

Pretotyping (原型)

Before

Productotyping

张博超 滕振宇

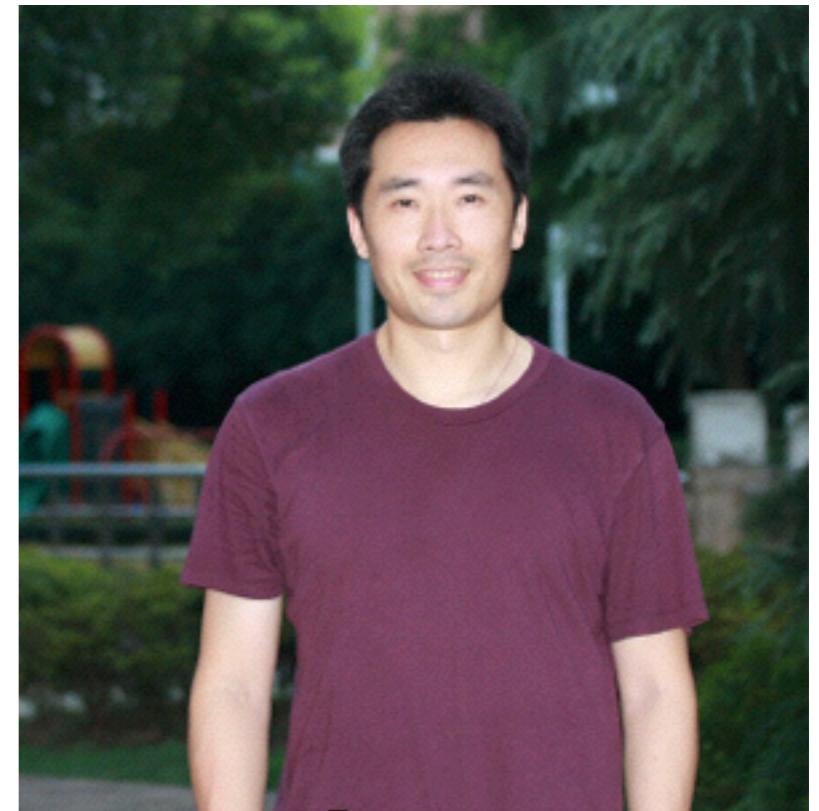
张博超

- Odd-e敏捷教练
- 意启部落
- InnoSpace创业导师
- 程序员
- CSM, CSPO, CSP
- 技术控, Geek
- <http://blog.iagile.me>



滕振宇

- Odd-e 敏捷教练
- 唤醒者 (Awakener)
- 喜欢学习、敏捷、代码、TED、网球
- www.danielteng.com
- www.agiletour.cn



“成功”的产品



我要报错

百合福海鲜膳食总汇(日月光店)

其它1家分店 ▾



(4223)

人均 **¥252**

口味 **8.9** 环境 **8.8** 服务 **8.6**



全部5398张

我来上传

写



收藏 |



开团提醒 |



微信分享 |



发送到手机 |

报错

地址：卢湾区徐家汇路618号日月光中心广场5楼C区(近瑞金二路)

电话：021-60932666

营业时间、停车信息、餐厅简介、特色等其他信息 ▾

我要报错

百合福海鲜膳食总汇(日月光店)

其它1家分店 ▾



(4223)

人均 **¥252**

口味 **8.9** 环境 **8.8** 服务 **8.6**



全部5398张

我来上传

写

收藏

开团提醒

微信分享

发送到手机

报错

14-1-6 上午8:43



非常好的案例。任何不深入到用户使用场景里去的功能都是要流氓。



LinkedIn

Daniel Teng has sent you a message.

Date: 11/05/2012

Subject: From idea to product backlog workshop

Hi

I am planning a workshop to bridge the communication gap between product manager and product development. How to quickly discover the focus on product development and release it iteratively and incrementally.

The workshop is very much hands-on. If you are interested, please let me know.

More information at my blog <http://www.danielteng.com/2012/10/24/from-idea-to-product-backlog/>

Thanks!

[View/reply to this message](#)

Don't want to receive e-mail notifications? [Adjust your message settings](#).

This email was intended for Daniel Teng (Agile Coach at Odd-e, Certified Scrum Coach). [Learn why we included this](#). © 2012, LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA

LinkedIn

Daniel Teng has sent you a message.

Date: 11/05/2012

Subject: From idea to product backlog workshop

Hi

I am planning a workshop to bridge the communication gap between product manager and product development. How to quickly discover the focus on product development and release it iteratively and incrementally.

