Good Morning!!

Please claim a table for your “team”

Use the materials at the table to make your team’s name visible to other teams

(creativity is encouraged)

Intro

Who Are We

gina@mutuallyhuman.com

@ginawinkler

samuel@mutuallyhuman.com

@shmuel

mike@mutuallyhuman.com

@mikedoel

mutually human

About Mutually Human

what

We Craft Humane Software

why

We love what we do because we get to make your job easier, or your free time more fun, or maybe your hospital visit safer. Whatever we're working on, we help get technology out of the way so you can worry about more important things.

how

When we apply our technical expertise, our ever improving process, and most of all our humanity to each product and service we design we're not just building better technology, we're making sure technology gets out of the way.

eFlex SYSTEMS Flexible Manufacturing Software Solutions · PLOS Open for Discovery · Wise.io · Bloomfire · Mutually human

Mutually human

EXPENSIVE

ERP

HOTEL MANAGEMENT

MILK VIDEO

SAMSUNG

1.2

1.2 BILLION

The most expensive software in the world

The most expensive software in the world is software that will never be used.

DESIREABLE
USABLE
USEFUL

DESIREABLE
USABLE
USEFUL

VALUABLE

DESIREABLE
USABLE
USEFUL

PROFITABLE

VIABLE

“Samsung's YouTube”

“a curated experience like no other”

“It’s ridiculously easy to use.”

vevo

YouTube

FUNNY OR DIE

CollegeHumor

vimeo

Red Bull

1 YEAR +

1 DAY

- Well Built
- Robust Features
- Strong Marketing
- Critically Acclaimed Design
- Easy to Use

“as slick as Samsung's new app is, I just can't help feeling that I'd be more excited about Milk Video if it were more than just another YouTube or Vimeo alternative.”

“Do we really need another streaming video option, or will Milk Video just get lost in the mix?”

CRAFTSMANSHIP

What's worse than a shoddy product?

A product no-one ever wanted to begin with.

FEATURE
FEATURE
FEATURE

+

PRODUCT

COST / VALUE

PRODUCT DEBT

PRODUCTS PEOPLE LOVE TO USE

READY?

DESCRIBE YOURSELF

GREEN
BROWN

AGILE
WATERFALL

Primarily

V

LEAN IS FOR:

What We're Solving

Conference Meetup

- Those who get the most out of conferences often say it's because of the social elements.

- Could we help more people feel this way by creating a product/service that encouraged attendees to meet other people at the conference?

Assumptions & Hypothesis

The other day my dog got attacked by a raccoon,
so I set up a trap. This is what I caught.

Why Startups Fail

https://www.cbinsights.com/research-reports/The-20-Reasons-Startups-Fail.pdf

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Next >

Tweet 176 Share 386

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Tweet Share

Bars

BOTTOM BAR

SIDE BAR

TOP BAR

Next: Customize

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Photo by Tom Woodward
https://www.flickr.com/photos/bionicteaching/2131859871/

Moving from Doubt to Certainty

Concept credit: @clevergirl

11.6

A quick thing about teams

- A “team” typically includes at least one of each discipline (product, design, 2-3 dev...a 2-pizza team)

- everyone is creative and has secondary competencies.

Jeffrey Allen "Jeff Skunk" Baxter (born December 13, 1948) is an American guitarist, known for his stints in the rock bands Steely Dan and The Doobie Brothers during the 1970s. More recently, he has been working as a defense consultant and chairs a Congressional Advisory Board on missile defense.

A quick thing about teams

- A “team” typically includes at least one of each discipline (product, design, 2-3 dev...a 2-pizza team)

- everyone is creative and has secondary competencies.

- shared understanding is key to moving fast

love
what

do what
you love

Building Shared Understanding

http://www.agileproductdesign.com (Jeff Patton)

Let’s do this!

Declare your assumptions

What assumptions do you have?
…about your customers?
…that if proven false, will cause you to fail?

In other words:

what do you need to know in order to move forward successfully?

