



# Lean Inception

Workshop - Remote Implementation

**We Advise. Develop. And Deliver.**

## Tools Stack

### Project Maintenance

- Jira
- Monday



### Document storage

- Confluence
- Google Drive



### Teamwork

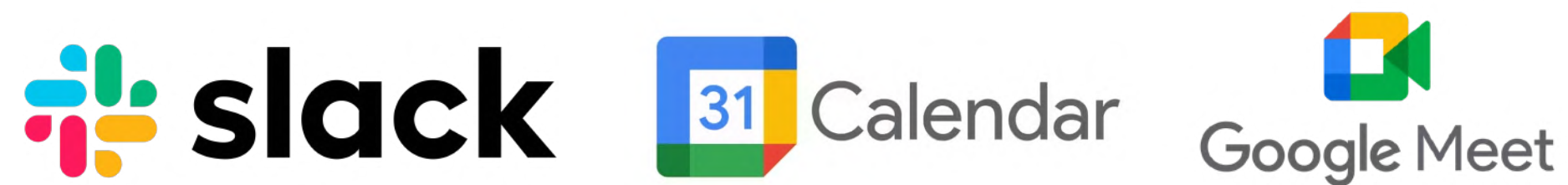
- GitHub
- Figma
- Miro
- Pitch



### Communicatio

#### n Slack

- Google Meet
- Google Calendar



# Preparations and prerequisites

## Key objective

To understand and formulate the characteristics of a the Minimum Viable Product (MVP), to decide concept from the Lean StartUp movement.

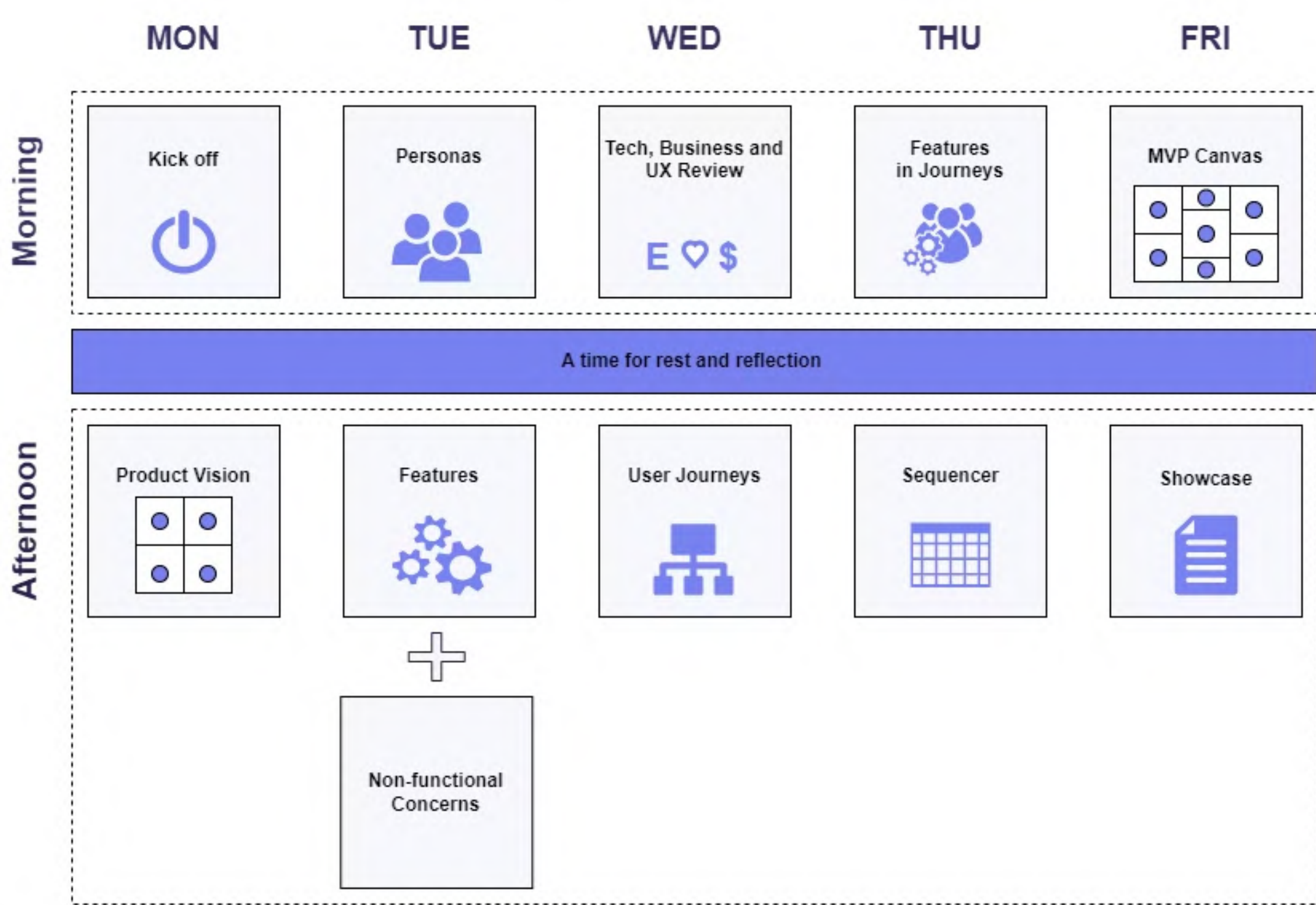
For this we need to understand who our users are, what activity they do that the product supports and how to measure if they find the product useful. Such a start build early iterations designed to discover and test what features are truly valued by their users.

