

The Product Box



Benefits:

The first thing our customers want to see are NOT the **functionalities**. What people want to see is how our product will solve their problems, hence, the **benefits**.

Functionalities

→ Benefits



iPhone 13 Pro

Oh. So. Pro.

Slogan:

The key for a good slogan is: Say **everything** that you can **in a few words**, you have to transmit an **emotion**:

- **Acura**—The true definition of luxury. Yours.
- **FedEx**—Peace of mind.
- **Starbucks**—Rewarding everyday moments.



Why should we do this?

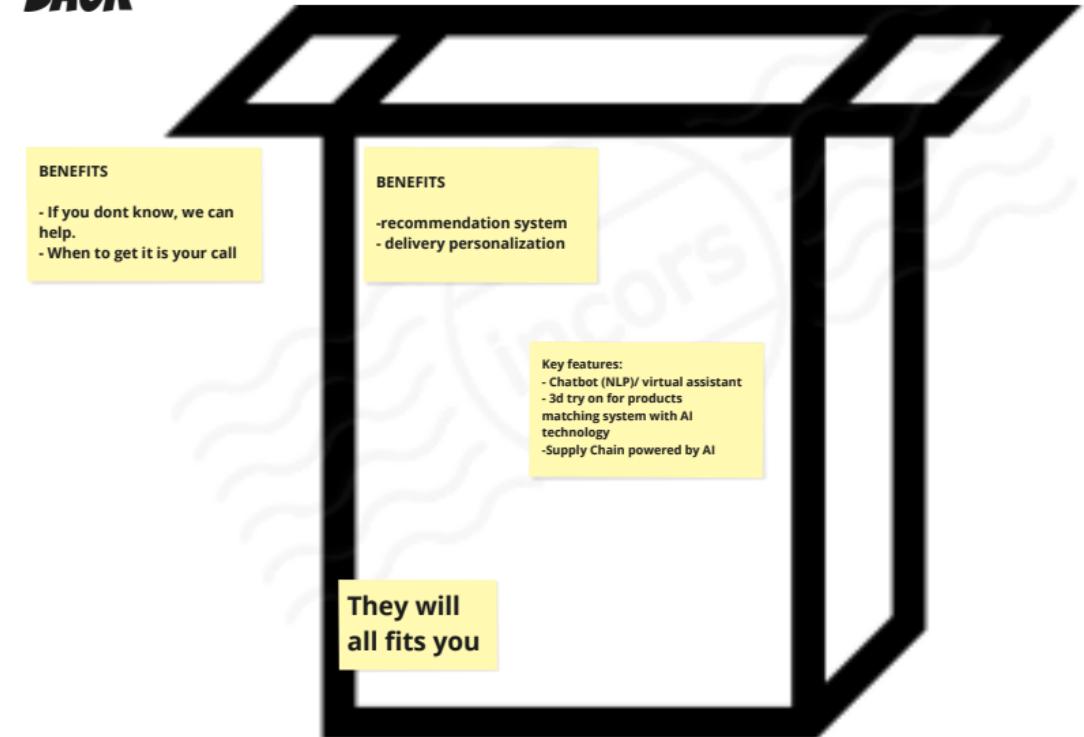
Why:

Products are complex things full of details and moving pieces. By **limiting ourselves** with a box and its faces, we are mentally pushed to think on the **most relevant attributes** of our product. It's a perfect way to start building a **shared vision** of what our product is.

FRONT



BACK



The Elevator Pitch



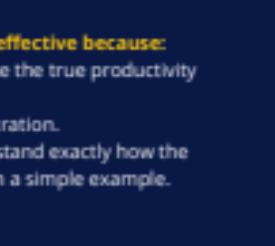
#defineTheVision

Elevator pitch aspects:
Clear and simple.
"Irrefutable"
Believe it. Fall in love with your idea
Awaken emotions.
It holds up over time.



This elevator pitch is effective because:

- It grabs your attention with a question.
- It reminds you of an annoying — and frequent — pain.
- It demonstrates empathy for your situation.
- It's straightforward and doesn't use jargon.



This elevator pitch is effective because:

- It makes you realize the true productivity cost of reporting.
- It sparks your frustration.
- It helps you understand exactly how the product works with a simple example.