360 Degree Assumptions

Customer/
User

Problem

Solution

Customer
Outcome

Customer
Acquisition

Early
Adopter

Business
Model

Competition

Key
Competitive
Advantage

ShareThis

Our target customer will be *college students age 18-24 who are active on social networks such as Facebook and MySpace*

The problem our customer wants to solve is *being able to share files amongst each other without using email.*

The solution we will provide is *a service to allow file transfer regardless of origination or destination service.*

The measurable outcome our customer wants to achieve is *using one service to send files or attachments, thus less file sharing via AOL Instant Messenger (AIM)*

Our primary customer acquisition tactic will be *Facebook promotion*

Our earliest adopter will be *Facebook users*

We will make money (revenue) by *making share data available to advertisers/publishers*

Our primary competition will be *AIM*

We will beat our competitors primarily because of *POS being directly via Facebook usage.*

Exercise - Declare Assumptions

Grab an assumptions template worksheet

Define your assumptions
- use post-its on the wall if needed!

15 minutes

Assumption Ranking

Assumption Ranking

Exercise - Ranking Assumptions

Identify the three riskiest assumptions to the business/product.

15 minutes

Exercise - Feature Definition

Pick one of your top three assumptions.

What **features** will solve the users' problem?

Dump and sort on the wall.

10 minutes

...turn assumptions into Hypotheses

We believe that
[building this feature]
[for these people]
will achieve [this outcome].

We will know we are successful when we see
[this market feedback].

Exercise - Hypothesis Statement

Take a look at your wall:

- feature ideas
- top riskiest assumptions
- users

Organize your thoughts to create a hypothesis.

5 minutes

Group Read-Out

- what's your idea?
- what's your hypothesis?

Break!

Start again in 10

Customer Development

2009

TALENT
432

WORLD OF WARCRAFT

Product Development Model

TIMESHARES

Timeshares

Timeshares

willingness
commitment.
dedicated
a pledge

INTERVAL INTERNATIONAL

Benefits | My Messages | My History | My Account | Sign Out

Getaways | Exchange | Travel | Offers & Extras | Planning | Resort Directory

You're checking availability for:

- Single Destination
- Resort Name or Code or Use a map

Hilton Head Island,

Earliest Travel Date

07/25/2009

Latest Travel Date

08/01/2009

Start search over

Find Getaway

Planning | Availability | Booking | Payment | Confirmation

Availability

Getaway Availability | Other Suggestions

Available Dates

Search available dates for Hilton Head Island, SC, USA

Go

Search Getaway Specials

Select a destination

Top 10 Getaway Deals

Freeport, Bahamas
1-bedroom, sleeps 4, from $539 per week!

Las Vegas, Nevada
1-bedroom, sleeps 4, from $317 per week!

Park City, Utah
Studio, sleeps 4, from $357 per week!

Aruba
1-bedroom, sleeps 4, from $482 per week!

French Riviera
1-bedroom, sleeps 4, from $496 per week!

Orlando, Florida
1-bedroom, sleeps 4, from $597 per week!

Cancún, Mexico
Studio, sleeps 2, from $202 per week!

Scottsdale, Arizona
1-bedroom, sleeps 4, from $277 per week!

Maui, Hawaii
1-bedroom, sleeps 4, from $779 per week!

Lanzarote, Canary Islands, Spain
1-bedroom, sleeps 4, from $219 per week!

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Myrtle Beach Resorts
Official Myrtle Beach Hotels Site. Save up to 40% & Enjoy Relaxing!
www.MyrtleBeachHotels.com

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Fastest Way to Find the Best Deals For 75+ Myrtle Beach Golf Courses
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Find out what you can do to help the earthquake victims in Haiti »

Take a Survey

We need your help with a simple timeshare survey »

Welcome

You are currently logged in as **lonnief5**.

View Cart
Your Account
New Messages 0
Become a Member

Trustwave Trusted Commerce Click to Validate
Secured by GeoTrust
ARDA

Myrtle Beach Timeshares

South Carolina, United States, North America

Browse Myrtle Beach timeshare resorts. If you're a vacationer, find Myrtle Beach timeshare rentals and resales posted by owners. If you're an owner, find your Myrtle Beach timeshare resort or Myrtle Beach timeshare exchange options.

