



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: <http://www.caroli.org/en/technics-facilitation-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 write their names, using the color that identifies the level of participation.

Roberto Nascimento
Scrum Master

Maria Eduarda
Product Owner

Fernanda Souza
UI/UX Designer

João Silva
Facilitador

Ana Martins
DEV

Guto
DEV

José Augusto
Cliente, PM

Melissa
Sponsor do Projeto

Patricia
Analista de Negócios

Agenda

MORNING

MONDAY

KICKOFF

PRODUCT VISION

TUESDAY

PERSONAS

USERS' JORNEYS

WEDNESDAY

MVP CANVAS

LUNCH

AFTERNOON

IS - IS NOT - DOES
- DOES NOT DO

PRODUCT GOAL

FEATURE
BRAINSTORMING

TECH, BUSINESS
AND UX REVIEW

SEQUENCER

SHOWCASE

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".

Avaliar parcerias com livrarias para links de compra direta no futuro.

Considerar funcionalidades sociais como troca de livros entre usuários.

Pesquisar algoritmos de recomendação para sugestões de livros personalizadas

Planejar para suporte multilíngue e localização do conteúdo

Incluir considerações de acessibilidade desde o início do design

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.

Perfil Pessoal - (User Profile): Permite que no perfil o user possa incluir informações de leitura, preferências e histórico	Wishilist: Lista de livros que o usuário gostaria de comprar ou receber como presente	Desafio pessoal de leitura - (Reading Challenge): Um objetivo definido pelo usuário para ler um certo número de livros em um determinado período
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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 sentence and copy their post-its to the single template.


- 3

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





Activity 1: Product Vision

THE PRODUCT VISION

For:

Autisme que
sont
souffrir et
souffrir de
souffrir de
souffrir de

 ,

whose: problem

Le problème est
celui de
souffrir et
souffrir de
souffrir de

 that is to be solved ,

the:

BaseCircle

 the product , is a:

Plateforme
d'ajout de
personnes
personnes

 any.

that:

Plateforme
d'ajout de
personnes
personnes

 key-be

Plateforme
d'ajout de
personnes
personnes

 reason to buy it ,

Different from:

Plateforme
d'ajout de
personnes
personnes

 competition or current alternative ,

our product:

Plateforme
d'ajout de
personnes
personnes

 is


Plateforme
d'ajout de
personnes
personnes

 .

ff

Somewhere between the idea and the launching, the product user helps to trace the initial path.

ff

 **Lean UX**
the experiment
can't wait

Fill in the blanks
marked with post-
its in your color.

THE PRODUCT VISION

For:

Communauté
de jeunes de
jeunes et groupes
de jeunes

 find

whose: problem

Le problème est
celui de
souffrir et
souffrir de
souffrir de

 that is to be solved ,

the:

BaseCircle

 the product , is a:

Plateforme
communautaire
d'ajout de
personnes

 any.

that:

Plateforme
communautaire
d'ajout de
personnes

 key-be

Plateforme
communautaire
d'ajout de
personnes

 reason to buy it ,

Different from:

Plateforme
communautaire
d'ajout de
personnes

 competition or current alternative ,

our product:

Plateforme
communautaire
d'ajout de
personnes

 is


Plateforme
communautaire
d'ajout de
personnes

 .

ff

Somewhere between the idea and the launching, the product user helps to trace the initial path.

ff

 **Lean UX**
the experiment
can't wait

Fill in the blanks
marked with post-
its in your color.

THE PRODUCT VISION

For:

Leitores que
querem
simplificar e
enriquecer sua
experiência de
leitura

whose:

O problema é o
excesso de
informação e a falta
de organização de
suas coleções de
livros

the:

BookCircle

is a:

Plataforma
digital de
gerenciamento
de bibliotecas
pessoais

that:

Oferece uma
maneira fácil e
intuitiva de
organizar,
rastrear e
descobrir livros

Different from:

our product:

Proporciona
recomendações
personalizadas, uma
comunidade para
compartilhamento de
leituras e funcionalidades
de rastreamento do
progresso de leitura.

Fill in the blanks
marked with post-
its in your color.

Somewhere between the idea and the launching, the product vision helps to trace the initial path.

