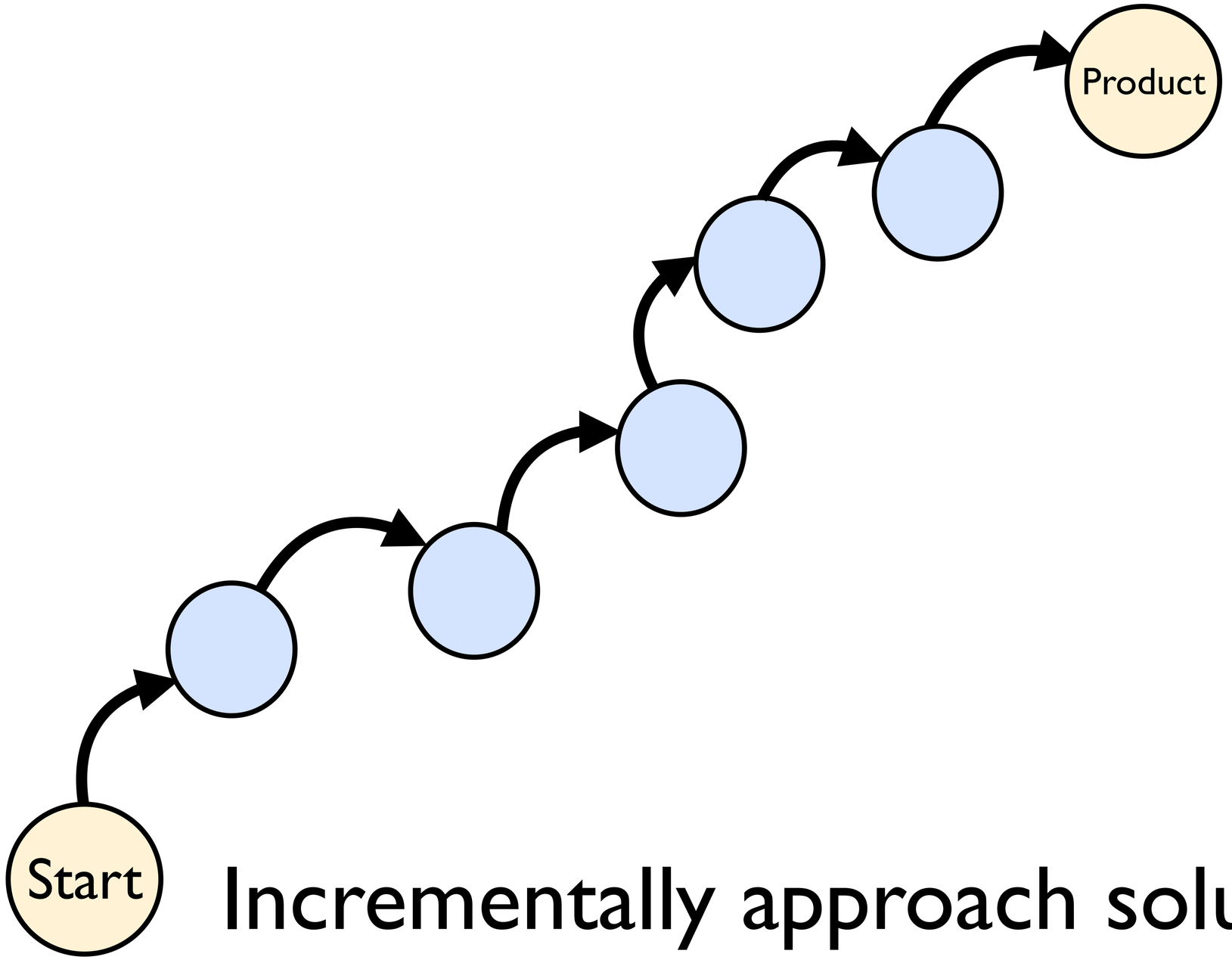
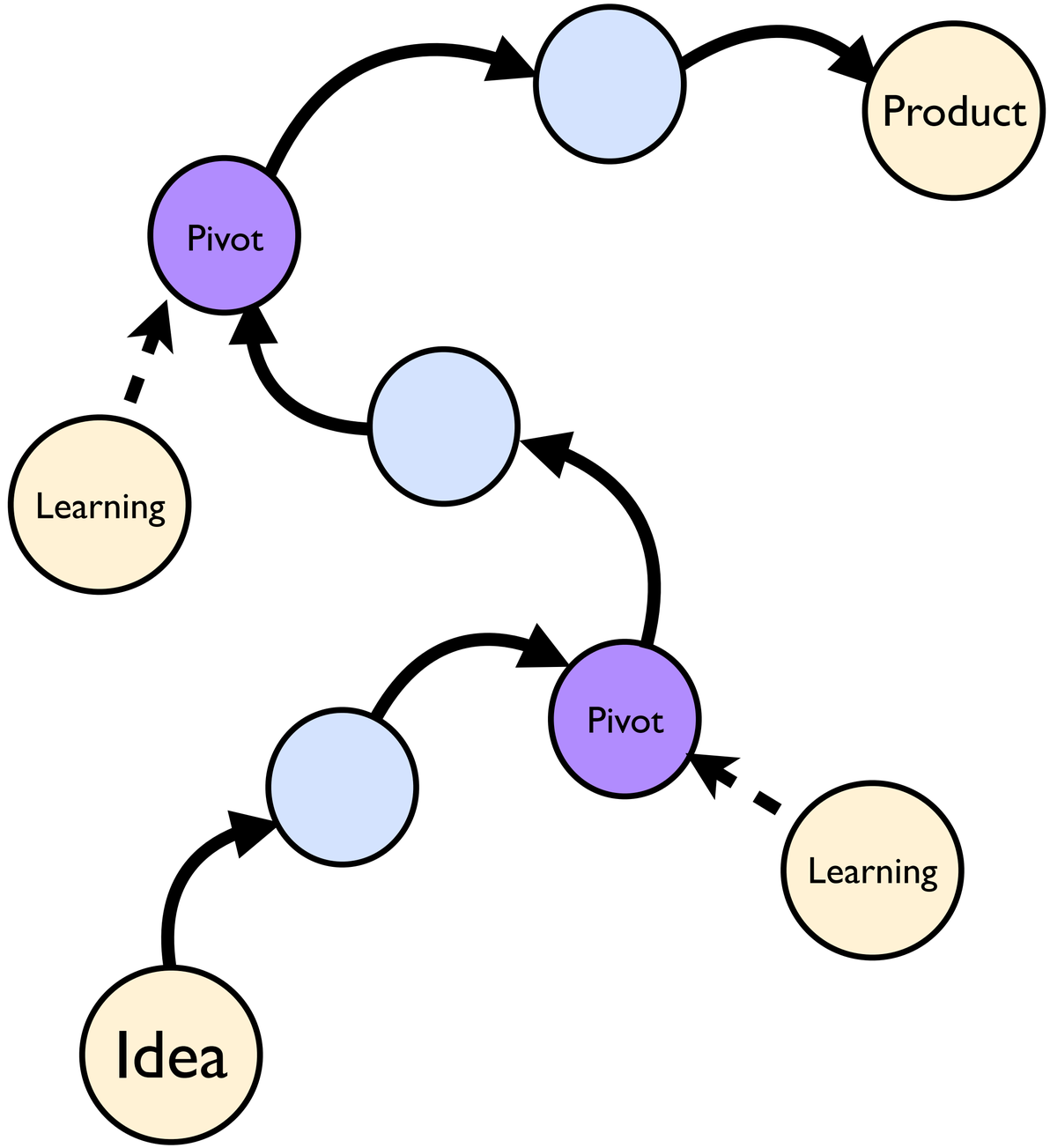
Agile Team Project