Beach House Golf & Racquet Club

Myrtle Beach, South Carolina, United States

View resort | Reviews | Add a posting | Discuss

User Rating:
★★★½☆ / 5 reviews (rate it)

Timeshare Rentals
0 timeshare rental postings

Timeshare Resales
3 timeshare resale postings $1,000 - $2,000
points/credits from $0.00/ea

Timeshare Exchanges
1 timeshare exchange
747 points
2010: ~~Jan Feb Mar Apr May Jun Jul Aug Sep~~ Oct Nov ~~Dec~~
2 provisional weeks

Carolina Grande

Myrtle Beach, South Carolina, United States

View resort | Reviews | Add a posting | Discuss

User Rating:
★★★★★ / 4 reviews (rate it)

Timeshare Rentals
10 timeshare rental postings
$114 - $193 per night
2010: ~~Jan Feb~~ Mar Apr May Jun Jul ~~Aug Sep Oct Nov Dec~~

Timeshare Resales
1 timeshare resale posting $5,000
points/credits from $0.00/ea

Timeshare Exchanges
0 timeshare exchanges
2 provisional weeks

Find a Timeshare

by Location
by Resort Name
Submit
Advanced Search

Timeshare Points

Buy & sell timeshare points »

Ads by Google
Myrtle Beach Resorts
Official Myrtle Beach Hotels Site. Save up to 40% & Enjoy Relaxing!
www.MyrtleBeachHotels.com

Golf Package Quick Quotes
The fastest way to find the best deals for 75+ Myrtle Beach courses
www.GolfHoliday.com

Vacations At Myrtle Beach
Resorts Never Got This Easier. Book Now & Avails Amazing Rewards!
www.Myrtlebeachonlybetter.c

Golf Plus Two Nights Free
Pre-Spring Fling Package from $399! Stay and Play 2/25/10

make a request

Have you had a look at our **availability** schedule?

Seen something you would like to confirm? You are now able to confirm your holiday on-line instantly 24 hours a day 7 days a week. Don't wait for open office hours or to hear a response via email - do it now and be sure to secure your best holiday yet!

See it? Book it! On-line Now!

Want extra holidays? Have a look at our bonus time, simply look on-line and confirm your extra holiday - hassle free and instantly. If for some reason, you cannot locate an available week on-line that suits your travel dates, then please fill out this request form and DAE will begin looking for your requested holiday today.

Complete this form, or for an express request **click here to login first**

your details

Member No

Title(s)

First Name*

Last Name*

Street Address*

Town*

State or Province*

Country* Please Select

Post/Zip Code*

Daytime Phone*

Home Phone*

Mobile Phone

Fax

E-Mail Address*

Re-enter E-Mail Address*

request details

Request type:* Exchange Rental

Country* Please Select

Region* Please Select

Location* Please Select

Checkin dates*
- Please Select
- 5 or 6 Mar 2010
- 12 or 13 Mar 2010
- 19 or 20 Mar 2010
- 26 or 27 Mar 2010

Use 'Ctrl' to select multiple dates.

Who is this request for? Myself A guest

Guest Name

Adults* Please Select

Children* Please Select

Weeks needed* Please Select

Comments

Submit request

HOTEL HELL
VACATION
See our Super Bowl Commercial

Vacation Rentals around the World

Refine Your Search

Start a New Search

Find by availability dates:

Check-in:

Check-out:

and/or by weekly rental rate (in $ USD):

From:

To: GO

Online Payments

- Accepts online payments (1,618)

Vacation Spots

- Africa rentals (1,281)
- Asia rentals (32)
- Australia & South Pacific rentals (196)
- Bermuda rentals (11)
- Canada rentals (1,813)
- Caribbean rentals (6,118)
- Central America rentals (1,471)
- Europe rentals (116,270)
- India & Indian Ocean rentals (347)
- Mexico rentals (2,919)
- Middle East rentals (172)
- South America rentals (302)
- Southeast Asia rentals (503)
- USA rentals (85,394)

Bedrooms

- Studio (7,047)

Show properties with images first

216,829 Properties, sort by: Availability Last Updated

Show 30 rentals per page

Compare Selected

Go to page (Page 1 of 7,228) 1 2 3 4 5 6 7 8 9 10 11 12

SPECIAL OFFER! SPECIALS February to April - CC OK (February 5 - April 30)

compare

Near Louvre 1BR Classy Le Marais ***Advanced Bookings+Last Min slashed rates* **

Ile-de-France, Paris, 1st Arrondissement Louvre Vacation Rentals — Property 193536

