**Lean product process**

**1. Determine your target customers.**

**2. Identify underserved customer needs.**

**3. Define your value proposition.**

**4. Specify your minimum viable product (MVP)**

**5. Create your MVP prototype.**

**6. Test you MVP with customers.**

**PEARSONAS**

**This is a hypothetical archetype of ur actual users and not real people. A personal is used to capture your hypotheses about your target customer and help to ensure that everyone in your team is building for the same customer.**

**INFORMATION A PERSONA SHOULD PROVIDE**

**Name, representative photography, quote that conveys what they most care about, job title, demographics, needs/goals, relevant motivations and attitudes, related tasks and behavior, frustration/pain points with current solution, level of expertise/knowledge in relevant domain eg level of computer sarry, product usage context/envy (e.g. laptop in a loud busy office or tablet on the couch at home), tech adoption life cycle segment (for you product category), any other silent attributes.**

**HOW TO CREATE PERSONAS**

**Gather information by doing customer inter vies and surveys.**

**Use aggregate survey data to ensure that the personal represents a meaningful portion of Ur customer base.**

**Use judgement to ensure initial hypothesis about Ur target customer attributes and then test those hypotheses by talking to prospective customers who match that profile.**

**Revise your persona to make it accurate and robust. Your goal is to iterate until u fill confident that you have identified a target customer with an undeserved needs that you believe you can address.**

**THE PROBLEM WITH PERSONAS**

**Weak personas can lack key information be poorly written or be based purely on speculation versus grounded in real customer data.**

**Developing a persona should not slow down your product process and you shouldn’t spend an inordinate amount of time trying to perfect initial persona.**

**Even if a personal is well written the rest of the product team might ignore it.They should be referring to the persona as they make various design decisions and evaluate proposed designs. If your team members aren’t using the persona you should try providing some education about personas the benefits they provide and how the team should use them.**