The Elevator Pitch

- For [target customer]
- who [statement of need or opportunity]
- [product name]
- is a [product category]
- that [key benefit, compelling reason to buy]
- Unlike [primary competitive alternative]
- our product [statement fo primary differentiation]
- For [people in teams]
- who [has an incapacity to change (they're not willing or don't have the knowlege)]
- [PeopleOS]
- is a [talent management solution for the future]
- that [helps the teams to grow adapt and perform]
- Unlike [classical talent management approaches]
- our product [focus from the inside, on culture and mindset instead of tools and processes]

#defineTheVision

Fiorella
Daniel
Beatriz
Martin
Yessica
Gemma

The Elevator Pitch

For [target customers]

For

who [statement of need or opportunity]



The [product name]



Is a [product category]



That [key benefit or compelling reason to buy]



Unlike [primary competitive alternative]



Our Product [statement of primary differentiation]



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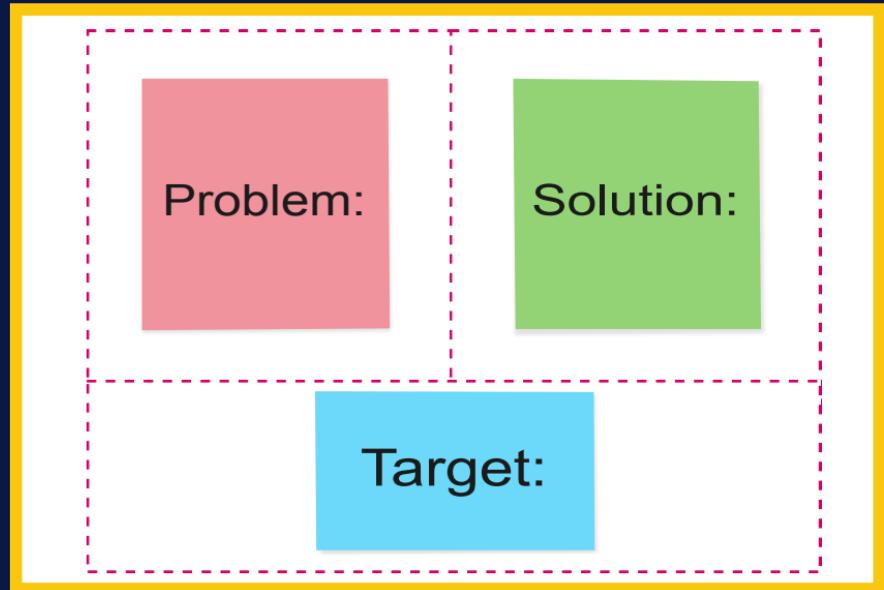
It holds up over time.

15 mins

15 + 10 mins

Let's define our context

- Define a problem that we want to tackle
- Define a solution for it
- What would be the target of that solution