THE PRODUCT VISION

For:

final

Comunidade
de clubes de
livros e grupos
de leitura

whose:

problem that

O desafio é conectar
leitores com interesses
semelhantes e facilitar
o compartilhamento de
opinões e discussões
sobre livros

be solved ,

the:

name

BookCircle

product ,

is a:

product

Plataforma
comunitária
interativa de
gerenciamento
de bibliotecas

category,

that:

key-benefit

Proporciona
recursos de
criação de grupos,
discussões e
eventos de leitura
compartilhada

reason to buy it .

Different from:

competitor

Redes sociais
genéricas e fóruns
online por ter
uma abordagem
focada na leitura
colaborativa

different alternative ,

our product:

key-features

Facilita encontros
virtuais e trocas de
livros, e possui uma
funcionalidade de
clube de leitura
integrada

Fill in the blanks
marked with post-
its in your color.



Somewhere between the idea and the launching, the product vision helps to trace the initial path.



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
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.

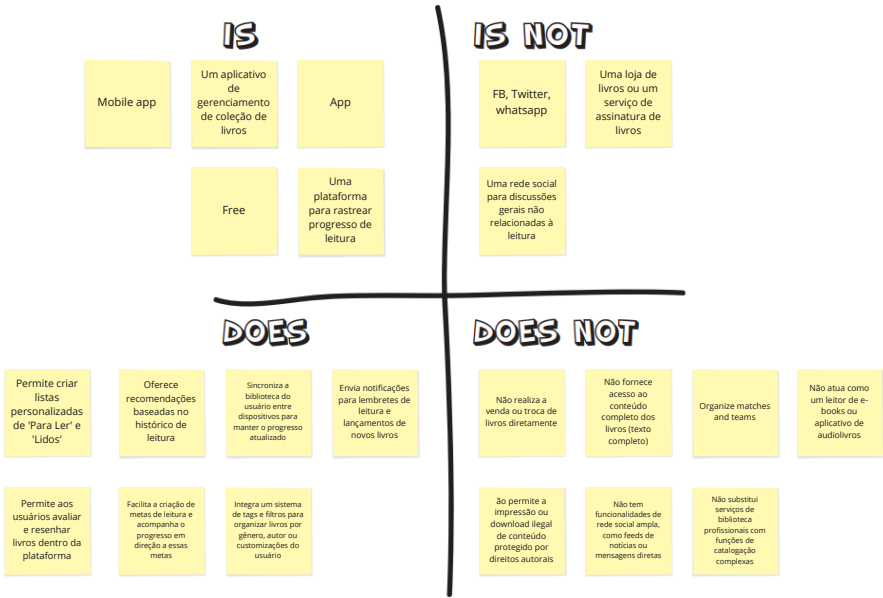

- 2

Ask a person to read a note. Talk about it. Group similar ones 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.

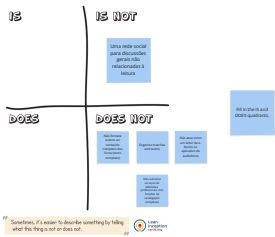
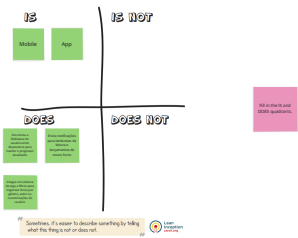