The workshop is very much hands-on. If you are interested, please let me know.

More information 曾经有个项目在预算的一年之内按时完成，大家都说这个项目很成功。可是一年之后，这个项目还是没有客户。在产品开发过程中，最重要的并不是“把事情做对”，而是“做对的事情”。如果从一开始产品的开发方向错了，哪怕开发做得再好，结果还是失败，浪费。当你有个想法，如何发现目标客户？如何发现这些目标客户所需要解决的问题，从而找到正确的“事”？如何保证这些想法可以转化成需求，形成产品backlog？接下来又该做什么让高优先级的需求可以在两个星期内被实现，从而可以直接从客户那里获得真实地反馈？整个过程的好坏决定了项目的成败

在这个工作坊中滕振宇和张博超一起帮助大家从一个真实的项目中来体验包括产品经理在内的开发团队一起合作把想法转化为产品Backlog，再到Sprint backlog的整个过程。

Don't want to receive this email 这次工作坊不会设置统一的价格，由参加者根据自己的收获评估工作坊的价格，就好比去同事婚礼送红包，“这些内容值得我付出月收入的5%”。强烈建议不要超过个人的承受能力。

This email was sent from 人数：20人

时间：11月24日下午1：30~5：30

地点：上海浦东（具体地址会在注册确认邮件中另行通知）

注册方式：发送邮件到daniel.teng@odd-e.com

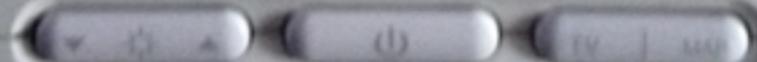
Stay Tuned...

We're sorry but this feature is not yet available.

Please check again the next time you fly.

ok

what do you want to do?





SendWithUs

SendWithUs

The screenshot shows the SendWithUs application interface. On the left is a sidebar with the following items:

- Compose
- Optimize (highlighted with a red box)
- A/B Test
- Stats
- Retarget (highlighted with a red box)
- Retarget Triggers
- Drip Campaigns
- Customers (highlighted with a red box)
- API Config (highlighted with a red box)
- Contact us

The main area is titled "Step 2 - Compose your email". It contains the following text:

Click on the text and icons to start editing. Once your email is ready, click 'Save & Export'.

These features do not exist.

200 x 50 BASIC

Hi, Elijah Baily

Phasellus dictum sapien a neque luctus cursus. Pellentesque sem dolor, fringilla et pharetra vitae.

Phasellus dictum sapien a neque luctus cursus. Pellentesque sem dolor, fringilla et pharetra vitae. consequat vel lacus. Sed iaculis pulvinar ligula, ornare fringilla ante viverra et. In hac habitasse platea dictumst. Donec vel orci mi, eu congue justo. Integer eget odio est, eget malesuada lorem. Aenean sed tellus dui, vitae viverra risus. Nullam massa sapien, pulvinar eleifend fringilla id, convallis eget nisi. Mauris a sagittis dui. Pellentesque non lacinia mi. Fusce sit amet libero sit amet erat venenatis sollicitudin vitae vel eros. Cras nunc sapien, interdum sit amet porttitor ut, congue quis urna.

Phasellus dictum sapien a neque luctus cursus. Pellentesque sem dolor, fringilla et pharetra vitae. [Click it!](#)

Chosen Layout: Welcome Email

Save & Export

Editor Options

Highlight Elements

Image gallery **upload**

You haven't uploaded any images yet.

Neither do these.

SendWithUs

The image shows a screenshot of the SendWithUs application interface. On the left, there is a vertical sidebar with a red border around the top section. The sidebar contains the following items:

- Compose
- Optimize
- A/B Test
- Stats
- Retarget
- Retarget Triggers
- Drip Campaigns
- Customers
- API Config
- Contact us

The main content area is divided into two main sections:

Step 2 - Compose your email

Click on the text and icons to start editing. Once your email is ready, click 'Save & Export'.

These features do not exist.

200 x 50

BASIC

Chosen Layout: Welcome Email

Save & Export

Step 3 - Start sending

Now that you've created your email, start using it in your app

Automate

These integrations do not exist yet.

Use our API to start sending email instantly. Works with your current delivery service.

 **SendGrid**
Email Delivery Simplified.

 **mailgun**
by rockspace

 **amazon web services SES**

Sign Up For Early Access

Download

Download your email as an HTML file to use in your product.

