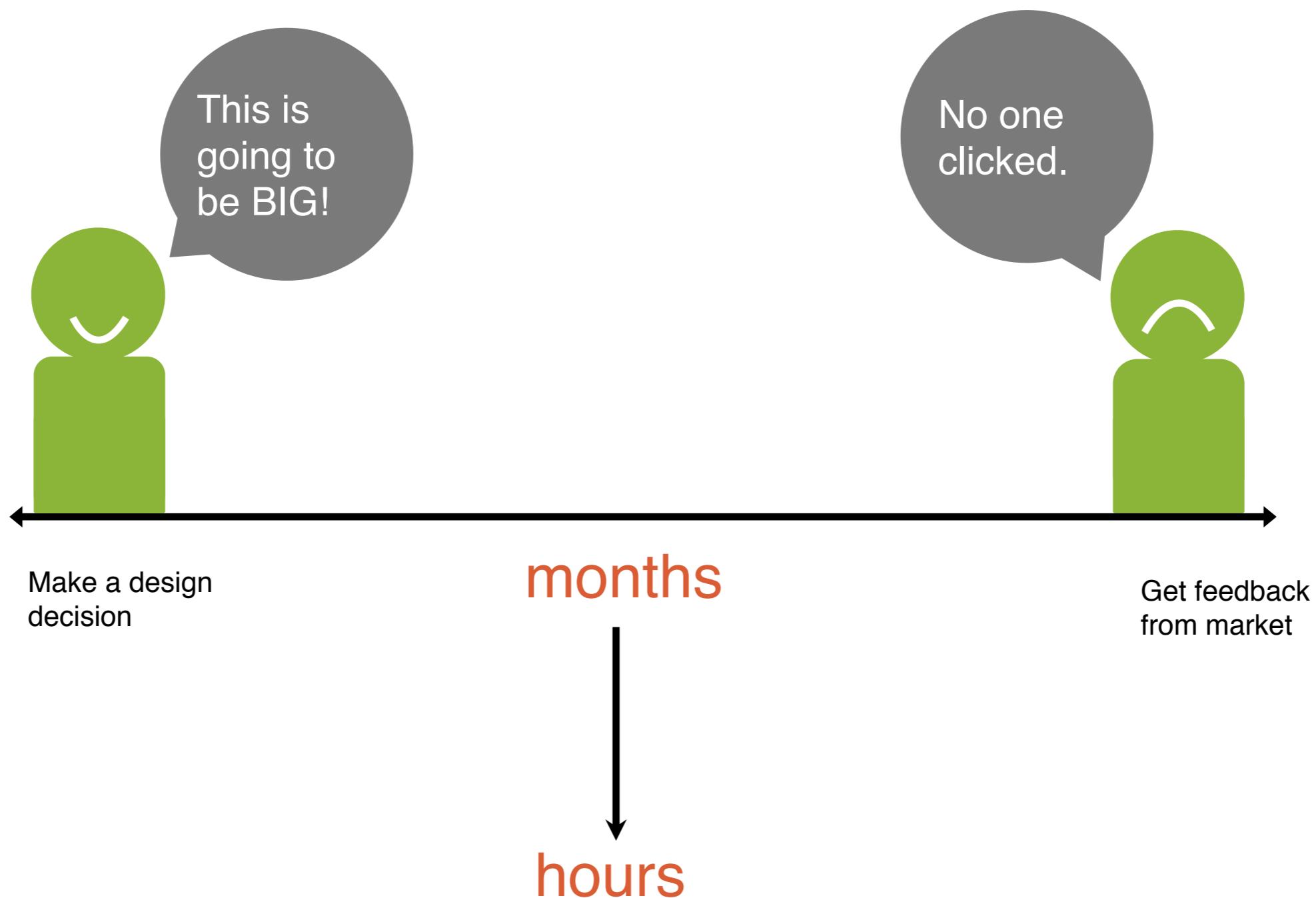
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**Software is continuous**

# Moving from Doubt to Certainty

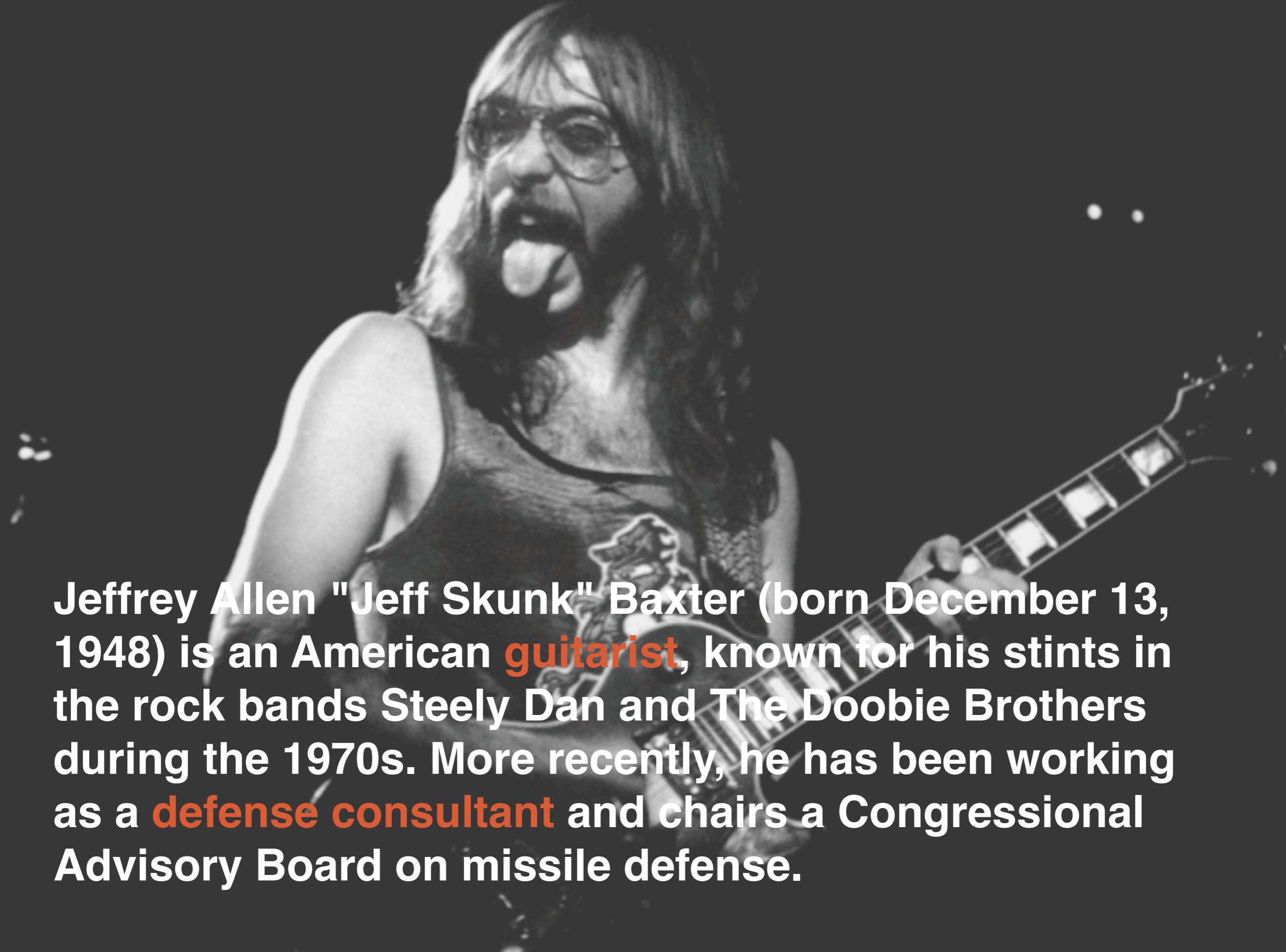


Concept credit: @clevergirl

11.6

## A quick thing about teams

- A “team” typically includes at least one of each discipline (product, design, 2-3 dev...a 2-pizza team)
- everyone is creative and has secondary competencies.



**Jeffrey Allen "Jeff Skunk" Baxter** (born December 13, 1948) is an American **guitarist**, known for his stints in the rock bands **Steely Dan** and **The Doobie Brothers** during the 1970s. More recently, he has been working as a **defense consultant** and chairs a Congressional Advisory Board on missile defense.

## A quick thing about teams

- A “team” typically includes at least one of each discipline (product, design, 2-3 dev...a 2-pizza team)
- everyone is creative and has secondary competencies.
- shared understanding is key to moving fast



*love  
what*



*do what  
you love*



# Building Shared Understanding



**Let's do this!**

Declare your assumptions

What assumptions do you have?

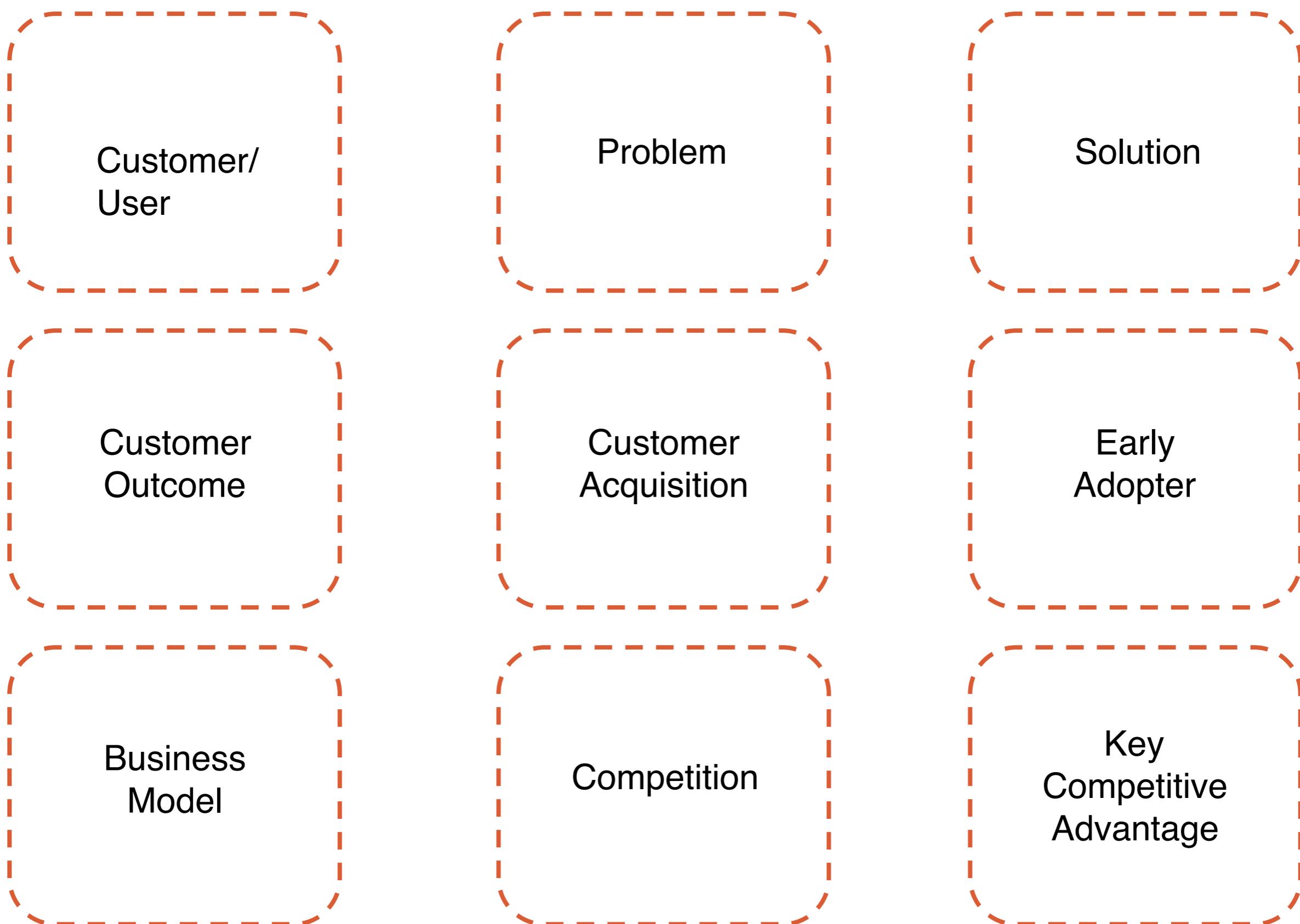
...about your customers?

...that if proven false, will cause you to fail?

In other words:

what do you need to know in order to move forward successfully?

# 360 Degree Assumptions



# ShareThis

Our target customer will be *college students age 18-24 who are active on social networks such as Facebook and MySpace*

The problem our customer wants to solve is *being able to share files amongst each other without using email.*

The solution we will provide is *a service to allow file transfer regardless of origination or destination service.*

The measurable outcome our customer wants to achieve is *using one service to send files or attachments, thus less file sharing via AOL Instant Messenger (AIM)*

Our primary customer acquisition tactic will be *Facebook promotion*

Our earliest adopter will be *Facebook users*

We will make money (revenue) by *making share data available to advertisers/publishers*

Our primary competition will be *AIM*

We will beat our competitors primarily because of *POS being directly via Facebook usage.*