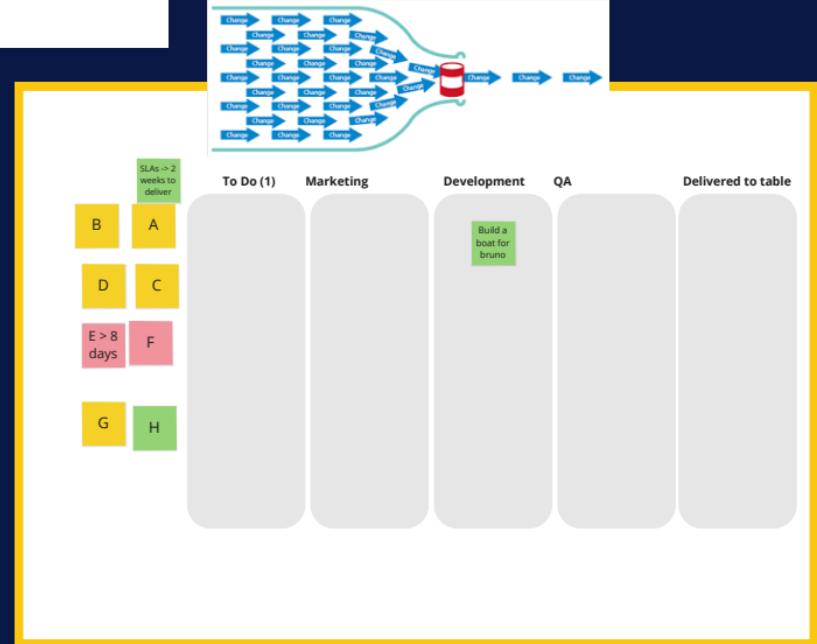
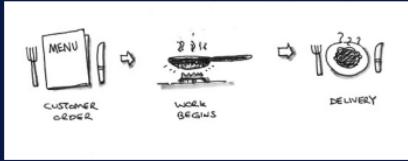
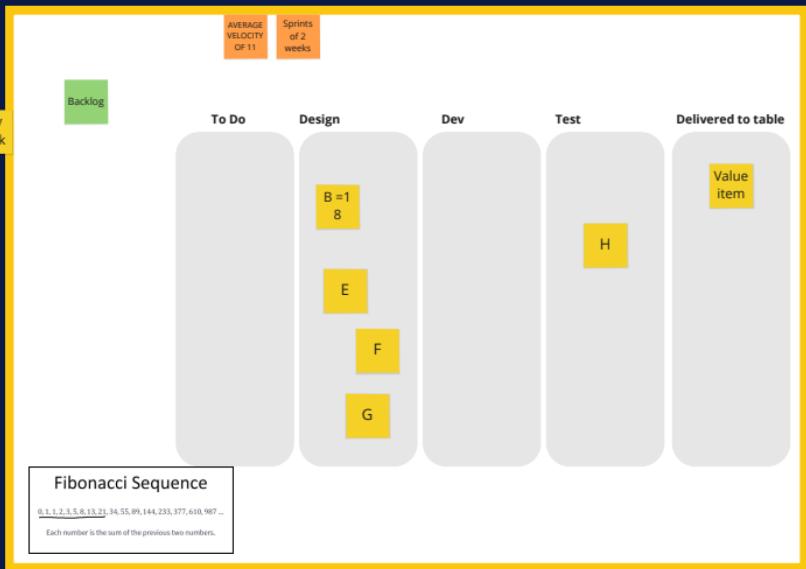
15 mins

It's hard to find
the right
physical
product to buy
for my needs

Webstore

People that buy
from home between
15 and 40 y/o

Scrum & Kanban



Measure:

- Commitment vs Completion -> product increment
- Burn up/down chart

Measure:

- Ageing - (time in column / since created)
- Throughput - (item done on period of time)
- Lead/Cycle time

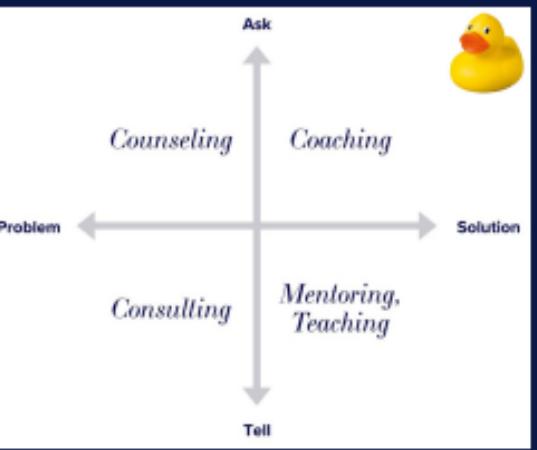
Non Violent Communication

"Is not what you say, is how you say it"