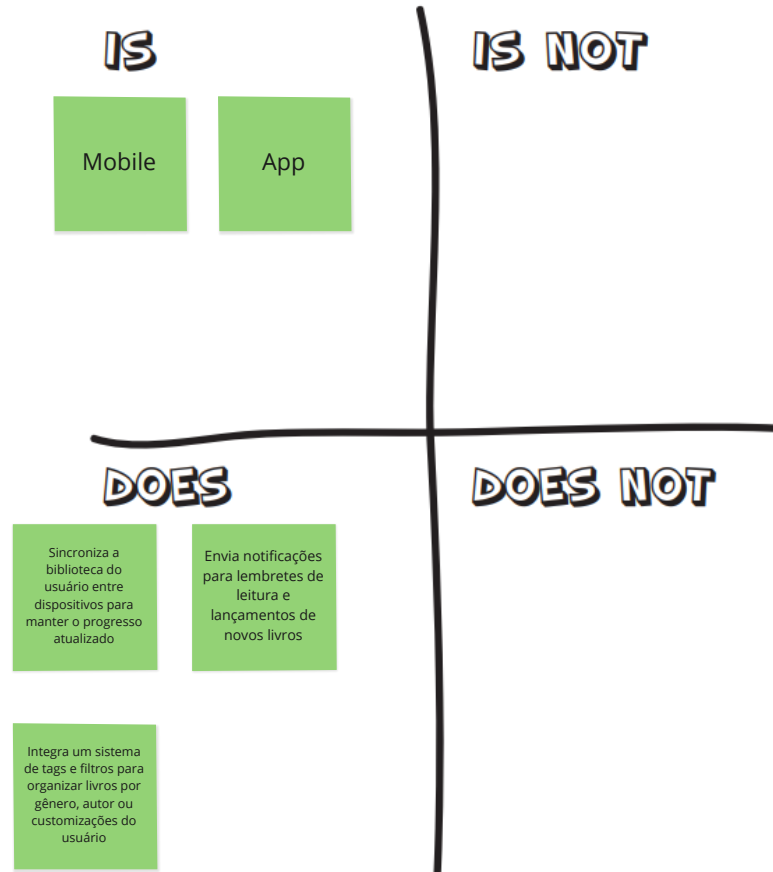


Sometimes, it's easier to describe something by telling what this thing is not or does not.



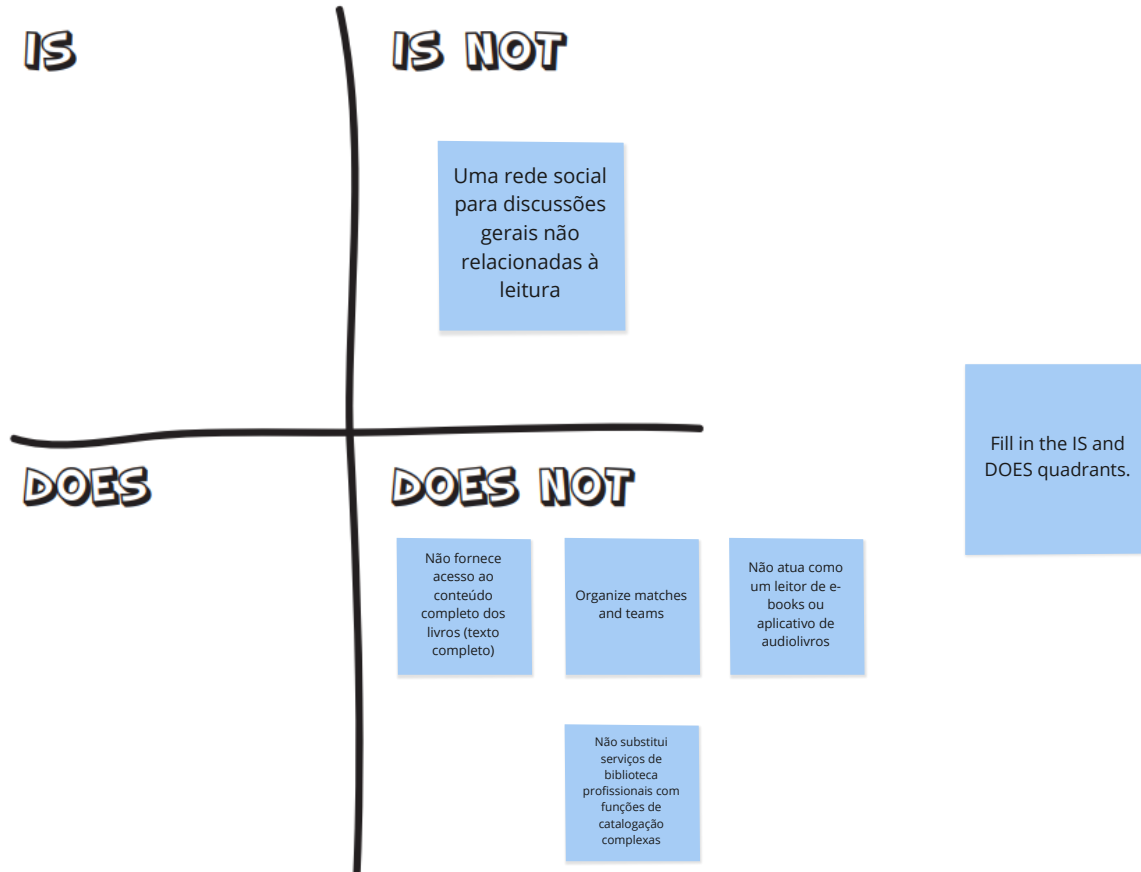
Activity 2: IS - IS NOT - DOES - DOES NOT DO





Fill in the IS and DOES quadrants.

