



## 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 MvR.
- 3 Ask everyone to write their names, using the color that identifies the level of participation.



# Agenda

MORNING	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	<div>KICKOFF</div> <div>PRODUCT REVIEW</div>	<div>PREREQS</div>	<div>ANALYSIS REQUIREMENTS</div>	<div>REQUIREMENTS</div>	<div>SHOWCASE</div>
LUNCH					
AFTERNOON	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	<div>IS IT NOT DONE DOES NOT DO</div> <div>PRODUCT REVIEW</div>	<div>User journey</div>	<div>TECH SOLUTIONS AND UX REVIEW</div>	<div>SAP CONCEPT</div>	<div>SHOWCASE</div>

## 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 points to the single template.
- 3 Ask the team to consolidate a homogeneous sentence, copying or rewriting the previous ones, as needed.

### THE PRODUCT VISION

For: *find* **Veterinários**

whose: *to be solved* **Demorar a atender nos atendimentos**

the: *name* **CaniVet** *product*, is a: **Sistema médico veterinário**

that: *to buy it* **Trabalhar a visão dos clientes com o tempo de atendimentos**

Different from: *is an current alternative* **Network Sisvet**

our product: **Atendimento rápido e flexível de atendimentos veterinários possibilitando**

PP Separation between the intended and the resulting. The product vision helps to trace the intended path.



THE PRODUCT VISION

For:

whose: problem that 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 alternatives,

our product:

Fill in the blanks  
marked with your  
key value

Remember before the exercise: think about the product and help to focus on solving it

Lean Reception

THE PRODUCT VISION

For: First client,

whose: problem that 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 alternatives,

our product: key differentiator,

Fill in the blanks  
marked with your  
key value

Remember before the exercise: think about the product and help to focus on solving it

Lean Reception

THE PRODUCT VISION

For: First client,

whose: problem that 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 alternatives,

our product:

Fill in the blanks  
marked with your  
key value

Remember before the exercise: think about the product and help to focus on solving it

Lean Reception

# THE PRODUCT VISION

For:



whose: problem that needs to be solved .

the: name of the product . is a: problem .



that: key-benefits, reason to buy it .

Different from: conception or current alternative .

our product: key-benefits .



Fill in the blanks  
marked with pos-  
its in your color.



Sometimes between the dots and the brackets, the product vision helps to know the enterprise.



Look  
inception  
canva.com



# THE PRODUCT VISION

For: final client ,

whose: problem needs to be solved ,

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

that: key-benefits, reason to buy it ,

Different from: competitor alternative ,

our product: key-difference ,

Fill in the blanks  
marked with points  
in your color.



# THE PRODUCT VISION

For: *final client* ,

whose: *problem* needs to be solved ,

the: *new* product , is a: *product category*.

that: *key-benefits*, reason to buy it ,

Different from: *competition or current alternative* ,

our product: *key-difference* ,

Fill in the blanks  
marked with pos-  
its in your color.

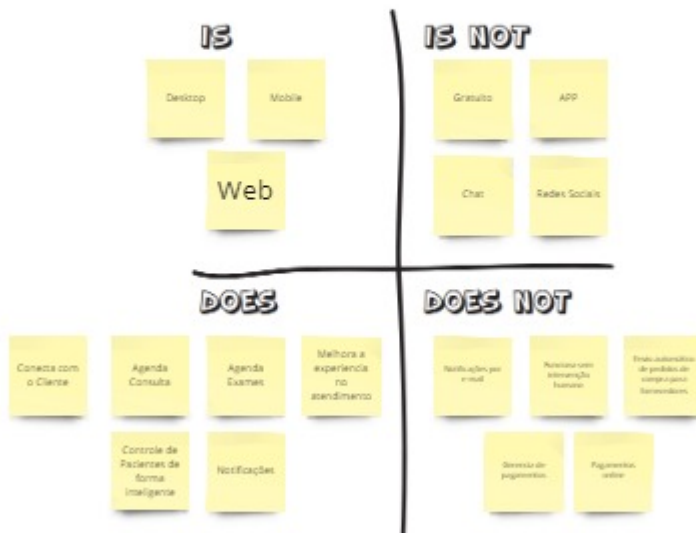


# The Product IS - IS NOT - DOES - DOES NOT DO

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.