## Exercise - Declare Assumptions

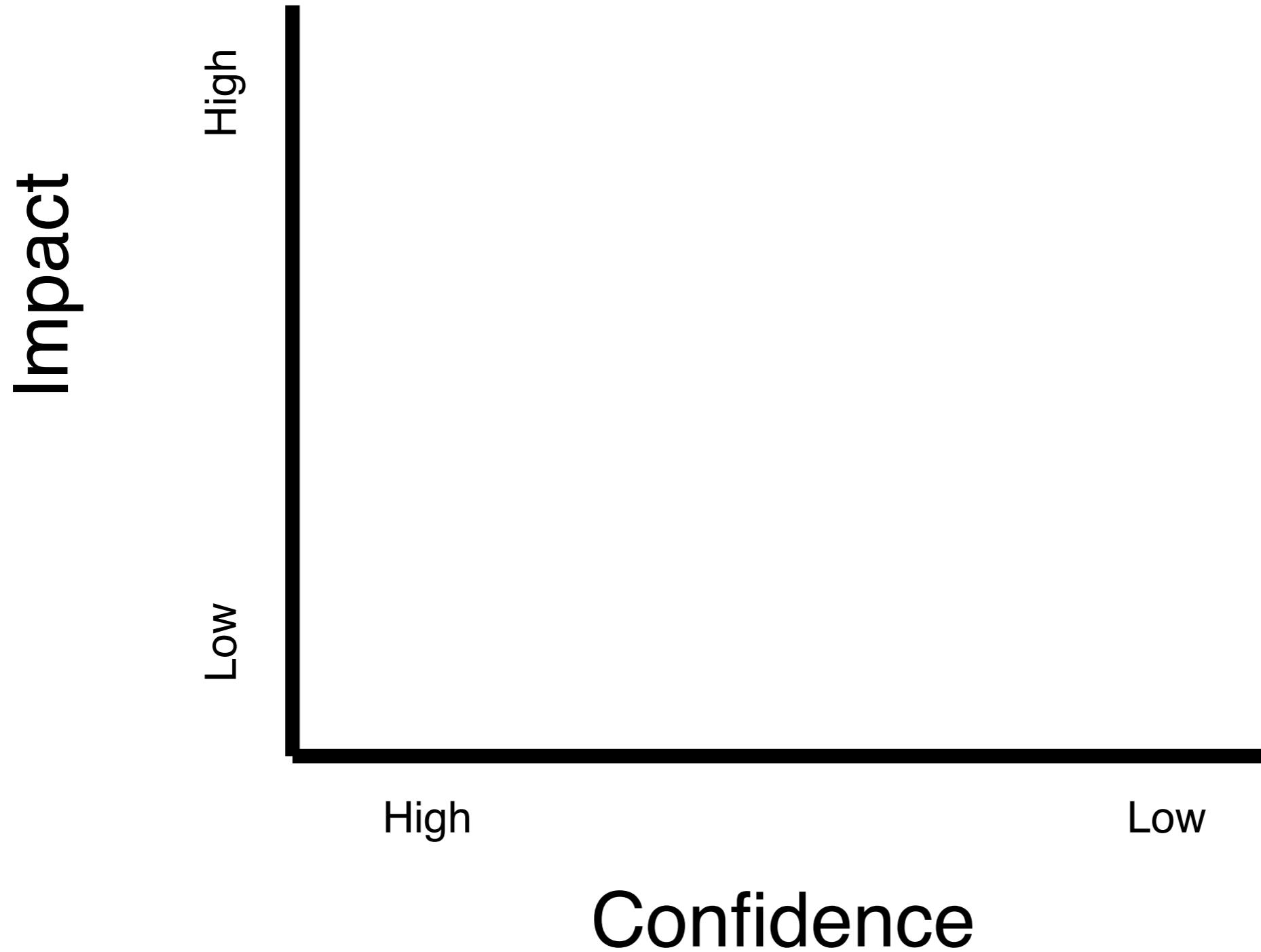
Grab an assumptions template worksheet

Define your assumptions

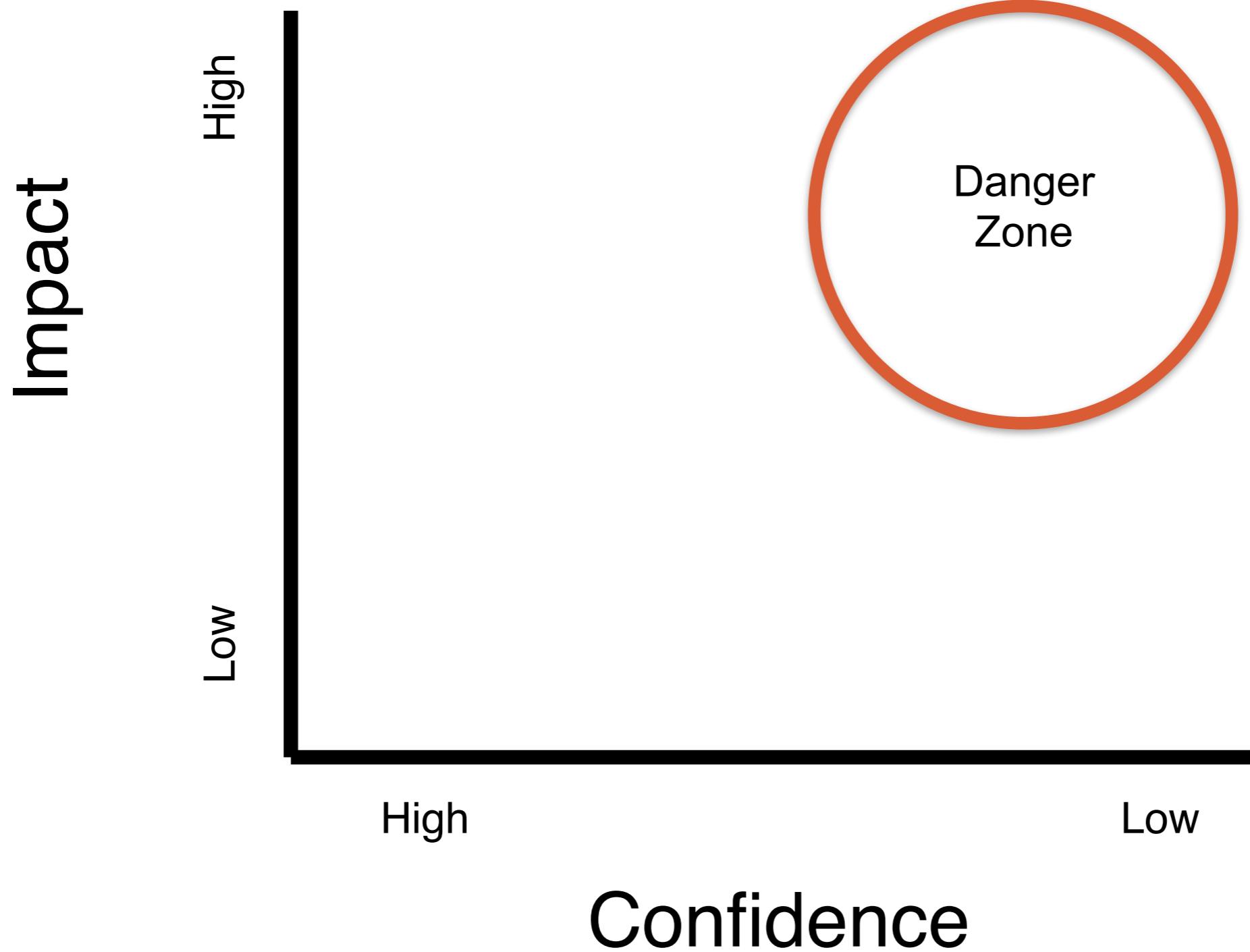
- use post-its on the wall if needed!

15 minutes

## Assumption Ranking



## Assumption Ranking



## Exercise - Ranking Assumptions

Identify the three riskiest assumptions to the business/product.

15 minutes

## Exercise - Feature Definition

Pick one of your top three assumptions.

What **features** will solve the users' problem?

Dump and sort on the wall.

10 minutes

...turn assumptions into Hypotheses

We believe that  
[building this feature]  
[for these people]  
will achieve [this outcome].

We will know we are successful when we see  
[this market feedback].

## Exercise - Hypothesis Statement

Take a look at your wall:

- feature ideas
- top riskiest assumptions
- users

Organize your thoughts to create a hypothesis.

5 minutes

## Group Read-Out

- what's your idea?
- what's your hypothesis?

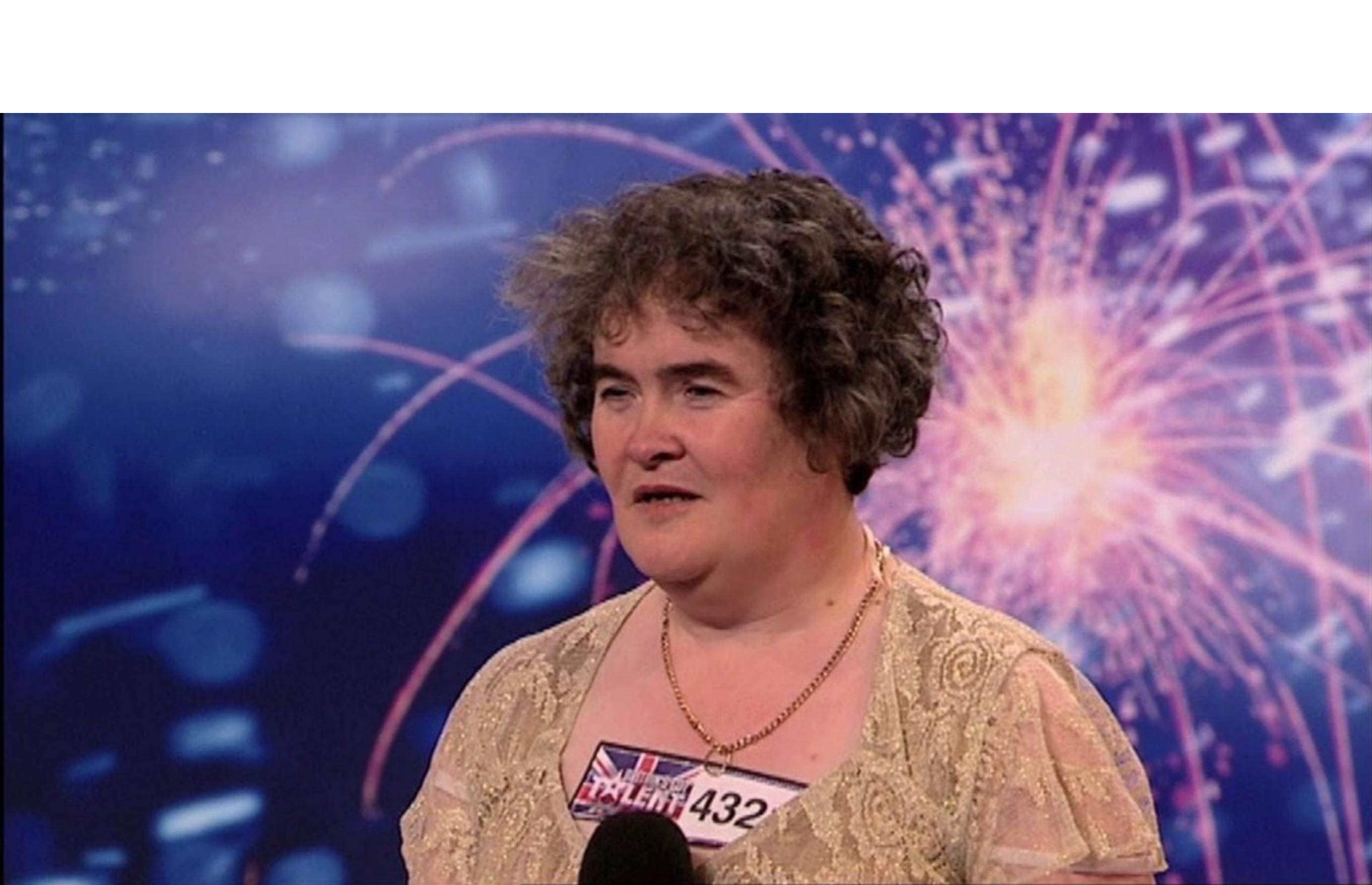
# **Break!**

Start again in 10

# Customer Development

**2009**



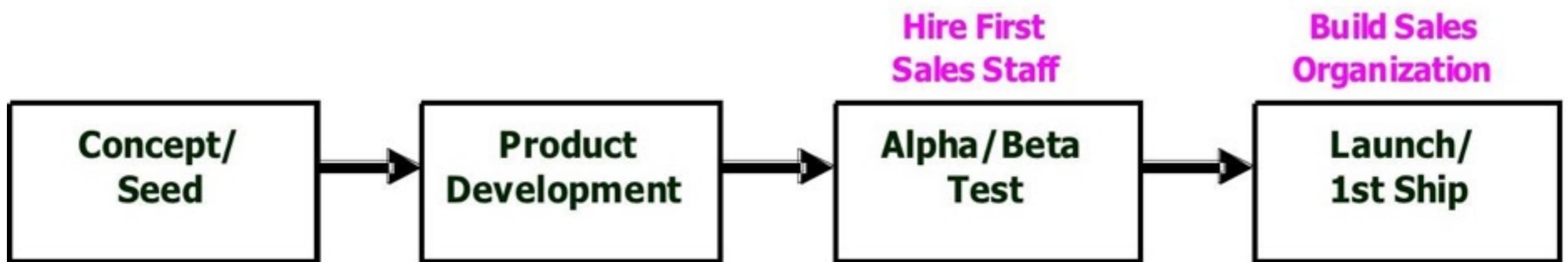






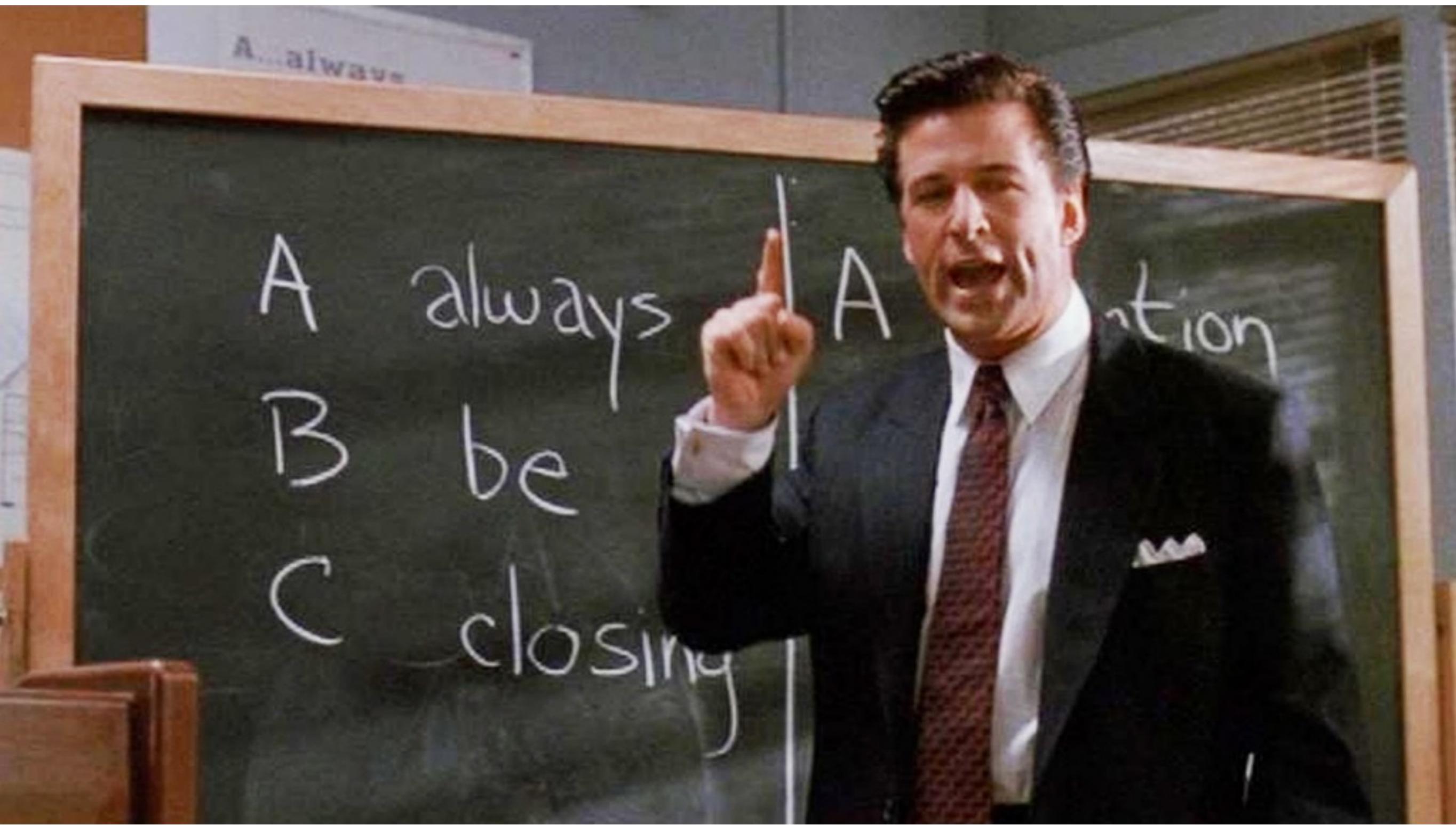


# Product Development Model



# **TIMESHARES**

## Timeshares



# Timeshares



promise  
willingness to  
commitment.  
dedicated to  
a pledge or  
be loyal

[Getaways](#)[Exchange](#)[Travel](#)[Offers & Extras](#)[Planning](#)[Resort Directory](#)

You're checking availability for:

- Single Destination  
 Resort Name or Code or [Use a map](#)

Hilton Head Island,

Earliest Travel Date

07/25/2005



Latest Travel Date

08/01/2005



[Start search over](#)

**Find Getaway**

## Availability

[Getaway Availability](#) | [Other Suggestions](#)

## Available Dates

Search available dates for Hilton Head Island, SC, USA

**Go**

## Search Getaway Specials

Select a destination

## Top 10 Getaway Deals

### [Freeport, Bahamas](#)

1-bedroom, sleeps 4, from \$539 per week!

### [Las Vegas, Nevada](#)

1-bedroom, sleeps 4, from \$317 per week!

### [Park City, Utah](#)

Studio, sleeps 4, from \$357 per week!

### [Aruba](#)

1-bedroom, sleeps 4, from \$482 per week!

### [French Riviera](#)

1-bedroom, sleeps 4, from \$496 per week!

### [Orlando, Florida](#)

1-bedroom, sleeps 4, from \$597 per week!

### [Cancún, Mexico](#)

Studio, sleeps 2, from \$202 per week!

### [Scottsdale, Arizona](#)

1-bedroom, sleeps 4, from \$277 per week!

### [Maui, Hawaii](#)

1-bedroom, sleeps 4, from \$779 per week!

### [Lanzarote, Canary Islands, Spain](#)

1-bedroom, sleeps 4, from \$219 per week!



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For 75+ Myrtle Beach Golf Courses  
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You are currently logged in as [lonnief5](#).

[View Cart](#)[Your Account](#)[New Messages 0](#)[Become a Member](#)

[Home](#) - [Find a Timeshare Resort](#) - [North America](#) - [United States](#) - [South Carolina](#) - Myrtle Beach

## Myrtle Beach Timeshares

South Carolina, United States, North America

Browse Myrtle Beach timeshare resorts. If you're a vacationer, find Myrtle Beach timeshare rentals and resales posted by owners. If you're an owner, find your Myrtle Beach timeshare resort or Myrtle Beach timeshare exchange options.

