



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: <https://www.caroli.org/en/tecnicas-facilitacion-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 wokshop 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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LEAN INCEPTION
HOW TO ALIGN PEOPLE AND BUILD THE RIGHT PRODUCT

www.caroli.org

Lean Inception: How to Align People and Build the Right Product - Caroli, Paulo, eBook - Amazon.com

LEAD YOUR TEAM TO THE RIGHT WAY WITH THIS BEST SELLER BOOK! Learn how to execute a Lean Inception, the method capable of align people to build the ideal product! Release a new product isn't an easy task, since it takes a lot of risks. But what if you k...



www.amazon.com

Lean Inception: How to Align People and Build the Right Product 1, Caroli, Paulo, eBook - Amazon.com

Lean Inception: How to Align People and Build the Right Product - Kindle edition by Caroli, Paulo. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Lean Inc...



www.udemy.com

The Step-by-Step Method for Successful Product Teams

Discover Lean Inception, the effective combination of Design Thinking and Lean StartUp



miro.com

Paulo Caroli's Lean Inception Workshop template | Miroverse

Discover how Paulo Caroli does Lean Inception in Miro with Miroverse, the Miro Community Templates Gallery. View Paulo's Miro templates.





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.

Fernando
Product
Owner

Klinger
Product
Designer

Helber
Developer

Agenda

MORNING	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	<div>KICKOFF</div> <div>PRODUCT VISION</div>	<div>PERSONAS</div>	<div>FEATURE BRANCHING</div>	<div>SEQUENCER</div>	<div>SHOWCASE</div>
LUNCH					
AFTERNOON	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	<div>IT IS NOT DONE ...OR IS NOT DO</div> <div>PRODUCT GOAL</div>	<div>USER JOURNYS</div>	<div>TECH BUSINESS AND/OR REVIEW</div>	<div>IMP CANVAS</div>	<div>SHOWCASE</div>

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 results to the single template.



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



THE PRODUCT VISION





THE PRODUCT VISION

For:

Estudantes universitários

whose:

Mostramos o transporte

the:

Simbora

product

aplicativo mobile

that:

reduz custos de transporte

Different from:

Uber

99 POP

our product:

reduz custos de transporte

promove sustentabilidade

mostramos rotas com opções de transporte

facilita o transporte para estudantes



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.

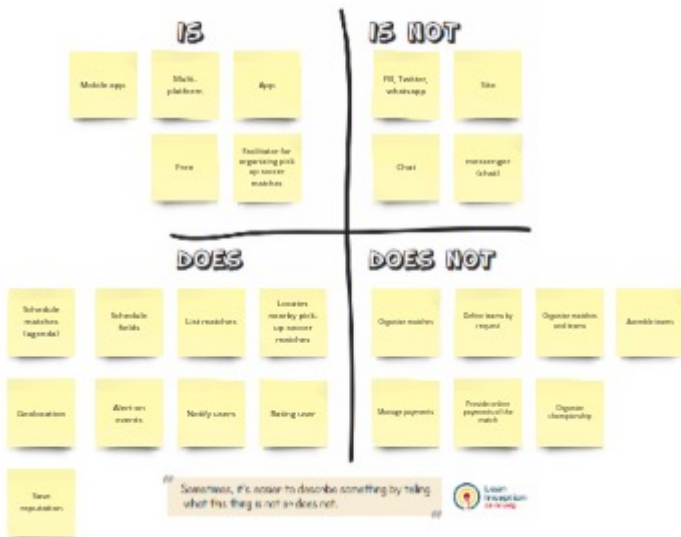
- 1 Divide the team into two groups and request that each group fill only the blocks related to its respective template.



- 2 Ask a person to read a card. 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 cards are finished.



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





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



Small text next to the logo, possibly a name or brand.

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?

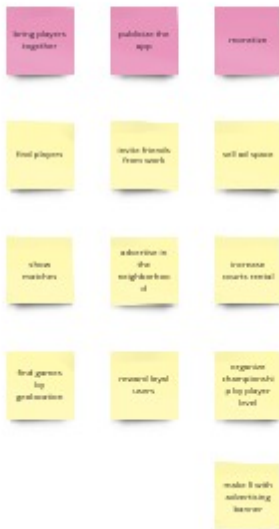
- 1 Divide the team into three groups and request that each group fill only the blocks selected in its respective template.