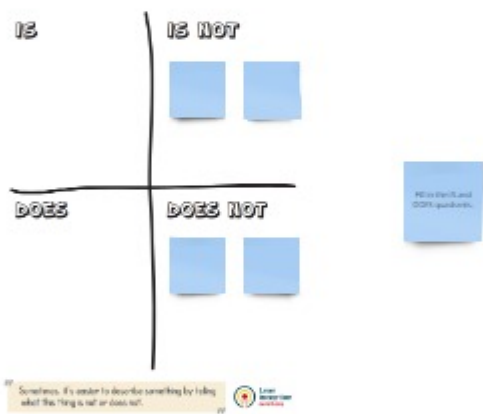
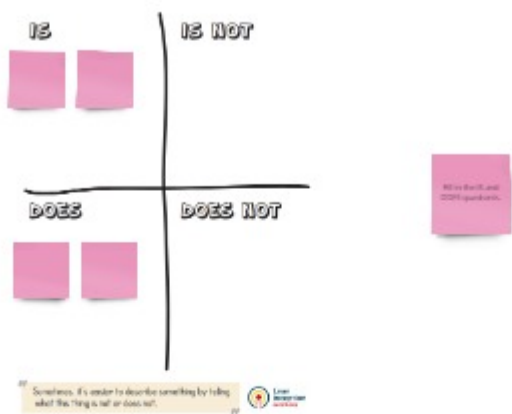
- 1 Divide the team into two groups and request that each group fill only the blanks selected in its respective template.
- 2 Ask a person to read a note. Talk about it. Group similar ones into a 'cluster' and place it on Canvas 1.
- 3 Go back to step 2, then ask the same for another person in the next group, until all notes are finished.

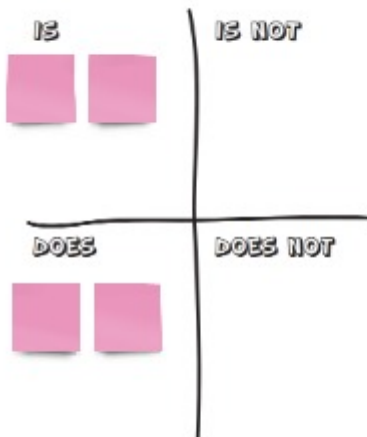


## Sometimes, it's easier to describe something by telling what this thing is not or does not.



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

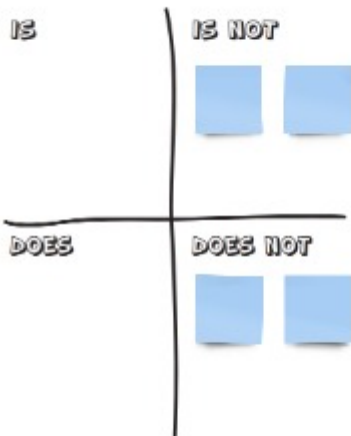




Fill in the IS and  
DOES quadrants.

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





Fill in the IS and  
DOES quadrants.

22 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'.

Melhora de atendimento

Controle

Receita

Produtividade

Excelencia no atendimento

Aumentar a integração entre setores

Aumentar a integração entre setores

Classificação do estado dos pacientes

Métricas para definir o tempo de atendimento

Controle e acompanhamento da saúde dos pacientes

Automatizar processos manuais

Relatorios diversos

Fidelização de pacientes

Activity 3: Product Goals

IDEATION

Cluster 1

Cluster 2

Cluster 3

Cluster 4

Clusterless

Double



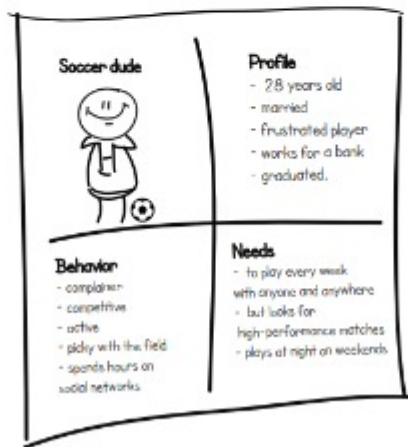
## Personas

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



**Dr. Maria Pereira**

Chronic

Diabetes

Postmenopausal

Obesity

Family history of heart disease

Diabetes

Chronic kidney disease

Postmenopausal

Obesity

Family history of heart disease


Diabetes is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Chronic kidney disease is a chronic condition that requires ongoing management.

Postmenopausal is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.



**Dr. Pedro Sotomayor**

Chronic

Diabetes

Obesity

Postmenopausal

Obesity

Diabetes is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Chronic kidney disease is a chronic condition that requires ongoing management.

Postmenopausal is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Diabetes is a chronic condition that requires ongoing management.


Obesity is a chronic condition that requires ongoing management.

Chronic kidney disease is a chronic condition that requires ongoing management.

Postmenopausal is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Fill in the blanks, marked with your ID in your color.



**Dr. Maria Almeida**

Chronic

Diabetes

Obesity

Postmenopausal

Diabetes is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Chronic kidney disease is a chronic condition that requires ongoing management.