Week 5 Part 0 :
How user feedback increases value



Incrementally approach solution


Product
Pivot
Learning
Pivot
Learning
Idea

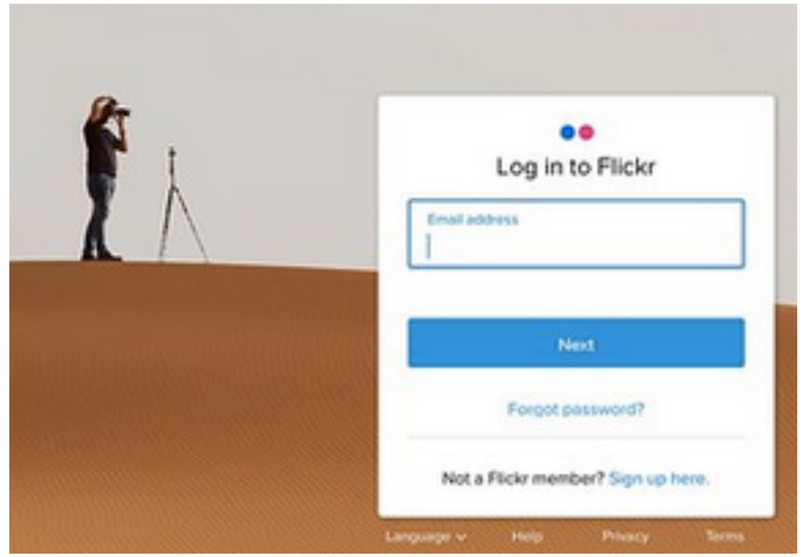
Case Study:

https://gigaom.com/2010/04/26/the-aardvark-theory-of-product-fake-it-till-you-make-it/

