

**VALIDATE IT
BEFORE YOU
BUILD IT!**



**PRACTICAL TOOLS FOR A PRODUCT
OWNER**

kelsus INC.
LEAN SOFTWARE DEVELOPMENT

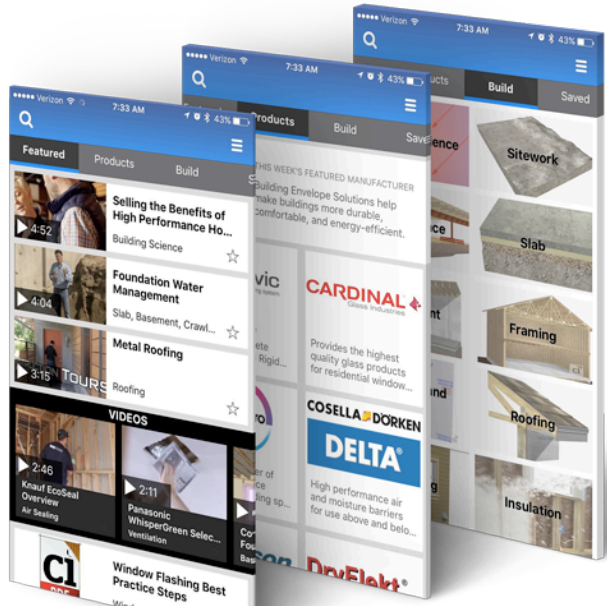
THE SPEAKER: BRAD SWANSON



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@bradswanson



kelsus INC.
LEAN SOFTWARE DEVELOPMENT



“I MIGHT BE WRONG”

- Think of a product or a feature you built that your customers didn't use, didn't understand, or complained about.
- What assumptions were made that turned out to be wrong?

#EPICFAIL!

EXPERIMENT CANVAS

<p>1. Problem/Opportunity</p> <p>Existing solutions or alternatives?</p>	<p>2. Customer segments</p> <p>Early adopters?</p>	<p>3. Possible Solution</p> <p>What makes it costly?</p>
<p>4. Uncertainties / Risks (re: the problem, customer, market, competition, usability, cost, tech...)</p> <p>Which is riskiest / least certain?</p>	<p>5. Experiments</p> <p>Lowest cost viable experiment? (survey, lo-fi mock, hi-fi mock, fake, concierge, prototype, MVP)</p>	<p>6. Success Criteria</p> <p>What does success look like? (Objective / quantifiable)</p>

EXPERIMENT CANVAS: PRODUCT EXAMPLE

<p>1. Problem/Opportunity</p> <ul style="list-style-type: none"> Small merchants can't easily sell perishable (last minute) inventory (e.g. event tickets) <p>Existing solutions/ alternatives?</p> <ul style="list-style-type: none"> Online & email marketing Storefront banners 	<p>2. Customer segments</p> <ul style="list-style-type: none"> Small brick-n-mortar merchants Bargain hunters <p>Early adopters?</p> <ul style="list-style-type: none"> Small town merchants catering to locals 	<p>3. Possible Solution</p> <ul style="list-style-type: none"> Mobile app marketing last-minute deals <p>What makes it costly?</p> <ul style="list-style-type: none"> Large scope, multiple platforms to support
<p>4. Uncertainties / Risks (re: the problem, customer, market, competition, usability, cost, tech...)</p> <ul style="list-style-type: none"> Many merchants will offer deep discounts on last-minute inventory Consumers will buy last-minute deals from app <p>Which is riskiest / least certain?</p> <ul style="list-style-type: none"> Merchants – deep discounts 	<p>5. Experiments</p> <ul style="list-style-type: none"> Survey Chamber of Commerce members Facebook page for local merchants to offer last-minute deals <p>Lowest cost viable experiment? (survey, lo-fi mock, hi-fi mock, fake, concierge, prototype, MVP, A/B test)</p>	<p>6. Success Criteria</p> <ul style="list-style-type: none"> 10+ deals offered/week Avg discount 40%+ 1000+ likes in 1 month 100+ purchases month 1 <p>What does success look like? (Objective / quantifiable)</p>