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



“ Sometimes, it’s easier to describe something by telling what this thing is not or does not. ”


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.

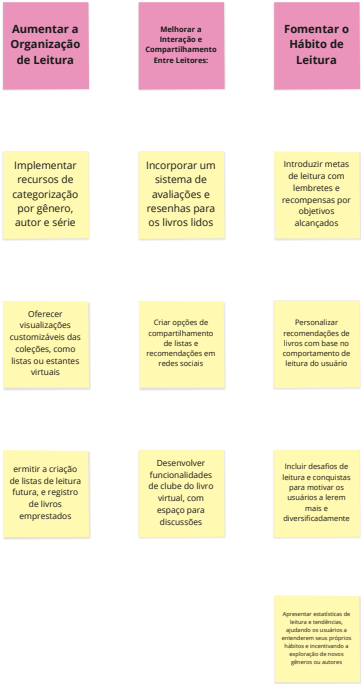

- 2

Ask participants to share what they have written, grouping them by similarity in the 'clusters'.


- 3

Define a title for each of the 'clusters'.






Personas


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 ONE 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.

<div>Soccer dude</div> <div></div>	<div>Profile</div> <div><ul style="list-style-type: none">- 28 years old- married- frustrated player- works for a bank- graduated.</div>
<div>Behavior</div> <div><ul style="list-style-type: none">- complainer- competitive- active- picky with the field- spends hours on social networks</div>	<div>Needs</div> <div><ul style="list-style-type: none">- to play every week with anyone and anywhere- but looks for high-performance matches- plays at night on weekends</div>

Activity 4: Personas

<div>Name and image</div> <div><p>Lucas Fernandes Professor Universitário</p></div>	<div>Profile</div> <div><ul style="list-style-type: none">• 40 anos• Casado, pai de uma filha• Morador de cidade grande• Apreciador de literatura clássica e ficção científica• Participante ativo de grupos de leitura online</div>
<div>Behavior</div> <div><ul style="list-style-type: none">• Lê vários livros simultaneamente• Frequenta clubes de leitura e participa de discussões literárias• Costuma fazer anotações e citações de trechos de livros</div>	<div>Needs</div> <div><ul style="list-style-type: none">• Organizar sua extensa biblioteca de livros físicos e digitais• Compartilhar suas listas de leitura com alunos e colegas• Encontrar uma plataforma que integre bem com seus dispositivos e que possa usar para gerenciar suas notas</div>

Fill in the blanks, marked with post-its in your color.

<div>Name and image</div> <div><p>Sofia Estudante e digital influencer literária</p></div>	<div>Profile</div> <div><ul style="list-style-type: none">• 22 anos• Solteira, mora com colegas de faculdade• Ativa nas redes sociais com um blog dedicado a resenhas de livros• Sempre procura por novas recomendações e lançamentos</div>
<div>Behavior</div> <div><ul style="list-style-type: none">• Constantemente atualizando sua lista de "desejos literários"• Engaja com sua comunidade online sobre suas leituras atuais• Prefere ler e-books pela conveniência e acessibilidade</div>	<div>Needs</div> <div><ul style="list-style-type: none">• Um aplicativo que facilite o rastreamento de quais livros já resenhou• Ferramentas de organização de leitura para planejar postagens futuras• Integração com redes sociais para compartilhar suas listas e opiniões sobre os livros</div>

Fill in the blanks, marked with post-its in your color.

Name and image

Lucas Fernandes
Professor
Universitário



Profile

- 40 anos
- Casado, pai de uma filha
- Morador de cidade grande
- Apreciador de literatura clássica e ficção científica
- Participante ativo de grupos de leitura online

Behavior

- Lê vários livros simultaneamente
- Frequenta clubes de leitura e participa de discussões literárias
- Costuma fazer anotações e citações de trechos de livros

Needs

- Organizar sua extensa biblioteca de livros físicos e digitais
- Compartilhar suas listas de leitura com alunos e colegas
- Encontrar uma plataforma que integre bem com seus dispositivos e que possa usar para gerenciar suas notas

Fill in the blanks marked with post-its in your color.

