



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

Sou  
Fernando, e  
serei Scrum  
Master.

Sou Lúcia,  
serei  
Analista de  
Dados.

Sou Maria, liderei  
os esforços de  
Quality Assurance e  
implementarei  
práticas de  
segurança.

Sou Roberto, serei  
responsável pelo  
sucesso do contrato,  
garantindo que nossa  
tecnologia atenda a  
qualidade e sustentabilidade  
exigidas.

Sou João,  
gerenciarei a  
infraestrutura de  
servidores como  
DevOps e fornecerei  
suporte ao cliente.

Sou Camila,  
Desenvolverei  
o front end.

Sou Tago, atuarei  
como  
desenvolvedor de  
backend e também  
atuarei como  
Product Owner

Sou Ana, focarei nas  
atividades de  
marketing digital e  
análise de mercado  
para melhor  
posicionar nosso  
produto

Sou Silva,  
Desenvolverei  
o Ux/UI.

# Agenda

## MORNING

MONDAY

KICKOFF

PRODUCT REVIEW

TUESDAY

PREREQUIS

WEDNESDAY

ANALYSIS  
REQUIREMENTS

THURSDAY

REQUIREMENTS

FRIDAY

SHOWCASE

LUNCH

## AFTERNOON

IS IT BETTER OR NOT DO

PRODUCT REVIEW

USER JOURNALS

TECH. BUSINESS  
AND UX REVIEW

WAP CONCLUS

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.



## 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.

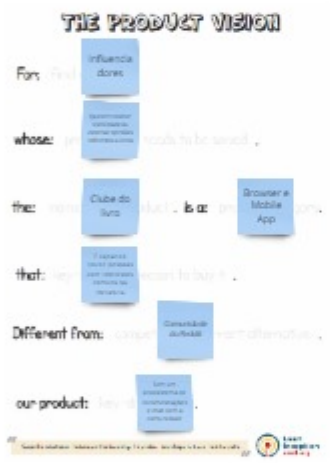
- 1 Divide the team into three groups and request that each group fill only the blanks selected in its respective template.
- 2 Ask each group to read their respective incomplete sentence and copy their post-its to the single template.
- 3 Ask the team to consolidate a homogeneous sentence, copying or rewriting the previous notes, as needed.



Activity 1: Product Vision



Fill in the blanks, marked with good for your value



Fill in the blanks, marked with good for your value



Fill in the blanks, marked with good for your value

# THE PRODUCT VISION

For: find

Amamos  
da  
literatura

whose:

problem they want to be solved

Quanto mais  
amigos  
conhecemos  
mais vamos  
conhecer  
nossas  
necessidades

the:

name of product, is or category

Cubo do  
Livre

Mobile  
app

that:

key benefit or reason to buy it

Facilita  
nossas  
necessidades  
de encontrar  
novos  
livros para  
conhecer

Different from:

competition or current solution

Grupos em  
aplicativos  
de redes  
sociais

our product:

key feature

Apresenta  
diversidade de  
livros e temas  
para a leitura

Fill in the blanks  
marked with points  
in your color.





# THE PRODUCT VISION

For: find

Influencia  
dones

whose: pre

questo produto  
atende as  
necessidades  
específicas de

the: nome

Clube do  
leito

, is or

browser e  
Mobile  
App

that: key

é capaz de  
trazer produtos  
com informações  
completas, não  
desatualizadas

Different from: compet

Comunidade  
do Rodão

our product: key

Temos  
exclusividade de  
recomendações,  
então com a  
comunidade

Fill in the blanks  
marked with points  
in your color.



# THE PRODUCT VISION

For:

Curadores  
e

whose:

Querem saber  
da literatura e  
a escrita do dia  
agora do

the:

Clube do  
livro

Browser e  
Mobile  
App

that:

É capaz de  
resumo pessoal  
e em diferentes  
formatos da  
literatura

Different from:

Amazon

our product:

Um aplicativo  
de literatura  
para o  
Android, com  
um engajamento  
muito

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



# 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.



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



It's not the words, it's the way you use them.

