



**Lean
Inception**
caroli.org

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 workshop 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:



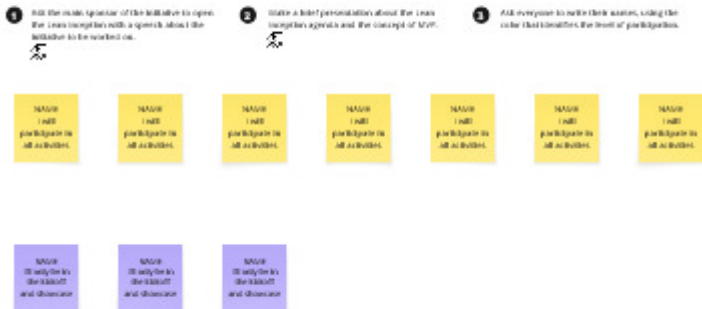
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Kickoff

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!



Agenda

MORNING

MONDAY

8:30-9:15

Product demo

TUESDAY

Interview

WEDNESDAY

Feature
Interview

THURSDAY

Interview

FRIDAY

Interview

LUNCH

AFTERNOON

9:30-10:00
Interview

Product demo

Interview

Feature
Interview

Interview

Interview

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".



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.



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 the respective template.



- 2 Ask each group to read their respective insights out loud and copy their points to the single template.



- 3 Ask the team to consolidate a final message out loud, copying or rewriting the product vision, as needed.



THE PRODUCT VISION

For:

soccer
players

whose:

have a hard
time to find
soccer
matches

the:

Easy-to-use

product, is a:

mobile
app

that:

makes it
easy to find
matches

Different from:

word of
mouth

our product:

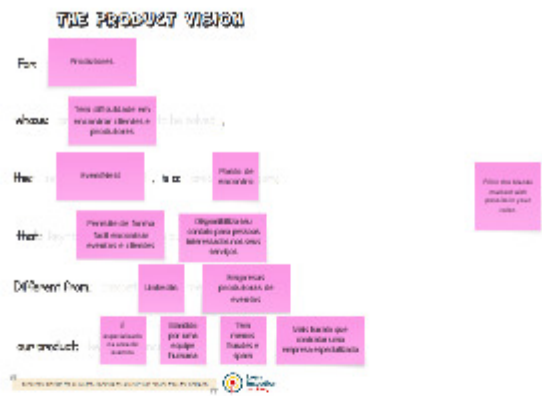
maximizes
the chances
of finding a
game



Consumers select the size and the number of consumers your idea is based on the industry.



Learn
906.250.07
www.906.250.07



THE PRODUCT VISION

For:

Produtores

whose:

Tem dificuldade em encontrar clientes e produtores

the:

Eventvint

is a

Plataforma de encontro

that:

Permite de forma fácil encontrar eventos e clientes

Disponibiliza um contato para produtores, interessados, e outros atores

Different from:

LinkedIn

Empresas produtoras de eventos

our product:

É especializado no tema de eventos

Montado por uma equipa experiente

Tem eventos, ferramentas e suporte

Muito flexível que possibilita uma adaptação a qualquer necessidade

It is the platform created with good idea to provide value.

THE PRODUCT VISION

For:

Clientes

whose:

Querem realizar um evento, mas não sabem para quem e como fazer

the:

Eventvise

is a:

Ponte de ligação

that:

Permite disponibilizar seu evento desejado para especialistas

Procurar por produtores e fornecedores que são especializados no setor do seu evento

Different from:

LinkedIn

Empresas produtoras de eventos

our product:

É especializado no setor de eventos

Mantido por uma equipe brasileira

Tem muitos usuários e clientes

Oferece uma opção para contratar a sua empresa especializada

Will be the platform created with good UX, to provide value.



THE PRODUCT VISION

For:

Fornecedores

whose:

Tem dificuldade em

the:

Eventos

Pense de ligação

that:

Podem encontrar seus
serviços e produtos
para produtores e
clientes

Different from:

LinkedIn

Empresas
produtoras de
eventos

our product:

é
experiência
estados de
eventos

disponível
para todos
empresas
do estado

Tem
eventos,
trabalho,
ligação

Mais barato que
coordenar uma
empresa especializada

Will be the future,
marked with
good life, in your
color.



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.