Case Study:

ludicorp

->



https://gamicus.gamepedia.com/Game_Neverending

Case Study:

ludicorp 2.0

->

slack

https://jumpstartmag.com/fun-fact-flickr-and-slack-started-as-a-game-that-never-ends/

The Parrot Cage Story (2010)

http://www.bbc.co.uk/news/business-11495839

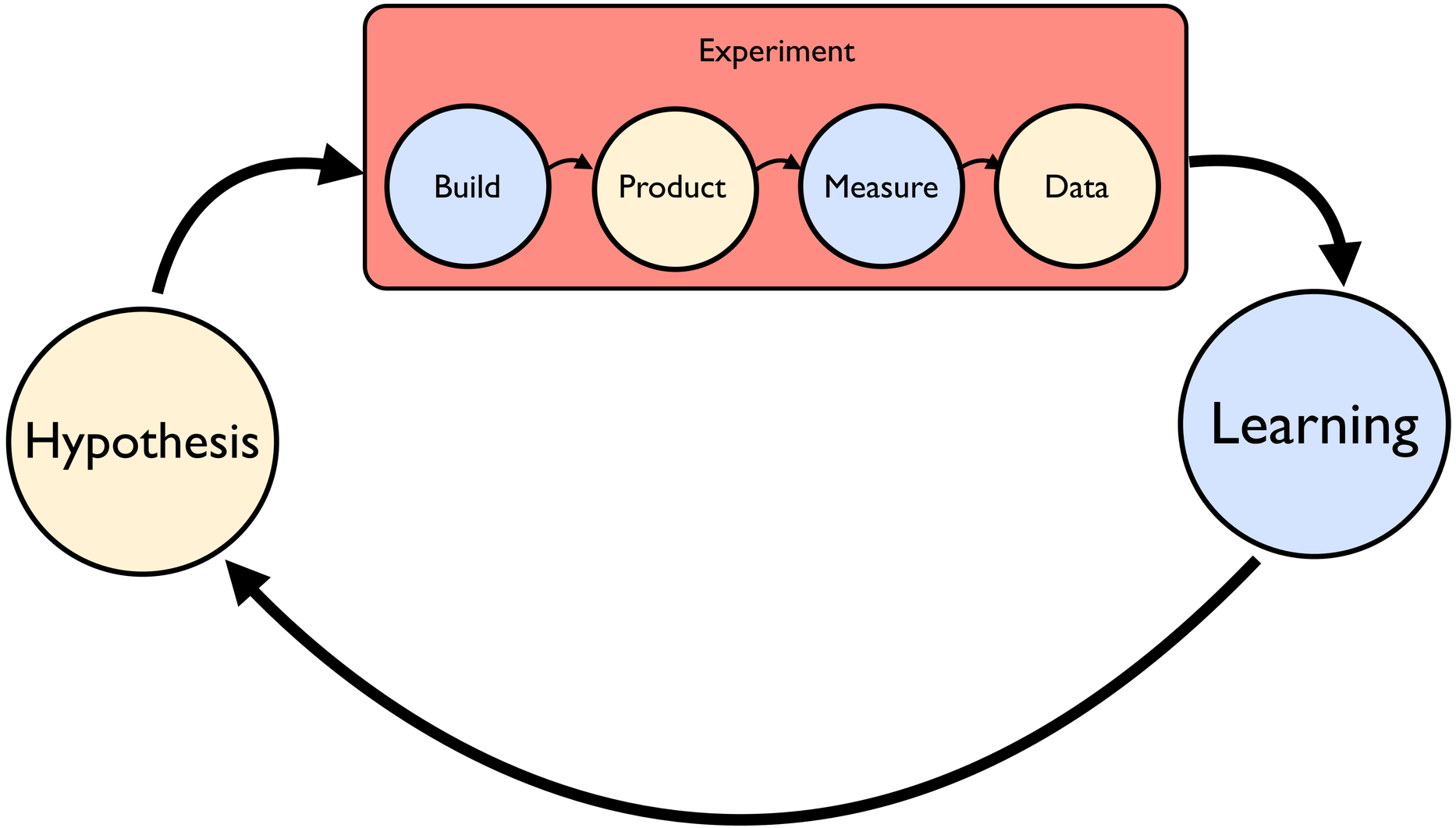
Case Study:

Dropbox

Developed the mockup video before the app

https://benchhacks.com/growthstudies/dropbox-growth-hacks.htm

https://ecorner.stanford.edu/clips/its-not-about-checking-off-boxes/


Experiment
Build
Product
Measure
Data
Hypothesis
Learning