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.

Conceição - Cliente
Eu participarei somente no kickoff e no showcase

Flávia - Usuário Acupunturista
Eu participarei de todas atividades

Sartori - Gerente de Projetos
Eu participarei de todas atividades

Magno - Product owner
Eu participarei de todas atividades

Lilith - UX Design
Eu participarei de todas atividades

Barroso - Desenvolvedor
Eu participarei de todas atividades

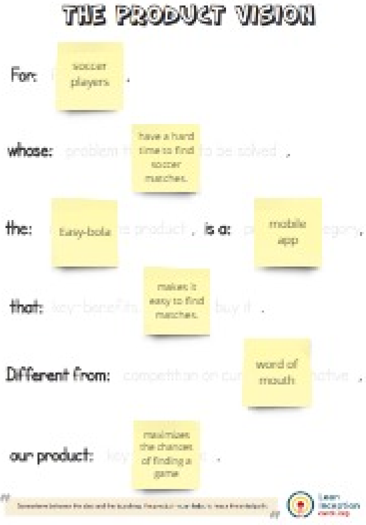
Marcela - UX Design
Eu participarei de todas atividades

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 post-its to the single template.
3. Ask the team to consolidate a homogeneous sentence, copying or rewriting the previous notes, as needed.


THE PRODUCT VISION
For:
soccer players
whose:
problem
to be solved
have a hard time to find soccer matches.
the:
Easy-bola
product
is a:
mobile app
category
that:
key-benefits
makes it easy to find matches.
buy it
Different from:
competition or current alternative
word of mouth
our product:
key
maximizes the chances of finding a game
Lean Inception

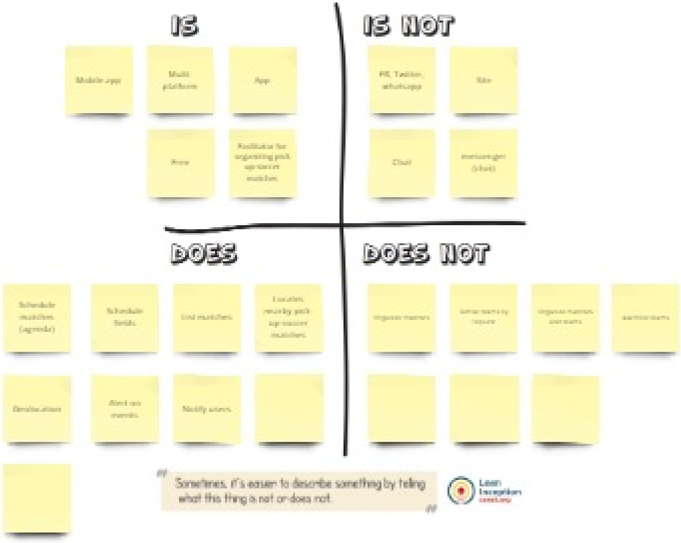
miro

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 blanks selected in its respective template.
2. Ask a person to read a note. 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 notes are finished.



IS

- Mobile app
- Multi platform
- App
- Free
- Facilitator for organizing pick up soccer matches

IS NOT

- FB, Twitter, whatsapp
- Site
- Chat
- messenger (chat)

DOES

- Schedule matches (agenda)
- Schedule fields
- List matches
- Locates nearby pick up soccer matches
- Geolocation
- Alert on events
- Notify users

DOES NOT

- Organize matches
- [illegible]
- Organize matches and teams
- [illegible]

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

miro

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 blanks 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'.

bring players together	publicize the app	monetize
find players	invite friends from work	sell ad space
show matches	advertise in the neighborhood	increase courts rental
find games by geolocation	reward loyal users	organize championship by player level
		make $ with advertising banner

miro

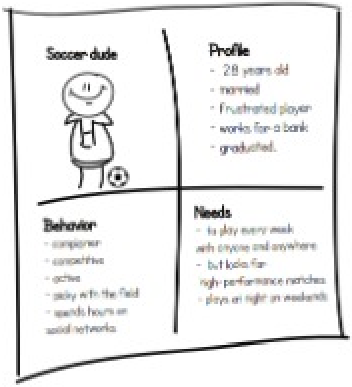
Personas

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, make 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.



Soccer dude

Profile
- 28 years old
- married
- frustrated player
- works for a bank
- graduated.