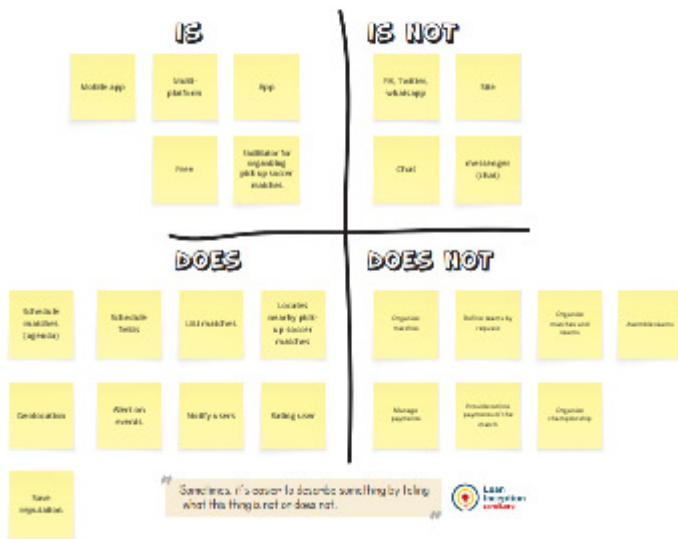
- 1 Divide the team into two groups and request that each group fill only the Matrix selected in the opposite template.



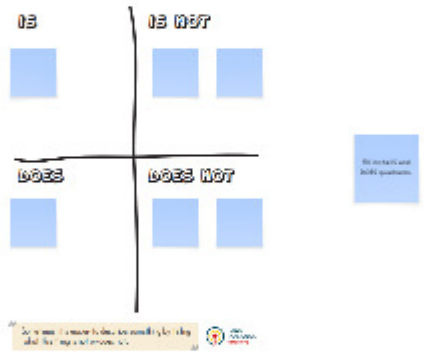
- 2 Ask a person to read a card. Talk about it. Group/other users take a 'shot' and place it on Canvas 1.



- 3 Go back to step 2. Once all the cards for another person in the next group, with all cards are filled out.



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



IS

Lista de
contatos

Página
web

Aplicativo

Plataforma
para
produções,
transações,
e vendas

IS NOT

Programa
executivo

LinkedIn

Site para
de produção
(marketing)

Social
Media

DOES

Mostra todos os
fornecedores de X
produto

Disponibiliza
eventos e suas
suas necessidades

Disponibiliza
produtores e suas
especializações

DOES NOT

Cria redes
de
contatos
entre produtores

Permite usuários AI
a verificação de
dados

Realiza
transações

Mostra o AI and
OCC's quick info

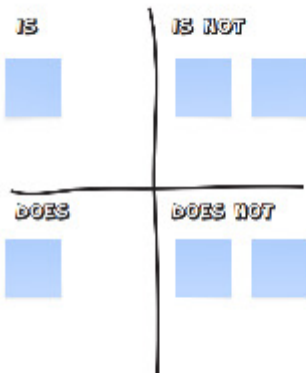
17

Summary: It's never the data itself that's being
what has happened on data not.

18



THE
INSTITUTE
OF DATA



Fill in the IS and
DOES go into each.

Remember: if a woman is describing something as being
what that thing is not or does not.

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 to only use the cards selected in the perspective template.



- 2 Ask participants to share what they have written, grouping them by similarity in the 'cluster'.



- 3 Define a title for each of the 'clusters'.



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 their persona.



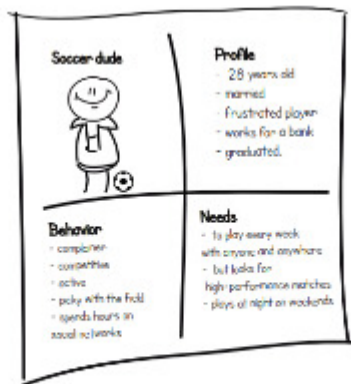
- 2 Each group presents its persona to the entire team.



- 3 Optionally, make three 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.



Activity 4: Personas



Maria

27 Anos
Mulher
Mãe de uma
adolescente e um
adolescente de
Tribuna

Perfuração de
estômago
dispositivos
Orbitais

Deposito de
cabeleira de
espantalho

Uma mulher
pretosa de cabelos
cabo
dispositivos
pretos pretos pretos
de cabelos
de cabelos

Uma mulher
dispositivos de
cabeleira de
cabeleira de
pretosa de

Uma mulher
dispositivos de
cabeleira de
cabeleira de

Uma mulher
dispositivos de
cabeleira de
cabeleira de

Dorey, J. B. 1993.