Studio, Sleeps 6,
Apartment, 1 Bathroom, internet access, TV

Rates - per property (USD)
$977 - $1,072/week
$2,984/month

Calendar Updated Mar 1 2010

Contact the Owner

Write a Review

Details and Availability

SPECIAL OFFER! SPECIALS February to April - CC OK (February 5 - April 30)

compare

6P/Latin Quarter n/River & Louvre ***Advanced Bookings+November slashed rates***

Ile-de-France, Paris, 5th Arrondissement Latin Quarter Vacation Rentals — Property 193539

1 Bedroom, Sleeps 5,
Apartment, 1 Bathroom, internet access, satellite or cable

Rates - per property (USD)
$1,167 - $1,262/week
$3,120 - $3,256/month

Calendar Updated Mar 1 2010

Contact the Owner

2 Read Reviews | Write a Review

Details and Availability

KAYAK

Hotels | Flights | Cars | Deals | Vacations | Cruises | Trips | Private Sale

Sign In | $ (USD)

« hide filters

Miami Sat Apr 24 2010 – Mon Apr 26 2010 1 guest in 1 room

- Modify or start search over
- Share results – LIVE
- Map a custom address

List | Map » | Photos »

Location

Landmarks | Neighborhoods

Any miles from

Miami (city center)

Show hotels in **Miami only**

Price

$25 $20 to $630 $629

Stars

	Best Rate
★★★★★	$221
★★★★	$91
★★★	$60
★★	$28

Name Contains

Find

Reset

Hotel Chains

select all | clear

	Best Rate
Accor	$113
Best Western	$71
Carlson	$112
Choice	$79
Extended Stay	$75
Hilton	$91
Hyatt	$162

Find 4-star hotels at 2-star prices!
Deep discounts on Miami hotels from Apr 24 to Apr 26.
www.Hotwire.com
ads
Hotwire

306 of 391 hotels shown show hotels without online availability « Prev – Next »

Sort: Featured | Popularity | Price | Name | Stars | Distance

$149 Select
$168 w/tx & fees

Miami Marriott Biscayne Bay ★★★☆☆
map 1633 North Bayshore Drive (Downtown) 1.3 mi
4.0 user rating 39 reviews – write one

details save

$160 Select
$181 w/tx & fees

Royal Palm South Beach ★★★★☆
map 1545 Collins Avenue 4.1 mi
3.2 user rating 666 reviews – write one

details save

$196 Select
$221 w/tx & fees

Viceroy Miami ★★★★★
map 485 Brickell Avenue (Upper East Side) 0.4 mi
no user rating write a review

details save

$72 Select
$81 w/tx & fees

Airport Regency Hotel ★★★☆☆
map 1000 NW Le Jeune Rd 4.4 mi
1.8 user rating 21 reviews – write one

details save

ads

Miami Private Apartments
Nightly rentals for less than $75/night. Book online.
www.AirBnB.com/Miami

Cocoa Beach/Orlando Stays
International Palms Resort perfect for business, pleasure, activities
InternationalPalms.com

Daytona Beach Florida
23 miles of beach, golf, fishing NASCAR, museums, shops, and more
www.SpringInDaytona.com

Beach Paradise Deal Today
Save 25% – Travel Thru 3/31
Call 800-328-0876 or Book Online
getaroom.com

Downtown Miami Hotel
Close to All the Action. $159 Grand Opening Promotion. Book Today!
HotelUrbano.com/Miami

Miami Hotels
A Luxury, Waterfront Hotel in the Heart of Downtown Miami. Book Now!
Doubletree.Hilton.com/Miami

Shore Club
Second to None Variety in Miami's South Beach. Take a Virtual Tour.
www.ShoreClub.com

South Beach Miami Hotel
Ocean Views + Great Beach Location
South Beach Luxury w/Private Beach
www.RaleighHotel.com

Advertise Here

FLORIDA

Creating the best platform to find, exchange and rent timeshare properties

Aimed at frustrated timeshare owners (like me)

Competition

- Two key competitors - Created by timeshare property groups to help sell original units
  - RCI
  - Interval International
- The others - not very good so getting little traction or growth (roadblocks, fees, etc)
    - OwnerTrades.com
    - TradingPlaces.com
    - Redweek.com
- VacationView has an execution opportunity

VACATION TRADE

Welcome back, Mike!
You're trading a Vacation Value 7, beach/ocean, Hilton TimeShare Change