It's not the words, it's the way you use them.

**IS**

Site

Móvel app

Engaja  
pessoas a  
lerem a re-  
distribuição

App

Programa de  
atribuição  
mensal de  
bônus

Programa de  
atribuição  
mensal de  
bônus

**IS NOT**

Hi, Twitter,  
whatsapp

Messenger

Slack

**DOES**

Oficina  
improvisada  
%

Receita bônus

Despesa de  
distribuição  
mensal  
mensal

Indução de  
distribuição

Prêmio bônus,  
mensal,  
mensalmente  
atribuído a

**DOES NOT**

Venda  
bônus, im-  
provisada  
quantidade

Chat one-  
on-one

Outra  
recepção de  
atribuição

Fill in the blanks  
marked with por-  
tos in your color.

Fill in the IS and  
DOES quadrants.

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

29

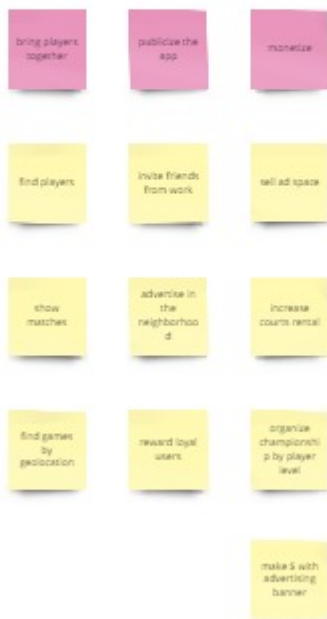


## Product Goals

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 'cluster'.
- 3 Define a title for each of the 'clusters'.



Activity 3: Product Goals

Sucesso

Marketing

Monetizar

Maioria de leitores que finalizam a leitura

Recomendações orgânicas de usuários já ativos

Ad para Freemiums

Leitores que avaliam as leituras

Uso de influencer do meio

Assinatura mensal

80/20 receita por usuários

Marketing em redes sociais

Cluster 1

Cluster 2

Cluster 3

Cluster 4

Clusterless

Double

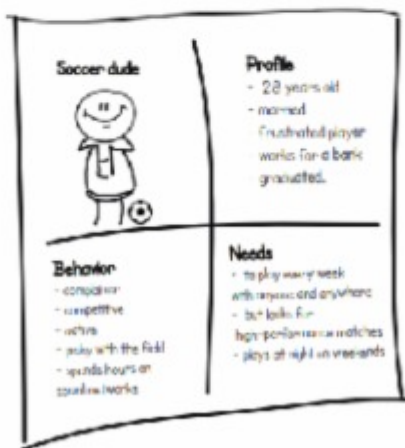
# Personas

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.

To effectively identify the functionalities of a product it is important to have in mind users and their goals.





Activity 4: Personas

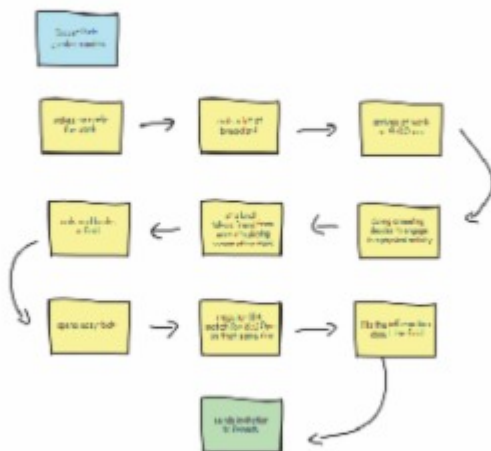


## User Journeys

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.

