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.

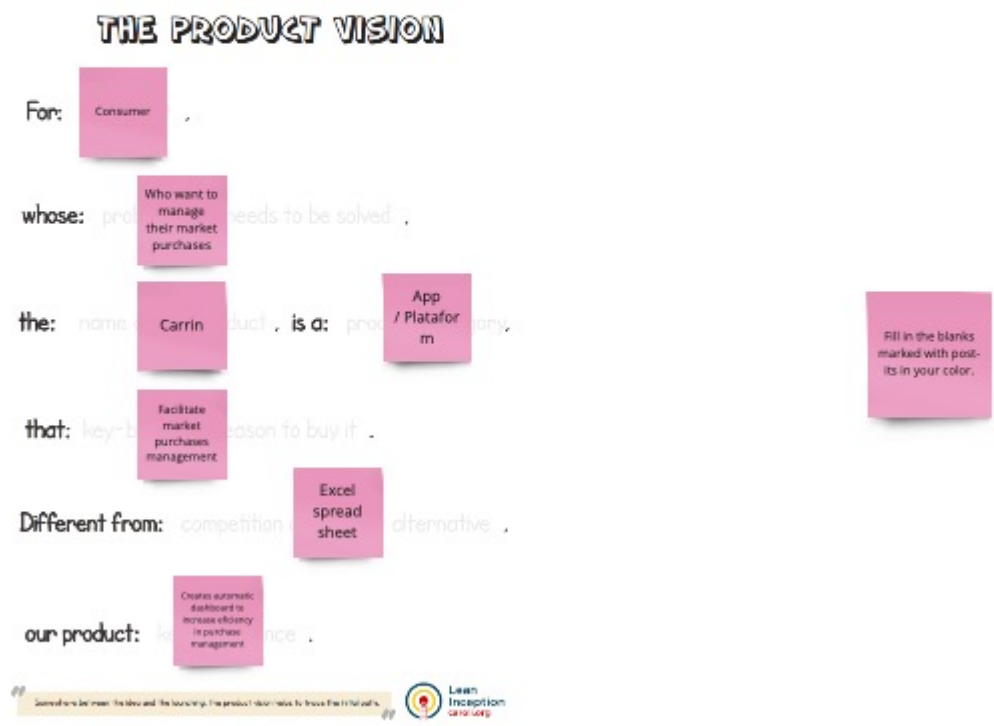|						
Lean Inception Facilitator I will participate in all activities	**Developer 1** I will participate in all activities	**Developer 2** I will participate in all activities	**Designer** I will participate in all activities	**Business Analyst/expert** I will participate in all activities	**Project Sponsor** I'll only be in the kickoff and showcase	**End User/Client** I'll only be in the kickoff and showcase

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Agenda

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	KICKOFF / PRODUCT VISION	PERSONAS	FEATURE BRAINSTORMING	SEQUENCER	SHOWCASE

LUNCH

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AFTERNOON	IS - IS NOT - DOES - DOES NOT DO / PRODUCT GOAL	USERS' JORNEYS	TECH, BUSINESS AND UX REVIEW	MVP CANVAS	SHOWCASE

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Activity 1: Product Vision

THE PRODUCT VISION

For: **Consumer** ,

whose: ~~problem that needs to be solved~~ **Who want to manage their market purchases** ,

the: ~~name of product~~ **Carrin** , is a: ~~product category~~ **App / Plataform** ,

that: ~~key-benefit, reason to buy it~~ **Facilitate market purchases management** .

Different from: ~~competition and alternative~~ **Excel spread sheet** .

our product: ~~key difference~~ **Creates automatic dashboard to increase efficiency in purchase management** .

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

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THE PRODUCT VISION

For: Consumer ,

whose: problem that needs to be solved ,
Who want to manage their market purchases

the: name the product . is a: product category,
Carrin
App / Platafor m

that: key-benefit reason to buy it .
Facilitate market purchases management

Different from: competition and alternative ,
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our product: key-difference .
Creates automatic dashboard to increase eficiency in purchase management

