



# 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 MRP.
- 3 Ask everyone to write their names, using the color that identifies the level of participation.

Paulo André Gou e  
Proton Gouveia  
Integrar como  
Sponsor do projeto  
e gerenciar as  
demandas do  
produto.

Andressa  
Enunci participante  
do roteiro técnico,  
dicas e  
recomendações  
de processo e ferramentas  
de projeto.

Julio André - seu é  
desenvolvedor líder  
do projeto e estará  
responsabilizado e  
responsável por  
seu time de  
análise.

Carlos André - seu  
analista do projeto  
está acompanhando as  
demandas em  
resposta com o  
Equipe do projeto.

Paulo Roberto não  
está como  
interessado do  
projeto e não  
participa das  
demandas do  
produto.

Steve, RH  
Auxiliar a  
participar das  
demandas e  
do produto.

# Agenda

## MORNING

MONDAY

KICKOFF

PRODUCT VISION

TUESDAY

PERSONAS

WEDNESDAY

FEATURE  
REQUIREMENTS

THURSDAY

SEQUENCE

FRIDAY

SHOWCASE

LUNCH

## AFTERNOON

IS - IS NOT - DOES  
- DOES NOT DO

PRODUCT GOAL

USER JOURNALS

TECH. REQUIREMENTS  
AND UI REVIEW

UIP CANVAS

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".



## 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.

Exemplo -  
Contribuições  
de Chamarice

# 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.

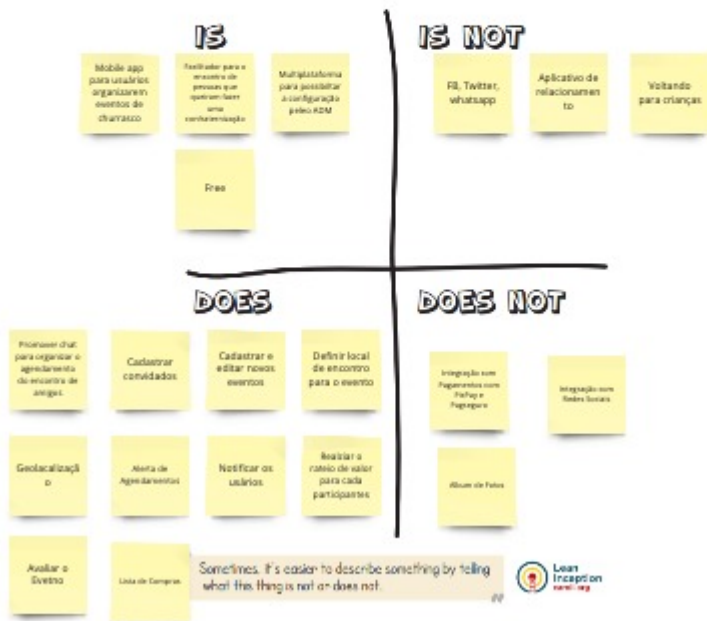


# The Product IS - IS NOT - DOES - DOES NOT DO

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.



## 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'.





To effectively identify the features of a product, it is important to keep users and their goals in mind. A persona creates a realistic representation of users, helping the team to describe features from the point of view of those who will interact with the final product.

**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.

## Activity 4: Personas

<p><b>Name and image</b></p> <p>Persona que deseja ir a um show (sócio) dentro da área escolar ou em amigos.</p>	<p><b>Profile</b></p> <p>Perfil: Pessoa estudante de ensino que procura fazer o seu trabalho dentro de sua comunidade.</p>
<p><b>Behavior</b></p> <p>Personalidade: Pessoa que gosta de fazer coisas novas e gosta de fazer coisas novas.</p>	<p><b>Goals</b></p> <p>Personalidade: Não tem interesse em aprender o que ele apenas quer que o sistema seja melhor e rápido.</p>



Name and image

Pessoa que deseja ir a um churrasco levava família encontrar os amigos

Profile

Perfil: Pessoas maiores de idade que possuem filhos ou não que deseja ir ao churrasco

Behavior

Necessidade: Precisa ir ao um churrasco com os amigos ao invés de uma churrascaria e pagar muito mais caro

Needs

Necessidade: Não tem interesse em organizar o churrasco apenas participar e opinar nas melhores escolhas de pratos e bebidas

Name and image

Paulo  
Pessoa que  
administra  
o sistema

Profile

Empreendedor  
de 40 anos  
que possui  
diversos  
trabalhos

Behavior

Aagitado e  
generalista

Needs

Organizar  
o evento

Mantem o  
prazo  
acordado  
do evento

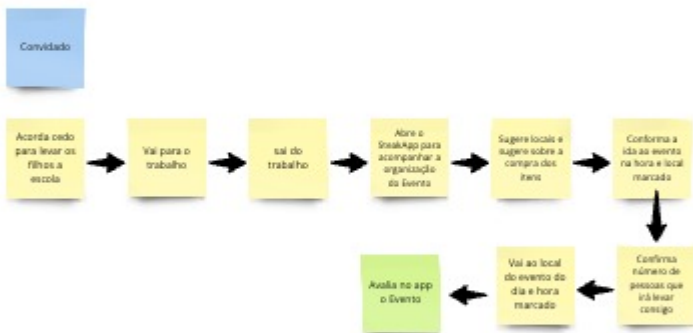
Procura sem  
pre o melhor  
custo  
beneficios par  
a todos