Behavior
- complainer
- competitive
- active
- picky with the field
- spends hours on social networks

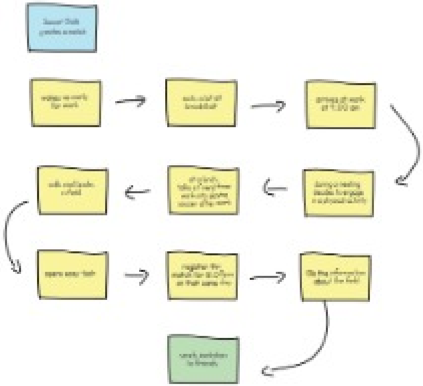
Needs
- to play every week with anyone and anywhere
- but looks for high performance matches
- plays at night on weekends

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.


wakes up early for work
eats a lot of breakfast
arrives at work at 7:30 am
registers for match for 8:00pm on that same day
sends invitation to friends

> The User Journey describes a sequence of steps a user follows in order to reach a goal.

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.

- Cancel participation
- Alert results
- Player register
- Rank a player
- Alert of canceled match
- Detailed filter
- Financial details of the match
- Field ranking
- Alert of confirmed match
- Invite a friend to the match
- Players ranking (visualization)
- Find matches without geolocation
- Cancel match
- Confirm participation
- Match register
- Match details (place, time and day)
- Find matches with geolocation

miro

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.

❶ Ask a person to choose and drag a feature, going through the graph and table.

❷ Define the color according to the confidence level and make markings (on a scale of 1 to 3) of business value, effort and UX value - $, ▮ and ♥.

❸ Confirm that everyone agrees, choose the next person and return to step 1.

$$ ▮ <3<3<3
Cancel participation

$$ ▮▮ <3<3
Financial details of the match

$$ ▮▮ <3
Match register

$ ▮▮ <3<3
Player register

$ ▮▮▮ <3<3<3
Cancel match

$ ▮▮ <3<3<3
Match details (place, time and day)

$$$ ▮▮ <3<3<3
Alert of canceled match

$ ▮▮▮ <3<3<3
Find matches without geolocation

$$ ▮ <3<3<3
Confirm participation

$$$ ▮▮▮ <3<3<3
Alert Dispatcher

$ ▮▮▮ <3<3<3
Alert of confirmed match

$ ▮▮▮ <3<3<3
Invite a friend to the match

$ ▮▮ <3<3<3
Players ranking (visualization)

$ ▮▮▮ <3<3<3
Field ranking

miro

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. Respect the rules.
3. Identify the MVP and the increments of the product.

RULES

Rule 1: A wave can contain a maximum of three cards.

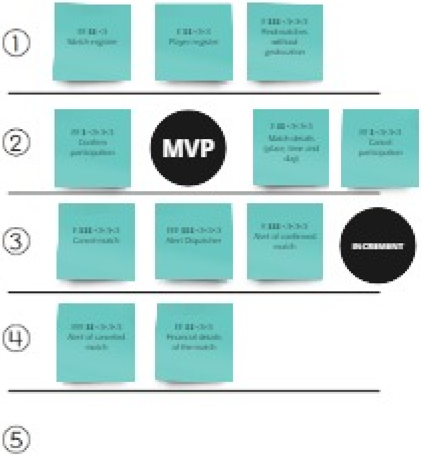
Rule 2: A wave cannot contain more than one red card.

Rule 3: A wave cannot contain three cards, only yellow or red.

Rule 4: The total effort of the cards cannot exceed five E'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.



①
Match register
Player register
Find matches without geolocation

②
Confirm participation
MVP
Match details (place, time and day)
Cancel participation

③
Cancel match
Alert Organizer
Alert of confirmed match
INCREMENT

④
Alert of cancelled match
Financial details of the match

⑤

"Get ready, plan, work and conquer!"

Lean Inception

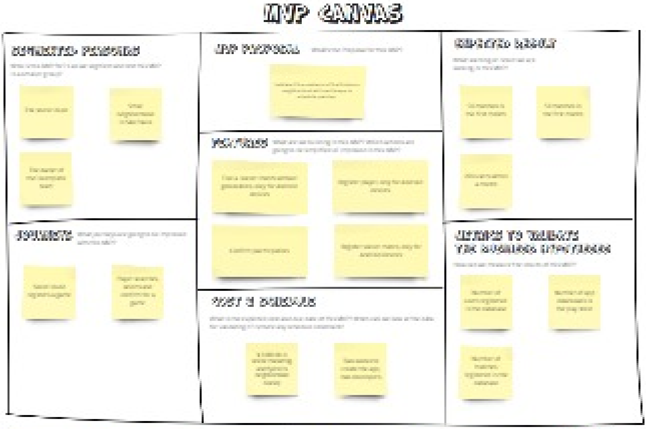
miro

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 team into two groups and ask each group to complete the MVP canvas in their respective template.
2. Ask each group to present their Canvas MVP.
3. Ask the team to consolidate the seven blocks of the MVP canvas, using and changing the previous notes as needed.