24. anni
 Primitivii a 2 anni
 Iniziale egual
 superantenna a tre
 segmenti
 con i parafalci

-Podajcie
-Dziękuję
proszę bardzo za
pomocę, do widzenia,
-Tęsknię!
do Ciebie!

Open Enrollment
for students ages
18-24 only. See
enrollment form
for details.

Health staff used
the Numberranking
system to assess
and identify

Formule alle volte
deliziosa, talora
cruca e bevitore.

Leidit hetzige de preek
 aftechtelc om
 de heilige

marked with
pink ink, in great
number.

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.

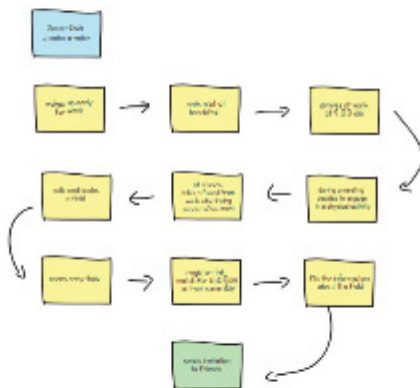
- 1 Divide the team into three groups, each with a role to describe the journey.



- 2 Each group performs its journey to the entire team.



- 3 Optionally, make more rounds to describe other journeys.



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

Activity 5: Users' Journeys



Jornada de um cliente

Maria procura por alguém para produzir seu casamento



Tem suas expectativas não disponíveis quanto precisa



Descobre sobre o aplicativo através de propagandas online



Descobre um produtor especializado em casamentos exóticos



Entra em contato com este produtor e pede um orçamento



Os dados chegam a um agente quando ele recebe mais o e-mail



O produtor utiliza a ferramenta para contratar mais produtores e fornecedores para produtos exóticos



Casamento ocorre exatamente como ela imaginava

Jornada de um produtor

Sergio não tem nenhum evento atualmente

Ouve sobre a plataforma de amigos no mercado

Cria um perfil

Atualiza seu perfil com suas informações

Coloca seus dados disponíveis na procura especializada

Com sua equipe montada, ele começa a produção do evento, atualizando seu perfil como ocupado

Sergio começa a procurar por outros produtores e fornecedores

Após alguns dias, eles entram em um acordo

Ela pede o orçamento de um evento em um estado

Após alguns dias, recebe contato de uma gestora de marketing de uma multinacional

Jornada de
um
fornecedor

Marcos
fazesse
buffets
exóticos



Fora da
temporada,
não tem
muitos
clientes



Descobre
sobre a
eventos
apartir de um
evento



Cria um
perfil



Disponibiliza
seus tipos de
buffets na
plataforma



Um tempo
depois, recebe
um pedido de
orçamento de
um produtor



Começa a
organizar a
produção do
buffet



Após algumas
reunidas,
fecha o
negocio

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, study, the story-day of a user's journey.



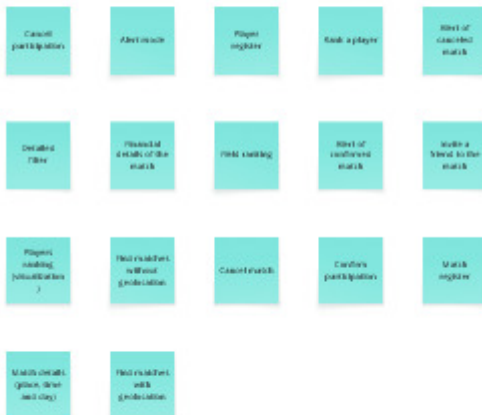
2

While reading, other people share thoughts aloud.



3

When a feature is identified, describe it and place it on the board. Repeat the previous steps for all journeys.



Activity 6: Feature Brainstorming



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.

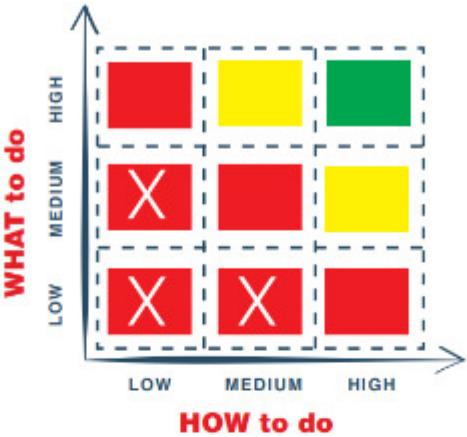
- 1 Ask a person to choose and drag a feature, going through the graph and table.