Name and image

Sofia
Estudante e digital
influencer literária



Profile

- 22 anos
- Solteira, mora com colegas de faculdade
- Ativa nas redes sociais com um blog dedicado a resenhas de livros
- Sempre procura por novas recomendações e lançamentos

Behavior

- Constantemente atualizando sua lista de "desejos literários"
- Engaja com sua comunidade online sobre suas leituras atuais
- Prefere ler e-books pela conveniência e acessibilidade

Needs

- Um aplicativo que facilite o rastreamento de quais livros já resenhou
- Ferramentas de organização de leitura para planejar postagens futuras
- Integração com redes sociais para compartilhar suas listas e opiniões sobre os livros

Fill in the blanks marked with post-its in your color.


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.

- 1


Divide the team into three groups and ask each to describe ONE journey.

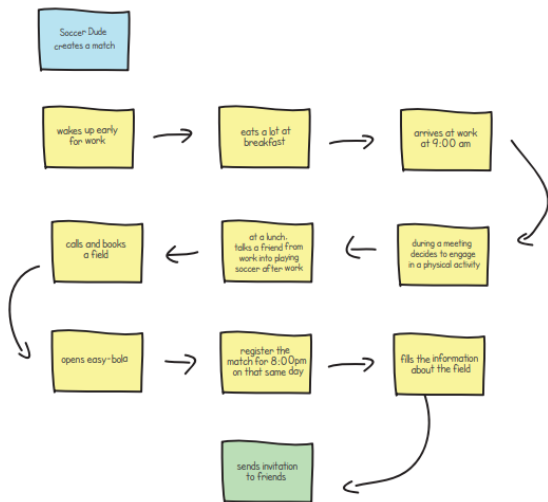

- 2

Each group presents its journey to the entire team.


- 3

Optionally, make more rounds to describe other journeys.





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

Activity 5: Users' Journeys



**Lucas
Fernandes
Professor
Universitário**

Lucas descobre o serviço através de um colega que usa a plataforma para gerenciar suas leituras



Explora o serviço e vê como pode catalogar livros físicos e digitais



Se registra na plataforma e começa a explorar as funcionalidades



Adiciona seus livros atuais e faz anotações e citações importantes



Atualiza regularmente o status de seus livros e define status específicos para cada livro: "lendo", "lido" e "quer ler"



Começa a utilizar a ferramenta de pesquisa avançada para encontrar títulos para seus clubes de leitura

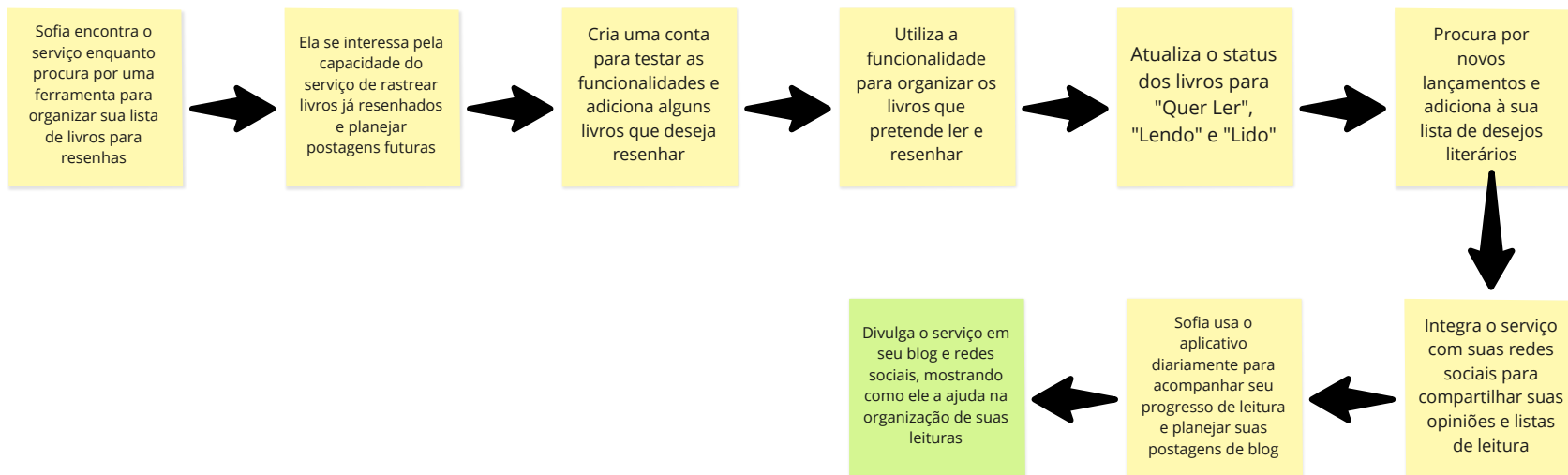


Integra a plataforma em sua rotina de ensino, compartilhando listas de leitura recomendadas com alunos e colegas



Confiante com a eficácia da plataforma, recomenda-a para seus colegas e grupos de leitura online

Estudante e digital influencer literária




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, slowly, the step-by-step of a user's journey.