Sign Out

Search Results

Location: US > South Carolina > Beaufort area time shares

Refine Search

Location:
Hilton Head, SC

Search

Start Date: 07/11/09 End Date:

For better results:
☒ Show results similar to my TimeShare

Value: 4-8

Sleeps: 8-10

Bedrooms: Studio - 4

Resort Types:
☒ Beach/Ocean
☐ Golf
☐ Ski
☐ Disney

Resort Companies:
☒ Marriott
☒ Hilton
☐ Disney

Recent Searches
South Carolina
Hilton Head Island
Marriott Hilton Head

Sort By: Relevance | Value | Bedrooms | Resort Type | Resort Company

Displaying: 3 of 3 resorts

1 | 2 | 3 | 4 | 5 | Next >

More Photos

Values: 6 7 8 9

Resort Type: Beach/Ocean

Barony Beach Club (Hilton)
4 Grasslawn Avenue
Hilton Head Island, SC 29928

View Resort

Bedrooms: 2-4
Sleeps: 3-8
Resort Views: Ocean Front, Ocean Side, Ocean View, Garden View

More Photos

Values: 6 7

Resort Type: Golf

Marriott's Grand Ocean
51 South Forest Beach Drive
Hilton Head Island, SC, 29928

View Resort

Bedrooms: 2-4
Sleeps: 3-8
Resort Views: Ocean Front, Ocean Side, Ocean View, Garden View

More Photos

Values: 6 7 8 9

Resort Type: Beach/Ocean

Marriott's Sunset Pointe
4 Shelter Cove Lane
Hilton Head Island, SC, 29928

View Resort

Bedrooms: 2-4
Sleeps: 3-8
Resort Views: Ocean Front, Ocean Side, Ocean View, Garden View

1 | 2 | 3 | 4 | 5 | Next >

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Competitive Grid

	VacationView	RCI	Interval	Resorts
Any Resort	●	◒	◒	○
Prime Season	●	○	○	●
Non-prime Season	○	●	●	●
Map View	●	◒	◒	◒
Birdseye View	●	○	○	○
Near Matches	●	◒	◒	○
Trade up Ability	●	○	○	○
Refined Valuations	●	◒	◒	◒

Use of Funds

To reach CFBE – through August, 2010

- 1st round ($810K) funds
  - $400K development
  - $300K marketing (slow ramp in Alpha)
  - $110K admin, hosting, legal, etc
- Money committed to date will fund:
  - Development through Alpha launch
  - Marketing through Alpha launch

www.rrbo.com/reynoldstravel

Prosper | Campfire | Pivotal Tracker | ShareThis | VV Email | Gmail | bit.ly Sidebar | Other Bookmarks

Sign in | Sign up | Owners, list here!

RRBO Resort Rentals By Owner

Reynolds Travel, LLC

Need help? Call us at
1-877-RRBO (7726)

SEARCH FOR RENTALS

Destination:
Enter city or state

Date Range:
Between | And

Bedrooms:
Any

Search

Browse all resorts

Rent from owners...Save BIG!

Here are actual customer savings:

Resort:	Orbitz price:	RRBO price:	Savings:
Marriott's Waiohai Beach Club 2 bedroom, OceanFront	$497	$254	49%
Wyndham Ocean Boulevard 2 bedroom, OceanFront	$320	$171	46%

Nightly Rates

See More

Sunny Florida
from $89/night

Caribbean
from $109/night

Ski Country
from $99/night

RENTERS | OWNERS

HOW RRBO WORKS

On RRBO, you rent villas from timeshare owners, with our guarantee that you'll receive a valid itinerary before your vacation.

1. Choose the unit you want
2. Submit your order
3. We get the owner confirmation
4. You pay and go on vacation!

Watch our short video

POPULAR DESTINATIONS

Arizona
Acapulco
Carribean
Cancun
Colorado
Ft. Lauderdale
Hawaii
Miami
Orlando
Palm Springs
Utah
Williamsburg

WEEKLY RENTALS UNDER $99/NIGHT

California
Florida
Gatlinburg
Mexico
Williamsburg

See all deals under $99/night >>

WHY BOOK ON RRBO?