- 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'.



Activity 3: Product Goals

Facilitar el acceso al transporte sostenible

Reducir costes de almacenamiento

Garantizar seguridad y confiabilidad

Ofrecer una experiencia de usuario intuitiva

Dividir costes de transporte

Promover la integración entre actores locales

Reducir la huella de carbono

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.

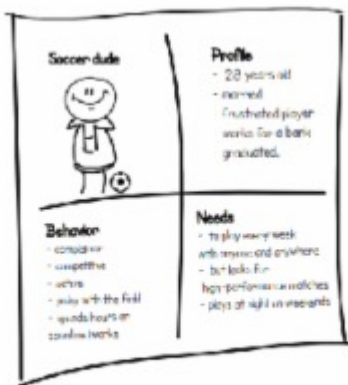
A persona represents a user of the product, describing not only his/her role, but also characteristics and needs.

- 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, write 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

<div>Marina Santos</div> <div></div>	<div><ul style="list-style-type: none">- Estudante universitária de 22 anos.- cursando Engenharia Ambiental.- Preocupada com o meio ambiente e práticas sustentáveis.- Ativa em grupos ambientais da universidade.</div>
<div><ul style="list-style-type: none">- Extrovertida e sociável.- Gosta de interagir com colegas e fazer amizades.- Organizada e planejada em suas atividades.</div>	<div><ul style="list-style-type: none">- Deixa muitos desafios acadêmicos para a universidade.- Preocupada com o impacto ambiental de seus projetos.- Procura oportunidades acadêmicas e extracurriculares.- Valoriza oportunidades de trabalhar com projetos.- Busca oportunidades variadas para aprender tecnologias e ferramentas.</div>

El es un blando
madrid with por
to in your notes

<div>João Silva</div> <div></div>	<div><ul style="list-style-type: none">- Estudante universitário de 23 anos.- cursando Administração em uma universidade pública de sua cidade.- Sonha de uma carreira de liderança.- Desenvolve habilidades técnicas.- Trabalha como estagiário.- Usa transporte público diariamente.</div>
<div><ul style="list-style-type: none">- Determinado e focado em seus estudos.- Muitas vezes reservado e tímido.- Dedicado a encontrar soluções para seus desafios financeiros.</div>	<div><ul style="list-style-type: none">- Dependente de transporte público.- Tem dificuldades com demandas e prazos.- Busca oportunidades acadêmicas e extracurriculares para se desenvolver profissionalmente.- Valoriza oportunidades de trabalhar com colegas mais experientes de sua área de estudo.</div>

Marina Santos



- Estudante universitária de 22 anos.
- cursando Engenharia Ambiental.
- Preocupada com o meio ambiente e práticas sustentáveis.
- Ativa em grupos ambientais da universidade.

- Extrovertida e sociável.
- Gosta de interagir com colegas e fazer amizades.
- Organizada e planejada em suas atividades.

- Deberia desafios de desenvolvimento para a universidade.
- Preocupada com o impacto ambiental de alguns cursos.
- Procura uma maneira sustentável de se locomover.
- Salienta a importância de conhecer novas pessoas.
- Busca uma plataforma confiável para conectar mentes e passagens.

Full color labels marked with green, to be pasted on.

João Silva



- Estudante universitário de 20 anos.
- cursando Administração em uma universidade distante de sua residência.
- vive de uma família de baixa renda.
- Deberia dificuldades financeiras.
- Não possui carro próprio.
- Usa transporte público diariamente.

- Determinado e focado em seus estudos.
- Muitas vezes reservado e tímido.
- Dedicado a encontrar soluções para seus desafios financeiros.