## Prerequisites

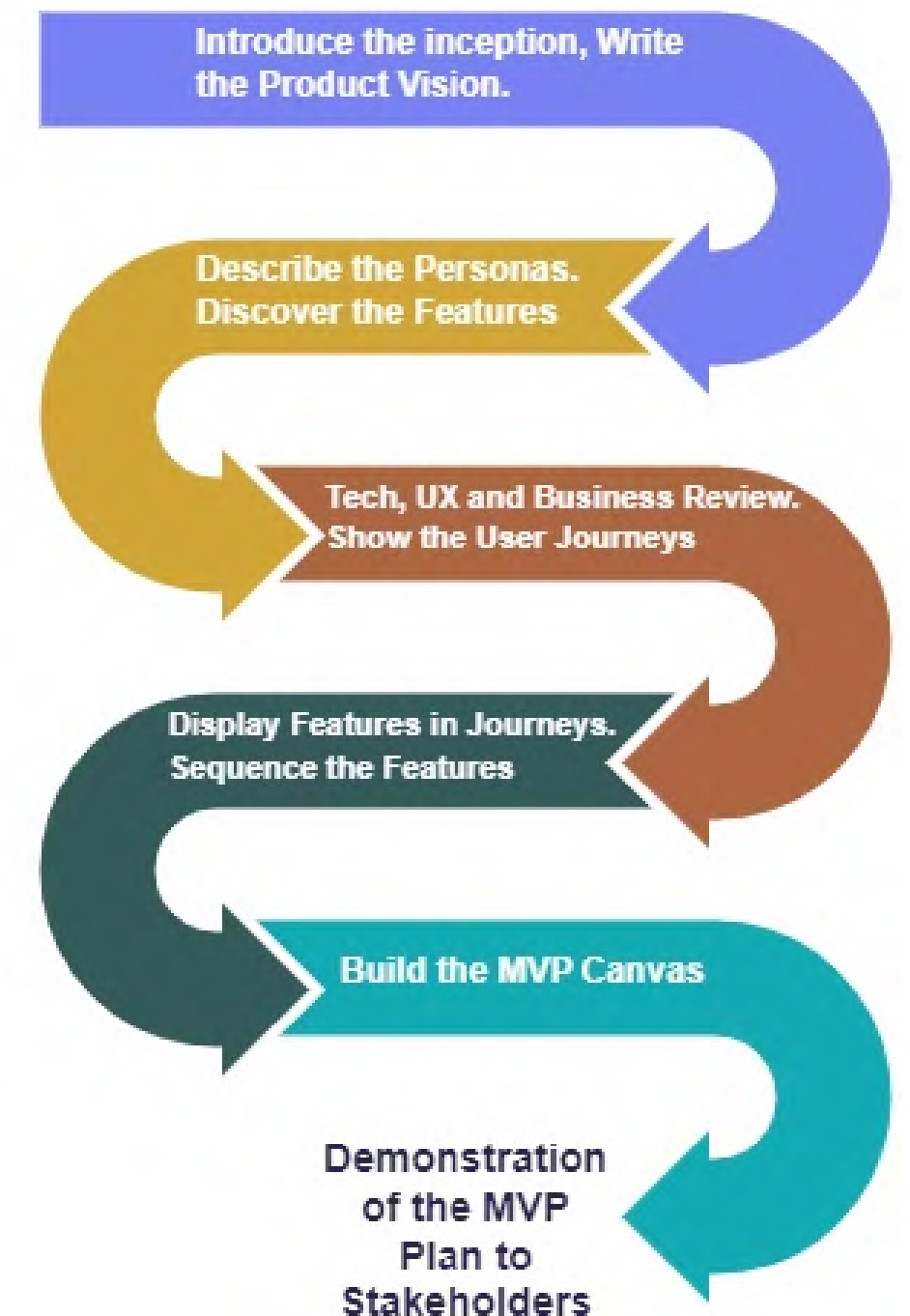
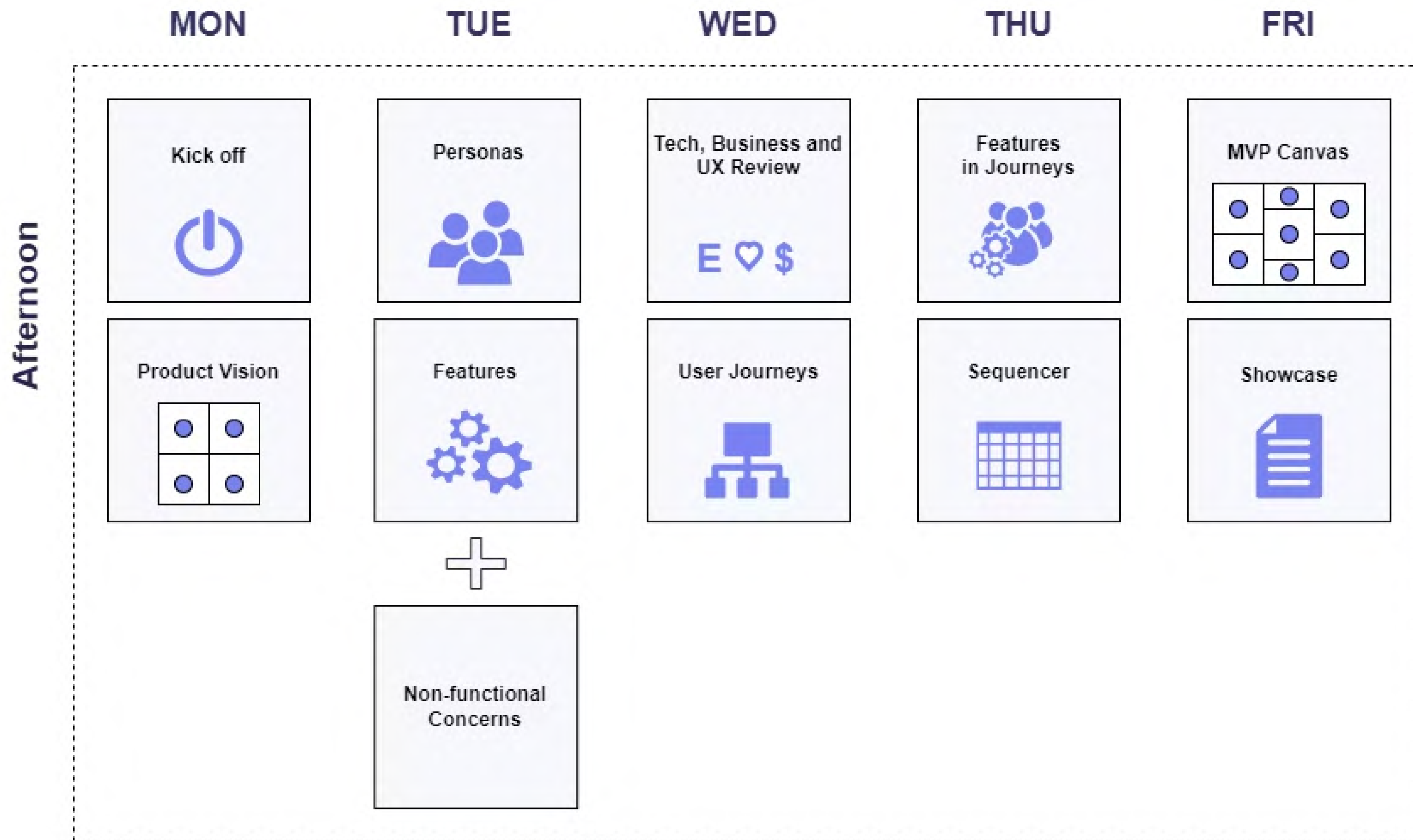
This workshop is specifically about understanding an MVP, it doesn't substitute for ideation sessions, customer research, or competitive analysis. Hence, before starting Lean Inception, the following work should be done by the responsible persons:

- Business Goal worked out with Stakeholders and formulated by the Product Owner; the main Customer's pain points to be solved
- All available information about the Customer and the Team (profile, contacts, features and the like)
- Market analysis and Competitor analysis (as needed)
- Tools and templates for collaborative

# Proposed Lean Inception Agenda



# Proposed Lean Inception Agenda (Alternative Schedule)



# Kick off and the Product Vision

The workshop's agenda, goals and the planned activities are presented at the kick-off meeting. The Stakeholders provide crucial context, emphasize the significance of the initiative, and share relevant information gathered in preparation for the inception.

The goal is to write Product Vision. This vision defines the essence of the business value of the product and must reflect a clear and convincing message to the product's users. To do this, the Team collectively completes the template by answering the following questions:

- For [final 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 alternative],
- our product [key-difference].



FOR	
WHOSE	
THE	
IS A	
THAT	
DIFFERENCES	



<input checked="" type="checkbox"/> It is	<input checked="" type="checkbox"/> It is not
1.	1.
2.	2.
<input checked="" type="checkbox"/> It does	<input checked="" type="checkbox"/> It does not
1.	1.
2.	2.

Next, the Team explain the product, by asking specifically about each positive and negative aspect of the product. Afterwards the participants usually have formed a consensus view on what the product does as well as what the product doesn't do. We can also clarify strategic decisions, such as things the product will never do.

# Personas & Features

The goal is to describe all the personas of the various users of the system. If this activity creates many personas, then we can combine and prioritize them. The Stakeholders who know the goals of the project must participate actively in all this, helping the team to identify the personas and reviewing their descriptions.

In order to describe personas, a template can be used: Since we have already described the personas and the main objectives of the product, we can use the following template to discover features:

	GOALS				
P					
E					
R					
S					
O					
N					
A					
S					

**Nickname**

*i* Service consumer

**Profile**

*i*

**Behaviors**

*i*

**Needs**

*i*

Although the canvas is similar to a matrix, it won't necessarily have a feature for each combination of goal and persona. It can have multiple features for one persona to reach one specific goal, as well have personas who don't need a feature for a certain goal. If we identify goals and features that don't correspond the needs of any persona, they should be discarded or re-thought, because their value is not clearly linked to a user.