1. Save 30-50% vs other travel sites
2. Find available rooms last minute
3. Stay at exclusive resorts
4. Worry-Free Guarantee

Book online or call
1-877-357-RRBO (7726)

POPULAR RESORTS

FLORIDA | CALIFORNIA | CARIBBEAN | HAWAII | COLORADO

DESTINATION	RATING	DATES	FROM
Disney's Boardwalk Villas	☆☆☆☆	Feb 5 - Feb 12	$82/nt
Marriott's Cypress Pointe	☆☆☆	Feb 6 - Feb 13	$87/nt
Wyndham Bonnet Creek	☆☆	Feb 5 - Feb 12	$99/nt
Sheraton Vistana Resort	☆☆☆	Feb 4 - Feb 11	$127/nt

See more resorts in Florida >>

TESTIMONIALS

"My family of 4 enjoyed a 2 bedroom 2 bath ocean side timeshare through RRBO for the same price as a standard sized beach front hotel room!

Renting with RRBO was no different than booking a hotel room through expedia - except I paid 30% less!"

Paula T.

Read more testimonials >>

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ARDA

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Resort GEMS

Sign up | Sign in

Owners, list here!

The Resort Vacation Marketplace

With Gems from Timeshare Owners for 30-50% Less

Need help? Call us at
1-877-357-7726

SEARCH FOR RENTALS

Destination:

Enter city name (required)

Check In: Check Out:

SEARCH

Browse all Gems

RENTERS | OWNERS

HOW TO BOOK

1. Search for a desired location
2. We show available resorts
3. All resorts available at our Best Rate Guarantee
4. Find Gems at even less — 30-50%, when available from a timeshare owner

Learn More

POPULAR DESTINATIONS

- Cancun
- Fort Myers Beach
- Hilton Head
- Honolulu
- Las Vegas
- Newport Beach
- Orlando
- Park City

From Owners
save 40%

Orlando
from $83 /night

Aruba
from $118 /night

Vail
from $150 /night

WEEKLY RENTALS UNDER $99/NIGHT

- Fort Myers Beach
- Gatlinburg
- Hilton Head
- Orlando
- Williamsburg

WHY RESORT GEMS?

1. Save 30-50% vs. other travel sites
2. Find available rooms last minute
3. Stay at exclusive resorts

POPULAR RESORTS

FLORIDA | CALIFORNIA | CARIBBEAN | HAWAII | COLORADO

Destination	Rating	Dates	From
Marriott's Grande Vista	★★★☆☆	Mar 26 - Apr 2	$97/nt
Sheraton Vistana Resort	★★★☆☆	Apr 29 - May 6	$110/nt

TESTIMONIALS

"My family of 4 enjoyed a 2 bedroom 2 bath Oceanside timeshare through Resort Gems for the same price as a standard sized beachfront hotel room!"

Resort GEMS

My Account | Sign Up | Sign In Call Us: **1-877-357-7726** Owners List Here

Where are you going? 27,000 hotels & resorts to choose from.

Wyndham Kona Hawaiian Resort - Kailua, HI

2 bedroom villa **$145/night - 6/10 - 6/17**

Two easy ways to find Gems

Search yourself

Enter City SEARCH

check in: mm/dd/yy check out: mm/dd/yy

Or, let us help you (for free)!

Work directly with a friendly Gem Miner. to find your perfect Gem. **Learn more.**

How Resort Gems Works

What are Gems?

- Unused villas from timeshare owners
- Great resorts with 1-3 bedroom villas with kitchens
- 30-50% less than if booked from the resort
- Available Gems have this symbol

Get a FREE Gift Card!

Receive a FREE Restaurant.com Gift Card by booking with us today! **Click here for details**

Product Development Model

The Four Steps to the Epiphany

Successful Strategies for Products that Win

65.012.2 B641f3
Autor: Blank, Steven G.
Título: The four steps to the epiph
159886
121541
Ex.1 SBC Nº Pat.:69506

Steven Gary Blank

Customer Development Model

Customer Discovery

You’re not executing a business plan

You’re trying to find one

“In a startup no facts exist inside the building, only opinions”

“Get Out Of The Building”

Stealth
Mode

You Are a Detective

ESPN MVP

LEARN
BUILD
MEASURE

Plan
Do
Check
Act

Source: https://en.wikipedia.org/wiki/File:The_Scientific_Method_as_an_Ongoing_Process.svg

YOU THE REAL MVP

Talk to People

Typical Customer

Early Adopters

Potential Partners

How Many?

