



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:



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More info:



LEAN INCEPTION
HOW TO ALIGN PEOPLE AND BUILD THE RIGHT PRODUCT

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FOUNDED BY MATHY PEREIRA

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Lean Inception: How to Align People and Build the Right Product - Caroli, Paulo, eBook - Amazon.com

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...



Lean Inception: How to Align People and Build the Right Product 1, Caroli, Paulo, eBook - Amazon.com

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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.



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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!

- 1 Ask the main sponsor of the initiative to open the Lean Inception with a speech about the initiative to be launched 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.

NAME
I will
participate in
all activities

NAME
I will
participate in
all activities

NAME
I will
participate in
all activities

NAME
I will
participate in
all activities

NAME
I will
participate in
all activities

NAME
I will
participate in
all activities

NAME
I will
participate in
all activities

NAME
I'll only be in
the kickoff and
showcase

NAME
I'll only be in
the kickoff and
showcase

NAME
I'll only be in
the kickoff and
showcase

Agenda

MORNING

MONDAY

RECORD

PRODUCT 1 REVIEW

TUESDAY

PRODUCT 1

WEDNESDAY

PRODUCT 1
REVIEW

THURSDAY

PRODUCT 1

FRIDAY

PRODUCT 1

LUNCH

AFTERNOON

PRODUCT 1
REVIEW

PRODUCT 1 REVIEW

PRODUCT 1

PRODUCT 1
REVIEW

PRODUCT 1

PRODUCT 1

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 its respective template.



- 2 Ask each group to read their respective incomplete sentence and copy their part (s) to the single template.



- 3 Ask the team to consolidate a homogeneous sentence, copying or marking the previous notes, as needed.



THE PRODUCT VISION

For:

SOCCER
players

whose:

have a hard
time to find
soccer
matches.

the:

easy-to-use

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





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 blocks selected in its respective template.

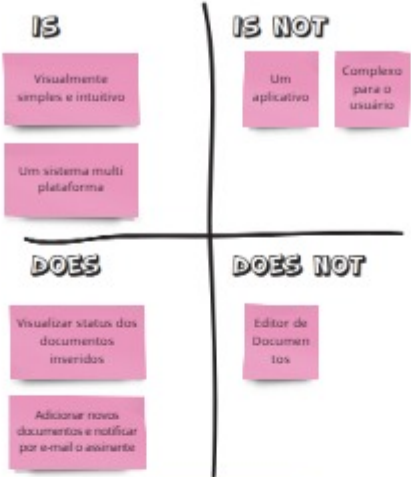


- 2 Ask a person to read a note. Talk about it. Group similar ones into a 'cluster' and place it on Canvas 1.



- 3 Go back to step 2, then ask the same for another person in the real group, until all notes are finished.





Sometimes, it's easier to describe something by telling what this 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 fill only the blanks selected in its respective 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'.



bring players
together

publicize the
app

monetize

find players

create friends
from work

sell ad space

show
matches

advertise in
the
neighborhood

increase
match rental

find games
by
geolocation

reward loyal
users

organize
championships
by player
level

make \$ with
advertising
banner

Activity 3: Product Goals

Facilitar
assinatura de
documentos

Facilitar a
visualização
de status dos
documentos

Automatizar
o lembrete
de pendência

Padronizar
assinaturas

Garantir
qualidade e
segurança

Registrar
quando os
documentos
foram
assinados

Obter insights
sobre tempo
médio de
espera

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.



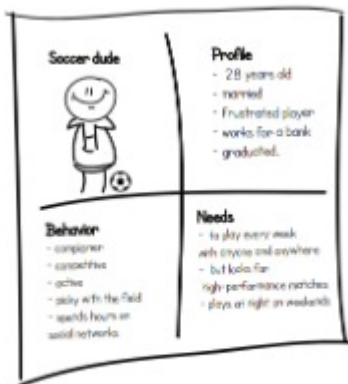
- 2 Each group presents its persona to the entire team.



- 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.