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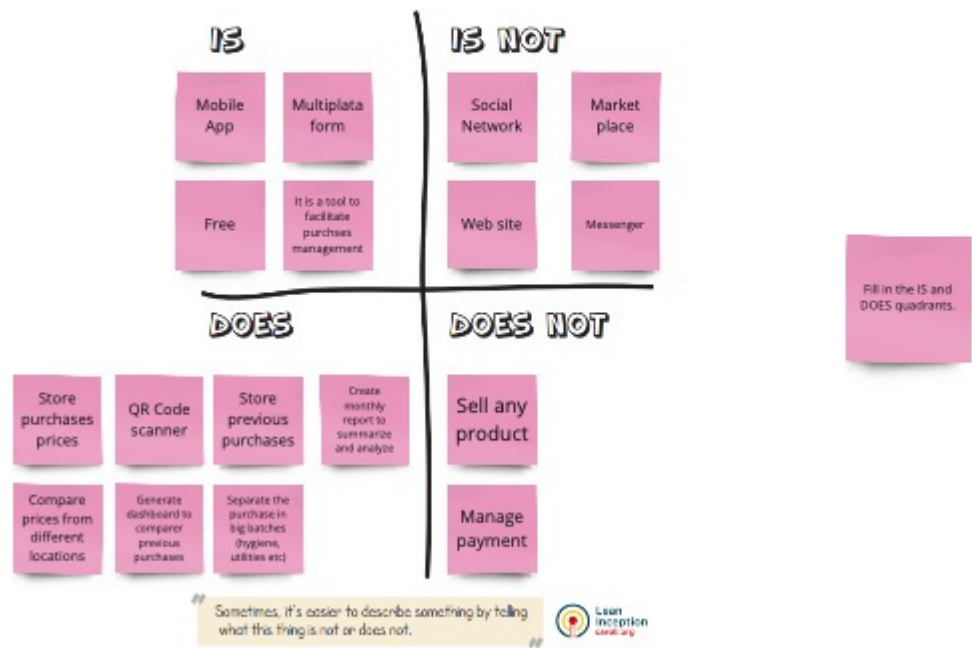
Somewhere between the idea and the launching, the product vision helps to trace the initial path.

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

IS

Mobile App

Multiplata form

Free

It is a tool to facilitate purchses management

IS NOT

Social Network

Market place

Web site

Messenger

DOES

Store purchases prices

QR Code scanner

Store previous purchases

Create monthly report to summarize and analyze

Compare prices from different locations

Generate dashboard to comparer previous purchases

Separate the purchase in big batches (hygiene, utilities etc)

DOES NOT

Sell any product

Manage payment

Fill in the IS and DOES quadrants.

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

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IS

Mobile App

Multiplata form

Free

It is a tool to facilitate purchses management

IS NOT

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DOES NOT

Sell any product

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Fill in the IS and DOES quadrants.

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Activity 3: Product Goals

Manage market purchses	Publicize the app	Monetize
Generate interactive dashboard	Bonuses in amount of invitation sent	Ad space
Create purchase history	Online advertizing	Partnership / sponsorship with markets and supermarkets
Generate a monthly report bases on spending	Digital influencer partnership	Partnership / Sponsorship with e-commerce stores for well being products
Shows the price of a product in a nearby market	Reward for achievements 5 - purchases registered, 10 etc	

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Activity 4: Personas

Jonathas Assumpção

Profile
29 years
Married
Engineer
Lives in a big city
Busy life

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

Behavior
Long working hours
Many appointments on the weekend
Goes to the supermarket every two weeks

Needs
Long working hours
Many appointments on the weekend
Goes to the supermarket every two weeks

Local Markets and Supermarkets

Profile
Local or regional range

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

Behavior
Data driven decision

Needs
Understand local consumer needs
Understand competitor's behavior and prices