EXPERIMENT CANVAS: FEATURE EXAMPLE

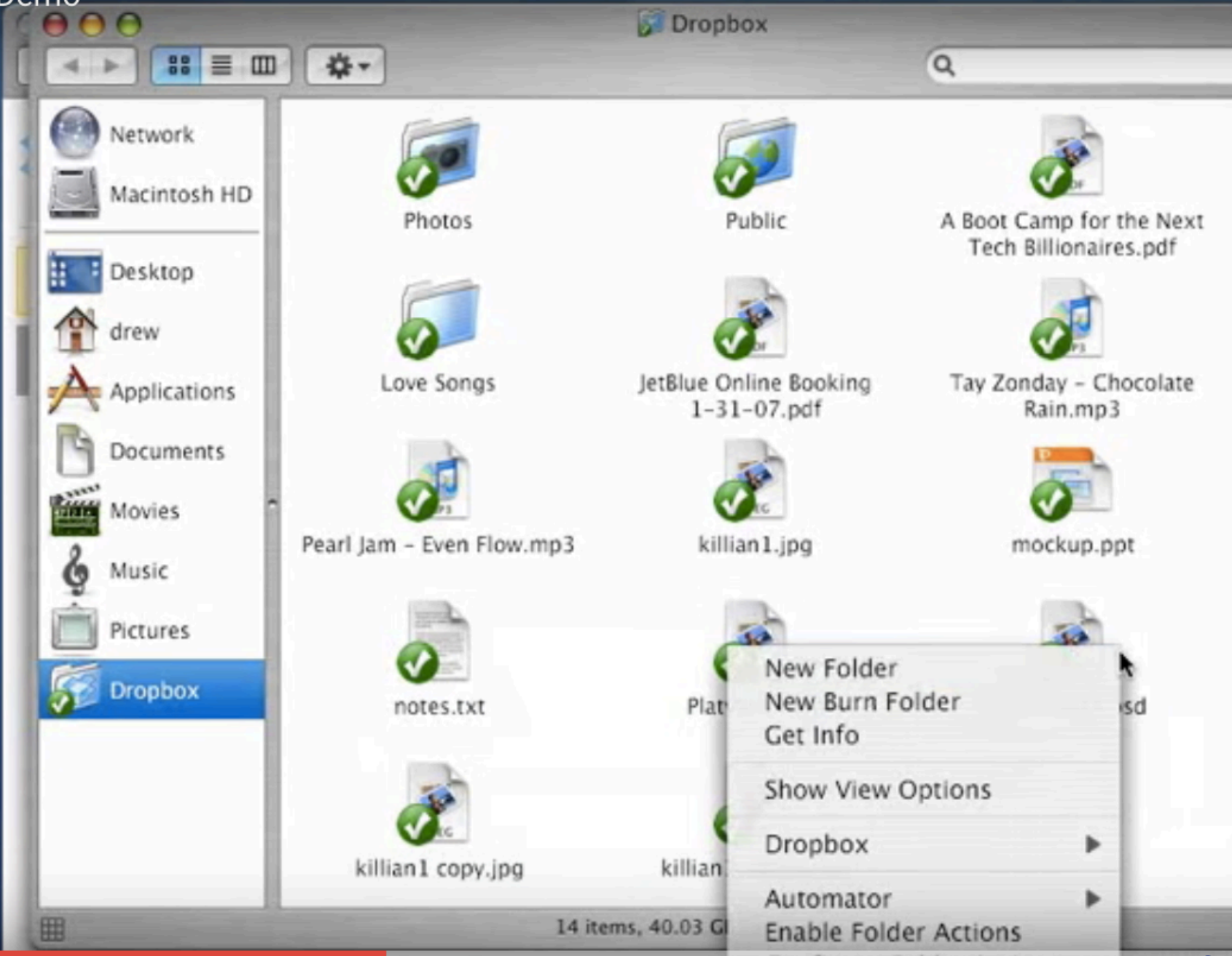
<p>1. Problem/Opportunity</p> <ul style="list-style-type: none">Customers can save their credit card info to more easily make future purchases <p>Existing solutions/ alternatives?</p> <ul style="list-style-type: none">Enter card info every time	<p>2. Customer segments</p> <ul style="list-style-type: none">Repeat customersSecurity-conscious consumers <p>Early adopters?</p> <ul style="list-style-type: none">Tech-savvy users familiar with ecommerce payment services	<p>3. Possible Solution</p> <ul style="list-style-type: none">Use Stripe (payment processor) to securely store customer credit card info <p>What makes it costly?</p> <ul style="list-style-type: none">Requires switching payment platforms
<p>4. Uncertainties / Risks (re: the problem, customer, market, competition, usability, cost, tech...)</p> <ul style="list-style-type: none">Customers don't trust a startup app to store their credit card info securely <p>Which is riskiest / least certain?</p>	<p>5. Experiments</p> <ul style="list-style-type: none">Market researchPop-up asking if customer wants to store card infoImplement the feature! <p>Lowest cost viable experiment? (survey, lo-fi mock, hi-fi mock, fake, concierge, prototype, MVP, A/B test)</p>	<p>6. Success Criteria</p> <ul style="list-style-type: none">> 25% of customers select 'Yes' in first month <p>What does success look like? (Objective / quantifiable)</p>