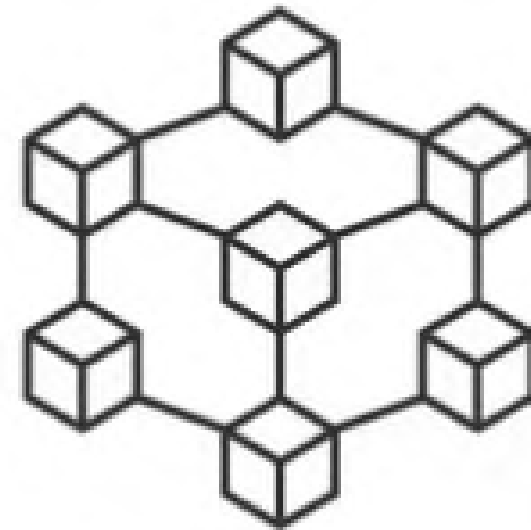
The description of a feature should be as simple as possible. We start with something the user trying to do, we then consider a feature the product should have to support that task.

# Non-functional Concerns - GCP

DAY 2

During the DevOps session, we set the following goals:

1. Familiarize ourselves with the customer's business application infrastructure, corporate blockchain platform
2. Establish DevOps contact with a new Team
3. Familiarize ourselves with the use of GCP in this context
4. Familiarize with existing environments
5. Understand the critical issues
