



TENTS

SLEEPING BAGS

SLEEPING PADS

CAMP FURNITURE

DUFFELS / TRAVEL BAGS

A

Big Agnes tents

Discovery and delivery practice activity

Superlight

**The journey is
awesome.**

Our urge to sleep under the stars

Practice activity

Big Agnes tents and product discovery

The challenge



The opportunity

- You are a product manager for tents at **Big Agnes** in Colorado (USA)
- You recently went on a **backpacking** trip with a group of hikers to understand what they think about tents, how they use them, what they love, and what they struggle with. You were joined by your chief engineer, who specializes in tent design.
- After it got dark, most people went into their tents. You noticed that the hikers **struggled with lighting** inside the tents. Some had headlamps, one person tied a flashlight from the top of the tent, another awkwardly held her flashlight as she read a book.
- Your engineer suggested that Big Agnes might sew an **LED light string** into the seams of the tent. You think it is a brilliant idea.

The challenge

- What are your next steps? Should you talk to your tent design engineers, and have this feature included in your next tent?

Practice using
discovery & delivery
methods with Big
Agnes tents

Practice activity

Big Agnes tents and product discovery

Instructor's answer



Instructor's answer

My advice...

- Don't run back to your office and tell your designers to build LED lighting into the next tent. There are too many open questions...
 - What do backpackers think of the idea?
 - Would it help them? How?
 - What do they want lighting for? To read? To find their gear? To avoid kicking their tentmate if they step out of the tent at night?
 - How bright should the lights be?
 - Should the lights be on the top seams? Side seams?
 - What about the weight?

Here is the first part of
my advice

Practice activity

Big Agnes tents and product discovery

Instructor's answer



Here is my suggestion for specific next steps, applying discovery and delivery methodologies. Was your answer similar? I hope so.

Specific steps...

Instructor's answer

On the **first weekend**, quickly sketch out your ideas and get reaction from the hikers

If the hikers see value in the idea, then go back to your tent designers (engineers), and create some prototypes

On the **second weekend**, hand out tents with various designs and have hikers rotate through, giving feedback

Back at your office – with your team - use the feedback to refine your designs

On the **third weekend**, test your next designs. Bring your tent designers and have them make refinements on the spot (adjusting lights, changing location, etc.) and get immediate feedback.

After a month or two of intense work, you and your tent designers will know if the idea has value, and—if yes—you will know how to build this. You will have found **product-market fit**

Big Agnes recently introduced
“mtnGLO” lighting technology
into their line of tents, with
impressive market success

