

Metodología Running Lean aplicada a un lector de noticias inteligente

Andrés M. Jiménez Ríos

Trabajo Fin de Máster

11 de junio de 2019

1 Introducción

1 Introducción

Running Lean

Running Lean is a systematic process for iterating from Plan A to a plan that works, before running out of resources.

Influencia

- Steve Blank - *Customer Development*
- Eric Ries - *Lean Startup*
- Alex Osterwalder - *Business Model Canvas*

Document your plan A

Identify riskiest parts of your plan

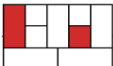
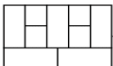
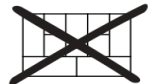
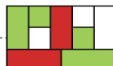
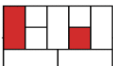
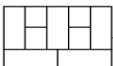
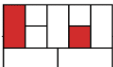
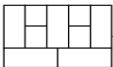
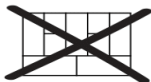
Systematically test your plan

UNDERSTAND
PROBLEM

DEFINE
SOLUTION

VALIDATE
QUALITATIVELY

VERIFY
QUANTITATIVELY



-Brainstorm customers
-Create Lean Canvases

-Prioritize risks
-Business Model Interviews

-Find Prospects
-Problem Interviews

-Build Demo
-Solution Interviews
-Build MVP

-Build Dashboard
-MVP Interviews
-Realize UVP
-Validate full lifecycle

-Constrain features
-Measure progress
-Achieve early traction
-Identify engine of growth
-Scale

Periodismo

Situación actual

La falta de contenido de calidad, las redes sociales y las *fake news*.

Mundo digital

Su propuestas son la sindicación de contenido, las redes sociales y aplicaciones propias.

Metodología Running Lean aplicada a un lector de noticias inteligente

Andrés M. Jiménez Ríos

Trabajo Fin de Máster

11 de junio de 2019