6. Understand existing CI/CD processes
7. Identify the opportunity for potential GCP Cost Reduction
8. Identify what DevOps must do for a successful MVP



For this purpose, potential questions to the SME of the customer's company are prepared and addressed in advance, and the answers are negotiated during the session and documented.

INFRASTRUCTURE  
CONCERNS



# Technical, Business and UX Review User Journeys

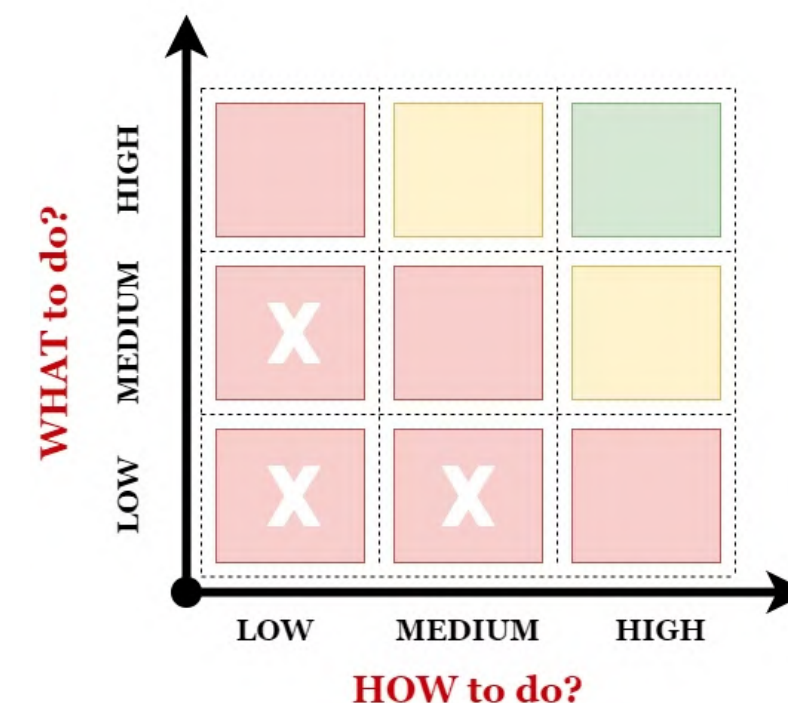
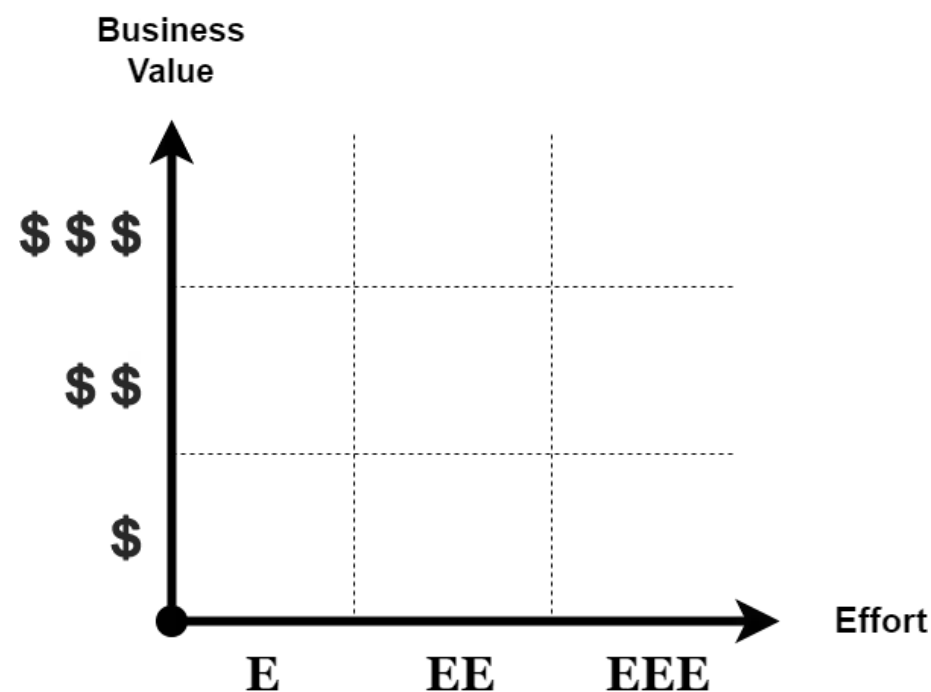
The goal is to assess the features in terms of effort, value, and uncertainty. For effort, user and business value, we annotate the features