### Beach House Golf & Racquet Club

Myrtle Beach, South Carolina, United States



[View resort](#) | [Reviews](#) | [Add a posting](#) | [Discuss](#)

**User Rating:**

/ 5 reviews ([rate it](#))

**Timeshare Rentals**

0 timeshare rental postings

**Timeshare Resales**

3 timeshare resale postings \$1,000 - \$2,000  
points/credits from \$0.00/ea

**Timeshare Exchanges**

1 timeshare exchange  
747 points  
2010: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec  
2 provisional weeks

**Timeshare Rentals**

10 timeshare rental postings  
\$114 - \$193 per night  
2010: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

**Timeshare Resales**

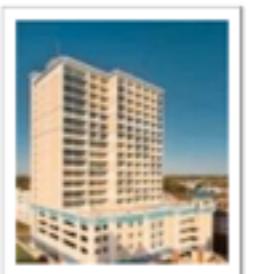
1 timeshare resale posting \$5,000  
points/credits from \$0.00/ea

**Timeshare Exchanges**

0 timeshare exchanges  
2 provisional weeks

### Carolina Grande

Myrtle Beach, South Carolina, United States



[View resort](#) | [Reviews](#) | [Add a posting](#) | [Discuss](#)

**User Rating:**

/ 4 reviews ([rate it](#))

**Find a Timeshare**

- by Location  
 by Resort Name

  
Submit
[Advanced Search](#)**Timeshare Points**[Buy & sell timeshare points](#) »**Ads by Google**  
**Myrtle Beach Resorts**

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**Vacations At Myrtle Beach**

Resorts Never Got This Easier. Book Now & Avails Amazing Rewards!  
[www.Myrtlebeachonlybetter.com](http://www.Myrtlebeachonlybetter.com)

**Golf Plus Two Nights Free**

Pre-Spring Fling Package from \$399!  
Stay and Play 2/25/10

## make a request

Have you had a look at our [availability](#) schedule?

Seen something you would like to confirm? You are now able to confirm your holiday on-line instantly 24 hours a day 7 days a week. Don't wait for open office hours or to hear a response via email - do it now and be sure to secure your best holiday yet!

### See it? Book it! On-line Now!

Want extra holidays? Have a look at our bonus time, simply look on-line and confirm your extra holiday - hassle free and instantly. If for some reason, you cannot locate an available week on-line that suits your travel dates, then please fill out this request form and DAE will begin looking for your requested holiday today.

Complete this form, or for an express request [click here to login first](#)

### your details

Member No

Title(s)

First Name\*

Last Name\*

Street Address\*

Town\*

State or Province\*

Country\*  Please Select

Post/Zip Code\*

Daytime Phone\*

Home Phone\*

Mobile Phone

Fax

E-Mail Address\*

Re-enter E-Mail Address\*

### request details

**Request type:**\*  Exchange  Rental

**Country\***  Please Select

**Region\***  Please Select

**Location\***  Please Select

**Checkin dates\***  Please Select  
5 or 6 Mar 2010  
12 or 13 Mar 2010  
19 or 20 Mar 2010  
26 or 27 Mar 2010

Use 'Ctrl' to select multiple dates.

**Who is this request for?**  Myself  A guest

**Guest Name**

**Adults\***  Please Select

**Children\***  Please Select

**Weeks needed\***  Please Select

**Comments**

**Submit request**



## Vacation Rentals around the World

### Refine Your Search

[Start a New Search](#)

Find by availability dates:

Check-in:

Check-out:

and/or by weekly rental rate  
(in \$ USD):

From:

To:

**GO**

Online Payments

- [Accepts online payments](#) (1,618)

Vacation Spots

- [Africa rentals](#) (1,281)
- [Asia rentals](#) (32)
- [Australia & South Pacific rentals](#) (196)
- [Bermuda rentals](#) (11)
- [Canada rentals](#) (1,813)
- [Caribbean rentals](#) (6,118)
- [Central America rentals](#) (1,471)
- [Europe rentals](#) (116,270)
- [India & Indian Ocean rentals](#) (347)
- [Mexico rentals](#) (2,919)
- [Middle East rentals](#) (172)
- [South America rentals](#) (302)
- [Southeast Asia rentals](#) (503)
- [USA rentals](#) (85,394)

Bedrooms

[Studio](#) (7,047)

 Show properties with images first

216,829 Properties, sort by:

Availability Last Updated

Show **30** rentals per page**Compare Selected**Go to page (Page 1 of 7,228) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) ► N**SPECIAL OFFER! SPECIALS February to April - CC OK (February 5 - April 30)**compare 
**Near Louvre 1BR Classy Le Marais \*\*\*Advanced Bookings+Last Min slashed rates\* \*\***
[Ile-de-France, Paris, 1st Arrondissement Louvre Vacation Rentals — Property 193536](#)

 Studio, Sleeps 6,  
 Apartment, 1 Bathroom, internet access,  
 TV

**Rates - per property (USD)**  
 \$977 - \$1,072/week  
 \$2,984/month

Calendar Updated Mar 1 2010

[Contact the Owner](#)[Write a Review](#)**Details and Availability****SPECIAL OFFER! SPECIALS February to April - CC OK (February 5 - April 30)**compare 
**6P/Latin Quarter n/River & Louvre \*\*\*Advanced Bookings+November slashed rates\*\*\***
[Ile-de-France, Paris, 5th Arrondissement Latin Quarter Vacation Rentals — Property 193539](#)

 1 Bedroom, Sleeps 5,  
 Apartment, 1 Bathroom, internet access,  
 satellite or cable

**Rates - per property (USD)**  
 \$1,167 - \$1,262/week  
 \$3,120 - \$3,256/month

Calendar Updated Mar 1 2010

[Contact the Owner](#)
**2** [Read Reviews](#) [Write a Review](#)
**Details and Availability**

\* hide filters

- [Modify or start search over](#)
- [Share results - LIVE](#)
- [Map a custom address](#)

**Location**

Landmarks  Neighborhoods

Any miles  from

Miami (city center)

Show hotels in Miami only

**Price**

\$25  \$20 to \$630  \$629

**Stars**

	Best Rate
<input checked="" type="checkbox"/> ★★★★★	\$221
<input checked="" type="checkbox"/> ★★★★	\$91
<input checked="" type="checkbox"/> ★★★	\$60
<input checked="" type="checkbox"/> ★★	\$28

**Name Contains****Hotel Chains**

<a href="#">select all</a>   <a href="#">clear</a>	Best Rate
<input checked="" type="checkbox"/> Accor	\$113
<input checked="" type="checkbox"/> Best Western	\$71
<input checked="" type="checkbox"/> Carlson	\$112
<input checked="" type="checkbox"/> Choice	\$79
<input checked="" type="checkbox"/> Extended Stay	\$75
<input checked="" type="checkbox"/> Hilton	\$91
<input checked="" type="checkbox"/> Hyatt	\$162

**Miami** Sat Apr 24 2010 - Mon Apr 26 2010 1 guest in 1 room

[Find 4-star hotels at 2-star prices!](#)

Deep discounts on Miami hotels from Apr 24 to Apr 26.  
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 306 of 391 hotels shown [show hotels without online availability](#)

« Prev - Next »

 Sort: [Featured](#) [Popularity](#) [Price](#) [Name](#) [Stars](#) [Distance](#)

<b>\$149</b>	<a href="#">Select</a>	<b>Miami Marriott Biscayne Bay</b>		<a href="#">map</a> 1633 North Bayshore Drive (Downtown)	1.3 mi	
				<a href="#">map</a> 1633 North Bayshore Drive (Downtown)	1.3 mi	
				w/tx & fees	4.0 user rating	<a href="#">39 reviews - write one</a>

[details](#) [save](#) [✉](#) [✖](#)

<b>\$160</b>	<a href="#">Select</a>	<b>Royal Palm South Beach</b>		<a href="#">map</a> 1545 Collins Avenue	4.1 mi	
				<a href="#">map</a> 1545 Collins Avenue	4.1 mi	
				w/tx & fees	3.2 user rating	<a href="#">666 reviews - write one</a>

[details](#) [save](#) [✉](#) [✖](#)

<b>\$196</b>	<a href="#">Select</a>	<b>Viceroy Miami</b>		<a href="#">map</a> 485 Brickell Avenue (Upper East Side)	0.4 mi	
				<a href="#">map</a> 485 Brickell Avenue (Upper East Side)	0.4 mi	
				w/tx & fees	no user rating	<a href="#">write a review</a>

[details](#) [save](#) [✉](#) [✖](#)

<b>\$72</b>	<a href="#">Select</a>	<b>Airport Regency Hotel</b>		<a href="#">map</a> 1000 NW Le Jeune Rd	4.4 mi	
				<a href="#">map</a> 1000 NW Le Jeune Rd	4.4 mi	
				w/tx & fees	1.8 user rating	<a href="#">21 reviews - write one</a>

[details](#) [save](#) [✉](#) [✖](#)
[Miami Private Apartments](#)

Nightly rentals for less than  
 \$75/night. Book online.  
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ads

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[Downtown Miami Hotel](#)

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[Miami Hotels](#)

A Luxury, Waterfront Hotel in the  
 Heart of Downtown Miami. Book Now!  
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[Shore Club](#)

Second to None Variety in Miami's  
 South Beach. Take a Virtual Tour.  
[www.ShoreClub.com](http://www.ShoreClub.com)

[South Beach Miami Hotel](#)

Ocean Views + Great Beach Location  
 South Beach Luxury w/Private Beach  
[www.RaleighHotel.com](http://www.RaleighHotel.com)

[Advertise Here](#)



Creating the best platform to  
find, exchange and rent  
timeshare properties

Aimed at frustrated timeshare owners  
(like me)



# Competition

- Two key competitors - Created by timeshare property groups to help sell original units
  - RCI
  - Interval International
- The others - not very good so getting little traction or growth (roadblocks, fees, etc)
  - OwnerTrades.com
  - TradingPlaces.com
  - Redweek.com
- VacationView has an execution opportunity

## Search Results

Location: [US](#) > [South Carolina](#) > Beaufort area time shares

### Refine Search

Location:

Hilton Head, SC

[Search](#)

Start Date:

07/11/09

End Date:

For better results:

 Show results similar to my TimeShare

Value: 4-8



Sleeps: 8-10



Bedrooms: Studio - 4



Resort Types:

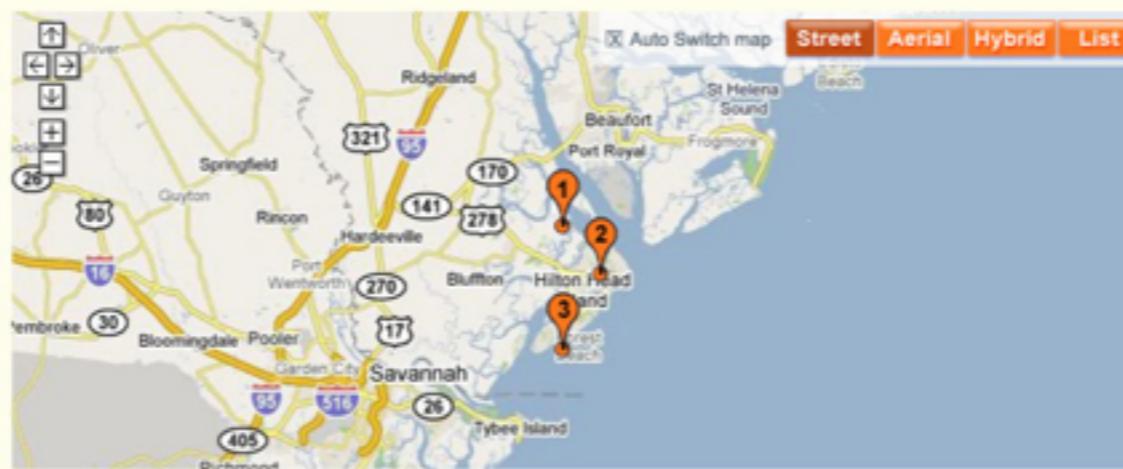
- Beach/Ocean
- Golf
- Ski
- Disney

Resort Companies:

- Marriott
- Hilton
- Disney

### Recent Searches

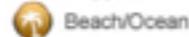
- [South Carolina](#)
- [Hilton Head Island](#)
- [Marriott Hilton Head](#)

Sort By: [Relevance](#) | [Value](#) | [Bedrooms](#) | [Resort Type](#) | [Resort Company](#)

Displaying: 3 of 3 resorts

[1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [Next >](#)[More Photos](#)Values: [6](#) [7](#) [8](#) [9](#)

Resort Type:

**Barony Beach Club** (Hilton)4 Grasslawn Avenue  
Hilton Head Island, SC 29928[View Resort](#)[More Photos](#)Values: [6](#) [7](#)

Resort Type:

**Marriott's Grand Ocean**51 South Forest Beach Drive  
Hilton Head Island, SC, 29928[View Resort](#)[More Photos](#)Values: [6](#) [7](#) [8](#) [9](#)

Resort Type:

**Marriott's Sunset Pointe**4 Shelter Cove Lane  
Hilton Head Island, SC, 29928[View Resort](#)[1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [Next >](#)



# Competitive Grid

	VacationView	RCI	Interval	Resorts
<b>Any Resort</b>	●	●	●	○
<b>Prime Season</b>	●	○	○	●
<b>Non-prime Season</b>	○	●	●	●
<b>Map View</b>	●	●	●	●
<b>Birdseye View</b>	●	○	○	○
<b>Near Matches</b>	●	●	●	○
<b>Trade up Ability</b>	●	○	○	○
<b>Refined Valuations</b>	●	●	●	●



# Use of Funds

To reach CFBE – through August, 2010

- 1<sup>st</sup> round (\$810K) funds
  - \$400K development
  - \$300K marketing (slow ramp in Alpha)
  - \$110K admin, hosting, legal, etc
- Money committed to date will fund:
  - Development through Alpha launch
  - Marketing through Alpha launch

www.rrbo.com/reynoldstravel

Prosper Campfire Pivotal Tracker ShareThis VV Email Gmail bit.ly Sidebar Other Bookmarks

Sign in | Sign up Owners, list here!

Need help? Call us at 1-877-RRBO (7726)

**RRBO**  
Resort Rentals By Owner

## Rent from owners...Save BIG!

Here are actual customer savings:

Resort:	Orbitz price:	RRBO price:	Savings:
Marriott's Waiohai Beach Club 2 bedroom, OceanFront	\$497	\$254	<b>49%</b>
Wyndham Ocean Boulevard 2 bedroom, OceanFront	\$320	\$171	<b>46%</b>

Nightly Rates [See More](#)

**Sunny Florida**  
from **\$89/night**

**Caribbean**  
from **\$109/night**

**Ski Country**  
from **\$99/night**

**POPULAR DESTINATIONS**

- [Arizona](#)
- [Acapulco](#)
- [Caribbean](#)
- [Cancun](#)
- [Colorado](#)
- [Ft. Lauderdale](#)
- [Hawaii](#)
- [Miami](#)
- [Orlando](#)
- [Palm Springs](#)
- [Utah](#)
- [Williamsburg](#)

**WHY BOOK ON RRBO?**

1. Save 30-50% vs other travel sites
2. Find available rooms last minute
3. Stay at exclusive resorts
4. Worry-Free Guarantee

Book online or call  
**1-877-357-RRBO (7726)**

**POPULAR RESORTS**

FLORIDA	CALIFORNIA	CARIBBEAN	HAWAII	COLORADO
<a href="#">DESTINATION</a>	<a href="#">RATING</a>	<a href="#">DATES</a>	<a href="#">FROM</a>	
<a href="#">Disney's Boardwalk Villas</a>		Feb 5 - Feb 12	<b>\$82/nt</b>	
<a href="#">Marriott's Cypress Pointe</a>		Feb 6 - Feb 13	<b>\$87/nt</b>	
<a href="#">Wyndham Bonnet Creek</a>		Feb 5 - Feb 12	<b>\$99/nt</b>	
<a href="#">Sheraton Vistana Resort</a>		Feb 4 - Feb 11	<b>\$127/nt</b>	

[See more resorts in Florida >>](#)

**RENTERS** **OWNERS**

**HOW RRBO WORKS**

On RRBO, you rent villas from timeshare owners, with our guarantee that you'll receive a valid itinerary before your vacation.