- 2 Define the color according to the confidence level and make markings (on a scale of 1 to 5) of business value, effort and UX value - 1, 2 and 3.

- 3 Confirm that everyone agreed; close the next person and return to step 1.


001-0-0-0 Cancel participants	0010-0-0 Resend details of the match	0010-0 Match engine	010-0-0 Player engine	0010-0-0 Cancel match
010-0-0-0 Matchmaker opens new and clog	0010-0-0-0 Add of cancelled match	0100-0-0-0 Test matches without production	001-0-0-0 Card's participation	00100-0-0-0 Alert Disruption
0100-0-0-0 Test of card's match	0100-0-0-0 Make a friend to the match	010-0-0-0 Player ranking (Availability)	0100-0-0-0 Test voting	

TECHNICAL, USER EXPERIENCE
AND BUSINESS REVIEW



EFFORT	E	EE	EEE
BUSINESS	\$	\$\$	\$\$\$
UX	♥	♥♥	♥♥♥

“The first step in organizing your work is meticulously coloring and marking each item. Then you can start prioritizing your list, so that you decide what to focus on.”



\$\$\$-E-E-E
Falta de cada tipo de produto

EE-E-E-E
Falta de produtos para melhorar a experiência

\$\$\$-E-E-E
Falta de produtos para melhorar a experiência

\$\$\$-E-E-E
Falta de produtos para melhorar a experiência

\$\$\$-E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

EE-E-E-E
Falta de produtos para melhorar a experiência

EE-E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

E-E-E
Falta de produtos para melhorar a experiência

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 Add people to define the first feature



- 2 Bring every card 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 £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



2



3



4



5

PP

Get ready, plan, work and conquer!

PP



SEQUENCER

Fit to the space
marked with
green dots in your
card



Get ready, plan, work and conquer!



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 to their respective template.



- 2 Ask each group to present their Canvas MVP.



- 3 Ask the team to consolidate the ideas/feedback of the MVP canvas, adding and changing the points/points as needed.



MVP CANVAS

DEFINING PROBLEM	MVP PROBLEM	EXPECTED RESULT
What problem will our users want and are able to solve as a user group?	What is the importance of this MVP?	What benefit or need are we seeking to fulfill?
<div>The user needs</div> <div>Great engagement in the market</div>	<div>Build a MVP to understand if the business requirement will fit the app to be built in the future</div>	<div>Experimentation in the market</div> <div>Experimentation in the market</div>
<div>Revenue of the business team</div>	KEY FEATURES What are the features in this MVP that will create great business/financial impact in the MVP?	<div>200 users within a month</div>
JOINT FACTS What are the strengths and weaknesses of the MVP?	<div>Build a MVP that will create great business/financial impact in the MVP</div> <div>Regular players, only for limited markets</div>	
<div>Some users require a game</div> <div>Other users require a different game</div>	<div>Custom participation</div> <div>Regular users, mainly only for subscriptions</div>	USERS TO TARGET What are the users/segments of the MVP?
	KEY TO SUCCESS What is the important and business of the MVP that can create a market for value/adding functionality to the business?	<div>Number of users registered in the market</div> <div>Number of app downloads in the play store</div>
	<div>\$1.000 users with marketing campaign in the market</div> <div>Two users with marketing campaign in the market</div>	<div>Number of users registered in the market</div>

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



IMP CARTAS



IMP for the IMP
proposal
regulation

MP canvas

<p>PREVIOUS PRESENTATION</p> <p>What did the SAP Next Career segment and the SAP Next Career group?</p> <p>2</p>	<p>TOP MESSAGE</p> <p>What is the request for SAP/STP?</p> <p>1</p>	<p>KNOWLEDGE GAINED</p> <p>What training or result were we looking for SAP/STP?</p> <p>5</p>
<p>PROBLEMS</p> <p>What journey can go to be improved with SAP/STP?</p> <p>3</p>	<p>NEW DATA</p> <p>What are we building in SAP/STP? What are the key data points for SAP/STP?</p> <p>4</p>	<p>THINGS TO FOLLOW UP</p> <p>What are the key data points for SAP/STP?</p> <p>6</p>
	<p>KEY TAKEAWAYS</p> <p>What is the expected cost and the data of SAP/STP? What are the key data points for SAP/STP?</p> <p>7</p>	

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SHOWCASE