Activity 4: Personas

<div>Personaje</div>	<div>Revisar la estrategia en un momento</div>
<div>Seguir el proceso para crear y hacer ajustes a la estrategia de contenido y canales</div>	<div>Revisar el plan de contenido y los canales de distribución</div> <div>Revisar el plan de contenido y los canales de distribución</div>

<div>Personaje</div>	<div>Revisar el plan de contenido y los canales de distribución</div> <div>Revisar el plan de contenido y los canales de distribución</div>
	<div>Revisar el plan de contenido y los canales de distribución</div>

Responsabil

Responsabil da assistência em caso
da cirurgia

Registo todo que é realizado na
assistência física através de
inspeção e exames

Desenvolver e ter entusiasmo sobre os
desafios, emoldurados pela
atividade.

Ter uma boa atenção de Deus, sempre
a fim de não perder pontos
regulados.

Assistente

Possui adquirindo alguma tecnologia /
produto e precisa analisar de forma
simples e rápida.

Possui analisando alguma
das competências para a compreensão
abrangente do sistema.

Participação e
inteligência

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.

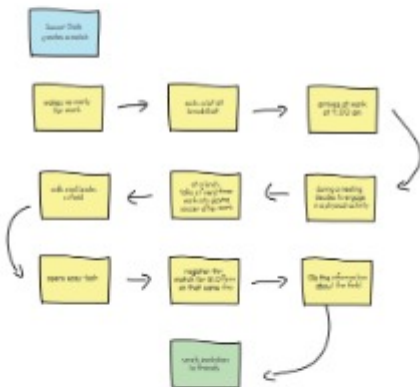
- 1 Divide the team into three groups and ask each to describe ONE journey.



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



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



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

Activity 5: Users' Journeys



Requisitante

Loga no App

Registra um documento

Aguarda a assinatura do usuário

Obtem o documento assinado



Assinante

Loga no app

Encontra o
documento a
ser assinado

Assina o
documento

Obtem o
documento
assinado



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?

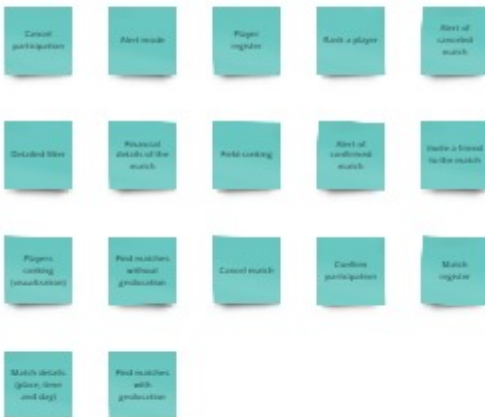
- 1** Ask someone to read, slowly, the step-by-step of a user's journey.



- 2** While reading, when 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.



Activity 6: Feature Brainstorming

Interojeção de documentos

Associação de documentos

Detecção automática de entidades de documentos

Leitura em profundidade de documentos

Notificação pessoal que deve ser feita

Classificação temporal média de objetos para associação

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.

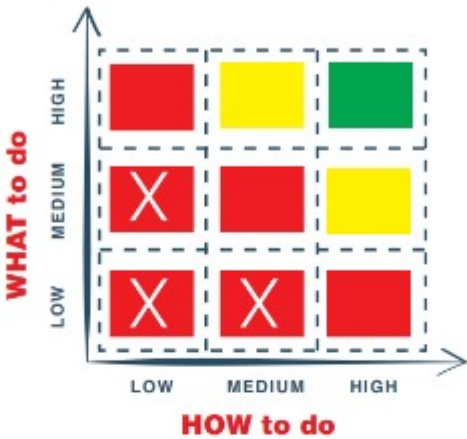
- 1 Ask a person to choose and drag a feature, going through the graph and table.

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

- 3 Cardiac that everyone agrees; choose the next person and return to step 1. 



TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW



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

“The first step in organizing your world is not just coloring and marking each item. Then you can start prioritizing your list, so that you decide what to focus on.”



Lean
Inception
caroliang

001-001-001
Title de login

001-001-001
Registre de
documentos

001-001-001
Registru de
documente

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Title de subiect

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Clasific
documentelor

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Valori Unice

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Date de
documente
si documente
si documente

001-001-001
Compartiment
de generare

001-001-001
Instructiuni
pentru
utilizatori

001-001-001
Instructiuni
pentru
utilizatori

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 - Request 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

It is the most important with respect to the program's design.