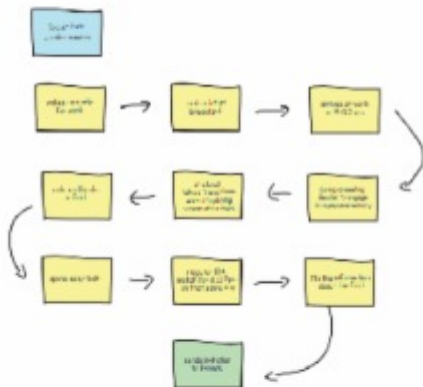
- Dependente de transporte público.
- Tem dificuldades de encontrar a situação durante.
- Busca uma alternativa acessível e confiável para se locomover até a universidade.
- Salienta a importância de encontrar maneiras com colegas mais próximos de sua área de residência.

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



João



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

Recomendações

Mapa em tempo real

Calendário de viagens recomendadas

Verificação de perfil

Condição com a conta do Google

Reservas

Compartilhar

Distância do deslocamento

Resolução de problemas

Tour guiado

Notificações nos locais de visitação

Ativação de notificações

Tempo total de gestão

Chat em tempo real

Suporte 24h

Login/Logout

Registro de usuários

Perfil de Usuário

Pesquisa de Caminhos

Agendamento de Caminhos

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 tag a feature, going through the graph and table.

- 2 Define the color according to the confidence level and make markings for a scale of 1 to 10 of business value, effort and UX value - 1, 2, 3 and 4.

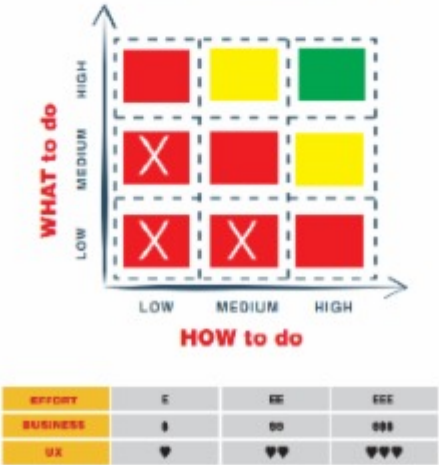
- 3 Confirm that everyone agrees; choose the next person and return to step 1.




Activity 7: Technical, Business and UX Review

	Revisão Técnica	Negócio	UX	
Registro de Quadros	I	II	<0-0	III II <0-0
Login/Logout	I	II	<0-0	II II <0-0
Perfil de Quadros	I	II	<0-0	III II <0-0
Previsão de Contas	II	III	<0-0-0	II III <0-0-0
Aprendizado de Contas	II	III	<0-0-0	II III <0-0-0
Mostrar em tempo real	III	III	<0-0-0	III III <0-0-0

TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW



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. Repeat 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 £s.

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!

##



1 step
Innovation
workshop

SEQUENCER

①

1111-0-0-0
Registre de
Usagers

1111-0-0-0
Logiciel agent

②

1111-0-0-0
Profil de
Usagers

1111-0-0-0-0
Profil de
Carrières

③

1111-0-0-0
Agencement
de Carrières

MVP

④

1111-0-0-0
Rapport de
travail

INCREMENT

⑤

PP

Get ready, plan, work and conquer

PP



Ministère
de l'Éducation,
de la Jeunesse
et des Sports

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 teams into two groups and ask each group to complete the *MIF* canvas in their respective template.
- 2 Ask each group to present their Canvas *MIF*.
- 3 Ask the teams to circulate the teams blocks of the *MIF* canvas, using and changing the previous notes as needed.



There are a lot of ways you can offer a service, so we suggest that **think** you are not just your title.



Activity 9: MVP Canvas



IMP CHINA

LEARNING OBJECTIVES

Where does IMP fit? Can we segment and test the IMP in a smaller group?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP PURPOSE

What's the Purpose for this IMP?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP RESULTS

What learning or results are we seeking in this IMP?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP ACTIONS

What are we building or doing in this IMP? What actions are going to be simplified or improved in this IMP?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

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IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

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IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP JOURNALS

What journals are going to be improved with this IMP?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP SCHEDULE

When is the expected start and due date of this IMP? When can we look at the data for validating it? Is there any schedule constraints?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP TO IMPROVE THE IMPROVEMENTS

How can we measure the results of this IMP?

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

IMP is a small group of people who are interested in IMP and are looking for a way to improve their IMP.

SHOWCASE