MVP CANVAS
SEGMENTED PERSONAS
MVP PROPOSAL
EXPECTED RESULT
FEATURES
JOURNEYS
COST & SCHEDULE
METRICS TO VALIDATE THE BUSINESS HYPOTHESES

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

miro

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:

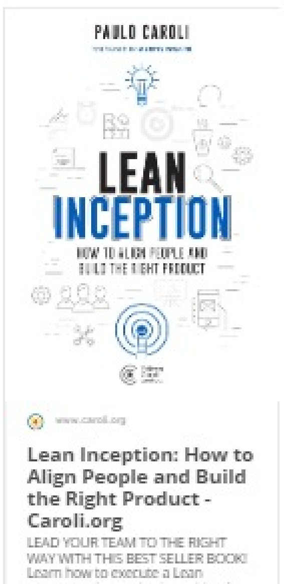
Ana Paula da Silva
UX Designer & Strategist
Trainer & Facilitator Lean Inception®

Gabriel Viégas
SR Business Analyst
Facilitador

Paulo Caroli
Lean Inception® author

Arthur Ferreira
Product Designer

More info:



Lean Inception: How to Align People and Build the Right Product - Caroli.org
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

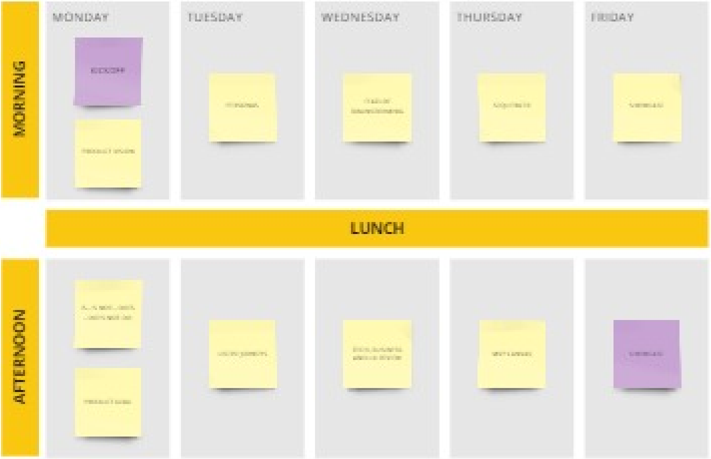
Lean Inception: How to Align People and Build the Right Product 1, Caroli, Paulo, eBook - Amazon.com
Lean Inception: How to Align People and Build the Right Product - Kindle edition by Caroli, Paulo. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, 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

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.

Agenda



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	[illegible] [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	LUNCH				
AFTERNOON	[illegible] [illegible]	[illegible]	[illegible]	[illegible]	[illegible]

miro

THE PRODUCT VISION

For: Acupunturistas

whose: Que tem dificuldade de realizar cadastros, diagnósticos e tratamentos de pacientes ,

the: Acupuntura Integrada , is a: É um app mobile .

that: Que facilita realizar a avaliação clínica do paciente ,

Different from: Diferentemente de um registro em papel ou documento sem integração ,

our product: O nosso produto dá agilidade e acessibilidade no registro e diagnóstico dos pacientes, aumentando a quantidade de atendimentos.

[illegible]

miro

IS

App mobile Android

App Papo

Destinado a profissionais da acupuntura

IS NOT

Não é um sistema web

Não é para uso do paciente

Não é um app Apple

Não é app financeiro

DOES

Cadastro de Pacientes

Registra diagnósticos

Registra Prescrições

Registra Tratamentos

[illegible]