1. Choose the unit you want
2. Submit your order
3. We get the owner confirmation
4. You pay and go on vacation!

[Watch our short video](#)

**WEEKLY RENTALS UNDER \$99/NIGHT**

- [California](#)
- [Florida](#)
- [Gatlinburg](#)
- [Mexico](#)
- [Williamsburg](#)

[See all deals under \\$99/night >>](#)

**TESTIMONIALS**

*"My family of 4 enjoyed a 2 bedroom 2 bath ocean side timeshare through RRBO for the same price as a standard sized beach front hotel room!"*

*Renting with RRBO was no different than booking a hotel room through expedia - except I paid 30% less!"*

Paula T.

[Read more testimonials >>](#)

About Us | Contact Us | Privacy Policy | Terms of Service | Worry-Free Guarantee | Blog | FAQ | My Account

© VacationView All rights reserved.

[Sign up](#) | [Sign In](#)[Owners, list here!](#)

# The Resort Vacation Marketplace

With Gems from Timeshare Owners for 30-50% Less

Need help? Call us at  
1-877-357-7726

## SEARCH FOR RENTALS

### Destination:

 Check In:  Check Out: 
[SEARCH](#)
[Browse all Gems](#)

## POPULAR DESTINATIONS

- [Cancun](#)
- [Fort Myers Beach](#)
- [Hilton Head](#)
- [Honolulu](#)
- [Las Vegas](#)
- [Newport Beach](#)
- [Orlando](#)
- [Park City](#)

## WHY RESORT GEMS?

1. Save 30-50% vs. other travel sites
2. Find available rooms last minute
3. Stay at exclusive resorts





**From Owners**  
save **40%**



**Orlando**  
from **\$83 /night**



**Aruba**  
from **\$118 /night**



**Vail**  
from **\$150 /night**

## POPULAR RESORTS

[FLORIDA](#)
[CALIFORNIA](#)
[CARIBBEAN](#)
[HAWAII](#)
[COLORADO](#)

Destination	Rating	Dates	From
<a href="#">Marriott's Grande Vista</a>		Mar 26 - Apr 2	\$97/nt
<a href="#">Sheraton Vistana Resort</a>		Apr 29 - May 6	\$110/nt

[RENTERS](#)
[OWNERS](#)

## HOW TO BOOK

1. Search for a desired location
2. We show available resorts
3. All resorts available at our Best Rate Guarantee
4. Find Gems at even less — 30-50%, when available from a timeshare owner

[Learn More](#)

## WEEKLY RENTALS UNDER \$99/NIGHT

- [Fort Myers Beach](#)
- [Gatlinburg](#)
- [Hilton Head](#)
- [Orlando](#)
- [Williamsburg](#)

## TESTIMONIALS

"My family of 4 enjoyed a 2 bedroom 2 bath Oceanside timeshare through Resort Gems for the same price as a standard oceanfront hotel room!!!"

# Where are you going? 27,000 hotels & resorts to choose from.



**Wyndham Kona Hawaiian Resort - Kailua, HI**

2 bedroom villa

\$145/night - 6/10 - 6/17

## Two easy ways to find Gems

Search yourself

**SEARCH**

check in:

check out:

Or, let us help you (for free)!

Work directly with a friendly Gem Miner.  
to find your perfect Gem. [Learn more.](#)



### How Resort Gems Works



### What are Gems?

- Unused villas from timeshare owners
- Great resorts with 1-3 bedroom villas with kitchens
- 30-50% less than if booked from the resort
- Available Gems have this symbol

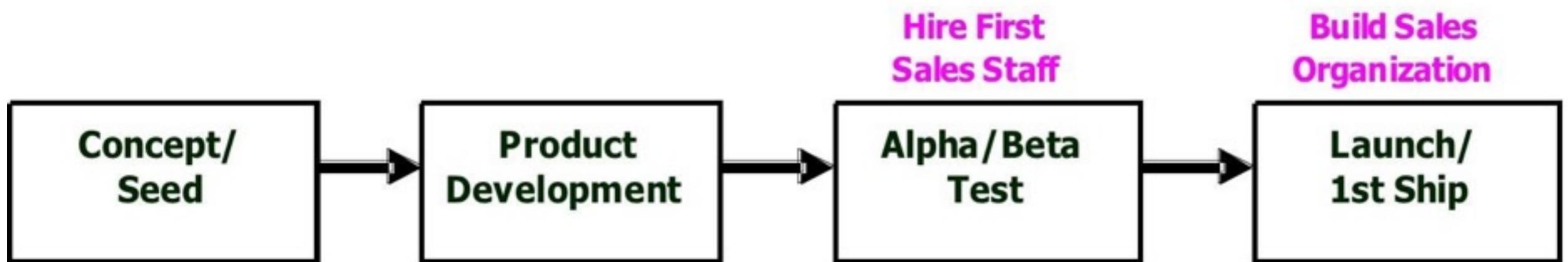


### Get a FREE Gift Card!

Receive a FREE Restaurant.com Gift Card by booking with us today! [Click here for details](#)

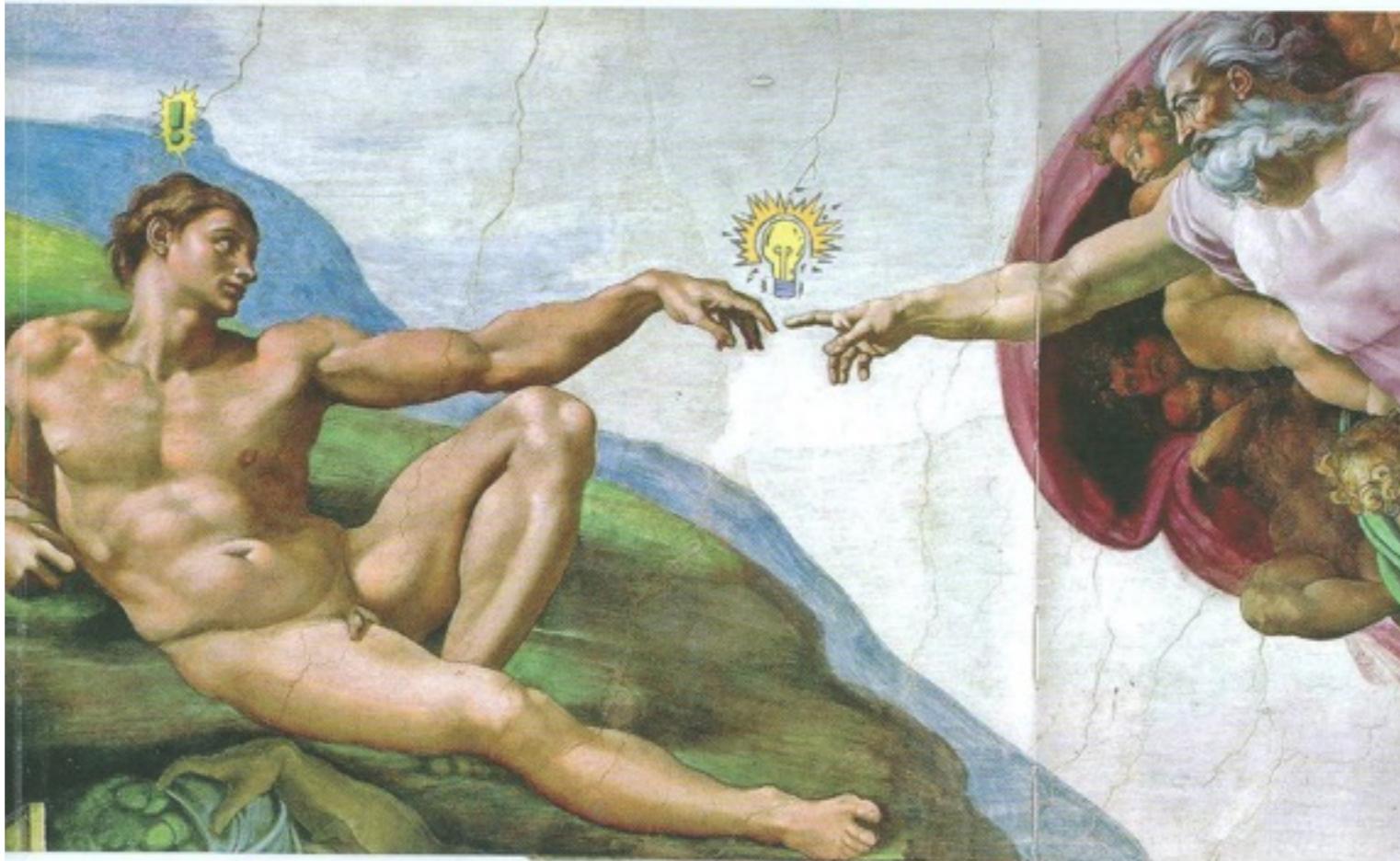


# Product Development Model



# The Four Steps to the Epiphany

***Successful Strategies for  
Products that Win***



65.012.2 B641f3

Autor: Blank, Steven G.