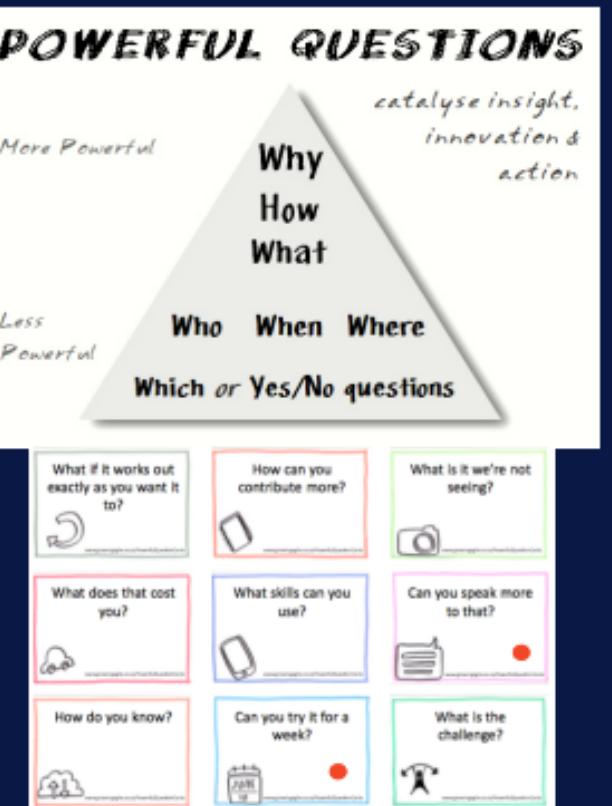
Observation of Facts

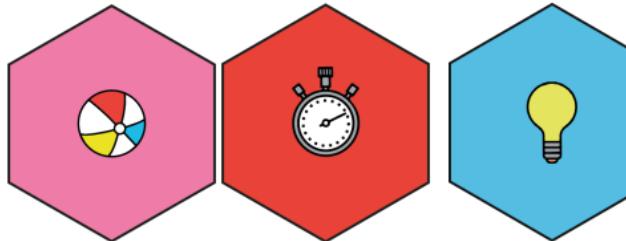
A few examples

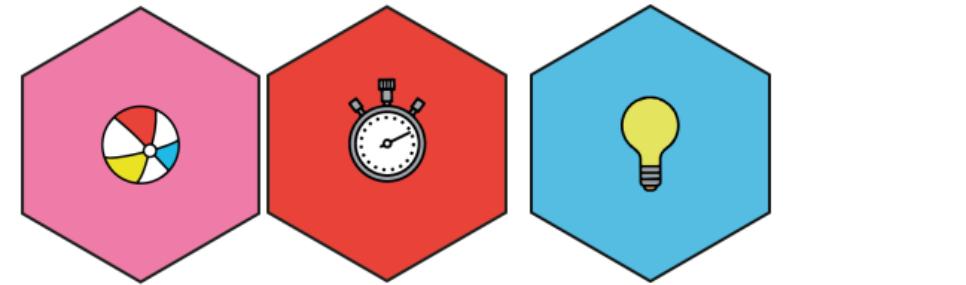
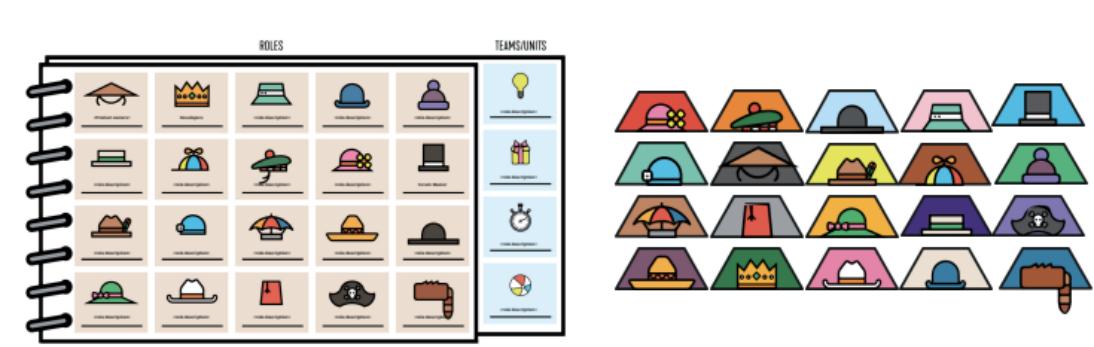
Evaluation mixed in	Observation separated
She's not going to finish the task on time.	I don't think she'll finish on time.
He is lazy.	Both times I walked by today he was not working.
You are always busy.	You didn't have available time to meet with me this week.