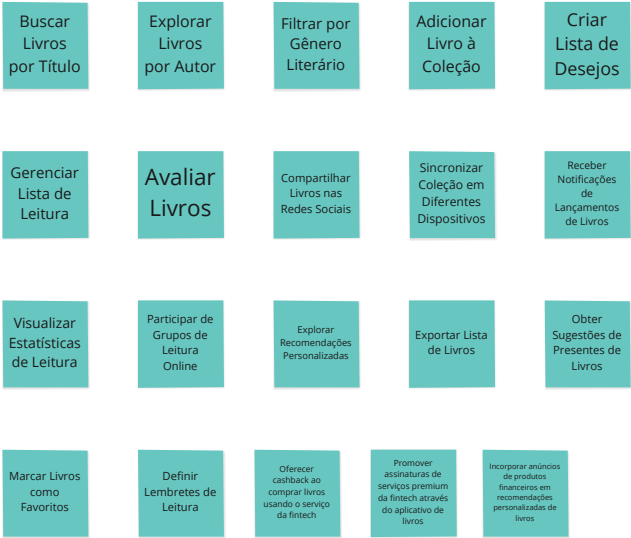

- 2

While reading, other people share feature ideas.

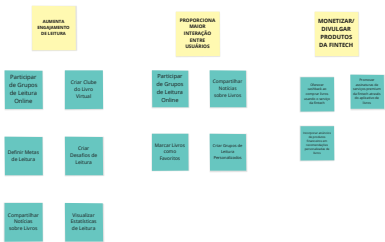

- 3

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

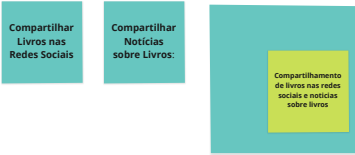




Activity 6: Feature Brainstorming



FEATURES DESCARTADAS




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 3) of business value, effort and UX value - \$, E and ♥.

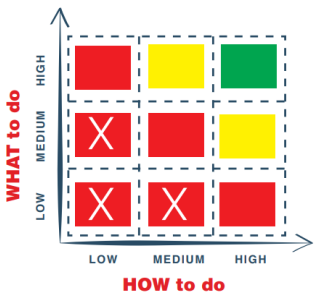

- 3

Confirm that everyone agrees; choose the next person and return to step 1.





TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW



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

“ The first step in organizing your work is relatively coloring and marking each item. Then you can start prioritizing your list, so that you decide what to focus on. ”


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 decide the first feature

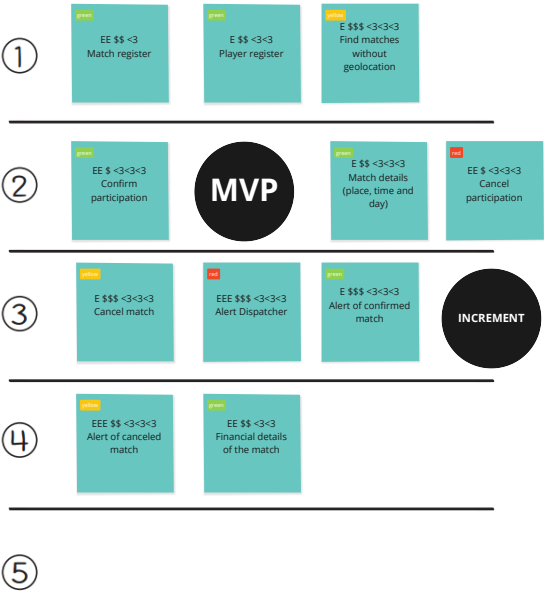

- 2

Bring more cards to the sequencer. Respect the rules.
- 3

Identify the MVP and the increments of the product.