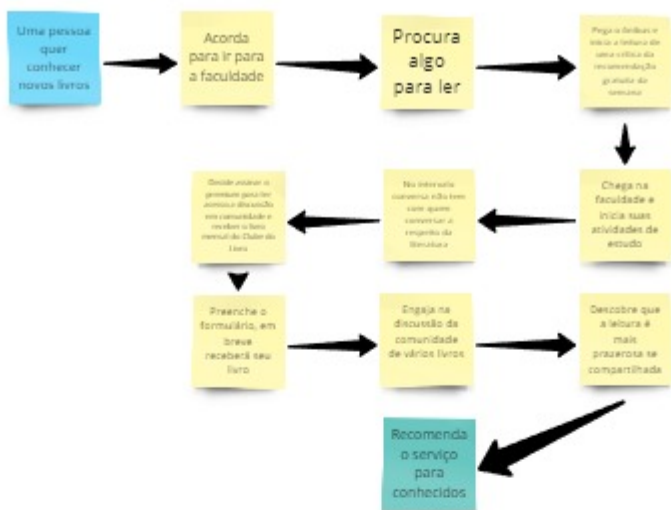
What goal does the persona want to achieve? Describe the journey step by step until the persona reaches it.

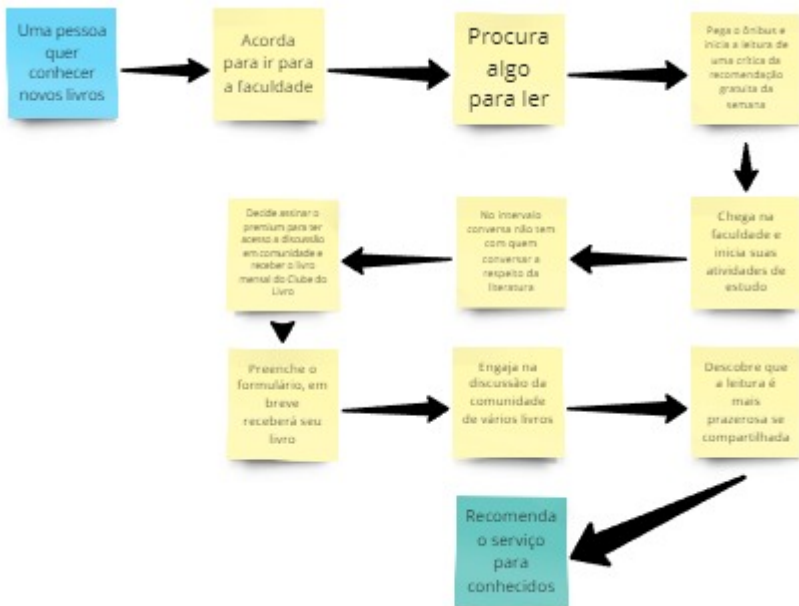
- 1 Divide the team into three groups and ask each to describe ONE journey.
- 2 Each group presents its journey to the entire team.
- 3 Optionally, make more rounds to describe other journeys.



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

Activity 5: Users' Journeys





Quer influenciar  
pessoas em  
torno de  
sugestões de  
livros

Ativa o  
aplicativo



Cria um  
review a  
respeito de  
um livro



Cria um chat  
de discussão  
dentro entre  
seus  
seguidores



Acessa a  
avaliação  
da  
curadoria



Lê para  
 Enriquecer o  
conhecimento

Fornecer o principal serviço do app

Ativa o aplicativo

Mensalmente estabelece leituras para o público

Combina com o app o livro mensal

Ao fim do mês posta uma crítica

Cria um chat para os assinantes discutirem sobre o livro



# 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.

Cancel participation

Alarm mode

Player register

Rank a player

Alarm of canceled match

Detailed fiber

Financial details of the match

Field ranking

Alert of confirmed match

Invite a friend to the match

Players ranking (qualification)

Find matches without geolocation

Cancel match

Confirm participation

Match register

Match details (place, time and day)