Anexa fotos

DOES NOT

Não indica o tratamento a ser realizado

Não define pontos

Não realiza a comunicação com pacientes

Não realiza cobranças pelo app

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

miro

Acupunturista 1
Maria

Profile

- Atende em sua própria Clínica de Acupuntura
- 35 anos
- Casada
- 2 filhas

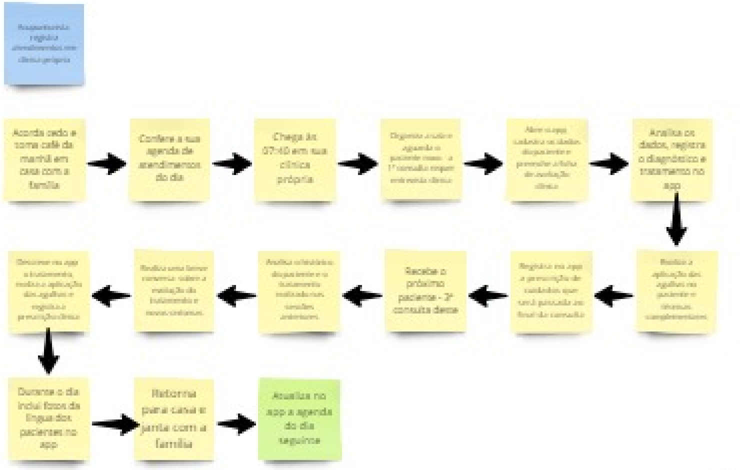
Behavior

- Ativa
- Com muita sensibilidade
- Ritmo de vida dinâmico
- Interesse em cursos
- Interesse em tecnologias.

Needs

- Agilizar o registro e geração do diagnóstico
- Acessar os dados pelo celular ou tablet

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



Acupunturista [illegible] atendimentos em clínica própria

Acorda cedo e toma café da manhã em casa com a família

Confere a sua agenda de atendimentos do dia

Chega às 07:40 em sua clínica própria

Organiza a sala e aguarda o paciente novo - a 1ª consulta requer entrevista clínica

Abre o app, cadastra os dados do paciente e preenche a ficha de avaliação clínica

Analisa os dados, registra o diagnóstico e tratamento no app

Realiza a aplicação das agulhas no paciente e técnicas complementares

Registra no app a prescrição de cuidados que será passada ao final da consulta

Recebe o próximo paciente - 3ª consulta deste

Analisa o histórico do paciente e o tratamento realizado nas sessões anteriores.

Realiza uma breve conversa sobre a evolução do tratamento e novos sintomas.

Descreve no app o tratamento, realiza a aplicação das agulhas e registra a prescrição clínica

Durante o dia inclui fotos da língua dos pacientes no app

Retorna para casa e janta com a família

Atualiza no app a agenda do dia seguinte

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".

miro

THE PRODUCT VISION

For: final client .

whose: pro needs to be solved .

the: name of the product . **is a:** pro gory.

that: key benefits, reason to buy it .

Different from: compet nent alternative .

our product: key difference .

Fill in the blanks marked with post its in your color

miro

[illegible] 2
Ana

Profile

- Atende em 3 clínicas diferentes
- 26 anos
- Solteira
- Sem filhos
- Mora sozinha

Behavior

[illegible]

Needs

- Organizar o cadastro de pacientes.
- Facilitar o registro do histórico e atendimentos dos pacientes.

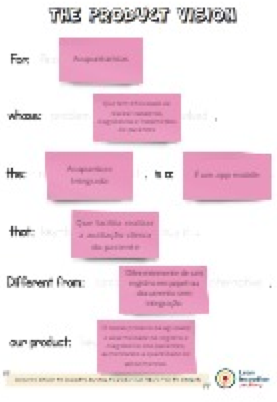
[illegible]

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.

miro

Activity 1: Product Vision



THE PRODUCT VISION

For: Acupunturistas

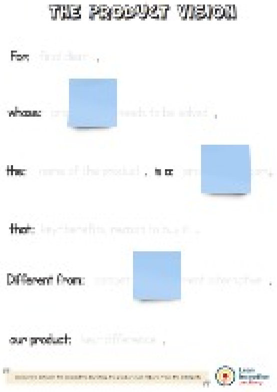
whose: [illegible]

the: Acupuntura Integrada, is a: É um app mobile

that: Que facilita realizar a avaliação clínica do paciente

Different from: Diferentemente de um registro em papel ou documento sem integração

our product: [illegible]



THE PRODUCT VISION

For: first client,

whose: problem needs to be solved,

the: name of the product, is a: product category,

that: key benefits, reason to buy it,

Different from: competition or current alternative,

our product: key difference.