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Jonathas
Assumpção

Profile
29 years
Married
Engineer
Lives in a big city
Busy life

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

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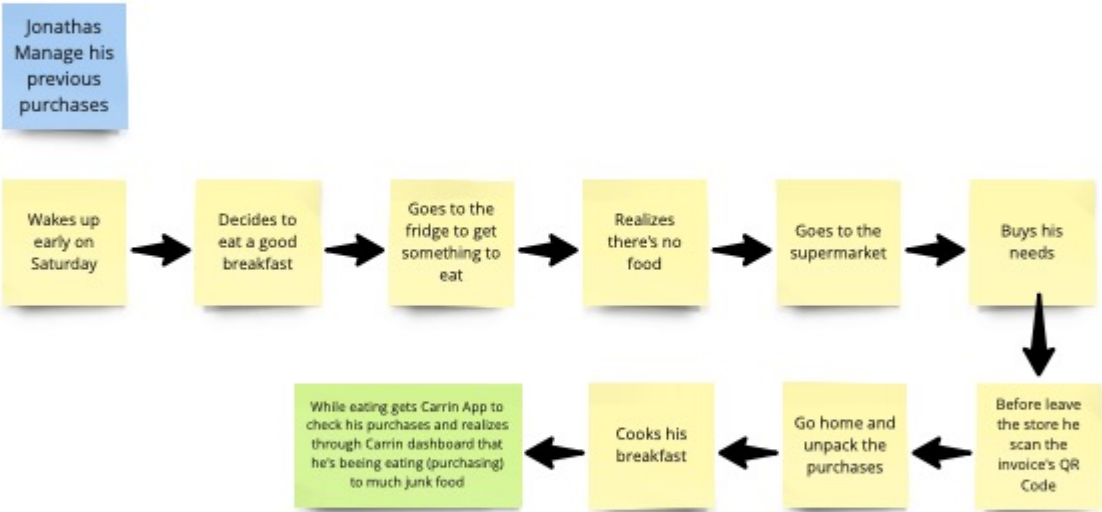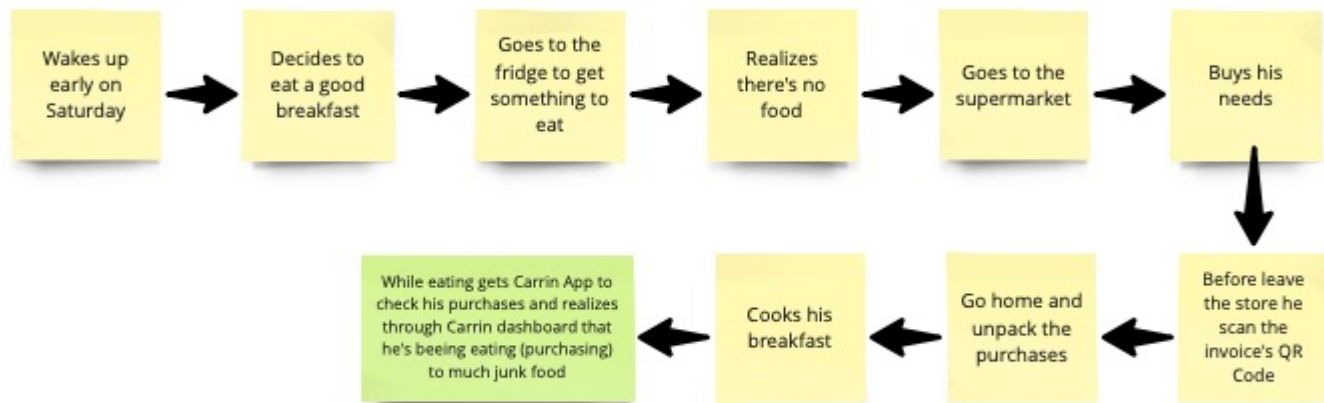|	
Local Markets and Supermarkets	**Profile** Local or regional range
Behavior Data driven decision	**Needs** Understand local consumer needs Understand competitor's behavior and prices

