



**Lean
Inception**
caroli.org

Lean Inception is the effective combination of Design Thinking and Lean StartUp to decide the MVP. It is a collaborative workshop divided into several stages and activities that will guide the team in building the right product.

About the MVP

The MVP, short for Minimum Viable Product, is the simplest version of the product to be made available to users to validate business hypotheses.

Facilitation techniques

The formation and group communication approach should vary according to the moment of the workshop and the style of each activity. In some situations, everyone needs to be involved in the same conversation, but in others, this is not effective. Here are some suggested techniques:

More at: <https://www.caroli.org/en/tecnicas-facilitacion-lean-inception/>



Divide and Conquer



Fishbowl Conversation



Person in the spotlight



Pomodoro



Tell and Cluster



Everyone talks and contributes



You do it, I do it too, then we compare it



Individual Brainstorm



Voting

Credits

This template arises from the need to transform a very successful presential workshop into a very effective remote workshop. Its elaboration is based on the practical experience and collaboration of many people who facilitates Lean Inception.

Organization, design, experience and writing:



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Kickoff

The Lean Inception starts with a kick-off, followed by a sequence of intense activities, and ends with a workshop showcase. The team directly involved with the initiative must participate in all activities; the other interested parties must participate in the kick-off and the showcase, where the expectations and results obtained in the workshop are presented, respectively.

Think big, start small, learn fast!

- 1 Ask the main sponsor of the initiative to open the Lean Inception with a speech about the initiative to be worked on.
- 2 Make a brief presentation about the Lean Inception agenda and the concept of MVP.
- 3 Ask everyone to enter their names, using the color that identifies the level of participation.



Must
not
participate in
all activities

Must
not
participate in
all activities

Must
not
participate in
all activities

Must
not
participate in
all activities

Must
not
participate in
all activities

Must
not
participate in
all activities

Must
not
participate in
all activities

Must
attend to be in
the kickoff and
showcase

Must
attend to be in
the kickoff and
showcase

Must
attend to be in
the kickoff and
showcase

Agenda

MORNING

MONDAY

KICKOFF

PRODUCT WORK

TUESDAY

PRODUCT

WEDNESDAY

PRODUCT
RESTRUCTURING

THURSDAY

RESTRUCTURE

FRIDAY

RESTRUCTURE

LUNCH

AFTERNOON

RE-STRUCTURE
RESTRUCTURE

PRODUCT WORK

PRODUCT WORK

RE-STRUCTURE
RESTRUCTURE

RE-STRUCTURE

RESTRUCTURE

Parking-lot

The Parking Lot helps to momentarily park conversations, ideas or questions that are raised during a conversation but are not useful for discussion at that specific time. It is an essential tool for the facilitator at any time during the workshop, as it is a polite way of saying: "yes, I heard you, but this conversation is for later".



Glossary

Take advantage of the Lean Inception to validate, adjust and give visibility to the vocabulary of the domain. It is very important that everyone involved - business, technology and user representatives - communicate and register the generated artifacts with a common language. Make sure to check the understanding of each word in the domain, and place it in the Glossary, visible to everyone.



Product Vision

Somewhere between the idea and the launch of the MVP, the product vision helps you to walk the initial path. It defines the essence of your business value and should reflect a clear and compelling message to your customers. This activity will help you to define the product vision in a collaborative way.

With a clear view of the product, you can determine how the initial "pieces" of the business will come together.

- 1 Divide the team into three groups and request that each group fill only the template related to its respective template.
- 2 Ask each group to read their respective incomplete sentences and copy their part into the single template.
- 3 Ask the team to consolidate heterogeneous sentences, copying or rewording the previous notes, as needed.





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THE PRODUCT VISION

For:

employee
registration
contributors

where:

Manage the
registration
and submit to
employees

for:

Employee
management
system

It is a:

Human
resources
management
system

that:

Provides
registration with
employees and
employee data

Different from:

Human
resources
management
system

our product:

Provides
structure and
human resources
system

Did it make sense?
Make your note

THE PRODUCT VISION

For: the world ,

where:  wants to be viewed ,

for: *market of the product* , it is:  ,

that: *highly successful products* to day .

Different from: *others*  *market of companies* ,

our product: *type of services* .

*not a marketing
mantra that you
must just state*

THE PRODUCT VISION

For: *the world* .

where: *millions of people* to be served ,

the: *most important* . It is a: *product category* .

that: *highly useful products* to *help* .