THE PRODUCT VISION

For: first client,

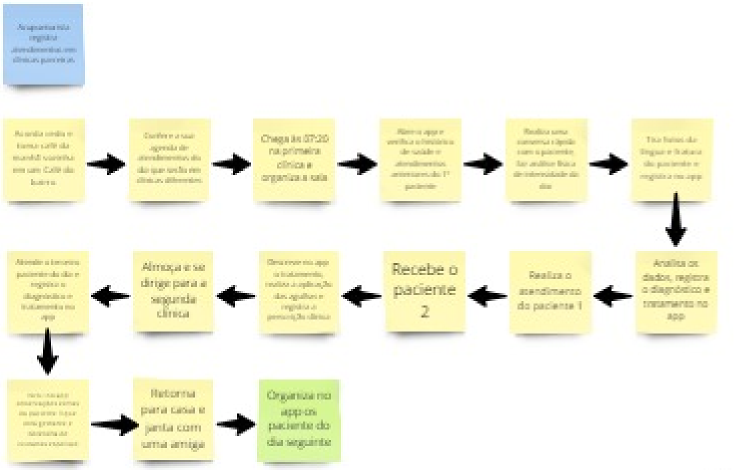
whose: problem needs to be solved,

the: name of the product, is a: product category,

that: key benefits, reason to buy it,

Different from: competition or current alternative,

our product: key difference.


Acorda cedo e toma café da manhã sozinha em um Café do bairro
Confere a sua agenda de atendimentos do dia que serão em clínicas diferentes
Chega às 07:20 na primeira clínica e organiza a sala
Abre o app e verifica o histórico de saúde e atendimentos anteriores do 1º paciente
Analisa os dados, registra o diagnóstico e tratamento no app
Realiza o atendimento do paciente 1
Recebe o paciente 2
Almoça e se dirige para a segunda clínica
Retorna para casa e janta com uma amiga
Organiza no app os paciente do dia seguinte

THE PRODUCT VISION

For: final client .

whose: problem ts to be solved .

the: na product , is a: product category.

that: key benefits, reason to buy it .

Different from: competition or current alternative .

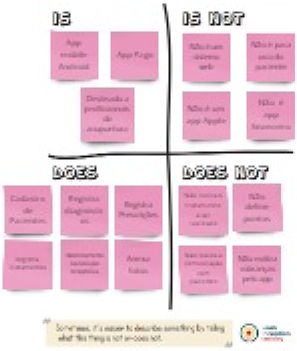
our product: ke e .

Fill in the blanks marked with post its in your color

[illegible]

miro

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



IS

App mobile Android

App [illegible]

Destinado a profissionais de [illegible]

IS NOT

Não tem sistema web

Não é para acesso paciente

Não é um app Apple

Não é app financeiro

DOES

Cadastro de Pacientes

Registra diagnósticos

Registra Prescrições

Registra tratamentos

[illegible]

Anexa fotos

DOES NOT

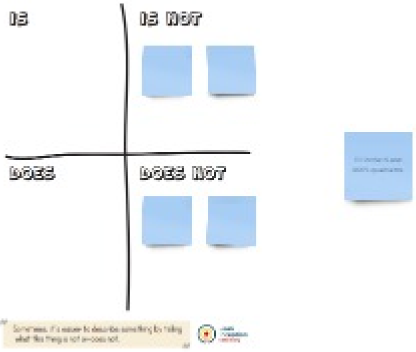
[illegible]

Não define [illegible]

Não realiza comunicação com paciente

Não realiza cobranças pelo app

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



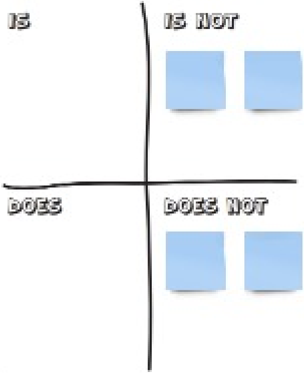
IS

IS NOT

DOES

DOES NOT

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



IS

IS NOT

DOES

DOES NOT

Fill in the IS and DOES quadrants.

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

miro

Activity 3: Product Goals

Dar agilidade ao processo de registro de dados dos pacientes para gerar diagnósticos

A tela de coleta dos dados deve ser uma navegação intuitiva e fluida

O preenchimento dos campos para a coleta de dados deve otimizar o tempo do Acupunturista

Trazer objetividade no entendimento do diagnóstico dos pacientes

Facilidade no acesso aos dados para análise, diagnóstico e prescrição clínica

Facilidade no registro e histórico de atendimentos

Aumentar os ganhos financeiros dos acupunturistas

Aumentar o número de pacientes atendidos.