RULES

- Rule 1:** A wave can contain a maximum of three cards.
- Rule 2:** A wave cannot contain more than one red card.
- Rule 3:** A wave cannot contain three cards, only yellow or red.
- Rule 4:** The total effort of the cards cannot exceed five Es.
- Rule 5:** The sum of the value of the cards cannot be less than four \$ s and four hearts.
- Rule 6:** If one card depends on another, that other card must be on some previous wave.



SEQUENCER

Fit in the blanks marked with positions in your color.

1

new

EE SS <3>3<3

Recomendações de Livros Personalizadas

new

EE SS <3>3<3

Notificação de Lembretes de Leitura e Lançamentos

new

EE SS <3>3<3

Sincronização da Biblioteca do Usuário

MVP

2

new

EE SS <3>3<3

Sistema de Tags e Filtros para Organizar os Livros

new

EE SS <3>3<3

Visualização Customizável dos Livros

new

EE SS <3>3<3

Visualização Customizável dos Livros

new

EE SS <3>3<3

Estatísticas de Leitura e Tendências

INCREMENT

3

new

EE S <3>3

Funcionalidade de Clube do Livro Virtual

new

EE SS <3>3

Criação de Metas de Leitura e Acompanhamento de Progresso


4

5

“

Get ready, plan, work and conquer!

”



Lean Inception
carroll.org


MVP Canvas

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 in their respective template.


- 2

Ask each group to present their Canvas MVP.


- 3

Ask the team to consolidate the seven blocks of the MVP canvas, using and changing the previous notes as needed.



MVP CANVAS

SEGMENTED PERSONAS Who is this MVP for? Can we segment and test this MVP in a smaller group? <div>leitores de todas as idades que desejam organizar suas leituras</div> <div>leitores influenciados por quem possuem clubes de livros e que buscam alguma forma de compartilhar leituras</div>	MVP PROPOSAL What's the Proposal for this MVP? <div>Formar uma ferramenta intuitiva que facilite a gestão de coleções de livros dos usuários, o rastreamento do progresso de leitura e o compartilhamento de recomendações com a comunidade, utilizando um sistema de recomendação inteligente</div>	EXPECTED RESULT What learning or result we are seeking in this MVP? <div>500 usuários ativos nos primeiros 3 meses</div> <div>Média de 150 listas de leitura criadas por dia</div> <div>Avaliações e resenhas postadas em 20% dos livros listados pelos usuários</div>
JOURNEYS What journeys are going to be improved with this MVP? <div>jornada do usuário desde encontrar um livro até acompanhar seu progresso de leitura</div> <div>jornada de escolher novos livros e avaliar com base em recomendações personalizadas</div>	FEATURES What are we building in this MVP? Which actions are going to be simplified or improved in this MVP? <div>Sincronização da biblioteca do usuário entre dispositivos.</div> <div>Criação de listas de leitura personalizadas ("Para Ler", "Lendo", "Lidos").</div> <div>Recomendações de livros personalizadas.</div> <div>Notificações de lembretes de leitura e lançamentos.</div>	METRICS TO VALIDATE THE BUSINESS HYPOTHESES How can we measure the results of this MVP? <div>Número de usuários ativos diariamente</div> <div>Taxa de conversão de recomendações de livros (quarta parte dos livros listados recebem recomendações)</div> <div>Número de livros adicionados às listas de "Para Ler"</div>
COST & SCHEDULE What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraint? <div>Servidor: aproximadamente R\$ 50 por mês para começar, assumindo uma escalação de nuvem</div> <div>Custos de abertura da empresa</div> <div>Equipe</div> <div>Hospedagem</div>		

Do not waste time, money and effort creating the wrong product. Validate your idea and build your MVP!



Activity 9: MVP Canvas

MVP CANVAS

SEGMENTED PROBLEMS Who is this MVP for? Can we segment and test this MVP in a smaller group? <div>Segmented Problems</div>	MVP PROPOSAL What is the Proposal for this MVP? <div>MVP Proposal</div>	EXPECTED RESULT What learning or result we are seeking in this MVP? <div>Expected Result</div>
JOURNIES What journeys are going to be improved with this MVP? <div>Journeys</div>	FEATURES What are we building in this MVP? Which actions are going to be simplified or improved in this MVP? <div>Features</div>	MEASURES TO VALIDATE THE BUSINESS HYPOTHESES How can we measure the results of this MVP? <div>Measures to Validate the Business Hypotheses</div>
	COST & SCHEDULE What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraint? <div>Cost & Schedule</div>	

Fill in the blocks marked with pink to do in your color.