Titulo: The four steps to the epiph

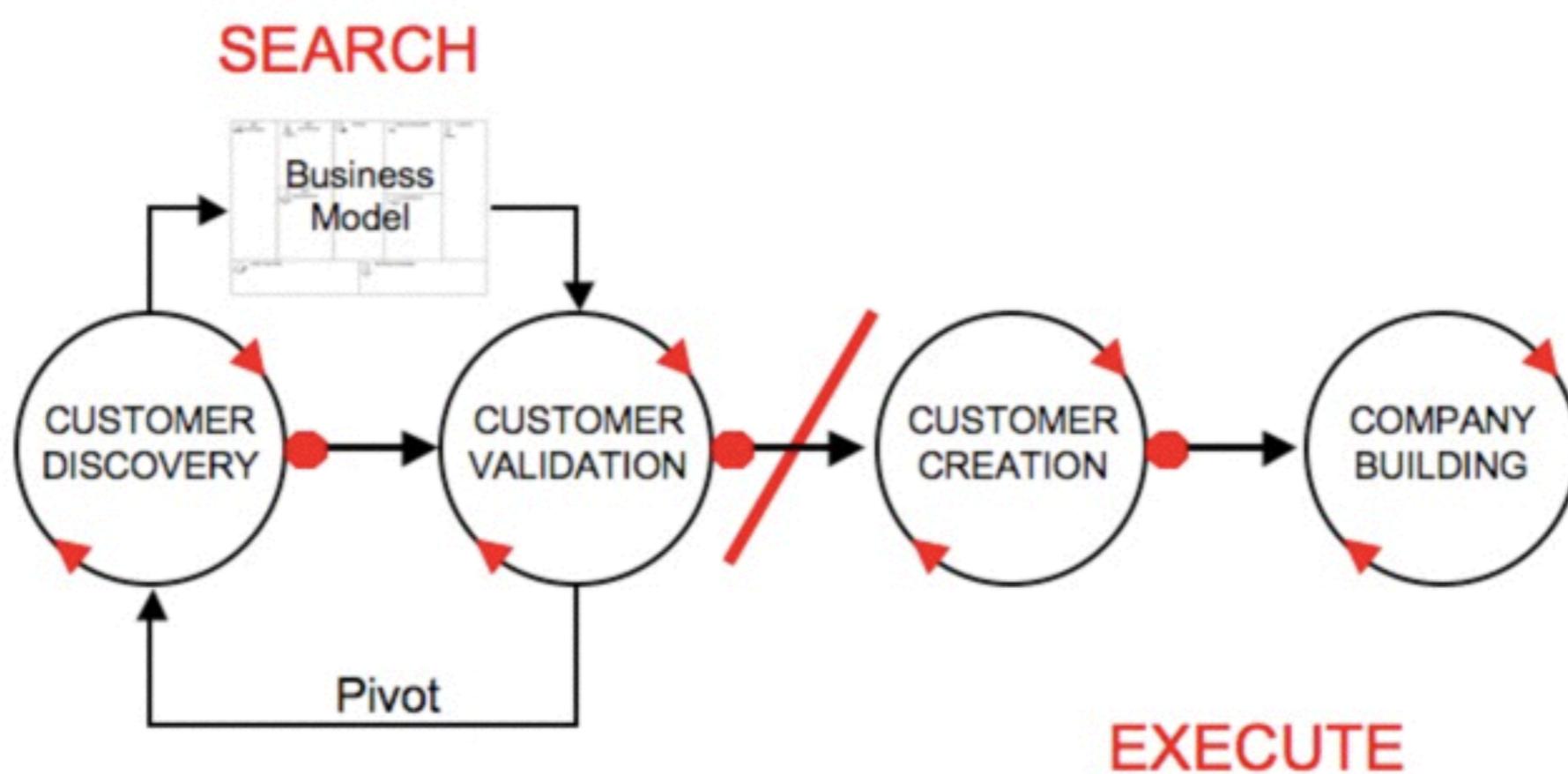


159886  
121541

Ex.1 SBC N° Pat.:69506

**Steven Gary Blank**

# Customer Development Model



# Customer Discovery



**You're not executing a  
business plan**

You're trying to find one

**“In a startup no facts exist inside  
the building, only opinions”**

**“Get Out Of The Building”**



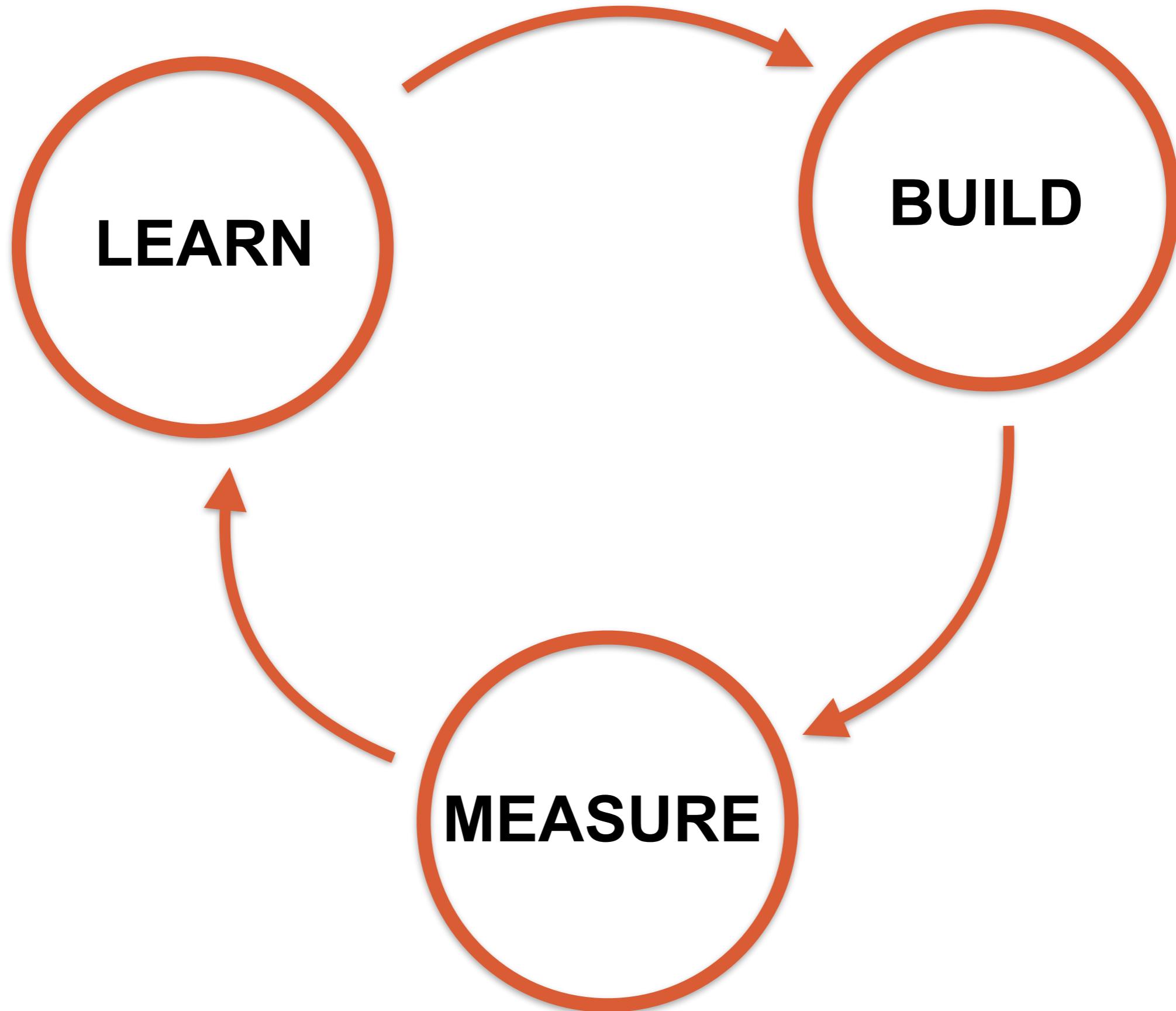
**Stealth  
Mode**

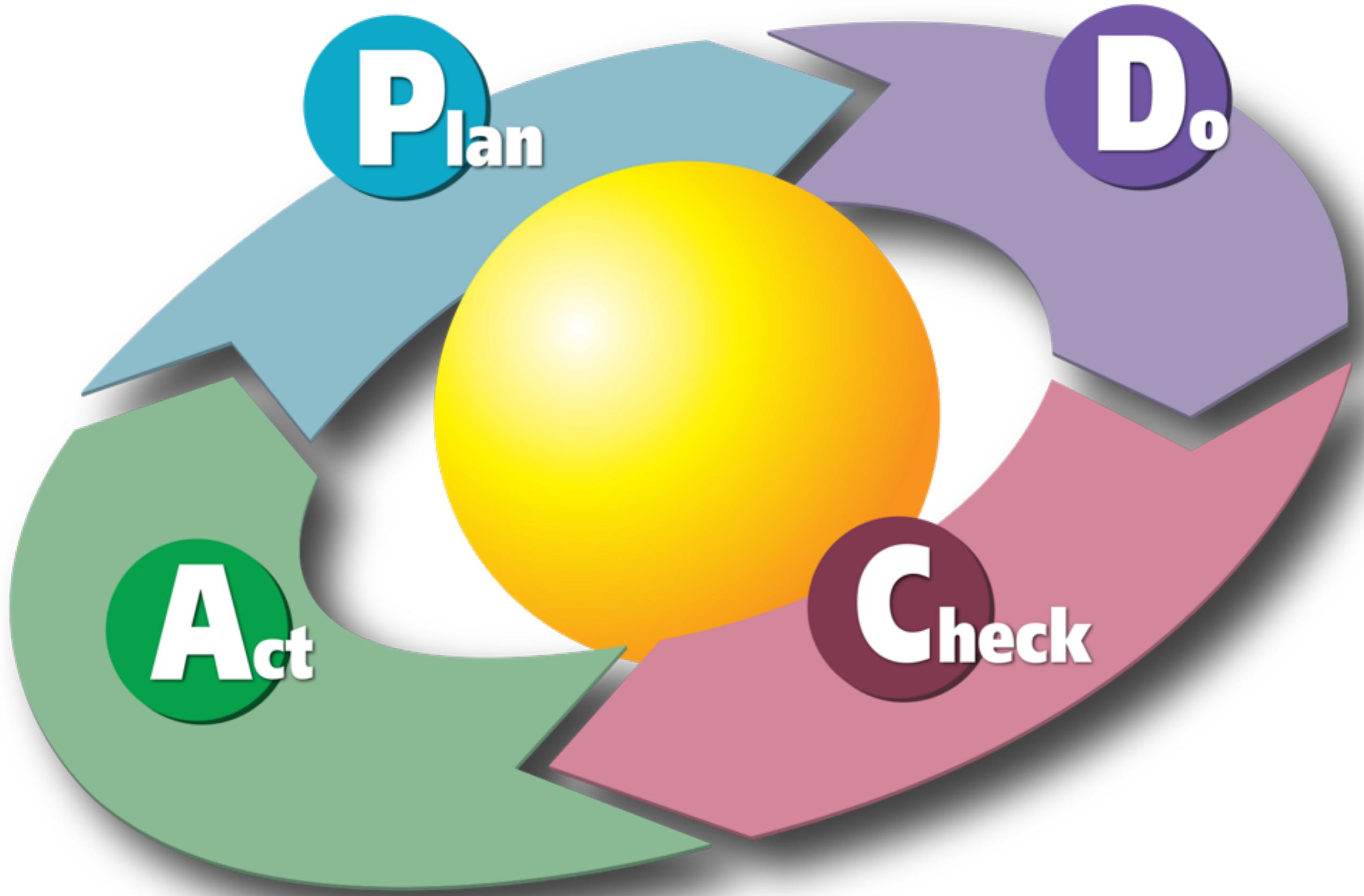
You Are a Detective

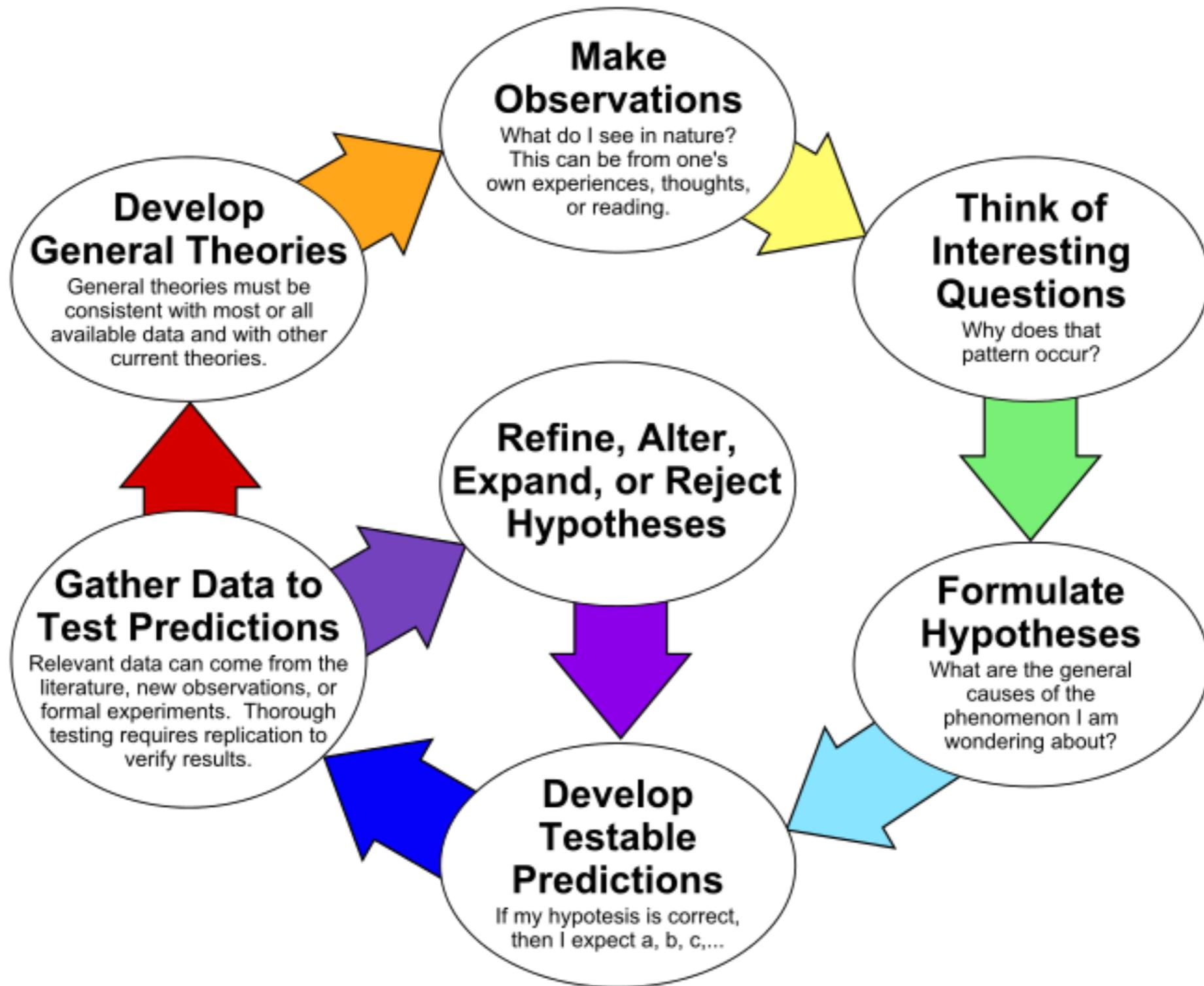


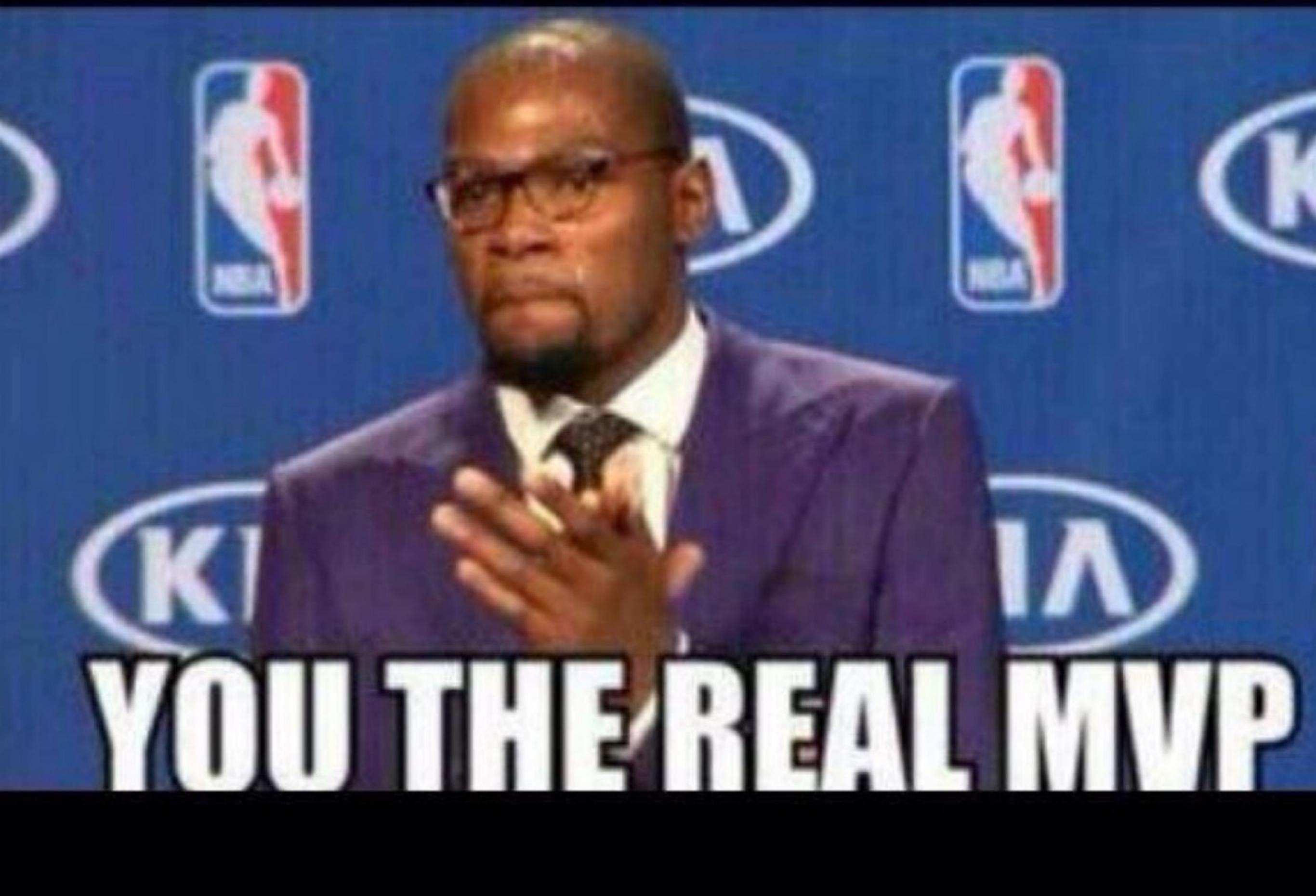
**ESPN**

**MVP**







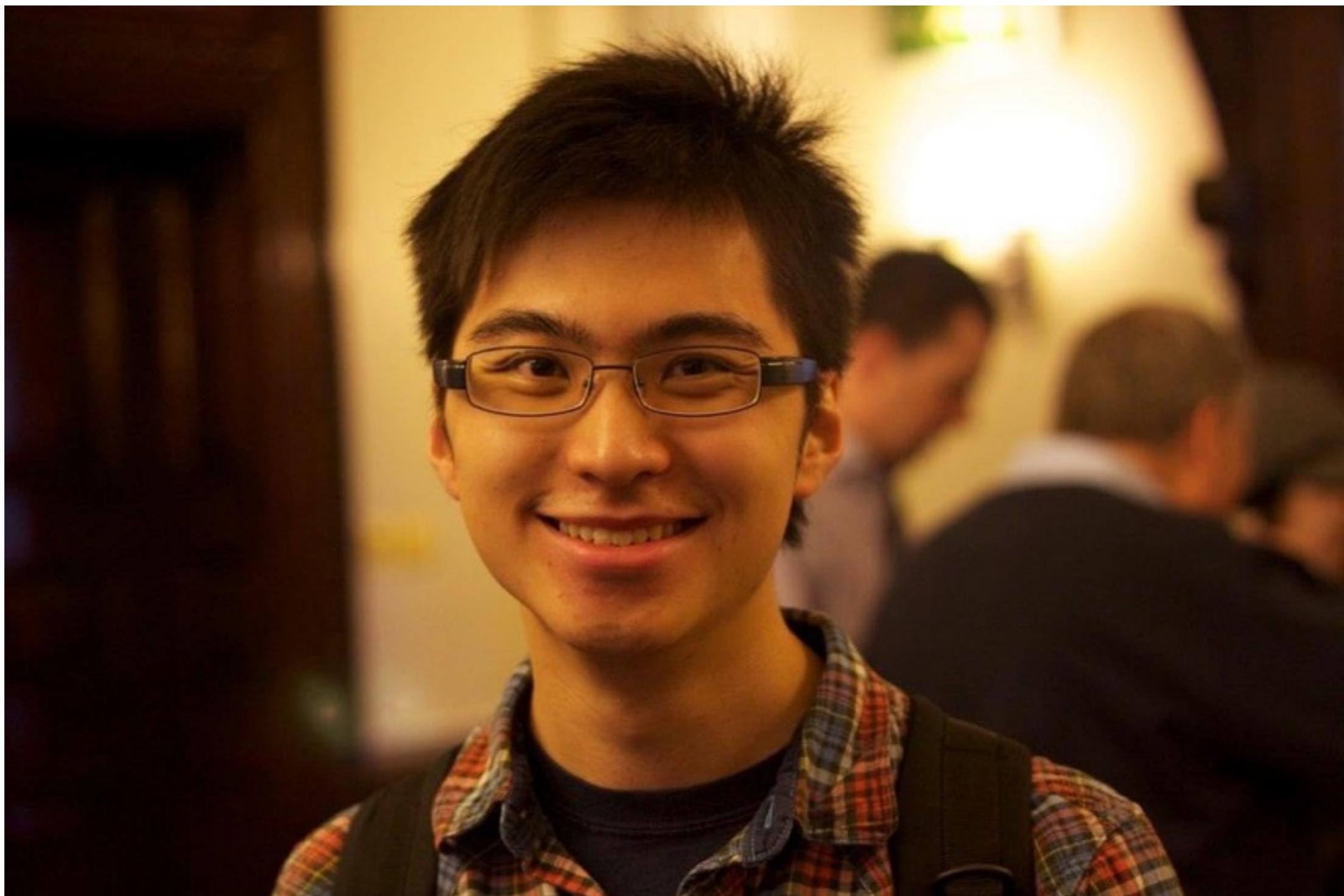


KIA  
**YOU THE REAL MVP**

Talk to People



## Typical Customer



A close-up photograph of a young man with short brown hair, wearing a black t-shirt. He is wearing a pair of Google Glass smartglasses, which have a blue frame and black lenses. He is holding the side of his head with his right hand, with his fingers near his temple. His gaze is directed towards the camera. The background is blurred, showing what appears to be an indoor setting with some furniture and a small potted plant.