EXPERIMENTS / MVP

Different types of experiments or MVPs

- **Market research / surveys (?)**
- **Video MVP**
- **‘Coming soon’ web page – how many people want it?**
- **‘The man behind the curtain’ - defer automation (opaquely)**
- **Concierge MVP – defer automation (transparently)**
- **Paper prototype**
- **Clickable mock / wireframe**
- **Minimal Viable Feature (MVF) – simplest thing possible**
- **Use an existing platform, e.g. Facebook, Wordpress**
- **3D printed prototype**

VIDEO MVP



Your Logo

COMING SOON TO A BROWSER NEAR YOU

Unfortunately, we're not quite ready yet. But, you can see our progress below:


Launch day



WANT TO BE THE FIRST TO KNOW WHEN WE'RE READY?

your@email.com

SUBSCRIBE

MAN BEHIND THE CURTAIN



CONCIERGE MVP



PAPER PROTOTYPE

About this promotion*?

Instructions & Restrictions (fine print)*?

Keywords for searching?

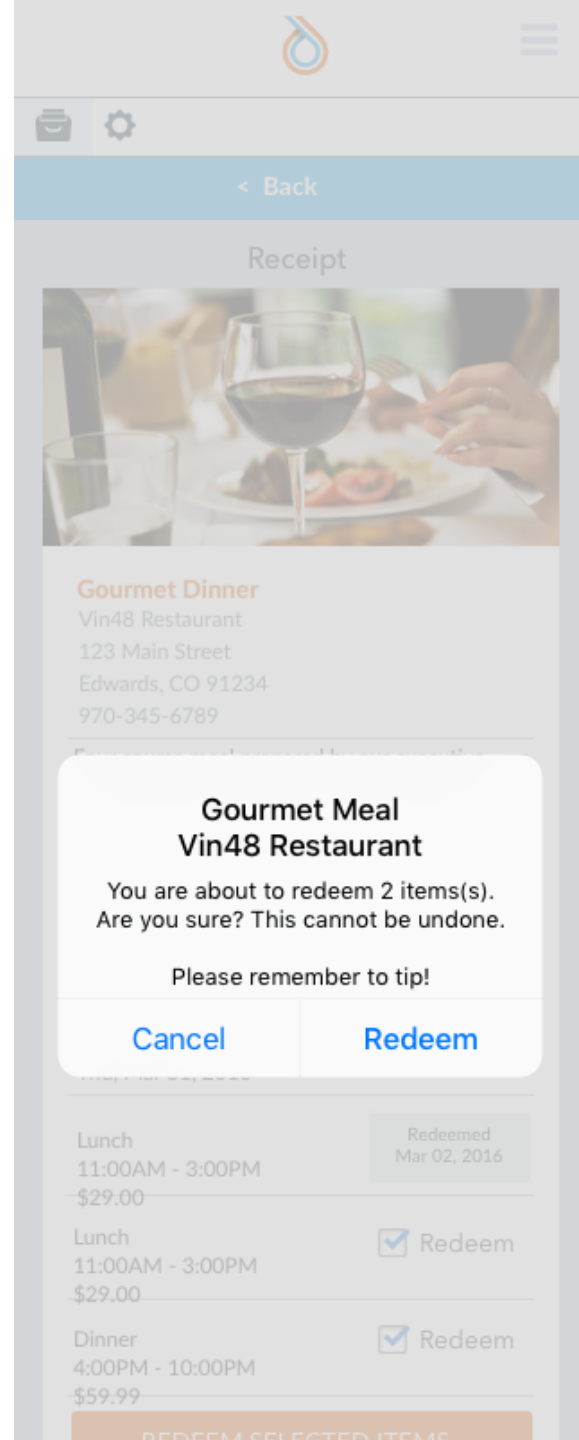
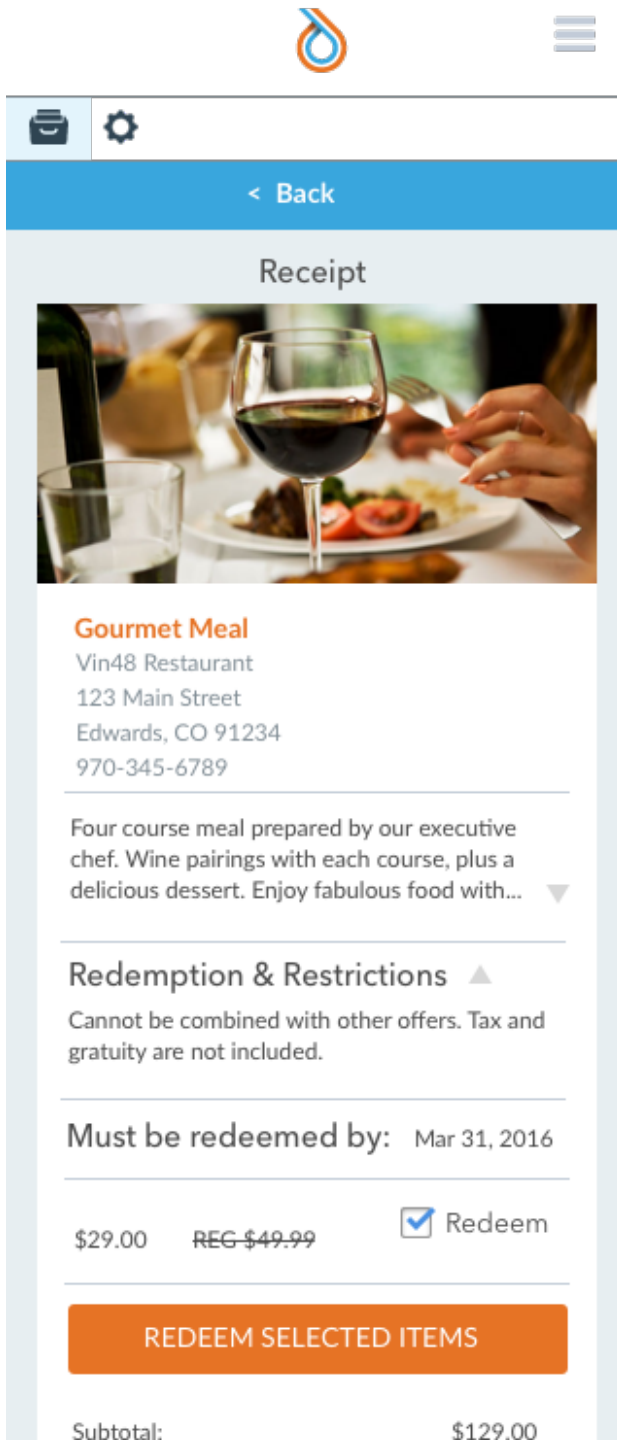
Categories*? Select up to two