EFFORT	E	EE	EEE
BUSINESS	\$	\$\$	\$\$\$
UX	♥	♥♥	♥♥♥
INFRASTRUCTURE CONCERNS	🔧	🔧🔧	🔧🔧🔧

We rate a feature for its technical certainty (how well the development team understands HOW to build the feature) and its business and usage certainty (how well the User eXperience and the business people agree on WHAT goes into the feature). Then we use the two ratings and combine them using the table to come up with an overall level of uncertainty: red (high), yellow (medium), and low (green). If a feature falls into the lower left part of the table (marked with an "X") then the feature is not suitable for the MVP.

## Describe User Journeys

- Select a persona.
- Identify a goal for this persona.
- Write the persona and her goal.
- Decide the starting point, write this starting point
- Describe each following step.
- Continue placing steps until the persona achieves her goal.



# Features in User Journeys. Sequencer

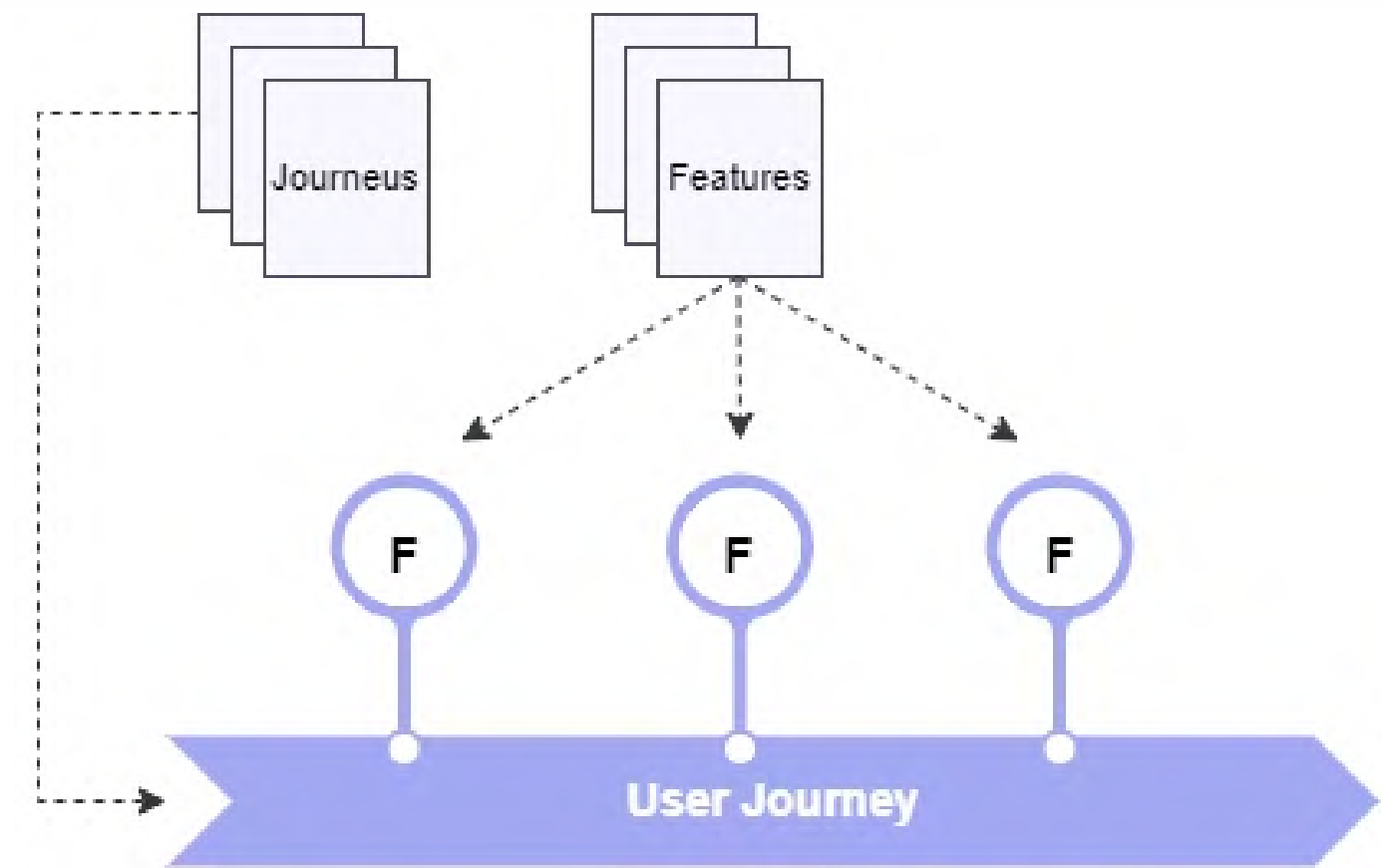
DAY 4

The goal is to integrate features into journeys.

1. Put the main journeys and the visible features side by side.
2. Take each journey, and for each step, record any features that it needs.

When we're done, we usually find two kinds of missing links.

- Some journeys are missing features: for these we create feature cards, marking them for effort, value, and uncertainty.
- Some features are not mapped to journeys: we should challenge these features, do we really need them if they play no part in our users' journeys?



Now that we have a map of features integrated with user journeys, we are in a position to work out the MVP and the following increments. We do this by defining a Features Sequencer.

The goal is to define the sequence that we will deliver the features of the product. Our mission with an MVP is to learn from each iteration by building an MVP that will allow us to test if our business case is effective.