Activity 4: Personas

[illegible]

[illegible]

- Atendimento em sua própria Clínica de Acupuntura
- 38 anos
- Casada
- 2 filhos

[illegible]

[illegible]

[illegible]

- Agilizar o registro e geração do diagnóstico
- Acessar os dados pelo celular ou tablet

[illegible]

[illegible]

[illegible]

- Atende em 3 clínicas diferentes
- 29 anos
- Solteira
- Sem filhos
- Mora sozinha

[illegible]

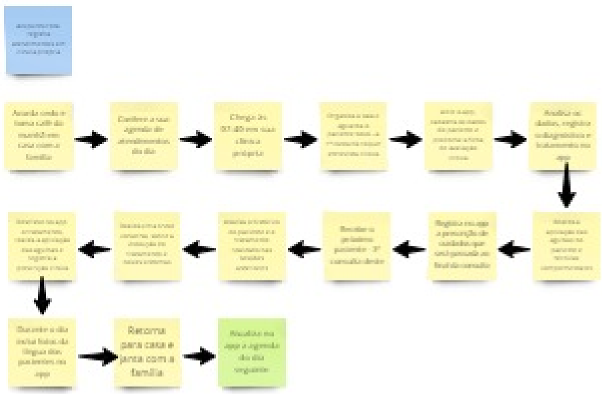
[illegible]

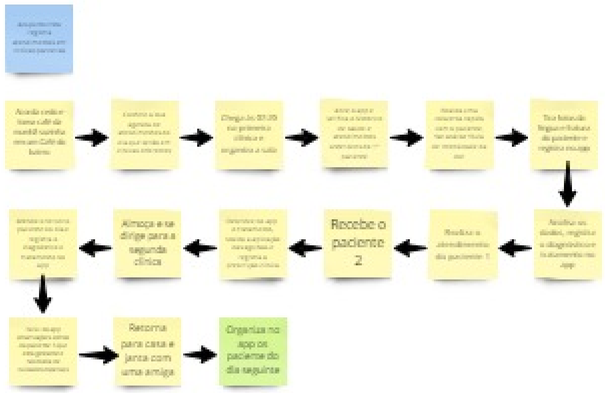
[illegible]

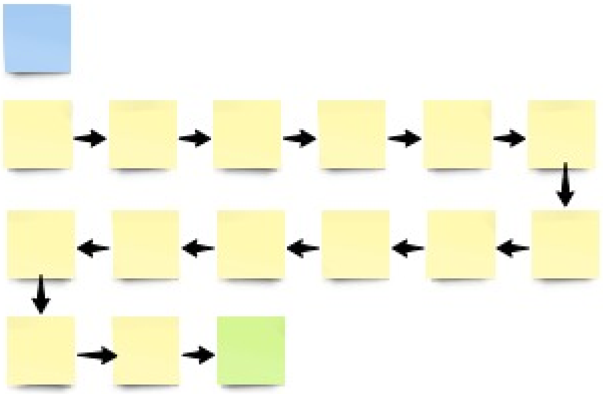
[illegible]

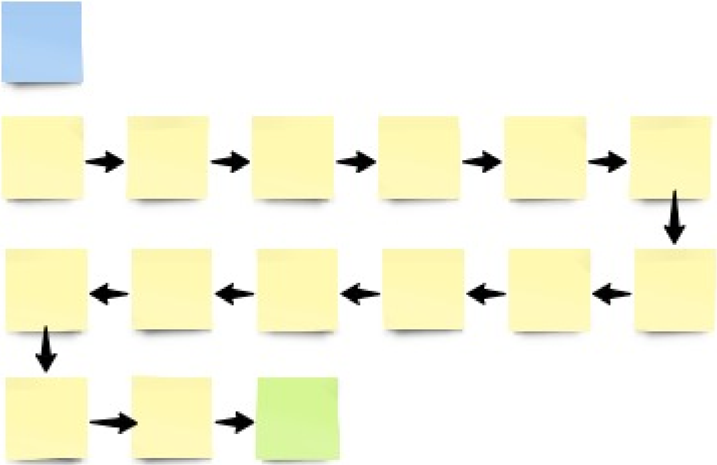
[illegible]

Activity 5: Users' Journeys


Acorda cedo e toma café da manhã em casa com a família
Confere a sua agenda de atendimentos do dia
Chega às 07:40 em sua clínica própria
Analisa os dados, registra o diagnóstico e tratamento no app
Registra no app a prescrição de cuidados que será passada ao final da consulta
Durante o dia insere fotos da língua dos pacientes no app
Retorna para casa e janta com a família
Visualiza no app a agenda do dia seguinte