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

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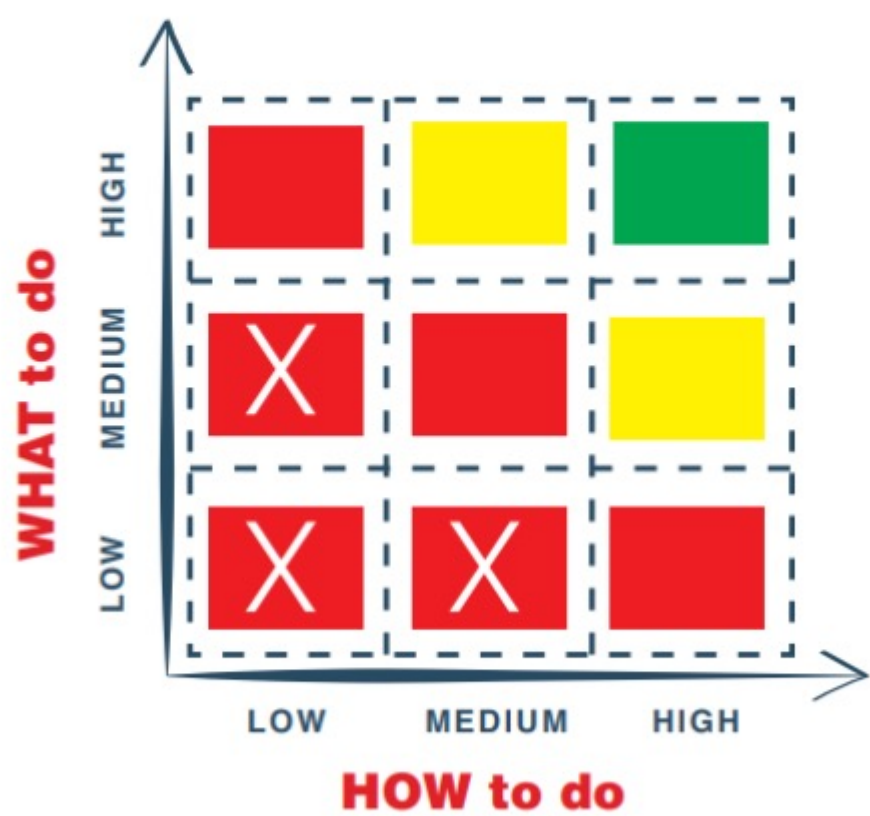Jonathas Manage his previous purchases

Wakes up early on Saturday → Decides to eat a good breakfast → Goes to the fridge to get something to eat → Realizes there's no food → Goes to the supermarket → Buys his needs

Before leave the store he scan the invoice's QR Code ← Go home and unpack the purchases ← Cooks his breakfast ← While eating gets Carrin App to check his purchases and realizes through Carrin dashboard that he's beeing eating (purchasing) to much junk food

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Jonathas Manage his previous purchases

Wakes up early on Saturday → Decides to eat a good breakfast → Goes to the fridge to get something to eat → Realizes there's no food → Goes to the supermarket → Buys his needs

↓

While eating gets Carrin App to check his purchases and realizes through Carrin dashboard that he's beeing eating (purchasing) to much junk food ← Cooks his breakfast ← Go home and unpack the purchases ← Before leave the store he scan the invoice's QR Code

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Activity 6: Feature Brainstorming

IDEATION

Register new purchases	QR Code Scanning	Ability to edit purchase	Generate a graph to show the spending per month	Alert 1 hour after the purchase registration to encourage the user to analyze the purchase	Register the purchase using name, price, picture, store, location
Create a "wishlist" for next purchase	Beeing able to share the 'wishlist' with a contact that is registered in the app	Being able to check the list along the purchasing	Notify when everything from the list has been checked	Categorize products into big batches such as: higiene, utilities etc	Register user with current location
Map with stores location nearby	List the stores and rank in $$$	Being able to search a store	Have a profile for the store (probably Google based ex: powered by)	Preditive purchase: Based on previous purchases it can predict when you will have to buy the new product and pre populate the wishlist	
Shows the lowest price for an item in the region	Data base (catalog) with all products				

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TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW

WHAT to do (vertical axis: LOW, MEDIUM, HIGH)

HOW to do (horizontal axis: LOW, MEDIUM, HIGH)

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.

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EEE $$$ <3<3<3
FEATURE

EEE $$$ <3<3<3
FEATURE

EEE $$$ <3<3<3
FEATURE

EEE $$$ <3<3<3
FEATURE

EEE $$$ <3<3<3
Register new purchases

E $$ <3<3<3
QR Code Scanning

EE $ <3<3<3
Ability to edit purchase

E $$$ <3<3<3
Generate a graph to show the spending per month

E $ <3
Alert 1 hour after the purchase registration to encourage the user to analyze the purchase

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---

E $$ <3<3<3
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EEE $ <3<3<3
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Notify when everything from the list has been checked

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Map with stores location nearby

EEE $$$ <3<3<3
List the stores and rank in $$$

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Being able to search a store

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Have a profile for the store (probably Google based ex: powered by)

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Preditive purchase: Based on previous purchases it can predict when you will have to buy the new product and pre populate the wishlist

---

E $$$ <3<3<3
Shows the lowest price for an item in the region

EE $$ <3<3
Data base (catalog) with all products

SEQUENCER

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

1

- EEE $$$ <3<3<3 Register new purchases
- E $$ <3<3<3 QR Code Scanning
- EE $ <3<3<3 Ability to edit purchase