Early Adopters



Potential Partners

# How Many?



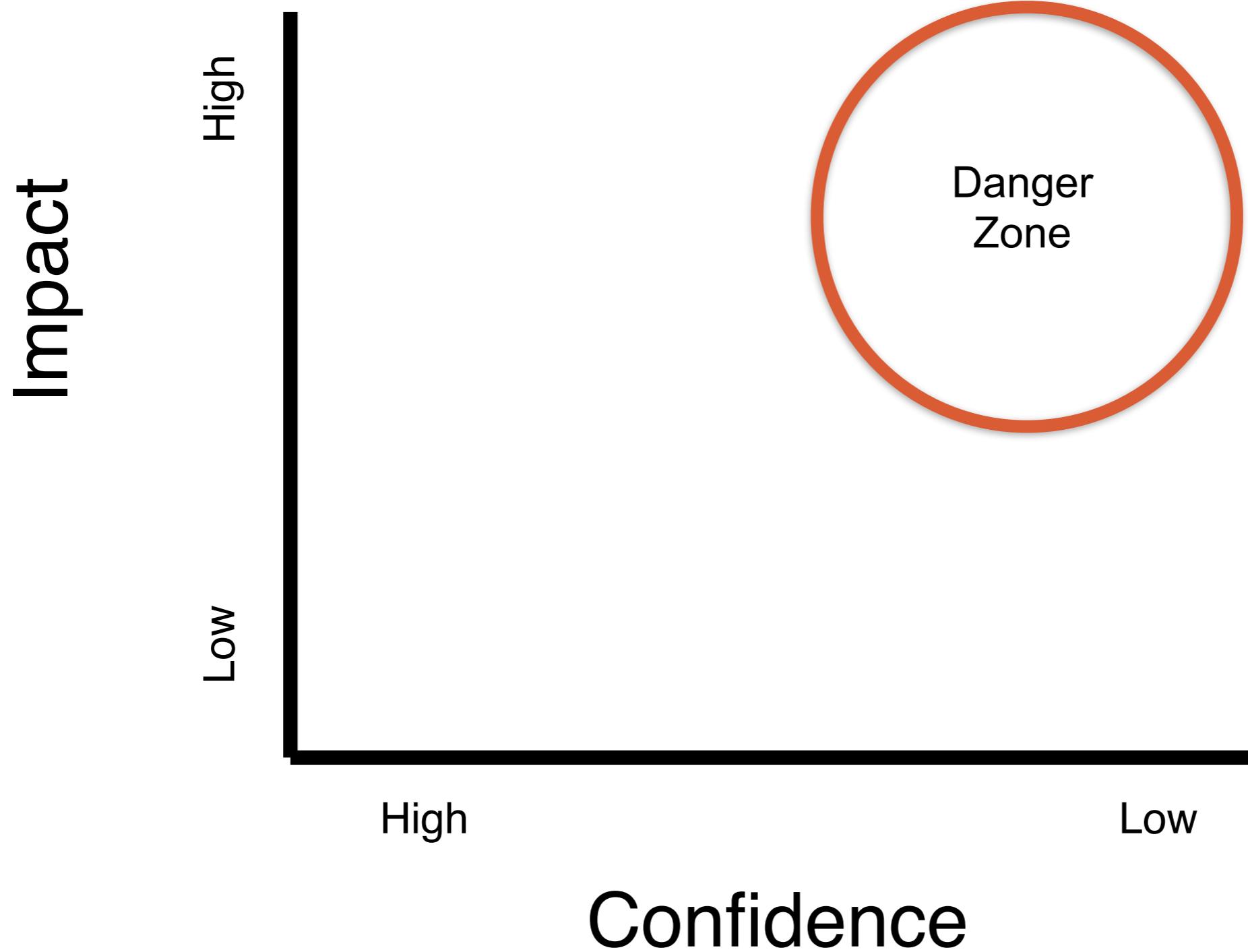
## What To Learn



# Riskiest Assumptions



## Assumption Ranking



# Finding People



A photograph of a man fishing from a grassy bank. He is wearing a blue cap, a grey long-sleeved shirt, and dark overalls. He is seated on a white bucket, facing a large body of water. A fishing rod is propped up in the grass next to him. In the foreground, there's a yellow bucket and a small wooden box. The background shows a shoreline with trees and a cloudy sky.

Fish Where The Fish Are

# Degrees of Separation



Be Creative



WARNING: All Rights Reserved.  
Unauthorized duplication is  
a violation of applicable laws.  
Produced by VERA GROUP CHINA

## Ask For Referrals



# Ask For Advice



*Dear Abby*



Enterprise Customers

# Being Effective



One Subject At A Time



# Make an Interview Plan

CarrieCheadle  
mental skills training

Goal Plan

Income goal:  
12:59 Ironman Canada '14

How would it feel to accomplish this goal?  
So much fun! I've worked so hard & struggled  
What are the top 3 actions I can take that would move me towards accomplishing this goal?

1. 110 SWIM: If I can get my front / instant turnover!  
Sight swim! Probably won't go the beginning / stay engaged - pull/push/pull
2. 6:40 BIKE: I have 2 de carbobut - train + push for hard  
steps count / keep strong/cornered
3. 5:00 MARATHON: Don't start too fast  
Keep up the mental toughness! Think about all the  
work you have done! Session

What is my strategy for accomplishing each action?  
Starting point - keep my position

Breathe

Hips open / back strong / shoulders down - relaxed

Core engaged - stay engaged

- Keep us hydrated - stay hydrated - keep it cool.

Keep hydrated!!

H2O over the head

Keep 3rd station at a minimum on the first loop!

Cafe - on 2nd loop!

BING IT HOME!

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What emotions do you feel when you read through

CarrieCheadle  
mental skills training

athletes

5 inspirational stories

Kara Goucher  
Amanda Beard  
Kristin Keston ERIN Keelan Ashby

ERICA - running athlete Rocker Cyclist/runner

PAUL - Rocker Triathlete/runner

Jesse Thomas - Rocker pro BADASS!

5 highlights

AZ '12 12:30 EPIC SWIM 11:45pm EPIC BIKE (was 10hrs) instead of a 5:07 Marathon!

'13 6:46 Finally figured out how to "race" VFT

Diamond '12 5:59 What a race! I had a again PR! Great small race! It was when that day!

2:39 I took it to the next level - made it hurt

4:47 Mental Toughness to the Test - I held on!

Racing is the Fun part, its the REHAB after the Hard work!

If its important to you, you'll find a way,  
If not, you'll find an excuse.

PLZ

5

Money

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Ask for Stories



# Ask Open Ended Questions



# Interview In Person



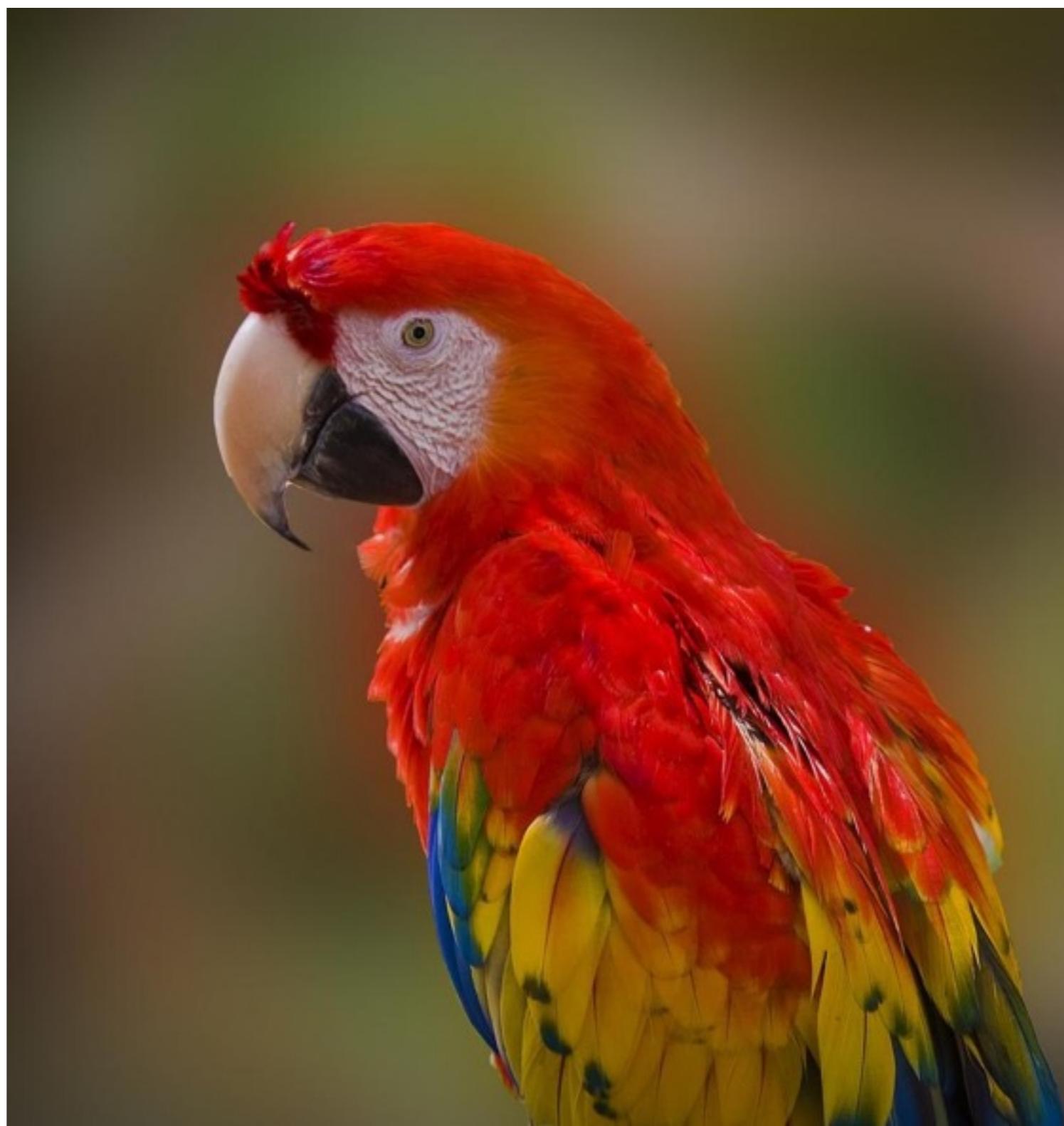


Have an Accomplice

Listen, Don't Talk



Repeat/Restate to Confirm



## Disarm Politeness Training



# Asking About Price



## Exercise - Customer Discovery Prep

Using your chosen hypothesis,  
create an interview plan  
designed to find the truth  
behind your assumptions.

Plan for 5-7 minute  
conversations.

Sketch a visual aid

15 minutes

- One subject at a time
- Make an interview plan
- Ask for stories
- Ask open ended questions
- Interview in person
- Use a note taker
- Listen, don't talk
- Repeat/restate to confirm
- Disarm politeness training
- Ask price questions indirectly

## Exercise - Interviews

Working in pairs, talk to at least 2 separate people.

Regroup to discuss what you learned.

30 minutes

- One subject at a time
- Make an interview plan
- Ask for stories
- Ask open ended questions
- Interview in person
- Use a note taker
- Listen, don't talk
- Repeat/restate to confirm
- Disarm politeness training
- Ask price questions indirectly

## Making Sense Of The Results



## Dump and Sort



## False Positives And Unclear Results



# Both Qualitative And Quantitative

## Cust Dev Work: Greenhouse Air Purifier

Would growth speed help or hurt business?

*GOAL: >60% answer "help"*

Tomato farmers

	Help	Hurt	Not Sure	Total
	14	4	2	20

70% 20% 10% 100%

Cucumber farmers

	15	5	0	20
	75%	25%	0%	100%

75% 25% 0% 100%

Strawberry farmers

	7	9	4	20
	35%	45%	20%	100%

35% 45% 20% 100%

Spending money on growth solutions already?

*GOAL: >50% already spending some money*

	Yes	No	Total
	13	7	20

65% 35% 100%

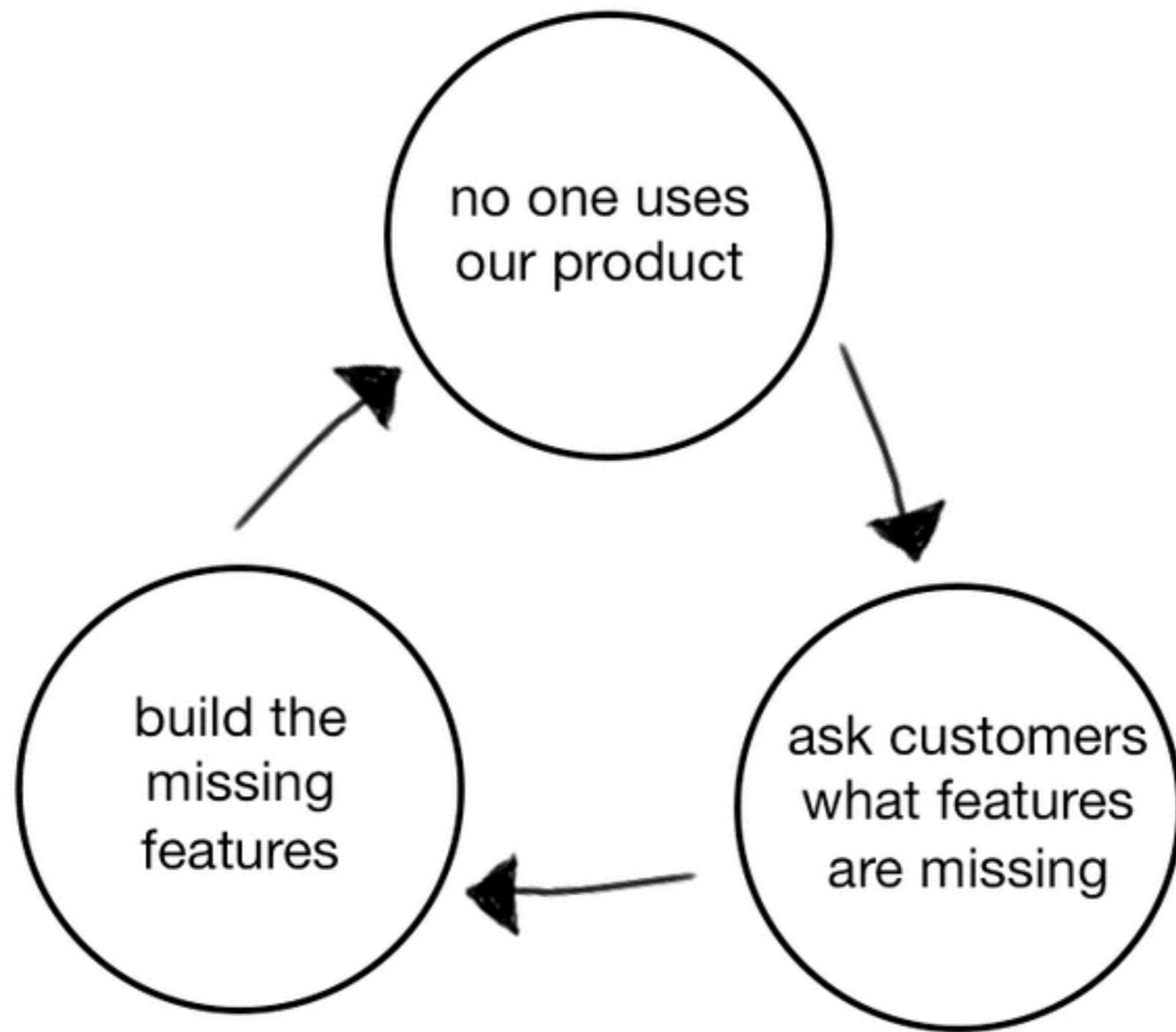
Electrical outlets near optimal location?

*GOAL: 70% within 20 ft*

	< 5 ft	10 - 20 ft	> 20 ft	Total
	5	7	8	20

25% 35% 40% 100%

## Human Judgment Required



## Exercise - Hypothesis Adjustment

Review your hypothesis in light of what you have learned.

Create a new hypothesis

How does your product change?

10 minutes

# **Lunch!**

Start again at 1pm

# Design Studio

# **DESIGN STUDIO**

# **DESIGN CHARRETTE**





DESIGN YOUR BOX



DESIGN YOUR BOX



**CREATE. PITCH. CRITIQUE.**

# **Todd Zaki Warfel's 6.8.5**

**Butcher Paper  
Letter Paper  
Painter's Tape  
Sharpies  
Stop Watch**

# **CO-CREATION**



All Marker Boards will be  
thoroughly cleaned every  
Friday night.

