



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 wokshop 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.
BO
BOB
- 2** Make a brief presentation about the Lean Inception agenda and the concept of MVP.
QA
QA
- 3** Ask everyone to write their names, using the color that identifies the level of participation.

Julio A
(Product Owner)
I will participate in all activities

Angela C
(Dev)
I will participate in all activities

Fernanda F
(Crew Resourcing)
I will participate in all activities

Vinicius I
(CEO)
I will participate kickoff and showcase

Antonio B
(Scrum Master)
I will participate in all activities

Tamara D
(Dev)
I will participate in all activities

Ana G
(Crew Resourcing)
I will participate in all activities

Leticia J
(General Manager)
I will participate kickoff and showcase

Henrique E
(QA)
I will participate in all activities

Agenda

MORNING

MONDAY

KICKOFF

PRODUCT WORK

TUESDAY

PERSONAL

WEDNESDAY

FEATURE
BLOCKSCHEDULE

THURSDAY

DEVELOPMENT

FRIDAY

DEMO CASE

LUNCH

AFTERNOON

IF IT NOT DONE
...DON'T NOT DO

PRODUCT WORK

VIDEO PRESENT

TECHNICAL
BLOCKSCHEDULE

APP CALLED

DEMO CASE

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.

Crew Resourcing:

Who manages the crew
and allocate to projects.

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 blanks selected in its respective template.



- 2 Ask each group to read their respective incomplete sentences and copy their points to the single template.



- 3 Ask the team to consolidate a homogeneous sentence, copying or inverting the previous notes, as needed.



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.

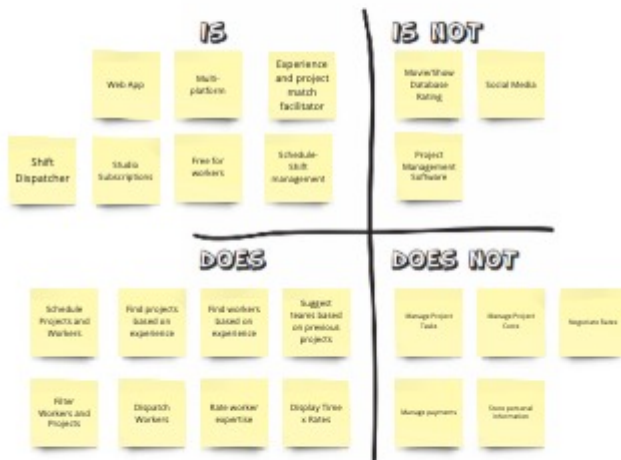
- 1 Divide the team into two groups and request that each group fill only the blanks selected in its respective template.



- 2 Ask a person to read a note. Talk about it. Group divider writes into a 'cluster' and place it on Canvas 1.



- 3 Go back to step 2, then ask the same for another person in the next group, until all notes are finished.



99 Sometimes, it's easier to describe something by taking what this thing is not or does not.

99



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 that each group fill only the blanks selected in its respective template.
- 2 Ask participants to share what they have written, grouping them by similarity in the 'cluster'.
- 3 Define a title for each of the 'clusters'.



Activity 4: Personas

<p>John - Camera Operator</p> 	<p>John 32 years old is a Camera Operator and Photographer who is currently working for a film project as a filmmaker internships. He is located in Montreal, QC, Canada and originates from Argentina.</p>
<p>John is a very skilled professional with a film portfolio and 10 years of experience on TV. He is attending to meetings and interviews on his own so that he can learn more about the local industry.</p>	<p>As a newcomer John is having a hard time to find more jobs and integrate with the film industry. He feels immigrant and discriminated here. It is Ottawa.</p>

<p>Camryn - Producer</p> 	<p>Camryn originates from the United States. She has been in Canada for 5 years and is currently working as a producer. She is a very experienced professional in the film industry.</p>
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John - Camera
Operator



John, 32 years old, is a
Camera Operator and
Photography who is
currently looking for a new
project as a freelance
operator. He is based in
Vancouver, BC, Canada and
emigrated from Argentina.

John is a very skilled
professional with a wide
portfolio and 10 years of
experience on TV.
He is attending to trainings
and courses in Vancouver
so that he can learn more
about the local industry.

As a newcomer John is
having a hard time to find
new jobs and integrate
with the film industry.
As he is a immigrant and
also moving from TV to
Cinema.

Careers -
Producer



Producers are people who have
been in the industry for a long time.
They are the people who have
the knowledge and experience to
take a project from concept to
production.

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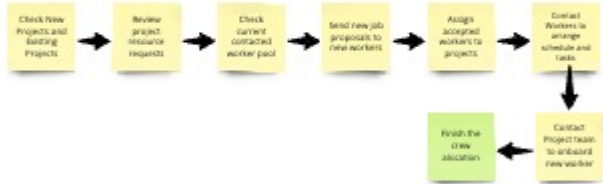
Producers are people who have
been in the industry for a long time.
They are the people who have
the knowledge and experience to
take a project from concept to
production.