What To Learn

Riskiest Assumptions

Assumption Ranking

Finding People

Fish Where The Fish Are

Degrees of Separation

Be Creative

WARNING-All Rights Reserved
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a violation of applicable laws.

Ask For Referrals

Ask For Advice

DearAbby

Enterprise Customers

Being Effective

One Subject At A Time

Make an Interview Plan

Ask for Stories

Ask Open Ended Questions

Interview In Person

Have an Accomplice

Listen, Don’t Talk

Repeat/Restate to Confirm

Disarm Politeness Training

Asking About Price

Exercise - Customer Discovery Prep

Using your chosen hypothesis, create an interview plan designed to find the truth behind your assumptions.

Plan for 5-7 minute conversations.

Sketch a visual aid

15 minutes

One subject at a time
Make an interview plan
Ask for stories
Ask open ended questions
Interview in person
Use a note taker
Listen, don't talk
Repeat/restate to confirm
Disarm politeness training
Ask price questions indirectly

Exercise - Interviews

Working in pairs, talk to at least 2 separate people.

Regroup to discuss what you learned.

30 minutes

One subject at a time
Make an interview plan
Ask for stories
Ask open ended questions
Interview in person
Use a note taker
Listen, don’t talk
Repeat/restate to confirm
Disarm politeness training
Ask price questions indirectly

Making Sense Of The Results

Dump and Sort

False Positives And Unclear Results

Both Qualitative And Quantitative

Cust Dev Work: Greenhouse Air Purifier

Would growth speed help or hurt business?
GOAL: >60% answer "help"

	Help	Hurt	Not Sure	Total
Tomato farmers	14	4	2	20
	70%	20%	10%	100%
Cucumber farmers	15	5	0	20
	75%	25%	0%	100%
Strawberry farmers	7	9	4	20
	35%	45%	20%	100%

	Yes	No		Total
Spending money on growth solutions already?	13	7		20
GOAL: >50% already spending some money	65%	35%		100%

	< 5 ft	10 - 20 ft	> 20 ft	Total
Electrical outlets near optimal location?	5	7	8	20
GOAL: 70% within 20 ft	25%	35%	40%	100%

source: "*Talking To Humans*"

Human Judgment Required

source: David Bland

Exercise - Hypothesis Adjustment

Review your hypothesis in light of what you have learned.

Create a new hypothesis

How does your product change?

10 minutes

Lunch!

Start again at 1pm

Design Studio

DESIGN STUDIO
DESIGN CHARRETTE

DESIGN YOUR BOX
7UP

DESIGN YOUR BOX

CREATE. PITCH. CRITIQUE.

Todd Zaki Warfel’s 6.8.5

Butcher Paper
Letter Paper
Painter’s Tape
Sharpies
Stop Watch

CO-CREATION

All Marker Boards will be
thoroughly cleaned every
Friday night.
If work needs to be
saved write

DESIGNER AS FACILITATOR

CROSS-FUNCTIONAL TEAMS

CREATE.

1. Round: lie!
2. Round: steal!

Ideation — Design Studio

Title:	Scene	Seq.
	Dir.	DP

Tasks per person overview

Defer tasks

Due date
→ sorting
→ Highlighting

★ My favorite

Direct messaging

Tasks per person & capacity for today

Keep idea!

What target audience would love in this would be ideas to keep

CREATE. PITCH.

CREATE. PITCH. CRITIQUE.

STEAL!

WHY?

Story Mapping

How the customer explained it

How the project leader understood it

How the engineer designed it

How the programmer wrote it

How the sales executive described it

How the project was documented

What operations installed

How the customer was billed

How the help desk supported it

What the customer really needed

A Brief Story

P
OXM317
is signed in.