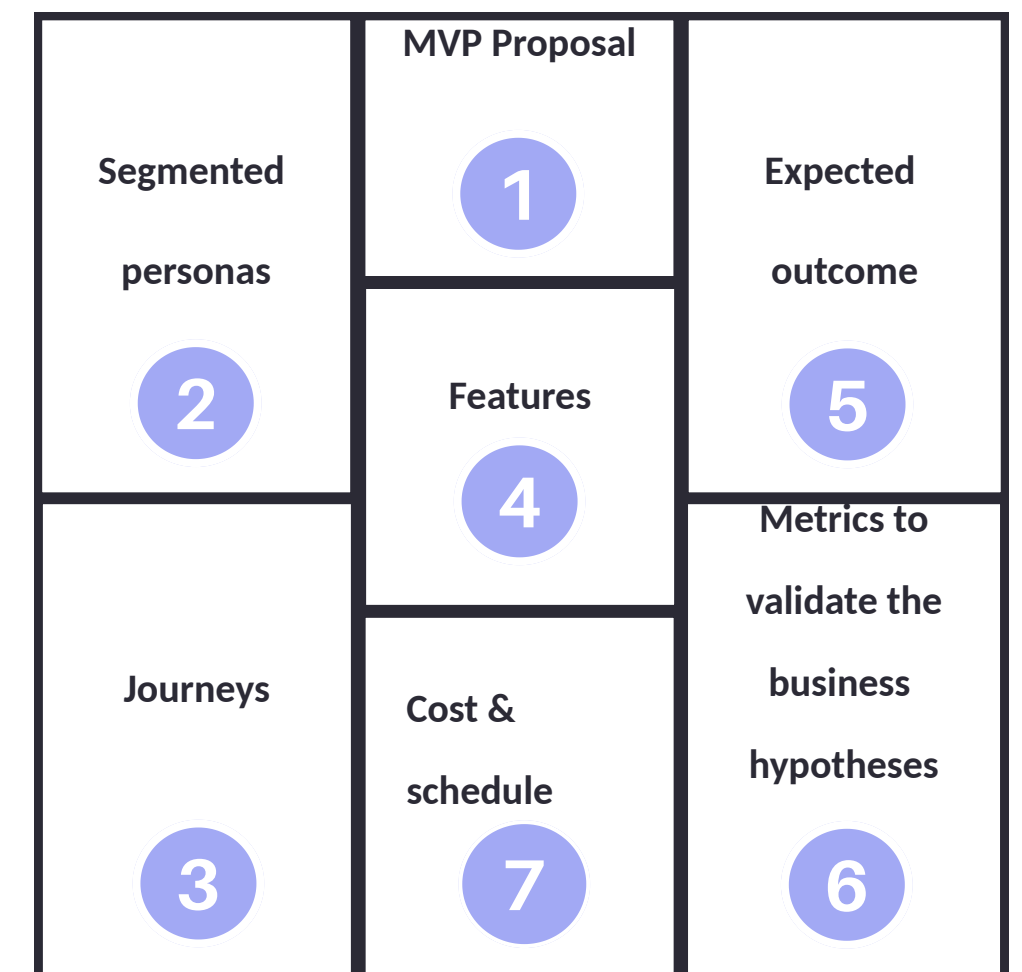
The result shows the features for the MVP and the product increments.

# The MVP Canvas and Showcase

DAY 5

We populate the MVP canvas answering a few questions:

- MVP Proposal: In Write the Product Vision we agreed upon the overall product vision, but here we state the specific proposal for this MVP. What are we trying to learn? What is the proposal for this MVP?
- Segmented Personas: In Describe the Personas, we identified personas for the whole product. For the MVP canvas, we identify the smaller set of personas that we are focusing on with this iteration. Who is this MVP for? Can we segment and test this MVP in a smaller group?
- Journeys: We look again at the results of Show the User Journeys and then Display Features in Journeys. For this iteration we state which users' journeys will be improved by this MVP.
- Features: In Sequence the Features we figured out the features for the MVP. It is a good list, let's copy it here. But is it complete? What are we building in this MVP? Which actions are going to be simplified or improved in this MVP? After having filled up the other MVP canvas building blocks, we review the list, add any features that are missing and simplify them to the minimum viable.
- Expected result: What learning or result we are seeking in this MVP?
- Metrics for business hypothesis validation: How do you know when to pivot and when to persevere? What would determine the success or failure? What data should we collect?
- Cost & Schedule: By looking at the features we have to build for this MVP, what is the cost and schedule? When can we look at the data for validating it? Is there any schedule constraint?



# Contact Us

**Website**

[www.forkjoin.io](http://www.forkjoin.io)

**Austria**

**(Home Office)**

+43 676 3308473

**New York**

**(Regional Office)**

+1 (347) 420-1474

**Email**

hello@forkjoin.dev

