



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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PAULO CAROLI
THE CLARITY OF A BETTER PRODUCT

LEAN INCEPTION
HOW TO ALIGN PEOPLE AND BUILD THE RIGHT PRODUCT

www.caroli.org

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...



www.amazon.com

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

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www.udemy.com

The Step-by-Step Method for Successful Product Teams

Discover Lean Inception, the effective combination of Design Thinking and Lean StartUp



miro.com

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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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 rewriting the previous notes, as needed.



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



Aumentar a
participação
em iniciativas

Gerar
confiança
dentro e
fora da
competitividade

Reduzir custos
operacionais
sem afetar
a qualidade

Reduzir o
tempo de
resposta de
clientes e
parceiros

Aumentar
a
transparência
nas
relações
com
clientes e
parceiros

Garantir
a
segurança
dos
dados e
informações

Fortalecer
a
participação
em
iniciativas
inovadoras

Garantir
a
transparência
nas
relações
com
clientes e
parceiros

Verificar
a
qualidade
dos
serviços
prestados

Aumentar
a
produtividade
e
qualidade

Garantir
a
segurança
dos
dados e
informações

Reduzir
os
custos
operacionais
sem afetar
a qualidade

Garantir
a
segurança
dos
dados e
informações

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.



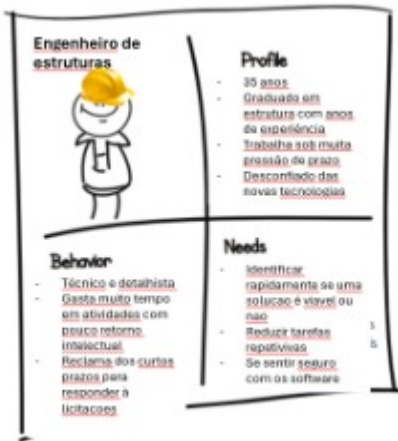
- 2 Each group presents its persona to the entire team.



- 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.



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.

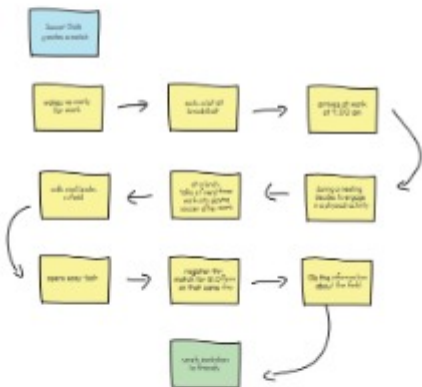
- 1 Divide the team into three groups and ask each to describe ONE journey.



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

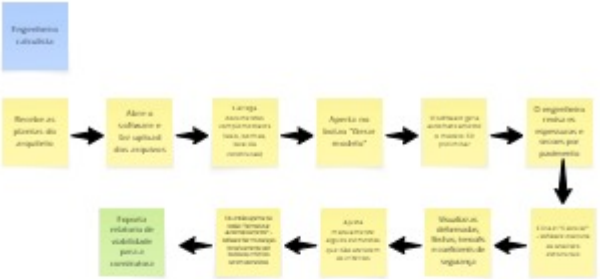


- 3 Optionally, make more rounds to describe other journeys.



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

Activity 5: Users' Journeys



Engenheiro
calculista

Recebe as
plantas do
arquiteto

Abre o
software e
faz upload
dos arquivos

Carga
os elementos
complementares
(tubo, maneta,
local de
construção)

Aperta no
botão "Gerar
modelo"

O software gera
automaticamente
o modelo 3D
pretentivo

O engenheiro
revista as
espessuras e
seções por
pavimento

Exporta
relatório de
viabilidade
para o
construtor

Ou ainda aponta no
tela "terminar
acomodando" -
então faz ajustes
necessários ao
modelo e inicia
a simulação