Different from: *current business model of companies* .

our product: *the* .

It is the future.
Make it yours.
Start your story.

The Product IS - IS NOT - DOES - DOES NOT DO

It is often easier to describe what something is not or does not do. This activity seeks classifications about the product following the four guidelines, specifically asking each positive and negative aspect about the product being or doing something.

Deciding what NOT to do is AS IMPORTANT as deciding what to do.

- 1 Divide the team into two groups and request that each group efficiently describe the feature in its respective template.
- 2 Ask a participant to take notes. Tell about it. Group similar ones into a 'cluster' and place it on Canvas 1.
- 3 Continue to step 2, then ask for another another participant to manage the re-grouping, until all notes are finished.

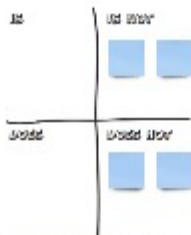


Activity 2: IS - IS NOT - DOES - DOES NOT DO



What do you see in this quadrant?

Remember, it's more important to see why it's not there than to see why it is there.



What do you see in this quadrant?

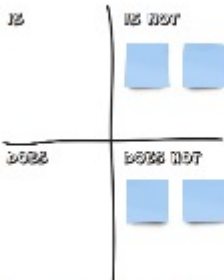
Remember, it's more important to see why it's not there than to see why it is there.



Enter the third and fourth quadrants.

27 Overhead: It's an over-the-shoulder view that by taking what the people see or hear out.





IS in front and
does quantum

Product Goals

Each participant must share what they understand as a business goal, and the various points of view must be discussed to reach a consensus on what is really important. This activity helps in raising and clarifying the main objectives.

If you have to summarize the product in three business goals, what would they be?

- 1 Divide the team into three groups and request them each group identify three business objectives in its respective template.
- 2 Ask participants to share what they have written, grouping them by similarity in the 'clusters'.
- 3 Define a title for each of the 'clusters'.



Activity 3: Product Goals



Personas

To effectively identify the features of a product, it is important to keep users and their goals in mind. A persona creates a realistic representation of users, helping the team to describe features from the point of view of those who will interact with the final product.

A persona represents a user of the product, describing not only his/her role, but also characteristics and needs.

- 1 Divide the team into three groups and ask each to describe an old persona.

- 2 Each group presents its persona to the entire team.

- 3 Optionally, make more rounds to describe other personas. After each round, group them by similarity.


To effectively identify the functionalities of a product it is important to have in mind users and their goals.



Activity 4: Personas

	<p>Journalist/Writer Graham</p> <ul style="list-style-type: none"> - 40 years old, male, single, lives in London - Works for a local newspaper - Needs to be able to access the internet from anywhere - Needs to be able to access the internet from any device
<p>Teacher</p> <ul style="list-style-type: none"> - 35 years old, female, married, lives in London - Works for a local school - Needs to be able to access the internet from anywhere - Needs to be able to access the internet from any device 	<p>Student</p> <ul style="list-style-type: none"> - 18 years old, male, single, lives in London - Works for a local university - Needs to be able to access the internet from anywhere - Needs to be able to access the internet from any device

Use the personas to inform your design.

<p>Design and layout</p>	<p>Content</p>
<p>Visuals</p>	<p>Text</p>

Use the personas to inform your design.



AN OVERSIGHT THAT LEADS TO

- LOSS OF THE EMPLOYER'S TRUST AND LOSS OF THE EMPLOYEE'S
- UNKNOWN YEAR IN ADVANCEMENT AND EFFECT OF OTHER CONDITIONS
- EMPLOYEE WITH PROBLEM OF ENTRY OF THE COMPANY'S ACTIVITIES

REPAIR

- REPAIR WORKS
- IN THE WORKING POSITION
- NEED FOR OCCUPATION
- EMPLOYEE'S INTERESTS AND INTERESTS
- OCCUPATIONAL REPAIR SERVICES

REPAIR

- EMPLOYEE'S EMPLOYMENT
- CARE, ATTITUDE
- COMPARISON
- NEW, OLD, OLD, OLD, OLD
- EMPLOYEE'S INTERESTS
- EMPLOYEE'S INTERESTS
- EMPLOYEE'S INTERESTS

It is a mistake
to make your
own plan.