# 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.



Activity 5: Users' Journeys



Comidado

Acorda cedo  
para levar os  
filhos a  
escola

Vai para o  
trabalho

sai do  
trabalho

Abre o  
SteakApp para  
acompanhar a  
organização  
do Evento

Sugere locais e  
sugere sobre a  
compra dos  
itens

Confirma a  
ida ao evento  
na hora e local  
marcado

Confirma  
número de  
pessoas que  
irá levar  
conigo

Vai ao local  
do evento do  
dia e hora  
marcado

Avalia no app  
o Evento

Administrador

Azorda Cedo para trabalhar

Trabalha apenas durante o horário comercial

Pesquisa local do evento

Verifica o custo do local do evento e divulga no app

Negocia data do evento e divulga no app para votação

Analisa diariamente os dados do evento a ser realizado no app

Confirma local e data do Evento

Organiza as entregas no local do Evento

Solicita os usuários a comentarem e avaliar o evento



# Feature Brainstorming

A feature represents a user's action or interaction with the product, for example: printing invoices, consulting detailed statements and inviting 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.

Cadastrar  
Convidado

Login  
também com  
Redes Sociais

Notificar  
usuários sobre evento

Editar  
Convidado

Alerta de  
cancelament  
o do evento

Definir quem  
será o  
Administrado  
r

Geolocalizaçã  
o do Evento

Fazer o  
cálculo do  
Ratavo por  
pessoa

Alert of  
confirmed  
match

Inserir novos  
convidados  
no Evento

Cancelar  
Participação  
no Evento

Excluir um  
participante  
do Evento

Chat para  
sugestões

Confirmar  
Participação

Listar  
Compras

Cadastrar  
Evento

Votar Evento

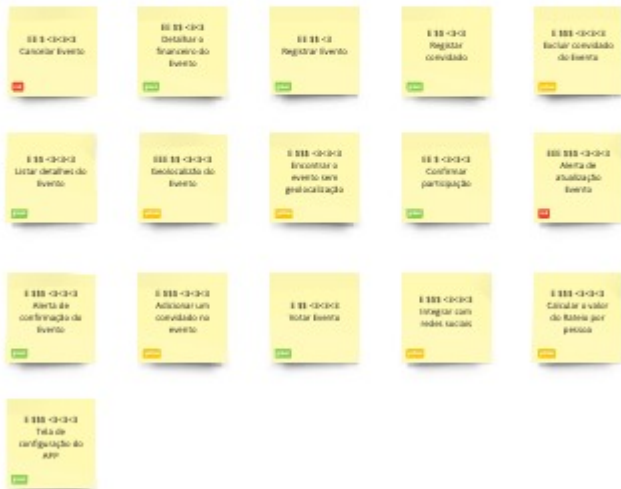
Listar  
Eventos

## Technical, Business and UX Review

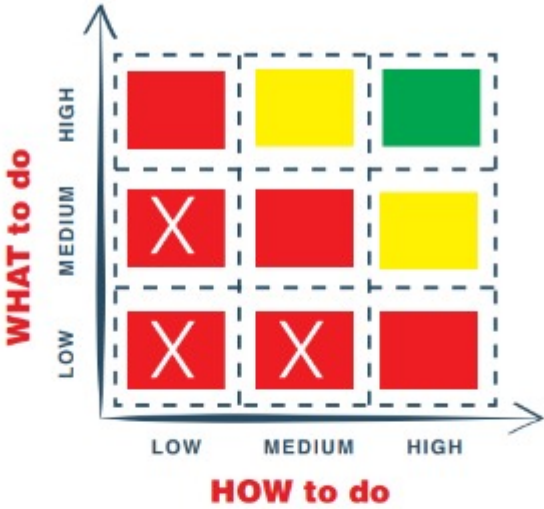
This review aims to discuss how the team feels about technical, business and UX understanding for each feature. From this activity, new clarifications will happen and the disagreements and doubts will become more apparent.

**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 U.
- 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.



##

Get ready, plan, work and conquer!

##



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

# SEQUENCER



“ Get ready, plan, work and conquer! ”



# 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	MVP PROPOSAL	EXPECTED RESULT
<div>Comentarios para el cliente</div> <div>Forma para el cliente, como empresa, grupo o asociación en persona</div> <div>Función del Comentario</div>	<div>Indicar la persona con intención de usar el producto (persona objetivo) para el MVP. Indicar un pequeño grupo o una red de comunicación.</div> <div><b>FEATURES</b> Crear algunas integraciones, todas las cosas para completar la idea de negocio. Crear datos para poder utilizarlos en el ejemplo de futuro sistema o compañía.</div> <div>Enviar por correo electrónico o por correo para la administración.</div> <div>Realizar o validar los datos con los que se presentará el producto.</div>	<div>El número por día.</div> <div>El número de los documentos.</div> <div>200 personas por día.</div>
COMPETITORS	COST & BUILDING	REFERENCE TO VALIDATE THE BUSINESS HYPOTHESIS
<div>Crear datos para el cliente.</div> <div>Planear, evaluar, validar y construir con el cliente.</div>	<div>Indicar la persona con intención de usar el producto (persona objetivo) para el MVP. Indicar un pequeño grupo o una red de comunicación.</div> <div>Enviar por correo electrónico o por correo para la administración.</div>	<div>Indicar la persona con intención de usar el producto (persona objetivo) para el MVP. Indicar un pequeño grupo o una red de comunicación.</div> <div>Indicar la persona con intención de usar el producto (persona objetivo) para el MVP. Indicar un pequeño grupo o una red de comunicación.</div>

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



# SHOWCASE