Radiation Oncology
CAUTION
TURN
AROUND

Walgreens
TO OPEN
AZOLOMIDE 160 MG
0072-0217-27
ROBERT CAVALIERE, MD
USE BEFORE EXPIRS
DATE 07/19/14

Name: DOEL^MICHAEL^D^ (M)
ID: 980297445
BIRTH: 11/24/66, AGE: 047Y
Study: MR Brain WO/W Contrast Tumor Detection w/Perf=H
Date: 9/24/14 Time: 10:24 AM
Acc: 22012100
OSUWMC 3.0T MMH 3-3430
SIEMENS, MR
Verio
Series: T2 FLAIR AXIAL
Protocol: T2 FLAIR AXIAL
Contrast: -
BodyPart: HEAD
Laterality: -
Thickness: 4 mm
SE\IR/SK\SP\MP\OSP, TR: 9000 ms, TE: 114 ms
L
P
Mag: 2.2
Slice: 28
Image: 28/34
Pos: H 37.2 mm
WW: 755 , WL: 339 LINEAR
Presentation: AUTO GENERATED FROM IMAGE
PID: 980297445
HP: Default EMR User
Group 1
Group 2
Group 3
Group 4
Group 5
Group 6
Group 7
Group 8
Group 9
1:03 PM
9/24/2014
DELL
Ask
HCPC
we care a
important

The End

THE BATTLE OF
OHIO
STADIUM
VS
M
97

Key

A
P
cm
PC27455
172.25.118.148
Local intra

Effective Story Telling

- Stories with pictures instead of documents
- Don’t over specify
- Care more about highlighting surprises than detailing the obvious

O'REILLY®

User Story Mapping

DISCOVER THE WHOLE STORY,
BUILD THE RIGHT PRODUCT

Jeff Patton
with Peter Economy

Forewords by Martin Fowler,
Alan Cooper, and Marty Cagan

BRAIN SURGERY

created by storiesonboard.com

Mom died of brain cancer

Pelotonia

Family out of the state

Leg goes numb

Grand Mal Seizure

MRI

Run half marathon

X marks the spot

Craniotomy

Leg massagers

This might be bad

Cool scar

Radiation

Radiation Mask

Chemo Therapy

Overwhelming support

Foot numbness

Driving again

Recurring MRIs

Awareness	Discovery	Surgery	Treatment	Follow up
Mom died of brain cancer	Leg goes numb	X marks the spot	Radiation	Foot numbness
Pelotonia	Grand Mal Seizure	Craniotomy	Radiation Mask	Driving again
Family out of the state	MRI	Leg massagers	Chemo Therapy	Recurring MRIs
	Run half marathon	This might be bad	Overwhelming support	
		Cool scar		

Medical History	Brain Tumor			Follow up
Awareness	Discovery	Surgery	Treatment	Return to normal

Quick Tale

Leg goes numb	Craniotomy	Radiation	Recurring MRIs
MRI		Chemo Therapy	

Other Highlights

Mom died of brain cancer	Grand Mal Seizure	X marks the spot	Radiation Mask	Driving again
	Run half marathon	This might be bad		
		Cool scar		

Boring Details

Pelotonia	Family out of the state	Leg massagers	Overwhelming support	Foot numbness

Back to Safari 4:04 PM twitter.com

Tweet

Kent Beck
@KentBeck

product roadmaps should be lists of questions, not lists of features

5/28/13, 1:36 PM

549 RETWEETS **284** LIKES

Christina Wodtke @cwodtke 5/28/13
@KentBeck or hypothesis....

Steve Womack @steve_wom... 5/28/13
@KentBeck Can you expatiate?

Kevin Stevens @kevdog 5/28/13
@KentBeck I would seriously love to see an example of that.

Reply to Kent Beck

Home Notifications 20+ Moments Messages Me

Exercise - Story Mapping

Create a story map for your product using post-it notes.

Divide details up into at least two releases separated by tape.

Prepare to tell us the story of how your product gets used with the first release and what you are hoping to learn.

30 minutes

Wrap-up

What To Take Away

1. Talking to people doesn't have to hurt.
2. To build the right thing, start by not building the whole thing.
3. There's a process to identifying the right features.
4. Developers, Designers, and Product Managers all have a role to play on a balanced team.

Recommended Reading

“Four Steps to the Epiphany” - Steve Blank
“The Lean Startup” - Eric Ries
“Running Lean” - Ash Maurya
“User Story Mapping” - Jeff Patton
“Lean From The Trenches” - Henrik Kniberg
“Talking to Humans” - Giff Constable

https://github.com/mdoel/presentations/tree/master/codemash_2016

Q&A

Want More?

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mike@mutuallyhuman.com

@mikedoel

Mutually human