Nome und Image

Profil

Business

Website

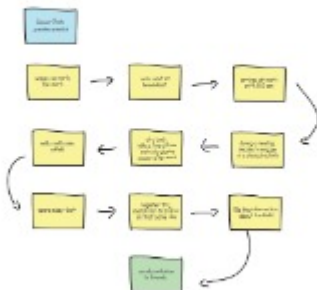
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marcanta prin
numele ei

User journeys

The journey describes a user's journey through a sequence of steps to reach a goal. Some of these steps represent different points of contact with the product, characterizing the person's interaction with it.

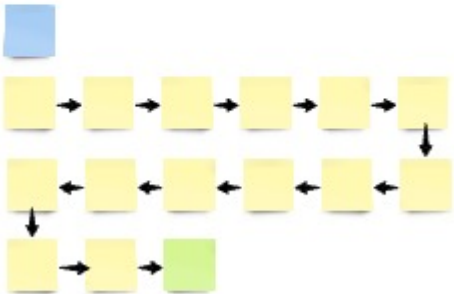
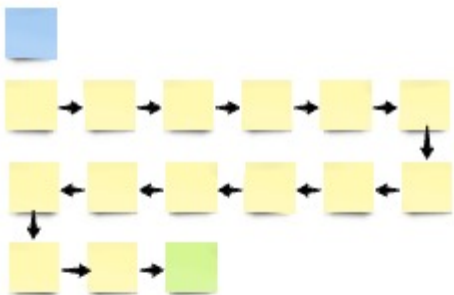
What goal does the persona want to achieve? Describe the journey step by step until the persona reaches it.

- Divide them into three groups and ask a representative of each group to:
- Each group presents its journey to the entire team.
- Optionally, make them sounds to describe their journey.



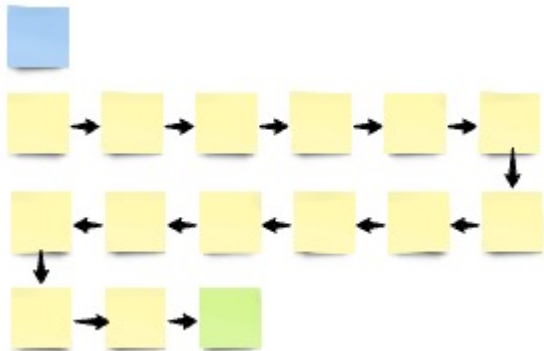
The User Journey describes a sequence of steps a user follows in order to reach a goal.

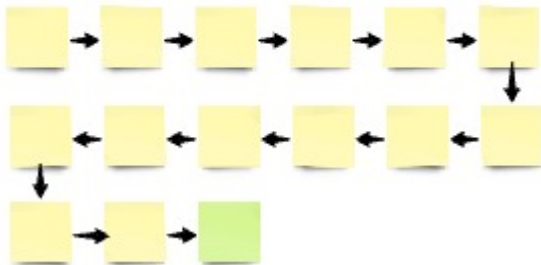
Activity 5: Users' Journeys



Registering
an employee







Feature Brainstorming

A feature represents a user's action or interaction with the product, for example: print invoice, view detailed statement and invite Facebook friends. The description of a feature must be as simple as possible, aiming to meet a business goal, a persona need, and / or contemplating a step in the journey.

The user is trying to do something, so the product must have a feature for that. What is this feature?

- 1 Ask someone to read, aloud, the step-by-step of a user's journey



- 2 While reading, other people share feature ideas



- 3 When a feature is identified, describe it and place it on the board. Repeat the previous steps for all journey steps.



Activity 6: Feature Brainstorming



Technical, Business and UX Review

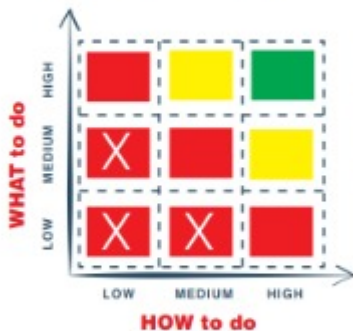
This review aims to discuss how the team feels about technical, business and UX understanding for each feature. From this activity, new clarifications will happen and the disagreements and doubts will become more apparent.

The colors and markings will assist the team in subsequent activities to prioritize, estimate and plan.

- 1 Add a person to the team and drag a feature, going through the graph interface.
- 2 Define the roles according to the workflow level and make mappings (on a scale of 1 to 4) of business value, effort and utilization. 1, 2 and 3.
- 3 Confirm that everyone agrees, discuss the next person and feature to map.



TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW



EFFORT	E	EE	EEE
BUSINESS	\$	\$S	\$SS
UX	♥	♥♥	♥♥♥

??

The first step in organizing your work is to choose a priority and a task. Then you can start prioritizing your list, so that you decide what to focus on.

??



Learn
Inception
COURTESY



Sequencer

The Feature Sequencer assists in organizing and viewing the features and the incremental validation of the product.

Define the MVP and its subsequent increments.

- 1 Ask people to describe their feature



- 2 Organize cards to the sequence. Repeat the rules.

- 3 Identify the MVP and the increments of the product.

RULES

Rule 1: A card can contain a maximum of three cards.

Rule 2: A card cannot contain more than one red card.

Rule 3: A card cannot contain three cards, only yellow or red.

Rule 4: The total effort of the cards cannot exceed five 5s.

Rule 5: The sum of the value of the cards cannot be less than four 5s and four hearts.

Rule 6: If one card depends on another, that other card must be on some previous row.

1



2



3



4



5

55

Let's ready, plan, work and succeed

55



Let's ready, plan, work and succeed

SEQUENCER

Once business model is clear, the MVP is clear

①

PROBLEM
Entrepreneur
solution

PROBLEM
Entrepreneur
solution

MVP

②

PROBLEM
Entrepreneur
solution

PROBLEM
Entrepreneur
solution

PROBLEM
Entrepreneur
solution

③

INCREMENT

PROBLEM
Entrepreneur
solution

PROBLEM
Entrepreneur
solution

PROBLEM
Entrepreneur
solution

④

⑤

##

Get ready, plan, work and conquer!

##



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MVP

INCREMENT

The MVP Canvas is a visual chart that helps the team to align and define the MVP, the simplest version of the product that can be made available to the business (minimum product) and that can be effectively used and validated by the end user (viable product).

The team has already discussed what makes up the MVP and has already talked about what is expected of it, the time has come to summarize everything.

- 1 Divide the team into two groups and ask each group to complete the MVP canvas on their respective template.



- 2 Ask each group to present their Canvas MVP.



- 3 Ask the team to consolidate the overall status of the MVP canvas, using and changing the previous notes as needed.



MVP CANVAS

<p>PROBLEM TO BE SOLVED What is the problem that your target audience has and how do you solve it?</p> <p>The problem that</p> <p>What is the problem that your target audience has and how do you solve it?</p> <p>How do you solve it?</p>	<p>NEW APPROACH What is the proposed solution?</p> <p>What is the proposed solution?</p> <p>CHANNELS What are the channels through which you will reach your target audience?</p> <p>What are the channels through which you will reach your target audience?</p> <p>How do you reach your target audience?</p> <p>How do you reach your target audience?</p>	<p>VALUE PROPOSITION What is the value proposition of your MVP?</p> <p>What is the value proposition of your MVP?</p> <p>What is the value proposition of your MVP?</p> <p>What is the value proposition of your MVP?</p>
<p>KEY CHANNELS What are the key channels through which you will reach your target audience?</p> <p>What are the key channels through which you will reach your target audience?</p> <p>What are the key channels through which you will reach your target audience?</p>	<p>KEY BENEFITS What are the key benefits of your MVP?</p> <p>What are the key benefits of your MVP?</p> <p>What are the key benefits of your MVP?</p>	<p>KEY METRICS What are the key metrics that you will use to measure the success of your MVP?</p> <p>What are the key metrics that you will use to measure the success of your MVP?</p> <p>What are the key metrics that you will use to measure the success of your MVP?</p>



What is the problem that we are going to solve for the user?



What is the problem that we are going to solve for the user?

APP CHALLENGE

<p>APPENDIX 1: THE DATA POINT What is the number of employees within the firm's overall group?</p> <p>Number employees</p>	<p>APPENDIX 2 What is the firm's contribution?</p> <p>Contribution to the firm's overall group</p>	<p>APPENDIX 3: EMPLOYMENT What is the number of employees within the firm's overall group?</p> <p>Number employees</p>
<p>APPENDIX 4 What is the number of employees within the firm's overall group?</p> <p>Number employees</p>	<p>APPENDIX 5 What is the number of employees within the firm's overall group?</p> <p>Number employees</p>	<p>APPENDIX 6: EMPLOYMENT What is the number of employees within the firm's overall group?</p> <p>Number employees</p>

Did it make sense to you?

SHOWCASE