RAPID PRODUCT DESIGN IN THE REAL WORLD
Cantina
Build

Learn

Measure

LEAN STARTUP
Where Lean Works

Laser focus on shipping

Strong vision

Disciplined Standards

Deep understanding of users
Where Lean Fails

Disjointed focus
Lack of vision
No standards
No knowledge users
Where Lean Fails

- Disjointed focus
- Lack of vision
- No standards
- No knowledge of users

Easier to fix
Where Lean Fails

Disjointed focus
Lack of vision
No standards
No knowledge of users
Let's talk about users
Do you know what motivates them?
What problem does your product solve?
Are you writing user stories?
#JTBD PROCESS

Identify

Innovate

Interview
PROS
Know users
Solve problems
Focus the team

CONS
Takes time
Lack of skill set
When _____, I want to _____, so I can ______.
Exercise #1
Who is your primary customer?
Exercise #2
Identify any gaps/problems they have
Exercise #3
Develop questions for your customers.
Homework

Interview a customer.
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