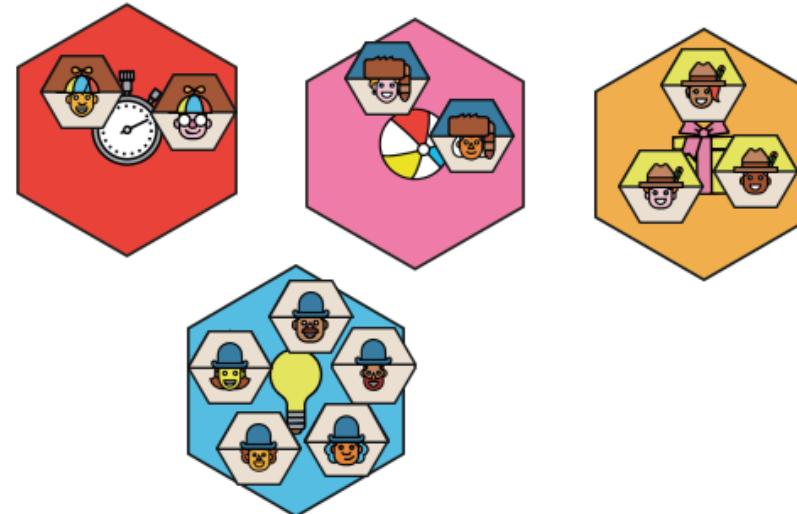
Coaching







Meddler Game - Silos



Delivered value: + + +

What problems appear with this model?

There is no visibility on the chain of value

False sense of achievement

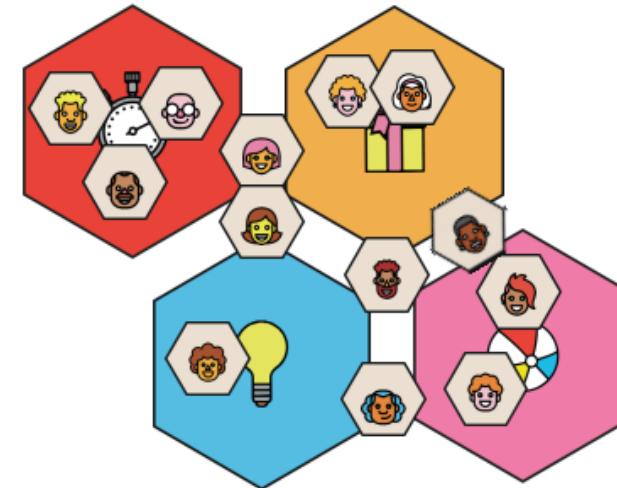
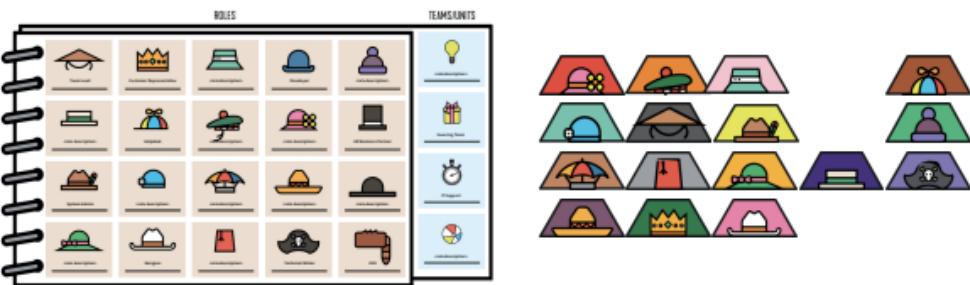
They dont know what others are doing

What advantages does this model have?

Agile Transformation challenges (some of them)

- Lack of empowerment
- Lack of focus
- Lack of team autonomy (silos)
- Lack of transparency
- **Need of predictability and control**

Meddler Game - Lack of focus



$$50+30+20 = 100$$

context are different - u are not being effective



What problems appear with this model?

Not
getting
anywhere

Conflict
of
interest

Not real
compromise

What advantages does this model have?

