

Product Management DevC

Lab 3

Objective: Understand the lean canvas by applying affinity diagram.

The purpose of this milestone is not to fulfill all of the blocks perfectly. You can leave it blank and come back later. The main goal is to help you think about the big picture of these products. As a product manager, you **should always keep the big picture in mind to make the best decisions**. Additionally, it is also a good chance to apply the affinity mapping into practice. Remember that **perfection is not the key** here, in reality, the lean canvas will be updated frequently.

Milestone 1:

- List top 3 problems that these products have solved.
- List existing alternatives for all of them.

Milestone 2:

- What are their customer segment?
- Who can be their potential early adopters? Keep in mind that early adopters are the people who will use the products before the others start using it, and they are willing to pay for the products if they find it make their lives easier.

Milestone 3:

- What are their customer channels? How do they reach their customers?

Milestone 4:

- Use affinity mapping to come up with a list of solutions for their top 3 problems.

Milestone 5:

- What are their UVP? Remember UVP is a single, clear compelling message that states why the business is different and worth buying.)

Milestone 6:

- What can be the key metrics for these products?

Milestone 7:

- What is their unfair advantages? What can't be easily copied or bought?

Milestone 8:

- Apply affinity mapping to list cost structures.

Milestone 9:

- What are their possible ways to make money? Use affinity mapping here.

Milestone 10:

- Present your lean canvas.