

# Sesión 4:

# Herramientas de

# Lean UX



continuum

# **En esta sesión**

**Business Model Canvas**

**Validation Board**

**Scope Canvas**

# Business Model Canvas

**Key  
Partners**



**Key  
Activities**



**Value  
Proposition**



**Customer  
Relationships**



**Customer  
Segments**



**Key  
Resources**



**Channels**



**Cost  
Structure**



**Revenue  
Streams**



# Validation Board




# Validation Board

Project Name:








Team Leader Name:

Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	<i>Tip: For two-sided markets, always validate the riskier side first</i>				
Problem Hypothesis		<i>Remember: Limit one sticky-note per box Write in ALL CAPS Do not write more than 5 words on any sticky-note</i>			
Solution Hypothesis	<i>Tip: Do NOT define a solution until you've validated the problem</i>				

<b>Design Experiment</b> <i>Tip: Clear all post-its from this area after each experiment is completed</i>	<b>Riskiest Assumption</b>  Which Core Assumption has the highest level of uncertainty?  <b>Method</b>  What is the lowest cost way to test the Riskiest Assumption?  Choose: Exploration, Pitch, or Concierge  <b>Minimum Success Criterion</b>  What is the weakest outcome we will accept as validation?	<b>Results</b>  <b>GET OUT OF THE BLDG</b>  	<table><tr><th>Invalidated</th><th>If Invalidated, pivot at least one Core Hypothesis</th><th>Validated</th><th>If Validated, brainstorm and test the next Riskiest Assumption</th></tr><tr><td>1</td><td>2</td><td>1</td><td>2</td></tr><tr><td>3</td><td>4</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>5</td><td>6</td></tr></table>	Invalidated	If Invalidated, pivot at least one Core Hypothesis	Validated	If Validated, brainstorm and test the next Riskiest Assumption	1	2	1	2	3	4	3	4	5	6	5	6
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1	2	1	2																
3	4	3	4																
5	6	5	6																

# Scope Canvas

PROYECTO:

Usuarios			Negocio	
<div> <b>Necesidades</b> ¿Qué necesitan o desean los usuarios?</div>	<div> <b>Motivadores</b> ¿Qué mejora les entregaremos?</div>	<div> <b>Propósito</b> ¿Qué hace que esto valga la pena?</div>	<div> <b>Impacto</b> ¿Qué tan lejos podríamos llegar?</div>	<div> <b>Objetivos</b> ¿Qué queremos lograr con este proyecto?</div>
<div> <b>Comportamientos</b> ¿Qué esperamos que hagan los usuarios?</div>			<div> <b>Métricas</b> ¿Qué mediremos para saber si vamos bien?</div>	



**¿Cómo se  
interrelacionan?**