Find matches with geolocation

Activity 6: Feature Brainstorming





## Technical, Business and UX Review

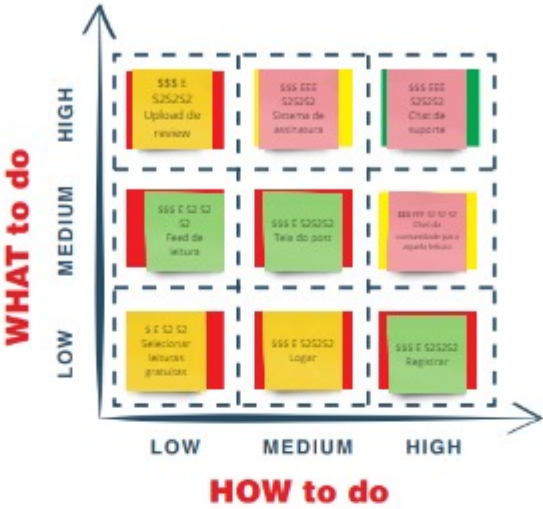
This review aims to discuss how the team feels about technical, business and UX understanding for each feature. From this activity, new clarifications will happen and the disagreements and doubts will become more apparent.

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 - S, E and M.
- 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.

”



Lean  
Inception  
caroli.org



# 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 ts.

**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.

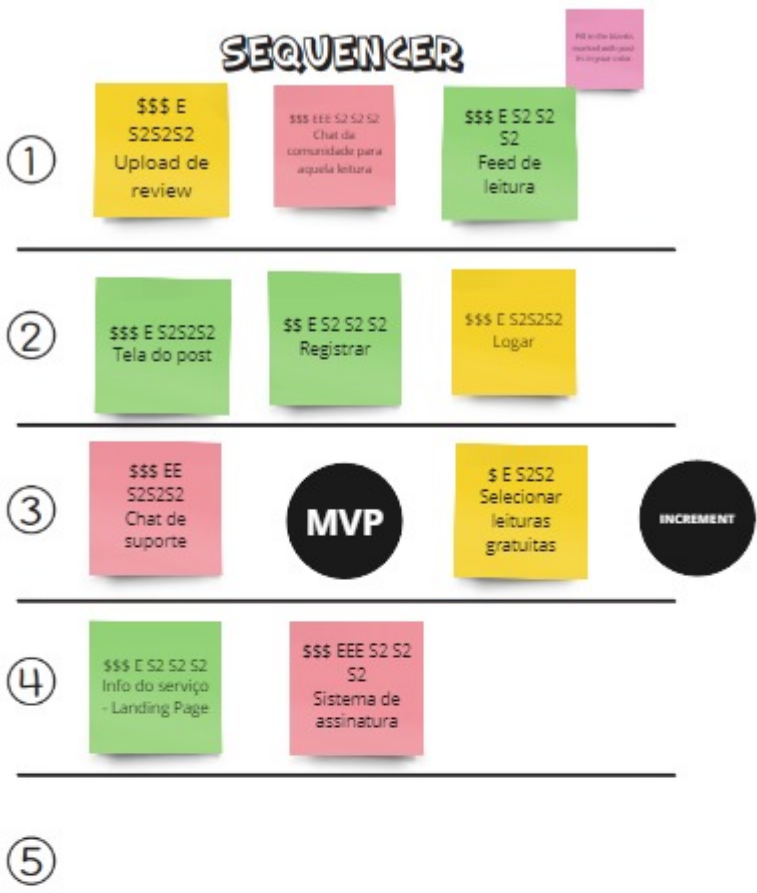


##

Get ready, plan, work and conquer!

##





# 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.



To use the MVP Canvas, you need to create a solution matrix, which you can use to track your MVP.





## IMP CHINAS

## ADDITIONAL PERSONS

What individuals have an opinion and are involved in a major group?

Customer

Executive  
Professional  
Partner

Stakeholder  
Community

Partner

## NEW PERSON

Who is a new person that  
should be involved in the  
process? Who is a new person that  
should be involved in the  
process?

## NEW TASK

What new tasking is the MPT team/units are  
looking for in this or previous MPT?

Customer

Agent

Service  
Unit

Partner  
Community

Stakeholder  
Community

Partner  
Community

## END OF MPT?

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

## JOINTLY

What joint tasking is the MPT team/units  
looking for in this or previous MPT?

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

HOW TO WORK  
FOR JOINTLY

How can we make the MPT team/units  
work better?

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

## GET A SCHEDULE

What time period is the MPT team/units  
looking for in this or previous MPT?

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

Stakeholder  
Community

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

# SHOWCASE