Learning
different
context

Jan

Feb

Mar

Apr

May

Jun

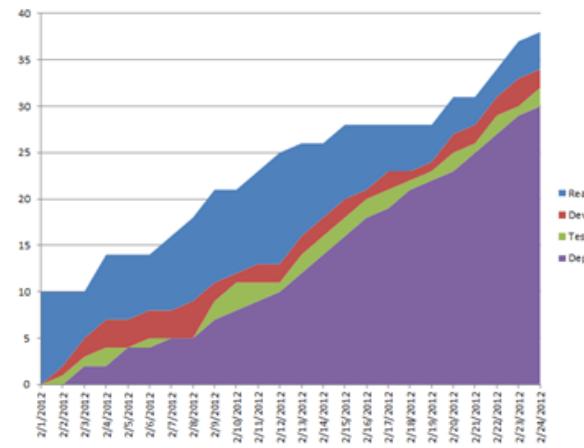
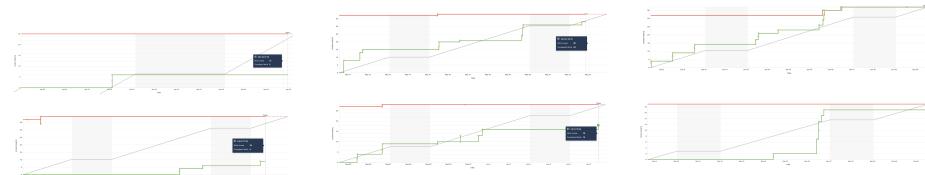
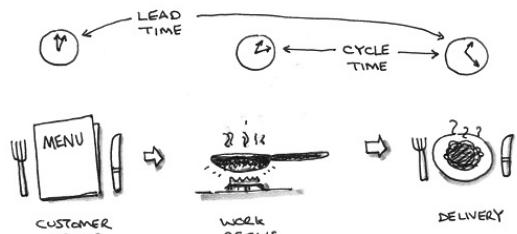
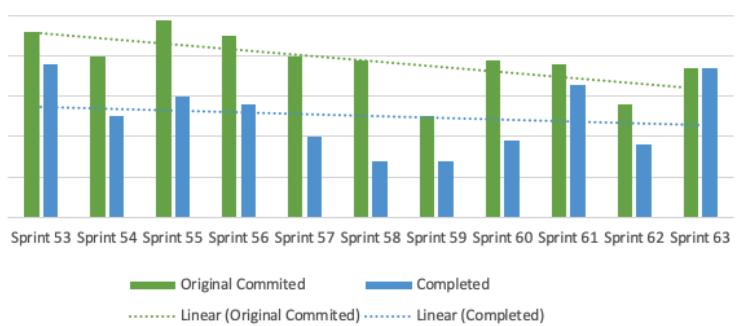
Jul