If work needs to be  
saved write  
"Please Save"

# **DESIGNER AS FACILITATOR**

# **CROSS-FUNCTIONAL TEAMS**

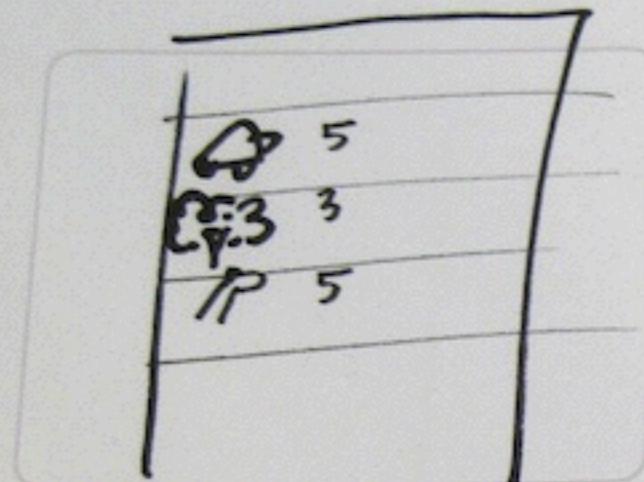
**CREATE.**

1. Round : lie!
  2. Round : steal!
- Title:

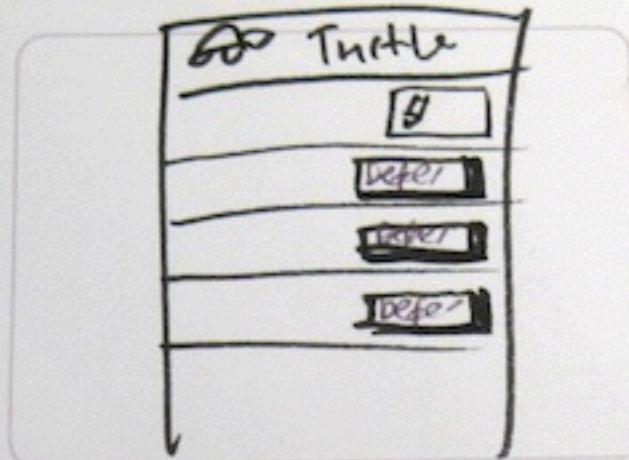
Write proposal

Go Turtle  
writing PITCHBOOK

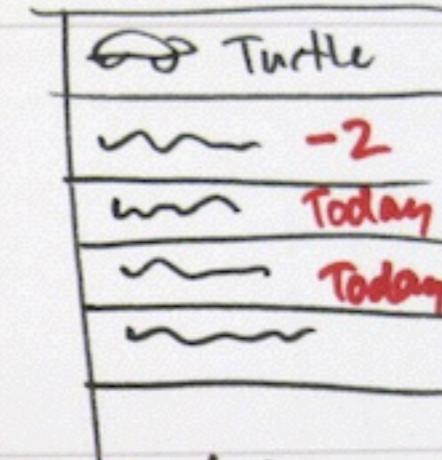
## Ideation — DESIGN Studio



Tasks per person  
overview

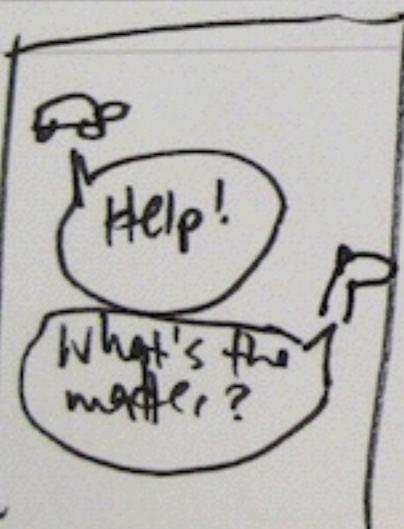


Defer tasks

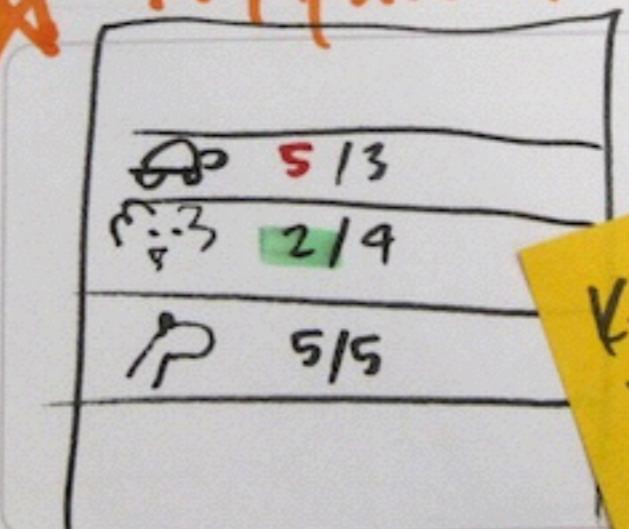


Due date  
→ sorting  
→ highlighting

★ my favorite



Direct messaging



Tasks per person  
& capacity for today

Keep idea!