2

- EE $$$ <3<3<3 Categorize products into big batches such as: higiene, utilities etc
- EE $$$ <3 Register user with current location
- EE $$ <3<3 Data base (catalog) with all products
- E $$$ <3<3<3 Generate a graph to show the spending per month

MVP

3

- E $$ <3<3<3 Create a "wishlist" for next purchase
- EEE $ <3<3<3 Beeing able to share the 'wishlist' with a contact that is registered in the app
- E $ <3<3<3 Being able to check the list along the purchasing

INCREMENT

- EE $ <3<3<3 Notify when everything from the list has been checked

---

4

- E $ <3<3 Alert 1 hour after the purchase registration to encourage the user to analyze the purchase

INCREMENT

- EEE $$$ <3<3<3 Map with stores location nearby
- E $ <3<3<3 Being able to search a store

5

- EEE $$$ <3<3<3 List the stores and rank in $$$
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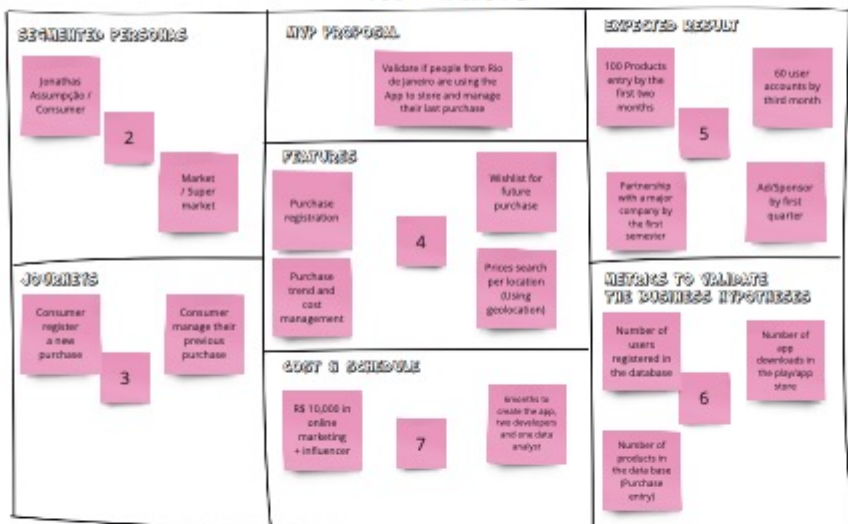- E $$$ <3<3<3 Shows the lowest price for an item in the region

INCREMENT

" Get ready, plan, work and conquer! "

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Activity 9: MVP Canvas

MVP CANVAS

SEGMENTED PERSONAS

- Jonathas Assumpção / Consumer
- **2**
- Market / Super market

JOURNEYS

- Consumer register a new purchase
- Consumer manage their previous purchase
- **3**

MVP PROPOSAL

- Validate if people from Rio de Janeiro are using the App to store and manage their last purchase

FEATURES

- Purchase registration
- **4**
- Wishlist for future purchase
- Purchase trend and cost management
- Prices search per location (Using geolocation)

COST & SCHEDULE

- R$ 10,000 in online marketing + influencer
- **7**
- 3 months to create the app, two developers and one data analyst

EXPECTED RESULT

- 100 Products entry by the first two months
- 60 user accounts by third month
- **5**
- Partnership with a major company by the first semester
- Ad/Sponsor by first quarter

METRICS TO VALIDATE THE BUSINESS HYPOTHESES

- Number of users registered in the database
- Number of app downloads in the play/app store
- **6**
- Number of products in the data base (Purchase entry)

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

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

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MVP CANVAS

SEGMENTED PERSONAS

Jonathas Assumpção / Consumer

2

Market / Super market

MVP PROPOSAL

Validate if people from Rio de Janeiro are using the App to store and manage their last purchase

FEATURES

Purchase registration

4

Wishlist for future purchase

Purchase trend and cost management

Prices search per location (Using geolocation)

JOURNEYS

Consumer register a new purchase

3

Consumer manage their previous purchase

COST & SCHEDULE

R$ 10,000 in online marketing + influencer

7

6months to create the app, two developers and one data analyst

EXPECTED RESULT

100 Products entry by the first two months

5

60 user accounts by third month

Partnership with a major company by the first semester

Ad/Sponsor by first quarter

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SHOWCASE