Analisa os dados, registra o diagnóstico e tratamento no app
Realiza o atendimento do paciente 1
Recebe o paciente 2
Almoça e se dirige para a segunda clínica
Retorna para casa e janta com uma amiga
Organiza no app os pacientes do dia seguinte





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Activity 6: Feature Brainstorming

Cadastrar identificação do paciente

Cadastrar Queixa Principal

Cadastrar Queixas Secundárias

Cadastrar Histórico Pessoal

Cadastrar Histórico Familiar

Cadastrar Exames médicos

Cadastrar Cirurgias

Cadastrar Profissionais que o acompanham

Cadastrar Medicamentos

Criar relação de históricos de atendimentos

Criar relatório frequência de atendimento por paciente

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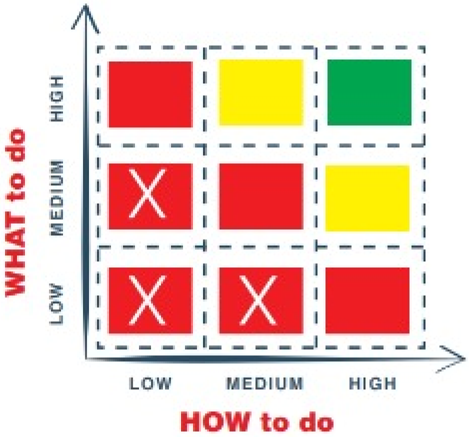
Activity 7: Technical, Business and UX Review

TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW



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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[illegible]
Cadastrar identificação do paciente

[illegible]
Cadastrar Queixa Principal

[illegible]
Cadastrar Queixas Secundárias

[illegible]
Cadastrar Histórico Pessoal

[illegible]
Cadastrar Histórico Familiar

[illegible]

[illegible]
Cadastrar Exames médicos

[illegible]
Cadastrar Alergias

[illegible]
Cadastrar Medicamentos

[illegible]

[illegible]
Criar relação de Instâncias de atendimentos

[illegible]

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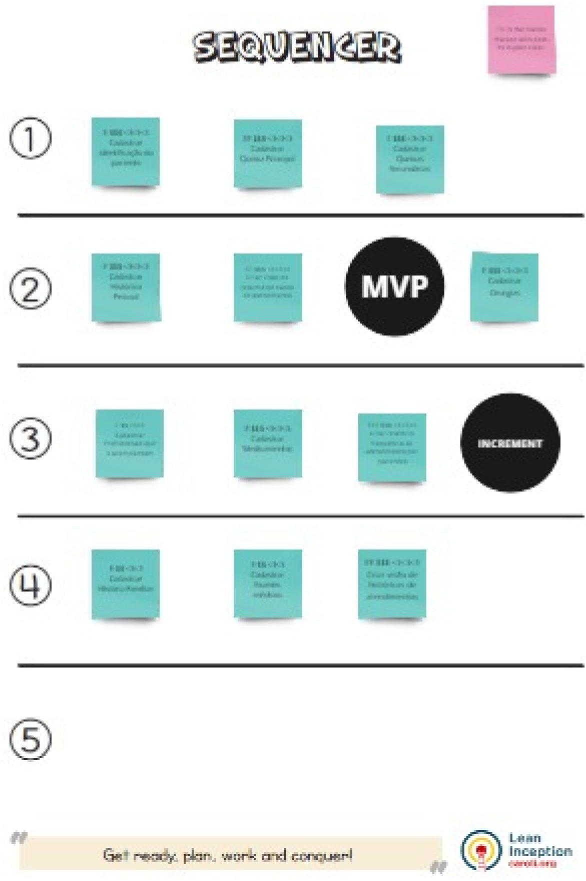
Activity 8: Sequencer