Postmenopausal is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Diabetes is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Chronic kidney disease is a chronic condition that requires ongoing management.

Postmenopausal is a chronic condition that requires ongoing management.

Obesity is a chronic condition that requires ongoing management.

Fill in the blanks, marked with your ID in your color.



Dr. Maria  
Fonseca

Claro

Claro

Reservado

Reservado

Claro

Reservado

Reservado

Reservado

Reservado

Reservado

Reservado

Reservado



Dr. Pedro  
Vercocellon

allergic

liver

kidney

hypertension

chronic kidney  
disease  
diabetes mellitus

chronic  
hypertension  
hypertension  
hypertension

chronic  
hypertension  
hypertension

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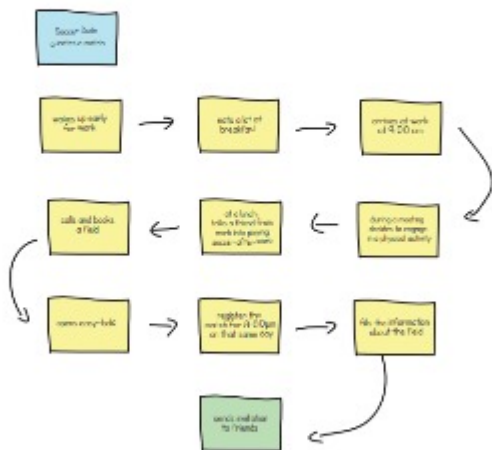
Fill in the blanks  
marked with pos-  
its in your color

# 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.

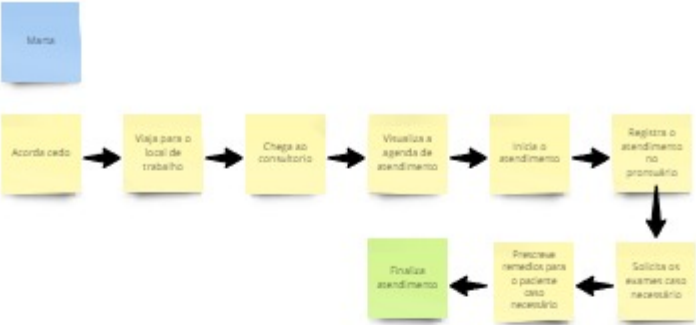
**What goal does the persona want to achieve? Describe the journey step by step until the persona reaches it.**

- 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



Marta



Pedro

Acorda as 5h  
da manhã



Faz sua  
alimentação



Vai a  
academia se  
exercitar



Inicia o  
trajeto até  
seu  
consultório



Recebe  
notificação  
com todos os  
seus  
compromissos



Fabio

Acorda as 8h

toma café  
com sua  
família

recebe  
notificação com  
teus  
compromissos e  
agendamentos

Vai realizar  
exercícios

Inicia  
atendimento  
no  
consultório

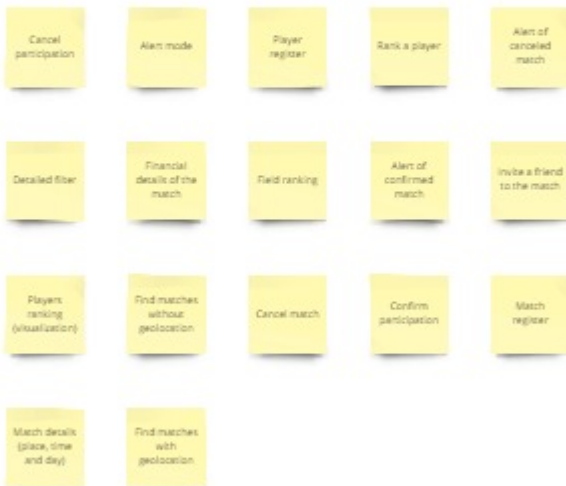
finaliza  
atendimento

# Feature Brainstorming

A feature represents a user's action or interaction with the product, for example: printing invoices, consulting detailed statements and inviting 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.



Activity 6: Feature Brainstorming



## Technical, Business and UX Review

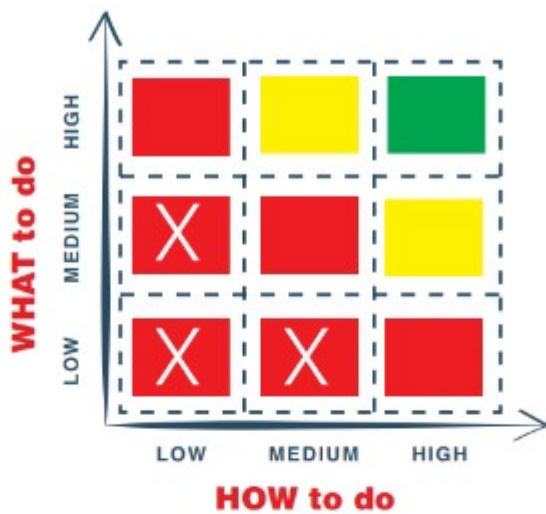
This review aims to discuss how the team feels about technical, business and UX understanding for each feature. From this activity, new clarifications will happen and the disagreements and doubts will become more apparent.