Aperta
manualmente
alguns elementos,
que não atendem
as condições

Visualizar as
deformações,
flexões, torções
e deslocamentos
de longo prazo

Clica no "Calcular"
software realiza
as análises
estruturais

Gerente de
projetos da
construtora

Recebe do
engenheiro o
relatório de
viabilidade



Analisa os
resultados,
pesquiso - custo,
profundidade,
conformidade,
prazo



identifica se
a proposta é
competitiva



Decide se a
construtora
vai participar
da licitação

Arquiteto colaborador

Receber do gerente de projetos a solicitação para preparar as plantas

Abre seu software de desenho

Recupera as layers de elementos, não embutidas na planta

Expona os arquivos em DWG ou em PDF

Envia para o engenheiro as plantas limpas, e compatíveis com o software

Receber feedback do engenheiro sobre a compatibilidade

Faz pequenos ajustes, se necessário

Planta validada

Feature Brainstorming

A feature represents a user's action or interaction with the product, for example: print invoice, view detailed statement and invite Facebook friends. The description of a feature must be as simple as possible, aiming to meet a business goal, a persona need, and / or contemplating a step in the journey.

The user is trying to do something, so the product must have a feature for that. What is this feature?

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

- 2 While reading, other people share feature ideas.

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




Technical, Business and UX Review

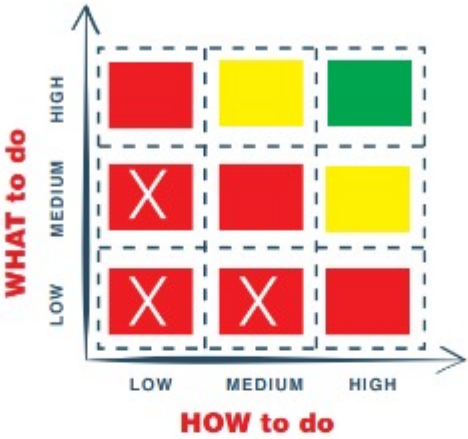
This review aims to discuss how the team feels about technical, business and UX understanding for each feature. From this activity, new clarifications will happen and the disagreements and doubts will become more apparent.

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: 1, 2 and 3.
- 3 Clarify that everyone agrees, choose the next person and return to step 1.

| | | | | |
|--|--|--|--|--|
| 9.1.1.1 Create the image and generate document | 9.1.1.2 Create the document document data value, normal | 9.1.1.3 Image automatic generate document value, normal image | 9.1.1.4 Create document generate document value, normal | 9.1.1.5 Create document generate document value, normal image |
| 9.1.1.6 Create document generate document value, normal image | 9.1.1.7 Create document generate document value, normal image | 9.1.1.8 Create document generate document value, normal image | 9.1.1.9 Create document generate document value, normal image | 9.1.1.10 Create document generate document value, normal image |
| 9.1.1.11 Create document generate document value, normal image | 9.1.1.12 Create document generate document value, normal image | 9.1.1.13 Create document generate document value, normal image | 9.1.1.14 Create document generate document value, normal image | 9.1.1.15 Create document generate document value, normal image |

TECHNICAL, USER EXPERIENCE AND BUSINESS REVIEW



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

##

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

##



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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. Repeat 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 2s.

Rule 5: The sum of the value of the cards cannot be less than four 5s 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



MVP

INCREMENT

INCREMENT

INCREMENT

PP

Get ready, plan, work and conquer!

PP



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

| | | |
|---|---|---|
| IDENTIFIED PERSONS Who are identified as key stakeholders in our business group? <div>Identify specific individuals or departments</div> <div>Identify key roles</div> | MVP PROPOSAL What are the proposed features? <div>What is the proposed MVP? What features are included in the MVP? What features are excluded from the MVP?</div> <div>What are the key features of the MVP?</div> <div>What are the key features of the MVP?</div> | EXPECTED RESULT What are the expected results of the MVP? <div>What are the expected results of the MVP?</div> <div>What are the expected results of the MVP?</div> |
| JOINTNESS What are the jointness of the MVP? <div>Identify the jointness of the MVP</div> <div>Identify the jointness of the MVP</div> | KEY FEATURES What are the key features of the MVP? <div>What are the key features of the MVP?</div> <div>What are the key features of the MVP?</div> <div>What are the key features of the MVP?</div> | INTENTS TO TRIANGLE THE BUSINESS HYPOTHESES What are the intentions to triangle the business hypotheses? <div>What are the intentions to triangle the business hypotheses?</div> <div>What are the intentions to triangle the business hypotheses?</div> |

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



SHOWCASE