Download HTML

Preview

Send a preview email to yourself or someone else.

Send Preview Email

These buttons do nothing.

© SendWithUs 2013 |  We do not have a Twitter account yet.

SendWithUs

The screenshot shows the SendWithUs application interface. On the left, a sidebar menu is visible with several items highlighted by a red box: 'Compose', 'Optimize', 'A/B Test', 'Stats', 'Retarget', 'Retarget Triggers', 'Drip Campaigns', 'Customers', 'API Config', and 'Contact us'. The 'Compose' item is the active tab, showing a sub-menu with '1. Select Layout', '2. Edit Message', and '3. Start Sending'. The main content area is divided into sections: 'Step 2 - Compose your email', 'Step 3 - Start sending', 'Download', 'Preview', and 'Automate'. A modal window titled 'Want A/B Testing?' is open, prompting the user to sign up for early access. The 'Automate' section includes a 'SendGrid' integration option. At the bottom, a footer note states: 'We do not have a Twitter account yet.'

SendWithUs

Compose

Optimize

A/B Test

Stats

Retarget

Retarget Triggers

Drip Campaigns

Customers

API Config

Contact us

Step 2 - Compose your email

These features do not exist.

Step 3 - Start sending

Now that you've created your email, start sending it to your list.

Automate

Use our API to start sending email instantly. View our API documentation.

SendGrid

Download

Download HTML

Preview

Send a preview email to yourself or someone else.

Send Preview Email

Want A/B Testing?

We do too! Sign up for early access, and be the first to try it!

Your Email

your@email.com

How do you deliver email?

SendGrid

Go >

These buttons do nothing.

We do not have a Twitter account yet.

SendWithUs

The image shows a screenshot of the SendWithUs application interface. The main navigation bar at the top includes 'Compose', 'Optimize', 'A/B Test', 'Stats', 'Retarget', 'Retarget Triggers', 'Drip Campaigns', 'Customers', 'API Config', and 'Contact us'. The 'API Config' item is highlighted with a red box. The main content area is divided into three sections: 'Step 2 - Compose your email', 'Step 3 - Start sending', and 'Automate'. The 'Compose' section contains a text editor with a placeholder 'Click on the text and icons to start editing. Once your email is ready, click the green "Send" button at the bottom right.' A red box highlights the 'Compose' button. The 'Step 3' section has a 'Send' button. The 'Automate' section features a 'SendGrid' logo and a 'Download HTML' button. A modal window titled 'Want A/B Testing?' is open, asking 'We do too! Sign up for early access, and be the first to try it!' with fields for 'Your Email' (containing 'your@email.com') and 'How do you deliver email?' (containing 'SendGrid'). A 'Go >' button is in the bottom right of the modal. At the bottom of the main content area, there is a footer with a 'SendWithUs 2013' link and a 'Twitter' icon with a red arrow pointing to it. To the right of the main content, there is a table titled 'Event Action' with columns for 'Event Action', 'Total Events', and '% Total Events'. The table lists nine items, each with a blue progress bar indicating its percentage of total events. The last row shows a total of 3 events at 0.37%.

Event Action	Total Events	% Total Events
1. Want a simple API to send email?	213	26.20%
2. Want A/B Testing?	174	21.40%
3. Want automated retargetting?	97	11.93%
4. Want early access?	93	11.44%
5. Want customer email history?	77	9.47%
6. Want email analytics?	66	8.12%
7. Want scheduled drip campaigns?	50	6.15%
8. Want customer segmentation?	40	4.92%
9. Want API access?	3	0.37%

view full report

上海 ▼

搜索团购



全部频道 ▼

全部商区 ▼

最新发布 ▼



咖咖奥咖啡厅班特华夫豪...

¥52

¥81

53人

虹桥镇

上海咖啡厂传承经典麦乳精

¥13.9

¥38

131人

筛选

波司登羊毛护膝

¥29

¥158

33人

[仅限一天] 德芙巧丝威化...