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Lean Inception canvas

MVP CANVAS

SEGMENTED PROBLEMS Who is this MVP for? Can we segment and test this MVP in a smaller group? <div>2</div>	MVP PROPOSAL What is the Proposal for this MVP? <div>1</div>	EXPECTED RESULT What learning or result we are seeking in this MVP? <div>5</div>
JOURNIES What journeys are going to be improved with this MVP? <div>3</div>	FEATURES What are we building in this MVP? Which actions are going to be simplified or improved in this MVP? <div>4</div>	MEASURES TO VALIDATE THE BUSINESS HYPOTHESES How can we measure the results of this MVP? <div>6</div>
	COST & SCHEDULE What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraint? <div>7</div>	

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Lean Inception canvas

MVP CANVAS

<h2>SEGMENTED PERSONAS</h2> <p>Who is this MVP for? Can we segment and test this MVP in a smaller group?</p> <div data-bbox="279 362 354 441" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Leitores de livros que gostam de ler livros de gênero específico, especialmente aqueles que gostam de ficção científica e fantasia.</p> </div>	<h2>MVP PROPOSAL</h2> <p>What's the Proposal for this MVP?</p> <div data-bbox="713 282 789 360" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Fornecer uma ferramenta com foco em leitores de ficção científica e fantasia.</p> </div>	<h2>EXPECTED RESULT</h2> <p>What learning or result we are seeking in this MVP?</p> <div data-bbox="1042 325 1118 403" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Construir uma base de usuários dedicada de pelo menos 300 leitores de gêneros por mês.</p> </div> <div data-bbox="1134 325 1210 403" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Alcançar um engajamento de 50% dos usuários em clubes de livro virtuais.</p> </div>	
<h2>JOURNEYS</h2> <p>What journeys are going to be improved with this MVP?</p> <div data-bbox="273 732 349 810" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Encontrar e participar de comunidades de ficção e fantasia com base no seu nicho de leitura.</p> </div>	<h2>FEATURES</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="652 549 728 627" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Descoberta e filtragem por subgêneros: Funcionalidade que permite aos usuários filtrar sua lista e lista de leitura por subgêneros específicos de ficção científica e fantasia.</p> </div> <div data-bbox="802 549 877 627" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Integração com comunidades de leitores: Uma funcionalidade que permite aos usuários de fora entrarem e aderirem a clubes de leitura virtuais, permitindo uma experiência de leitura compartilhada.</p> </div>	<h2>METRICS TO VALIDATE THE BUSINESS HYPOTHESES</h2> <p>How can we measure the results of this MVP?</p> <div data-bbox="1058 703 1134 781" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Número de listas de leitura e recomendações específicas de gênero criadas.</p> </div> <div data-bbox="1151 703 1227 781" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Engajamento médio por usuário em funcionalidades de comunidade.</p> </div>	
<h2>COST & SCHEDULE</h2> <p>What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraint?</p> <div data-bbox="569 860 644 938" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Equipe de Desenvolvimento</p> </div> <div data-bbox="680 860 755 938" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Marketing e Lançamento</p> </div> <div data-bbox="790 860 866 938" style="background-color: #f08080; padding: 5px; margin-top: 20px;"> <p>Evento de organização de lançamento do APP</p> </div>			

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MVP CANVAS

<p>SEGMENTED PERSONAS</p> <p>Who is this MVP for? Can we segment and test this MVP in a smaller group?</p> <p>2</p>	<p>MVP PROPOSAL</p> <p>What's the Proposal for this MVP?</p> <p>1</p>	<p>EXPECTED RESULT</p> <p>What learning or result we are seeking in this MVP?</p> <p>5</p>
<p>JOURNEYS</p> <p>What journeys are going to be improved with this MVP?</p> <p>3</p>	<p>FEATURES</p> <p>What are we building in this MVP? Which actions are going to be simplified or improved in this MVP?</p> <p>4</p>	<p>METRICS TO VALIDATE THE BUSINESS HYPOTHESES</p> <p>How can we measure the results of this MVP?</p> <p>6</p>
	<p>COST & SCHEDULE</p> <p>What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraint?</p> <p>7</p>	

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SHOWCASE

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