SEQUENCER
①
Cadastrar Identificação do paciente
Cadastrar Queixa Principal
Cadastrar Queixas Secundárias
②
Cadastrar Histórico Pessoal
MVP
Cadastrar Drogas
③
Cadastrar Medicamentos
INCREMENT
④
Cadastrar Histórico Familiar
Cadastrar Exames médicos
Criar visão de históricos de atendimentos
⑤
Get ready, plan, work and conquer!
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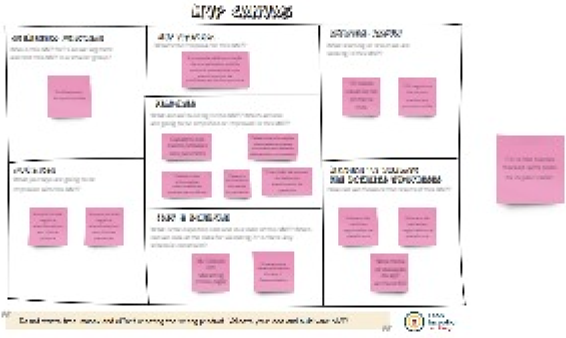
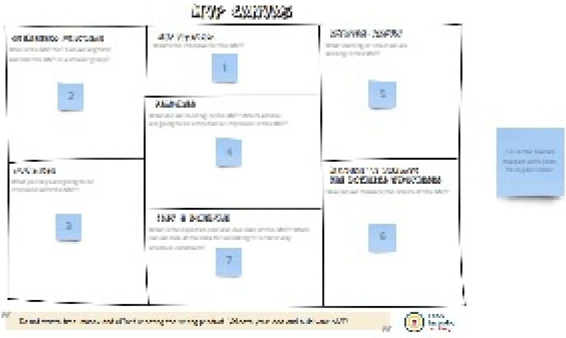
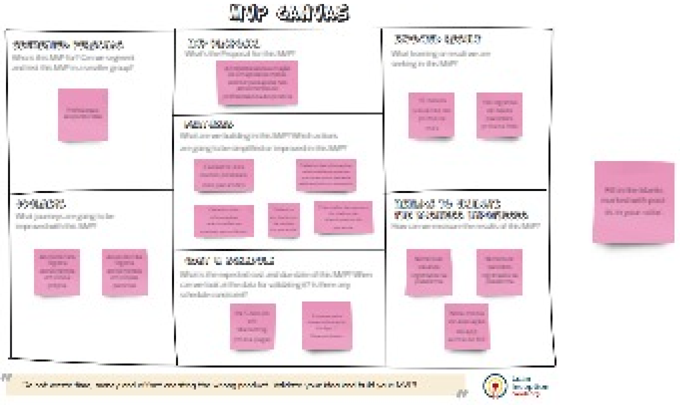
Activity 9: MVP Canvas




MVP CANVAS
1
2
5
4
3
6
7

miro



MVP CANVAS

SEGMENTED PERSONAS

What is this MVP for? Can we segment and test this MVP in a smaller group?

MVP PROPOSAL

What's the Proposal for this MVP?

FEATURES

What are we building in this MVP? Which actions are going to be simplified or improved in this MVP?

JOURNEYS

What journeys are going to be improved with this MVP?

COST & SCHEDULE

What is the expected cost and due date of this MVP? When can we look at the data for validating it? Is there any schedule constraint?

EXPECTED RESULT

What learning or result we are seeking in this MVP?

METRICS TO VALIDATE THE BUSINESS HYPOTHESES

How can we measure the results of this MVP?

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 an MVP"

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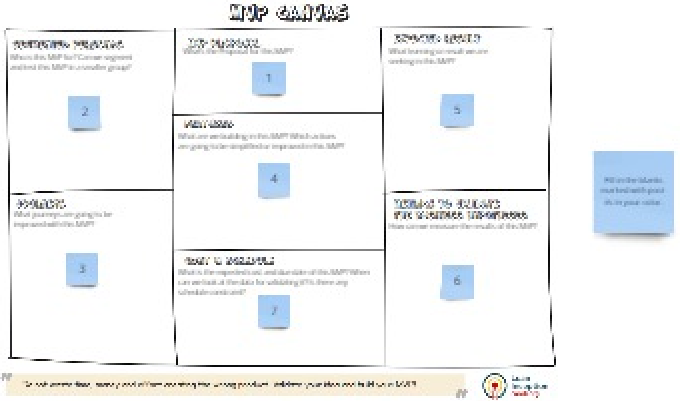

MVP CANVAS

SEGMENTED PERSONAS
Who's the MVP for? Can we segment and test the MVP in a smaller group?
2

MVP PROPOSAL
What's the Proposal for the MVP?
1

EXPECTED RESULT
What learning or result are we seeking in the MVP?
5

FEATURES
What are we building in the MVP? Which actions are going to be simplified or improved in the MVP?
4

JOURNEYS
What journeys are going to be improved with the MVP?
3

METRICS TO VALIDATE THE BUSINESS HYPOTHESES
How can we measure the results of the MVP?
6

COST & SCHEDULE
What is the expected cost and duration of the MVP? When can we look at the data for validating it? Is there any schedule constraint?
7

Fill in the blanks marked with post its in your order.

"Do not waste time, money and effort on building the wrong product. Validate your idea and build an MVP"

miro

SHOWCASE