What target audience  
would love in  
this would be  
ideas to  
keep

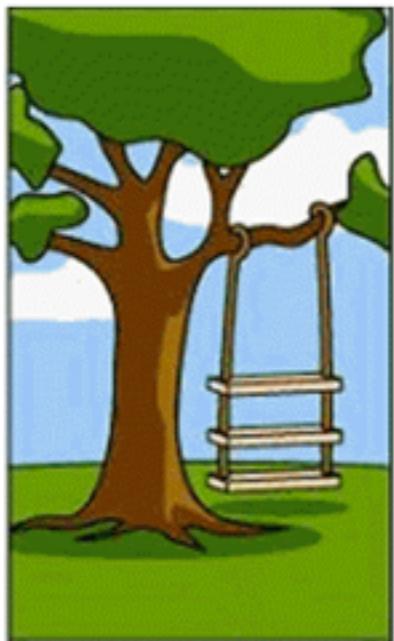
**CREATE. PITCH.**

**CREATE. PITCH. CRITIQUE.**

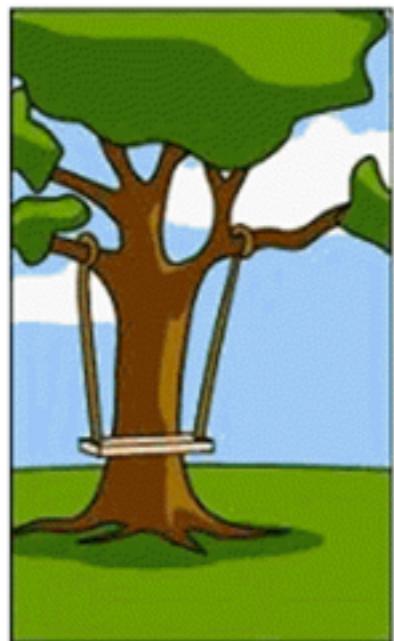
**STEAL!**

# **WHY?**

# Story Mapping



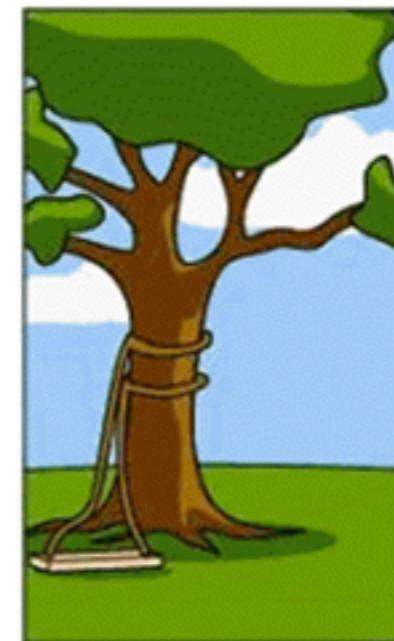
How the customer explained it



How the project leader understood it



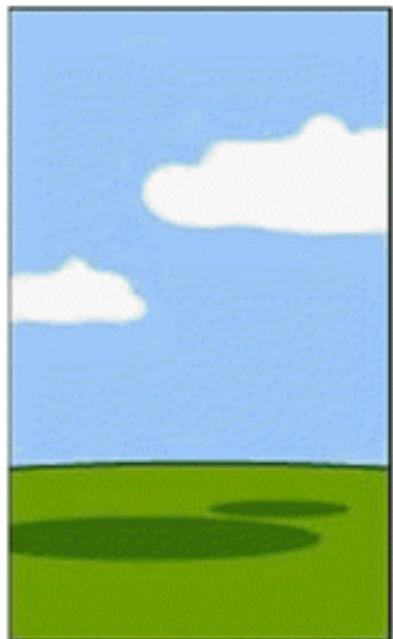
How the engineer designed it



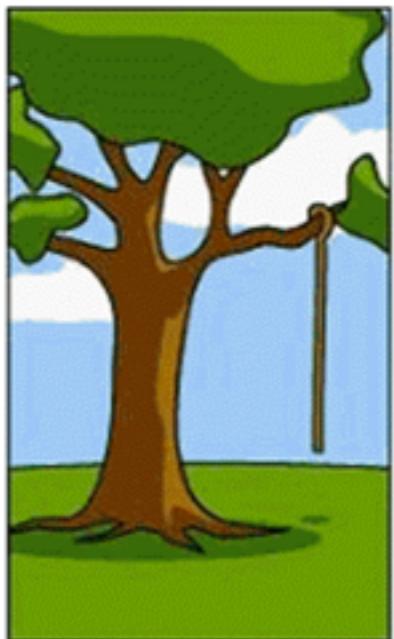
How the programmer wrote it



How the sales executive described it



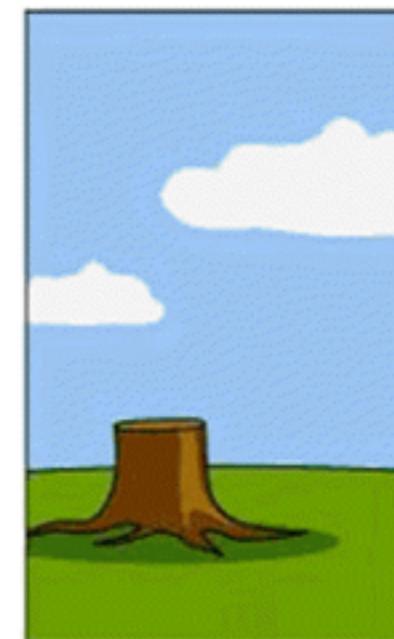
How the project was documented



What operations installed



How the customer was billed

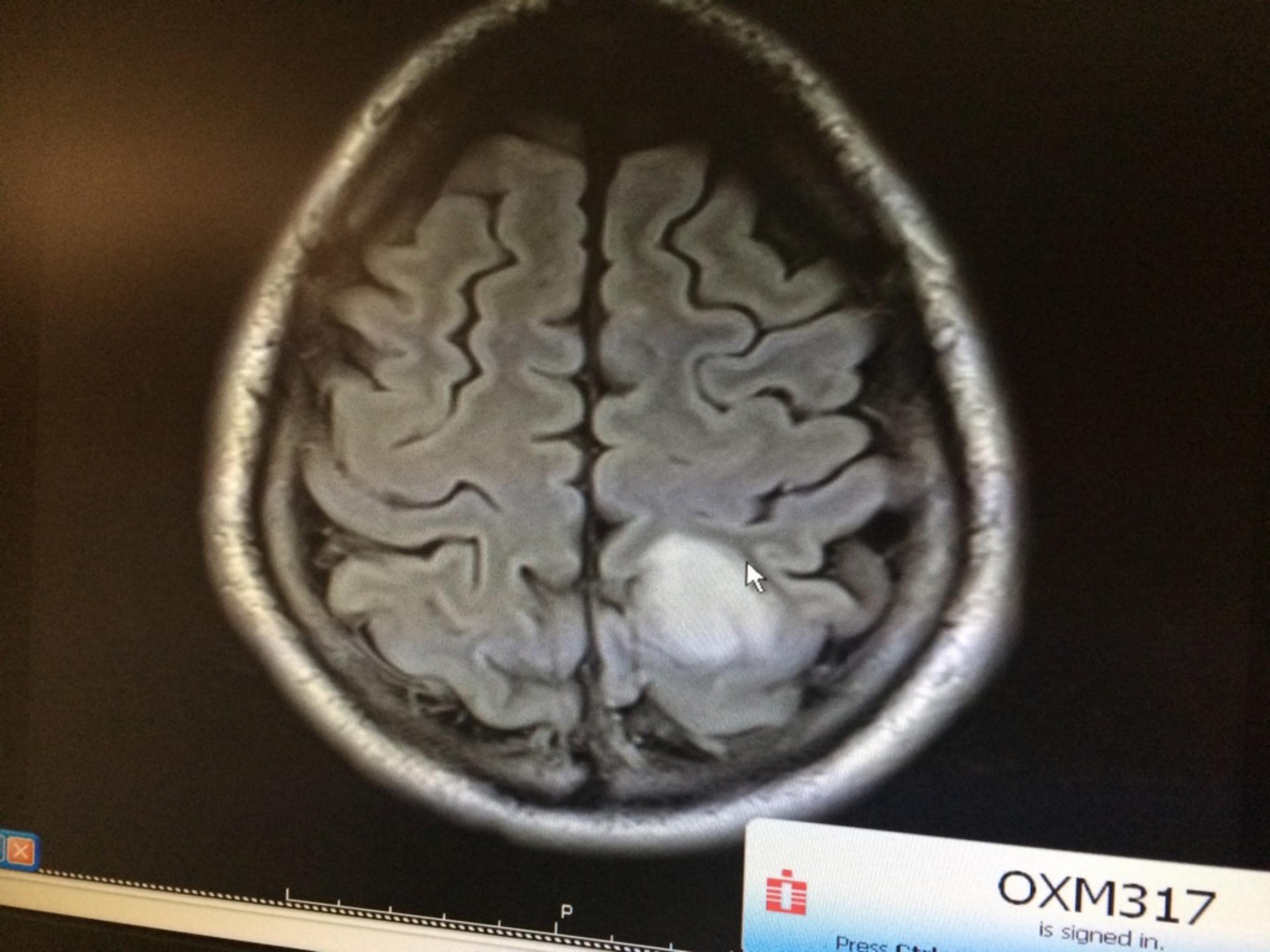


How the help desk supported it



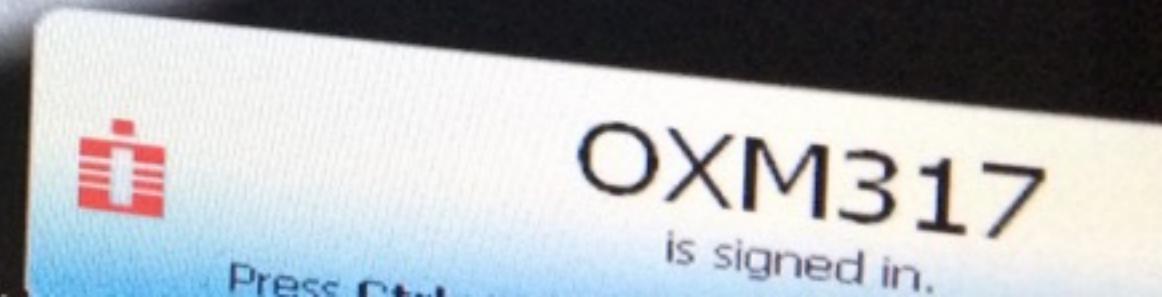
What the customer really needed

# A Brief Story



X

l  
P



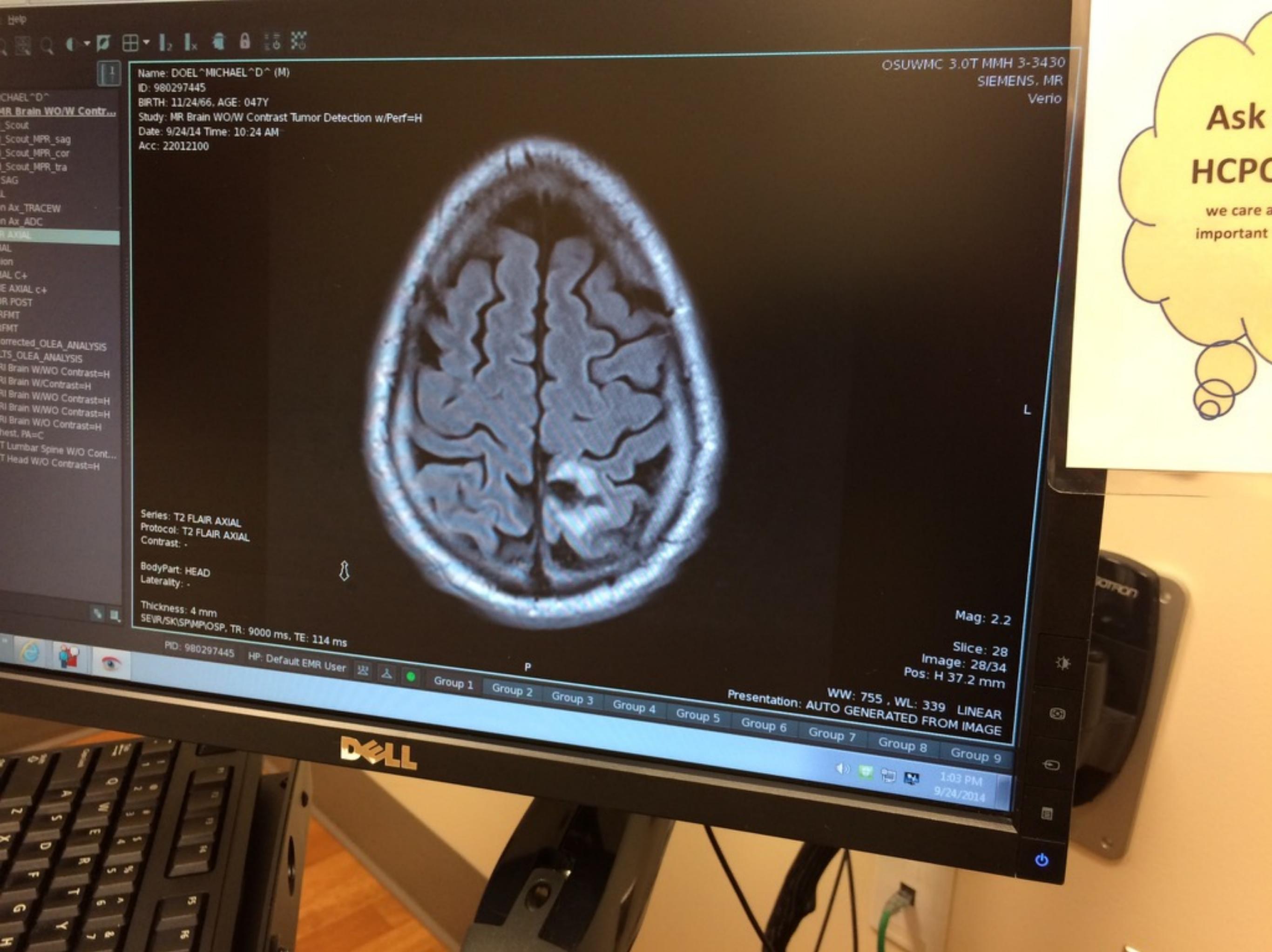


# Radiation Oncology

CAUTION  
TURN  
AROUND







**The End**

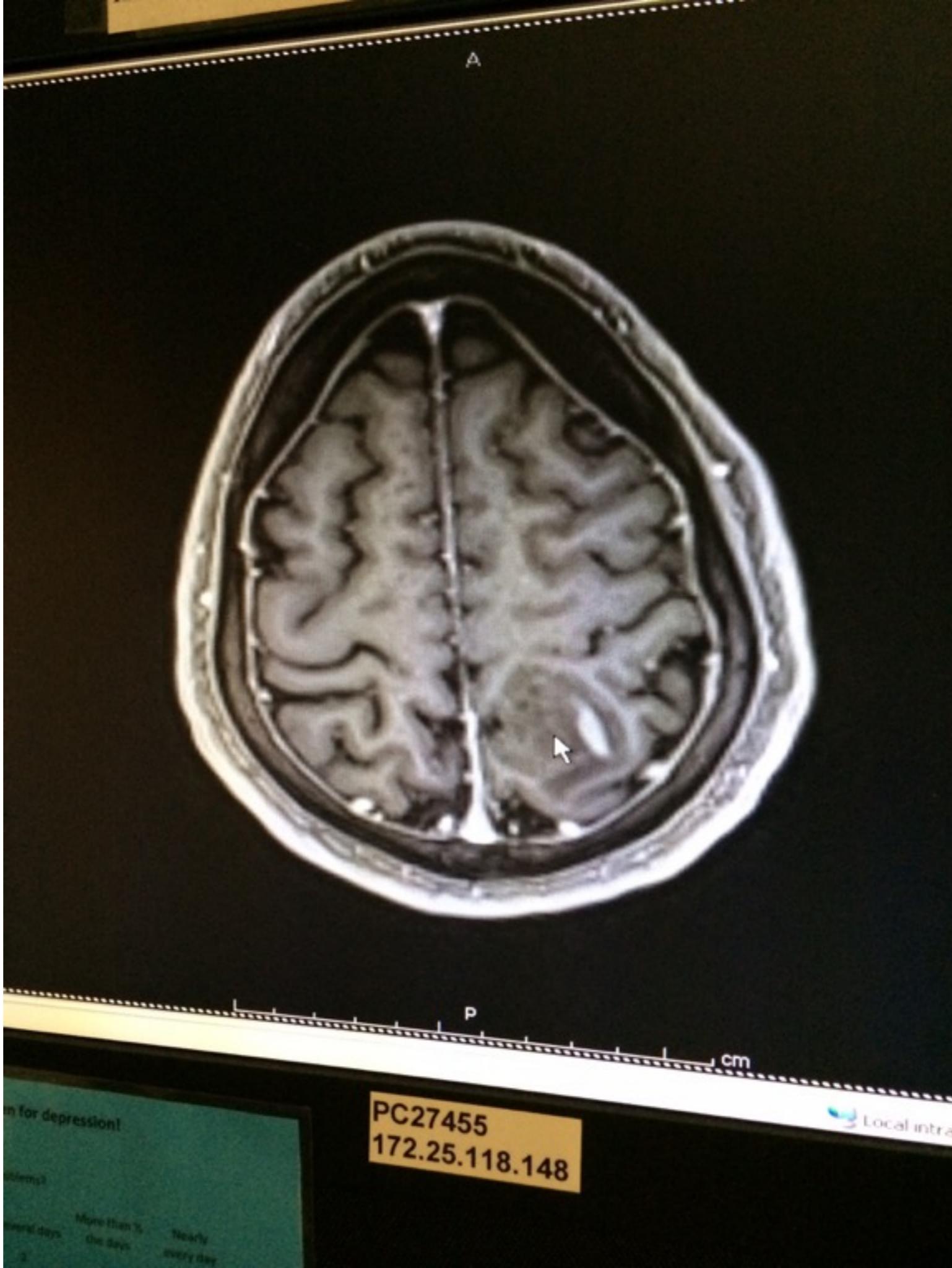


THE BATTLE OF  
OHIO









P

cm

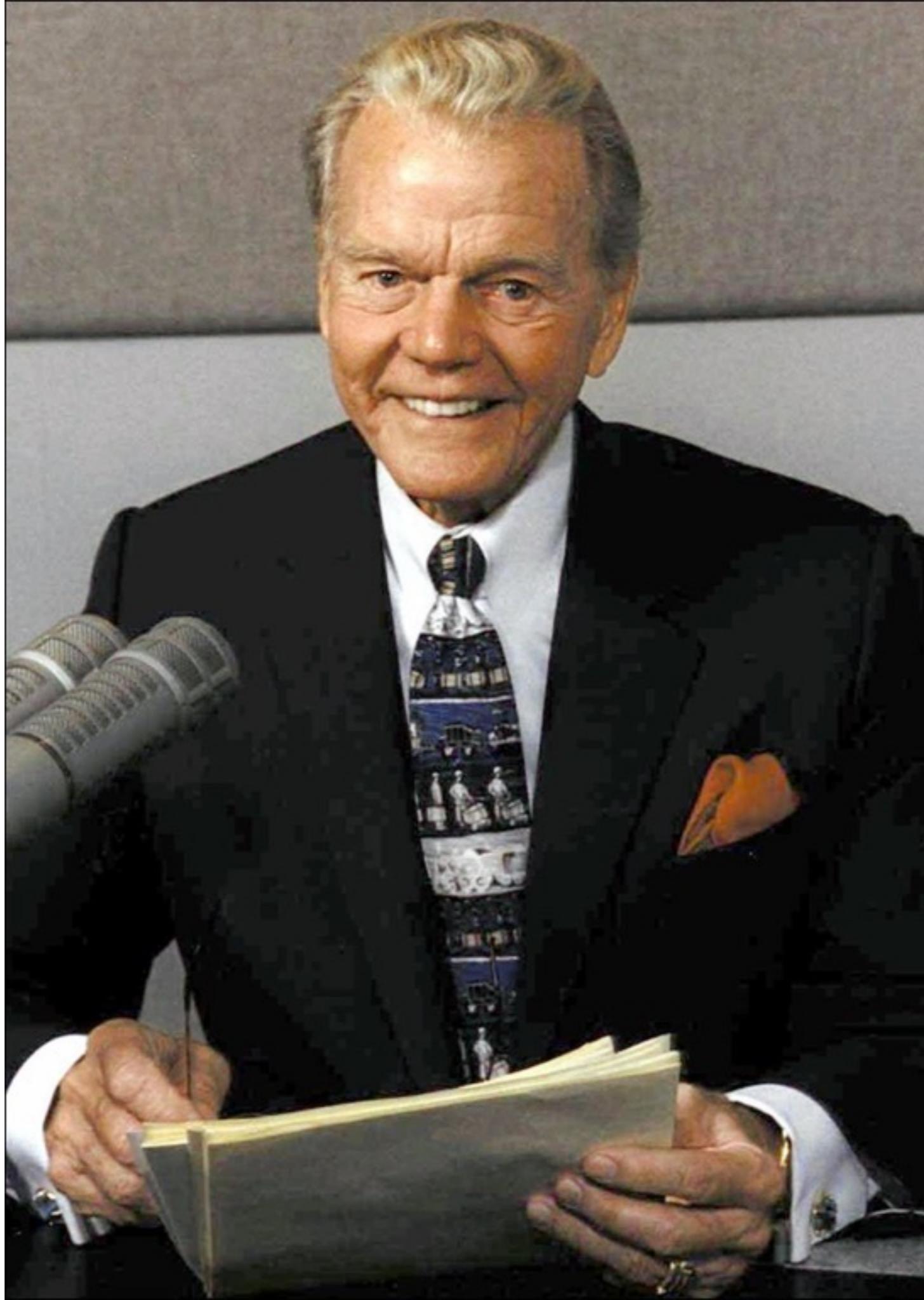
PC27455  
172.25.118.148

Local intra









## Effective Story Telling

- Stories with pictures instead of documents
- Don't over specify
- Care more about highlighting surprises than detailing the obvious

O'REILLY®



# User Story Mapping

DISCOVER THE WHOLE STORY,  
BUILD THE RIGHT PRODUCT

Jeff Patton  
with Peter Economy

Forewords by Martin Fowler,  
Alan Cooper, and Marty Cagan

BRAIN SURGERY																		
created by storiesonboard.com																		
Mom died of brain cancer	Pelotonia	Family out of the state	Leg goes numb	Grand Mal Seizure	MRI	Run half marathon	X marks the spot	Craniotomy	Leg massagers	This might be bad	Cool scar	Radiation	Radiation Mask	Chemo Therapy	Overwhelming support	Foot numbness	Driving again	Recurring MRIs

Awareness	Discovery	Surgery	Treatment	Follow up
Mom died of brain cancer	Leg goes numb	X marks the spot	Radiation	Foot numbness
Pelotonia	Grand Mal Seizure	Craniotomy	Radiation Mask	Driving again
Family out of the state	MRI	Leg massagers	Chemo Therapy	Recurring MRIs
Run half marathon	This might be bad	Cool scar	Overwhelming support	

Medical History

Brain Tumor

Follow up

Awareness

Discovery

Surgery

Treatment

Return to normal

### Quick Tale

Leg goes numb

Craniotomy

Radiation

Recurring MRIs

MRI

Chemo Therapy

### Other Highlights

Mom died of  
brain cancer

Grand Mal  
Seizure

X marks the spot

Radiation Mask

Driving again

Run half  
marathon

This might be  
bad

Cool scar

### Boring Details

Pelotonia

Family out of the  
state

Leg massagers

Overwhelming  
support

Foot numbness



Tweet

**Kent Beck**  
@KentBeck

product roadmaps should be lists of questions, not lists of features

5/28/13, 1:36 PM

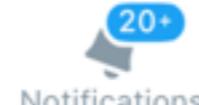
549 RETWEETS 284 LIKES



...

**Christina Wodtke** @cwodtke 5/28/13  
@KentBeck or hypothesis....**Steve Womack** @steve\_wom... 5/28/13  
@KentBeck Can you expatiate?**Kevin Stevens** @kevdog 5/28/13  
@KentBeck I would seriously love to see an example of that.

Reply to Kent Beck



## Exercise - Story Mapping

Create a story map for your product using post-it notes.

Divide details up into at least two releases separated by tape.

Prepare to tell us the story of how your product gets used with the first release and what you are hoping to learn.

30 minutes

## What Next?

Design studio

Build your MVP

Use the MVP to test your hypotheses

Decide what you want to learn

Wash, Rinse, Repeat...

# Wrap-up

## What To Take Away

1. Talking to people doesn't have to hurt.
2. To build the right thing, start by not building the whole thing.
3. There's a process to identifying the right features.
4. Developers, Designers, and Product Managers all have a role to play on a balanced team.

## Recommended Reading

“Four Steps to the Epiphany” - Steve Blank

“The Lean Startup” - Eric Ries

“Running Lean” - Ash Maurya

“User Story Mapping” - Jeff Patton

“Lean From The Trenches” - Henrik Kniberg

“Talking to Humans” - Giff Constable

[https://github.com/mdoel/presentations/tree/master/codemash\\_2016](https://github.com/mdoel/presentations/tree/master/codemash_2016)

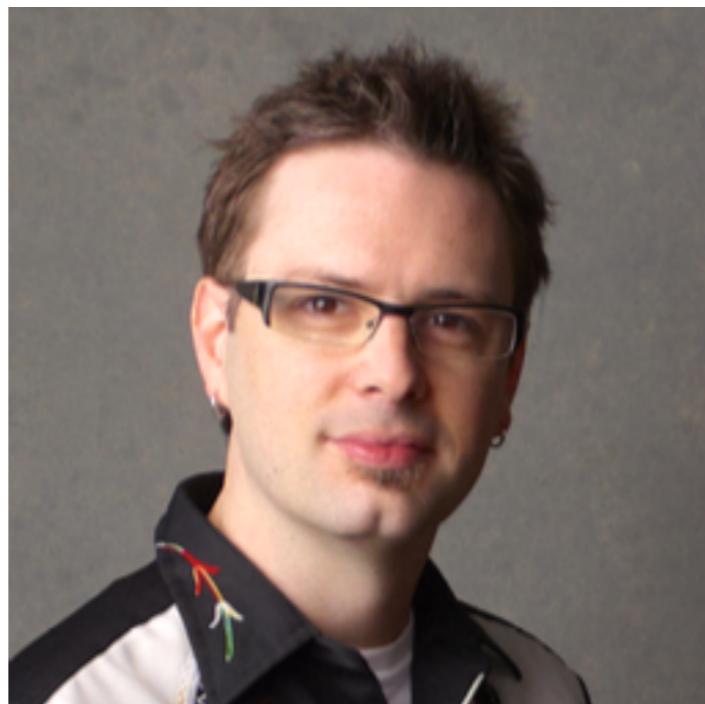
# Q&A

Want More?

Get in touch.



[gina@mutuallyhuman.com](mailto:gina@mutuallyhuman.com)  
[@ginawinkler](https://twitter.com/ginawinkler)



[samuel@mutuallyhuman.com](mailto:samuel@mutuallyhuman.com)  
[@shmuel](https://twitter.com/shmuel)



[mike@mutuallyhuman.com](mailto:mike@mutuallyhuman.com)  
[@mikedoel](https://twitter.com/mikedoel)

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