¥1.68

¥2.5

3082人

甲泰餐厅代金券1张

团购

附近

订单

更多

我要

您暂未开通此功能，如有需求，请留下您的联系方式，便于我们与您联系。

* 请留下您的手机号码



什么是“我要自提”？

目前_____的结款方式是点评按照结算周期主动打款。

通过“找类_____”，您可以根据自己的结款时间在_____后台自主申请提款。

真正做到随时提，按需提。

提交

退出并清除调查

A	B	C	D	E	F	G	H	I	J	K	L	M
1	id	已完成	手机号码	登录帐号	商户名	分类	城市	客户级别	合同流水	审核通过时间	模板	每隔N天
2	11	2013-09-17	159520	0019000000Ngb2AAB		1	1	1				7
3	14	2013-09-17	145705	0019000000HPpcXAAT		1	1	1				7
4	16	2013-09-17	144074	0019000000NeLO1AAN		1	1	1				7
5	17	2013-09-17	220135	0019000000RYYzCAAX		1	1	1				7
6	18	2013-09-18	114430	0019000000KT5RTAA1		1	1	1				7
7	20	2013-09-18	192238	0019000000QPUMAAA5		1	1	1				7
8	22	2013-09-18	128433	0019000000HBk9VAAT		1	1	1				7
9	23	2013-09-18	62936	0019000000GxydtAAD		1	1	1				7
10	25	2013-09-18	203616	0019000000PWaWtAAL		1	1	1				7
11	26	2013-09-19	193611	0019000000QPY0oAAP		1	1	1				7
12	29	2013-09-19	124757	0019000000KwPu6AAF		1	1	1				7
13	32	2013-09-20	196985	0019000000Q5V18AAF		1	1	1				7
14	33	2013-09-20	196985	0019000000Q5V18AAF		1	1	1				7
15	34	2013-09-20	124945	0019000000Kwkp4AAJ		1	1	1				7
16	35	2013-09-21	31919	0019000000KSSiqAAH		1	1	1				7
17	36	2013-09-21	175891	0019000000OPaduAAD		1	1	1				7
18	37	2013-09-21	31919	0019000000KSSiqAAH		1	1	1				7
19	39	2013-09-21	154248	0019000000QmNxDnAAI		1	1	1				7