①

1. $\frac{1}{2} \times \frac{1}{2} \times \frac{1}{2} = \frac{1}{8}$
 Total area = 4 regions

[illegible]

2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720 2721 2722 2723 2724 2725 2726 2727 2728 2729 2730 2731 2732 2733 2734 2735 2736 2737 2738 2739 2740 2741 2742 2743 2744 2745 2746 2747 2748 2749 2750 2751 2752 2753 2754 2755 2756 2757 2758 2759 2760 2761 2762 2763 2764 2765 2766 2767 2768 2769 2770 2771 2772 2773 2774 2775 2776 2777 2778 2779 2780 2781 2782 2783 2784 2785 2786 2787 2788 2789 2790 2791 2792 2793 2794 2795 2796 2797 2798 2799 2800 2801 2802 2803 2804 2805 2806 2807 2808 2809 2810 2811 2812 2813 2814 2815 2816 2817 2818 2819 2820 2821 2822 2823 2824 2825 2826 2827 2828 2829 2830 2831 2832 2833 2834 2835 2836 2

REGISTRATION

10.1111/j.1365-3113.2011.04531.x

②

001-1111-13-13-13
 Mobilizing the power
 of the people

MVP

2007 8-9
Kathleen O'Rourke

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

③

INCREMENT

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the world.

1991 1-2
L'espresso alle
pirolle

④

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Get ready, plan, work and conquer!



Lean
Inception
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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 users blocks of the MVP canvas, using and changing the previous notes as needed.



MVP CANVAS

SELECTED PERSONAS Who are the different user segments we need to consider? <div data-bbox="119 517 191 586">Personas 1</div> <div data-bbox="239 517 311 586">User segment 1 characteristics</div> <div data-bbox="119 615 191 684">Personas 2</div> <div data-bbox="239 615 311 684">User segment 2 characteristics</div>	MVP PROPOSAL What are the important features? <div data-bbox="446 494 581 557">List of MVP features</div> <div data-bbox="368 580 441 649">Feature 1 description</div> <div data-bbox="529 580 601 649">Feature 2 description</div>	EXPECTED RESULT What outcome or behavior are we looking for? <div data-bbox="699 517 771 586">Expected result 1</div> <div data-bbox="798 517 871 586">Expected result 2</div> <div data-bbox="699 615 771 684">Expected result 3</div>
JOURNÉE What journey can we propose to our users? <div data-bbox="119 747 191 816">User journey 1</div> <div data-bbox="239 747 311 816">User journey 2</div>	FOR/VS What are we looking for in this MVP? What are we going to implement? What are we not? <div data-bbox="378 621 450 689">For/VS 1</div> <div data-bbox="529 621 601 689">For/VS 2</div> <div data-bbox="378 712 450 781">For/VS 3</div> <div data-bbox="529 712 601 781">For/VS 4</div>	INDICATORS TO VALIDATE THE BUSINESS HYPOTHESES What are the indicators to validate our hypotheses? <div data-bbox="699 758 771 827">Indicator 1</div> <div data-bbox="798 758 871 827">Indicator 2</div> <div data-bbox="699 850 771 919">Indicator 3</div> <div data-bbox="798 850 871 919">Indicator 4</div>

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





MVP CANVAS

<p>PROBLEMS-PROBLEMS What is the MVP for? Can we segment and build the MVP for a smaller group?</p> <p>Problemas que precisamos resolver alguma funcionalidade e poder ser testado com grupos de testes ou usuários reais</p>	<p>NEW MARKET What is the target for this MVP?</p> <p>Alcance inicial do MVP e grupo de testes</p>	<p>EXPECTED REVENUE What learning or result are we seeking in this MVP?</p> <p>Receita esperada ou aprendizado</p>
<p>GOALS What journey are going to be represented in this MVP?</p> <p>Jornada do usuário</p> <p>Objetivos do MVP</p> <p>Recursos do MVP</p>	<p>FEATURES What are we building in this MVP? What features are going to be simplified or improved in this MVP?</p> <p>Funcionalidades do MVP</p> <p>Funcionalidades que serão simplificadas ou melhoradas</p>	<p>MEANS TO MEASURE THE BUSINESS IMPACT How can we measure the results of this MVP?</p> <p>Métricas de sucesso</p> <p>Métricas de impacto</p>
	<p>COST & SCHEDULE What is the expected cost and the date of this MVP? When can we build it? How data for validating it? Is there any schedule constraint?</p> <p>Custos do MVP</p> <p>Data de lançamento</p> <p>Recursos humanos</p> <p>Recursos materiais</p>	

SHOWCASE