Req gathering

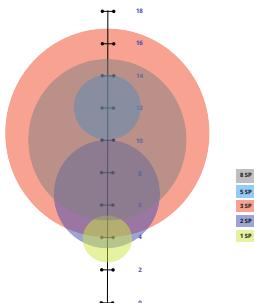
Project development

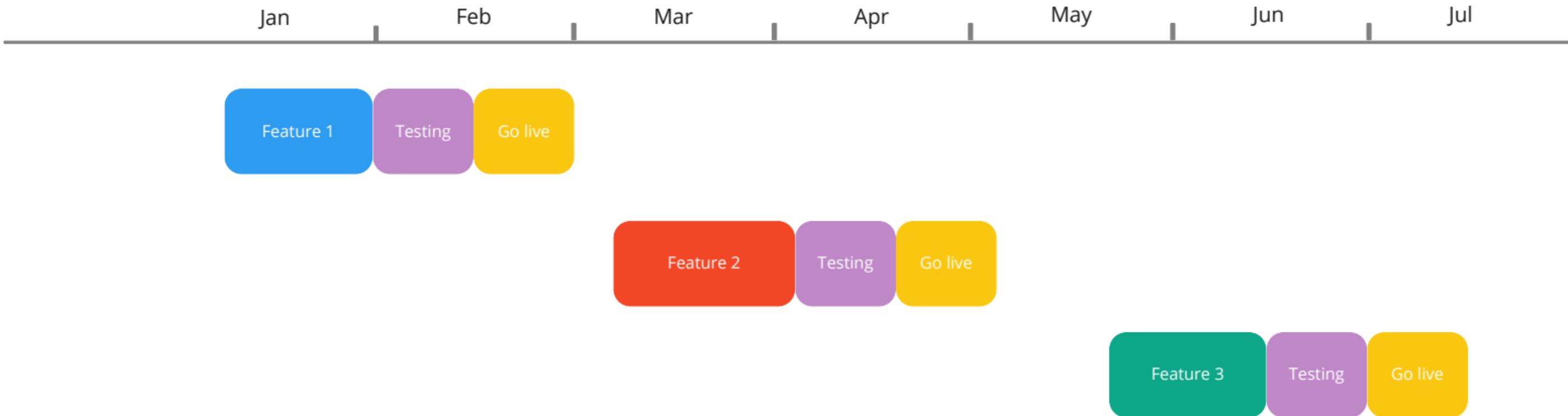
Testing

Go live



1 SP 4 > [2.5;4]
 2 SP 5.5 > [3;10]
 3 SP 8.5 > [4;17]
 5 SP 9 > [10.4;14]
 8 SP 12 > [5.5;15]





#defineTheVision

Marta
Marti
Miriam
Ricardo

For people between 15 - 40 age
who want to find their perfect product
The FITS U
Is a marketplace that delivers the best products to
your door.
That give you personal assistance to find the right
product.
Unlike tradicional e-commerces
Our Product ask you some questions to limit



The Elevator Pitch



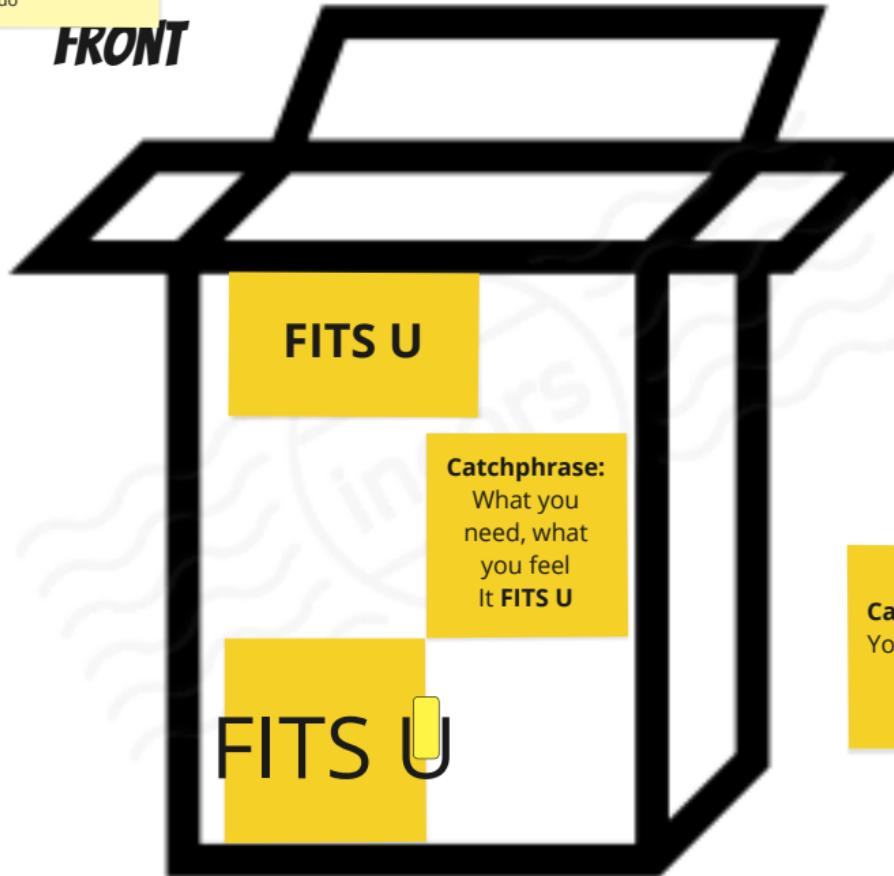
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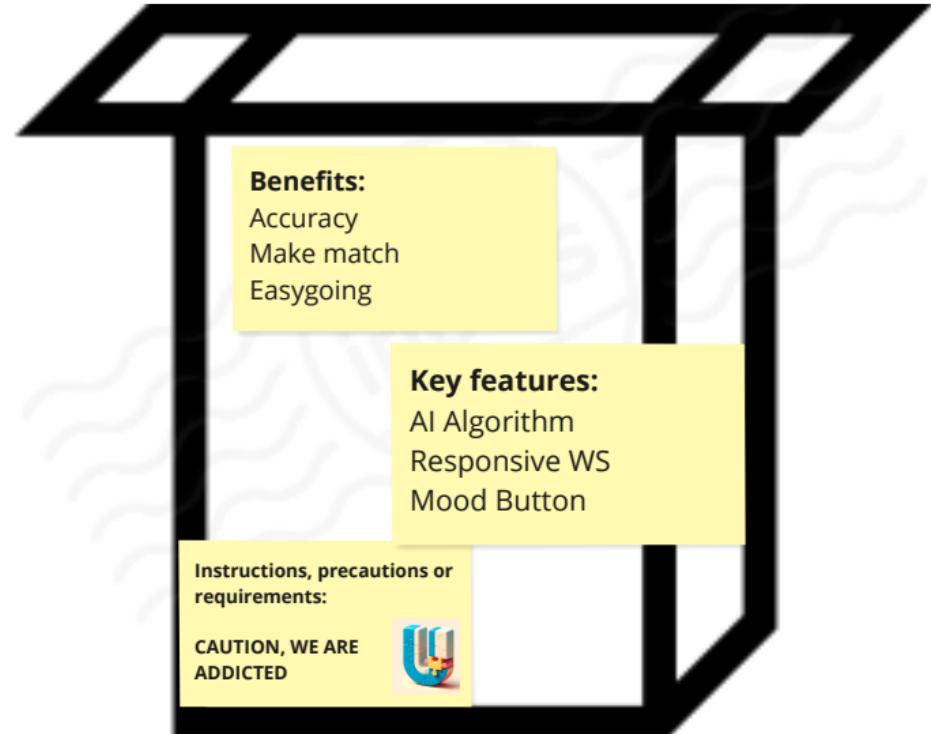
15 mins

