LEAN ROADMAP - IA
STEP-BY-STEP PROCESS TO VALIDATE AN IDEA

PAGE

SCREEN

Phase 0:
CREATE PROJECT

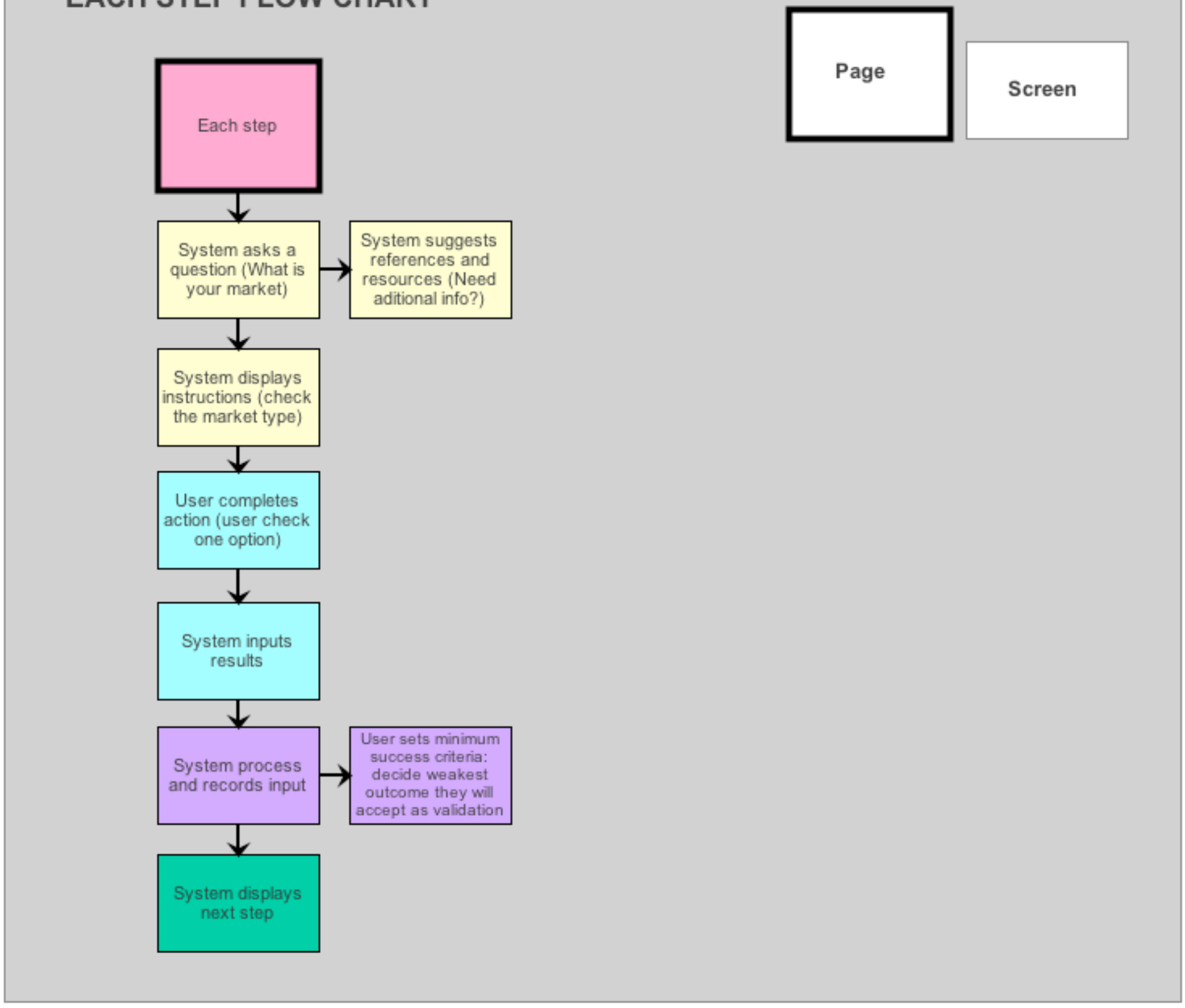
Phase 1:
DEFINE PROBLEM

Phase 2:
DEFINE PROBLEM /
CUSTOMER FIT

Phase 3:
TEST PROBLEM /
SOLUTION FIT

Phase 4:
ANALYSE DATA AND
ITERATE OR PROCEED
TO NEW EXPERIMENT

EACH STEP FLOW CHART



I want an application that helps me with customer dev. What gets measure, gets done!

	Before Scenario	After Scenario
	Matt is lost in the process. He follow the Lean startup methodology but does not know how to define, run and measure the experiments needed to validate a value prop	Matt wants to make data driven decisions that tend to be less riskier and sustainable over time.

Sub-task	First steps for validating an idea for a startup	Test proposition	Build a customer feedback loop	Pivot or proceed to next step
Scenario	He wants to validate his idea and assumptions before committing himself full time. He doesn't know how.	Needs to analyze data collected and define a repeatable customer funnel.	He has plenty of data but doesn't know if he is making progress and how to define actionable metrics	If an experiment failed, the next step is scheduling a task to understand why. If an experiment passed, the next step is to define if the risk was completely eliminated.
Consideration/ Influencers	Ability to gain interest from peers, references, own problems	Ability to define and run customers interviews	Ability to measure experiments	Ability to read, understand and dig deep on experiments results
Pain Points	Perception that starting a business requires too much time, money and it is too risky. Uncertainty arises from day one.	Because this kind of learning is qualitative it is often regarded as "too soft" or "intangible". This makes entrepreneurs nervous and skeptical.	It is hard to 1. track those experiments so it scales over time (and with more people) 2. reflect the learning from experiments	It is hard to read experiments results and disappointing to spend time and $ testing the wrong thing
Functionality	1. Method to define a problem 2. Method to do customer research: hypothesis generation 3. Method to explicit assumptions 4. Method to learn from what other made	1. Method to perform hypothesis validation 2. Method to define key learning milestones 3. Method to recruit customers	1. Method to build a continuous customer feedback loop 2. Method for repeatable system to acquiring and activating enough customers	1. Method to understand why experiments fail or pass 2. Method to make a new set of questions 3. Method to define if iterate and how or proceed and how