Activity 5: Users' Journeys

A new worker is looking for projects



A producer wants to find the right workers



A producer is rating the worker performance



A new worker
is looking for
projects

Call producers
to learn about
new projects
or open
opportunities

Submit web
forms from
studio

Review
returned job
offers

Sign
contracts

Finish the
search and
acceptance
process



A producer
wants to find
the right
workers

Check New
Projects and
Existing
Projects

Review
project
resource
requests

Check
current
contacted
worker pool

Send new job
proposals to
new workers

Assign
accepted
workers to
projects

Contact
Workers to
arrange
schedule and
tasks

Contact
Project team
to onboard
new worker

Finish the
crew
allocation

A producer is
rating the
worker
performance

Check worker
profile



Review
projects
assigned



Rate Worker
Skills on the
projects



Proceed with
payment



Finish
Performance
Review

Activity 6: Feature Brainstorming

Email to
Projects
(Accepted
Profile)

Register interest
to work on
project.
(Pending
approval)

Approach
Profile

Submit job
offer

CRUD Project
Profiles

CRUD Work
Profiles

CRUD Work
Skills

CRUD Project
Skills Needed

Cancel
Projects

Cancel job
offer

Cancel
Scheduling?
t

Rate Workers

Rate Projects

Project
Detailed
Filter

Worker
Detailed
Filter

Assign
Workers to
Projects

Deconstruct
Project to
work on the
project

Recommend
workers to
projects

History of
projects and
rates

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 Ask a person to choose and drag a feature, going through the graph and table.
- 2 Define the color according to the confidence level and make markings on a scale of 1 to 10 of business value, effort and UX value - 3, 6 and 9.
- 3 Confirm that everyone agrees; choose the next person and return to step 1.



SEQUENCER

70 is the magic number when it comes to project roles

①

001-001-001-001
Create Worker Profile

002-001-001-001
Project Profile

003-001-001-001
Worker Filters

004-001-001-001
Manage Worker Data

②

005-001-001-001
Rate Workers

006-001-001-001
Rate Projects

007-001-001-001
Project Status

008-001-001-001
Communicate Project Interest

MVP

③

009-001-001-001
User Permissions

010-001-001-001
Cancel job

011-001-001-001
Join Project - worker approval

INCREMENT

④

⑤

Get ready, plan, work and conquer!



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Activity 9: MVP Canvas



20 Draw a circle around the MVP Canvas. What is the MVP Canvas?

21 Learn how to use the MVP Canvas.

MVP CHART

<h2>REQUIREMENTS</h2> <p>Where this MVP for? Can we segment and test this MVP in a smaller group?</p> <div data-bbox="133 332 202 399">File Industry Partners</div> <div data-bbox="254 332 323 399">File Dealers</div>	<h2>NEW FEATURES</h2> <p>What's the Proposal for this MVP?</p> <div data-bbox="576 228 645 296">New feature to improve the user interface</div>	<h2>EXPECTED RESULTS</h2> <p>What learning or results we are seeking in this MVP?</p> <div data-bbox="848 260 917 327">We expect to learn about the user interface</div> <div data-bbox="923 260 993 327">We expect to learn about the user interface</div> <div data-bbox="999 260 1068 327">We expect to learn about the user interface</div>
<h2>DEVELOPMENT</h2> <p>What journeys are going to be improved with this MVP?</p> <div data-bbox="220 601 290 669">New journey to improve the user interface</div>	<h2>TEST & VALIDATE</h2> <p>What are we building in this MVP? Which actions are going to be simplified or improved in this MVP?</p> <div data-bbox="447 425 517 493">Manage Products Features</div> <div data-bbox="538 425 607 493">Manage Property Features</div> <div data-bbox="628 425 698 493">Manage History Labels</div> <div data-bbox="719 425 789 493">New Property and Address Features</div>	<h2>MEASURE TO EVALUATE THE SUCCESS OF THE MVP</h2> <p>How can we measure the results of this MVP?</p> <div data-bbox="855 586 925 653">Number of new users who have used the product</div> <div data-bbox="946 586 1016 653">Number of new users who have used the product</div> <div data-bbox="1037 586 1106 653">Number of new users who have used the product</div> <div data-bbox="855 669 925 736">Number of new users who have used the product</div> <div data-bbox="946 669 1016 736">Number of new users who have used the product</div> <div data-bbox="1037 669 1106 736">Number of new users who have used the product</div>

SHOWCASE

Julio A
(Product Owner)

I will participate in all
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Angela C
(Dev)

I will participate in all
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Antonio B
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