15 + 10 mins

FRONT



BACK



#NVC Cheat sheet

OBSERVATION

when I see you
constantly on your
phone at the table

FEELING

I have the feeling that
you are not paying
attention to what I'm
saying

NEED

I need you to be more
present during meals,
so that we can have
proper conversations

REQUEST

Can you consider
putting the phone
aside during meals?

#NVC Cheat sheet

OBSERVATION



FEELING



NEED



REQUEST



#NVC Cheat sheet

OBSERVATION

When I hear you talking about everyone's clothes

FEELING

I feel a little uncomfortable

NEED

I need to know if everybody is OK with it

REQUEST

Would you consider asking people about their feelings when receiving your comments about their style?

#NVC Cheat sheet

OBSERVATION

When my house
is a mess after i
had cleaned

When my house
is a mess after i
had cleaned

FEELING

I have wasted
my time

NEED

every body has
to collaborate

REQUEST

Could you put what
you have thrown
away in its place?

#NVC Cheat sheet

OBSERVATION

when I see the mess at the kitchen

FEELING

I have the feeling that we are living in a zoo

NEED

I need to improve cleaning at home

REQUEST

Would you be willing to clean the kitchen every weekend?

#NVC Cheat sheet

OBSERVATION

When I don't have access to needed documents and need to ask somebody to put in my folder

FEELING

I feel like I wasn't a trustable person and not being a part of a team

NEED

I need to access documents to be able to do my job properly and on time

REQUEST

Could I have access to documents by my own?

#NVC Cheat sheet

OBSERVATION

When I do the technical tasks of the BI Analyst

FEELING

On one hand I feel motivated to develop my skills and on the other hand under rewarded

NEED

Because I would like to be recognized more according to my tasks

REQUEST

Are you willing to revise my position?

#NVC Cheat sheet

OBSERVATION

when is
something
wrong

FEELING

When people is
deley with the
work

NEED

When I need the
technical skill
from someone

REQUEST

Could you please
find the mistake on
the dashboard?