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 3) of business value, effort and UX value - S, E and M.
- 3 Confirm 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 work is relatively coloring and marking each item. Then you can start prioritizing your list, so that you decide what to focus on.



# 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 Es.

**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.



##

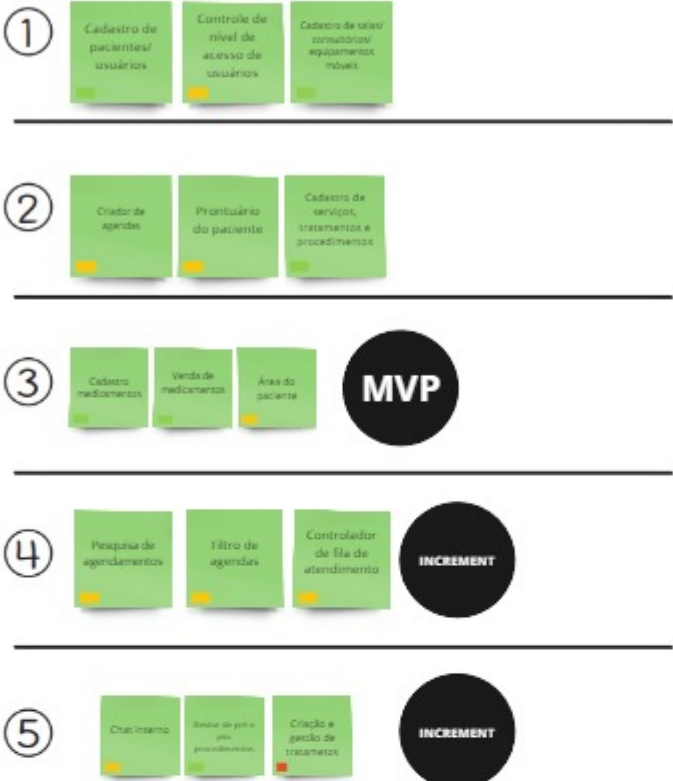
Get ready, plan, work and conquer!

##



# SEQUENCER

Pin notes to this board, marked with your team's name.



“ 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 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

COMPETED PERSONS	MVP PROPOSAL	EXPECTED RESULT
<div>One person must</div> <div>Other person must or has to do</div>	<div>What is the value of the product to be developed in terms of user and business metrics?</div>	<div>Do members in the first market?</div> <div>Do members in the first market?</div>
<div>The nature of the technology used</div>	<div>PERFORMANCES</div> <div>What is the main reason without generalization why the business succeeds?</div> <div>What is the main reason why the business succeeds?</div>	<div>What is the main reason why the business succeeds?</div>
<div>OBJECTIVES</div> <div>Success should require a game</div> <div>High revenues should not require a game</div>	<div>Customer participation</div> <div>Highly active users should not require a game</div>	<div>REFERENCE TO VALIDATE THE BUSINESS HYPOTHESES</div> <div>Number of users registered to the database</div> <div>Number of app installed in the play store</div>
	<div>COST &amp; SCHEDULE</div> <div>A timeline is needed to develop the MVP</div> <div>What is the main reason why the business succeeds?</div>	<div>Number of users registered to the database</div>

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









# MVP CANVAS



Fill in the blanks marked with points in your color

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



# SHOWCASE

## ion

Between the idea and the launch of the MVP, the product vision helps you to walk the initial path. It is the essence of your business value and should reflect a clear and compelling message to your customers. This helps you to define the product vision in a collaborative way.

From your view of the product, you can determine how the initial "pieces" of the business fit together. miro



Dr. Fabio Almeida

Brand

Location

Website

Organization

Dr. Fabio Almeida

Dr. Fabio Almeida  
Veterinário  
Cirurgião de Pequenos  
Animais

Dr. Fabio Almeida  
Veterinário

Dr. Fabio Almeida  
Veterinário  
Cirurgião de Pequenos  
Animais

Dr. Fabio Almeida  
Veterinário

Dr. Fabio Almeida  
Veterinário

Dr. Fabio Almeida  
Veterinário  
Cirurgião de Pequenos  
Animais

Fill in the blanks  
marked with pos-  
its in your color.