各位，今天下午3:20分已经有第一位商户使用了功能。系统的计划插入成功，合同号为，等待童鞋支付

商家

商户名：店

可提现金额：0.00 元

我要

金额是指从上一次结款日截至到昨日23:59:59期间，代收金额中已消费未结算的金额。

该金额未扣除商家应承担的退款，具体金额以财务审核数字为准。

合同范围为的合同。

记录

申请时间

金额

状态

2013-11-13

处理成功

17:40:27

共有■家店申请了自提

提了■次：■家店

提了■次：■家店

提了■次：■家店

提了■次：■家店

提了■次：■家店

提了■次：■家店



仿真门



仿真门



看门人



仿真门



看门人



探索者



仿真门



看门人



探索者



试点区



仿真门



看门人



探索者



试点区



大篷车



仿真门



看门人



探索者



试点区



MVP



大篷车



仿真门



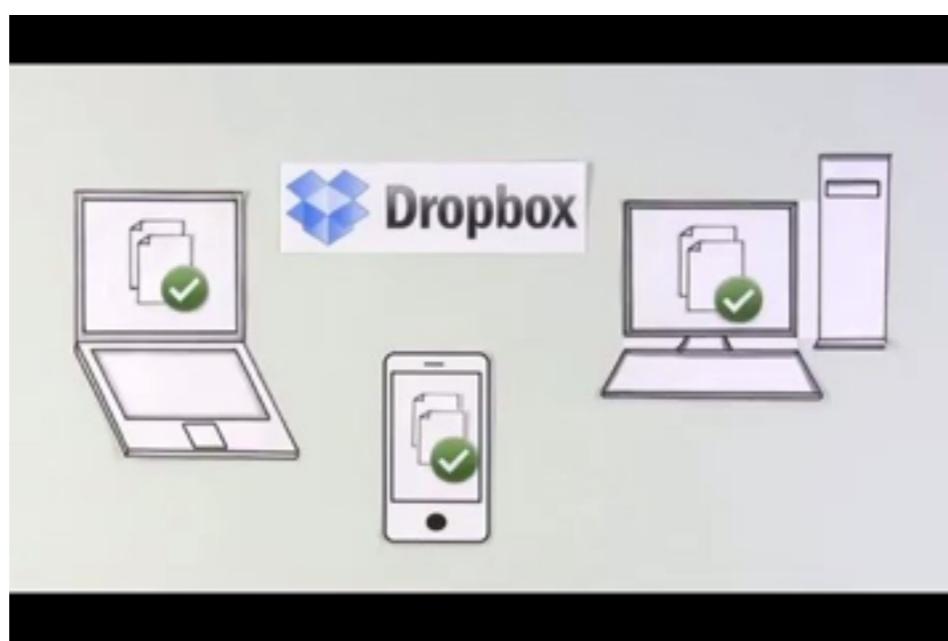
看门人



探索者



匹诺曹



MVP



试点区



大篷车



仿真门



看门人



探索者



匹诺曹

原型



MVP



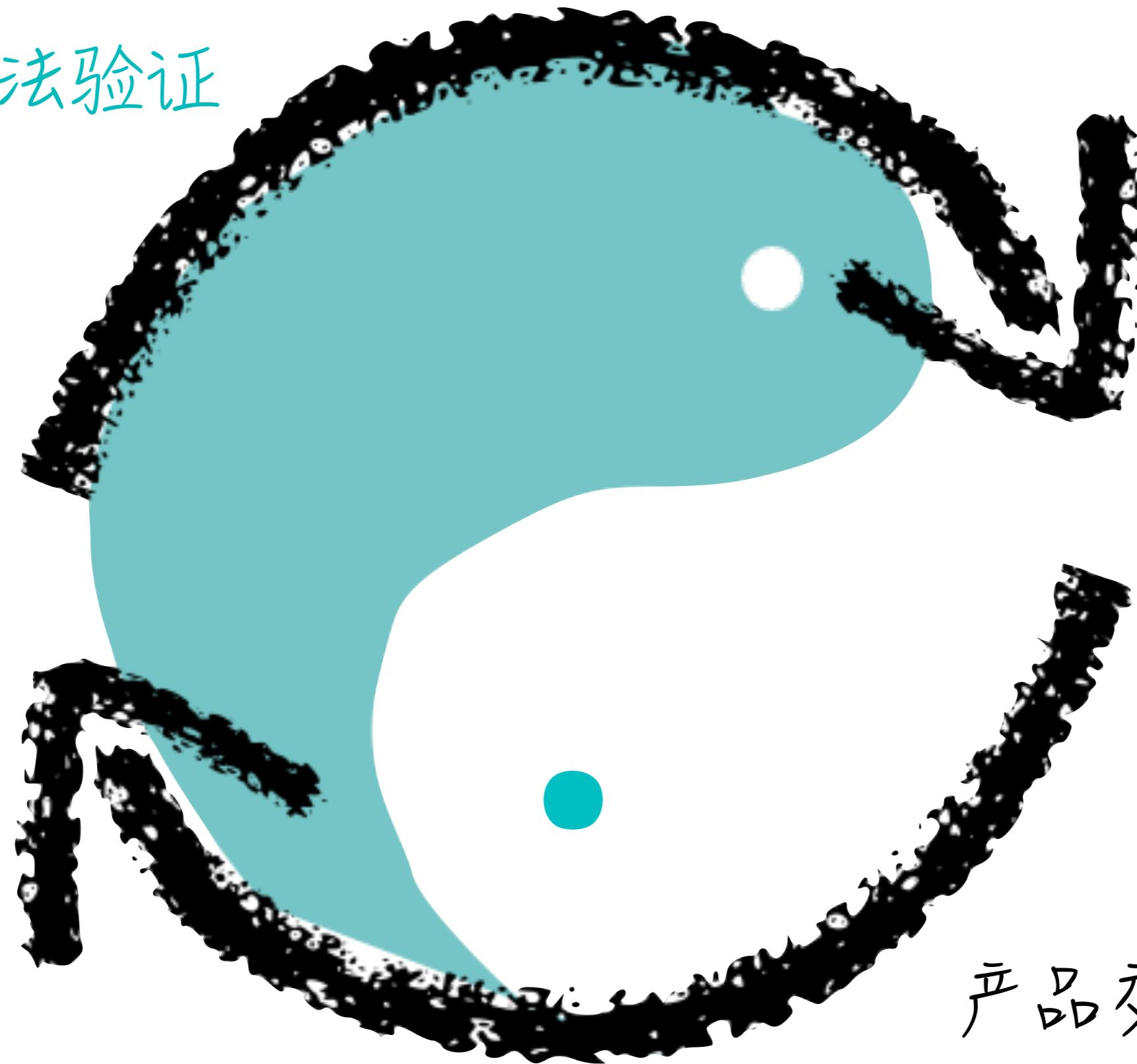
试点区



大篷车

还有许多……

产品想法验证



产品交付

产品想法验证

找出假设

产品交付

产品想法验证

设计受控试验

找出假设

产品交付

产品想法验证

设计受控试验

收集数据

找出假设

产品交付

谢谢



意启部落