Photo

Select photo from a file or the images to the right.

Select photo from file

HI-FI MOCKUP W/ SKETCH



SKETCH TEMPLATES

Status Bars (Black)



Status Bars (White)



Status Bar Icons



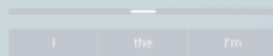
Background Status Bars



Misc. Gestures and Elements



Keyboard Controls



Cell Details



iOS Color Palettes



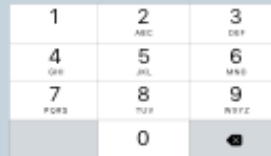
Keyboard (Light)



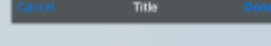
Keyboard (Dark)



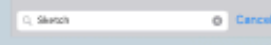
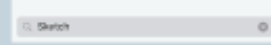
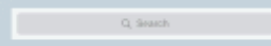
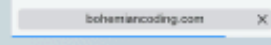
Other Keyboards



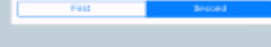
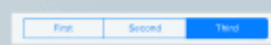
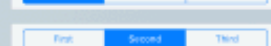
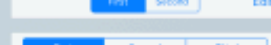
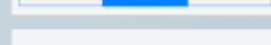
Navigation Bars



Navigation Fields



Scope Bars



Bottom Bars

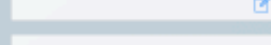
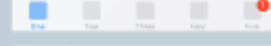
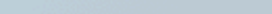
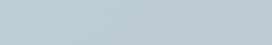
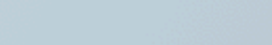
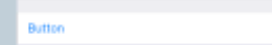
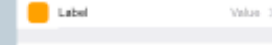
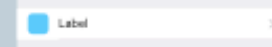
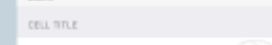
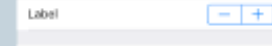
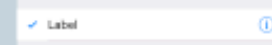
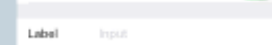
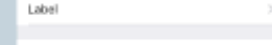
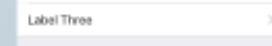
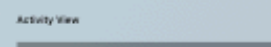
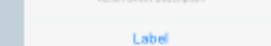
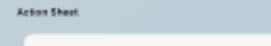
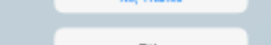
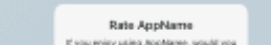
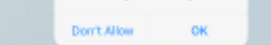
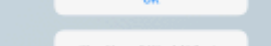
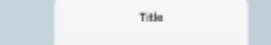


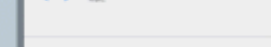
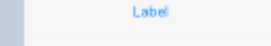
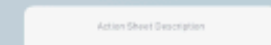
Table View Cells



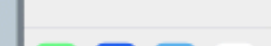
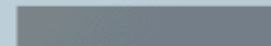
Alert Views



Action Sheet



Activity View



Textify

Phone Number:
917-555-1234

Password:
.....

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[Sign-up Here](#) - It only takes 30 seconds.

Textify

Phone Number:
917-555-1234

Password:
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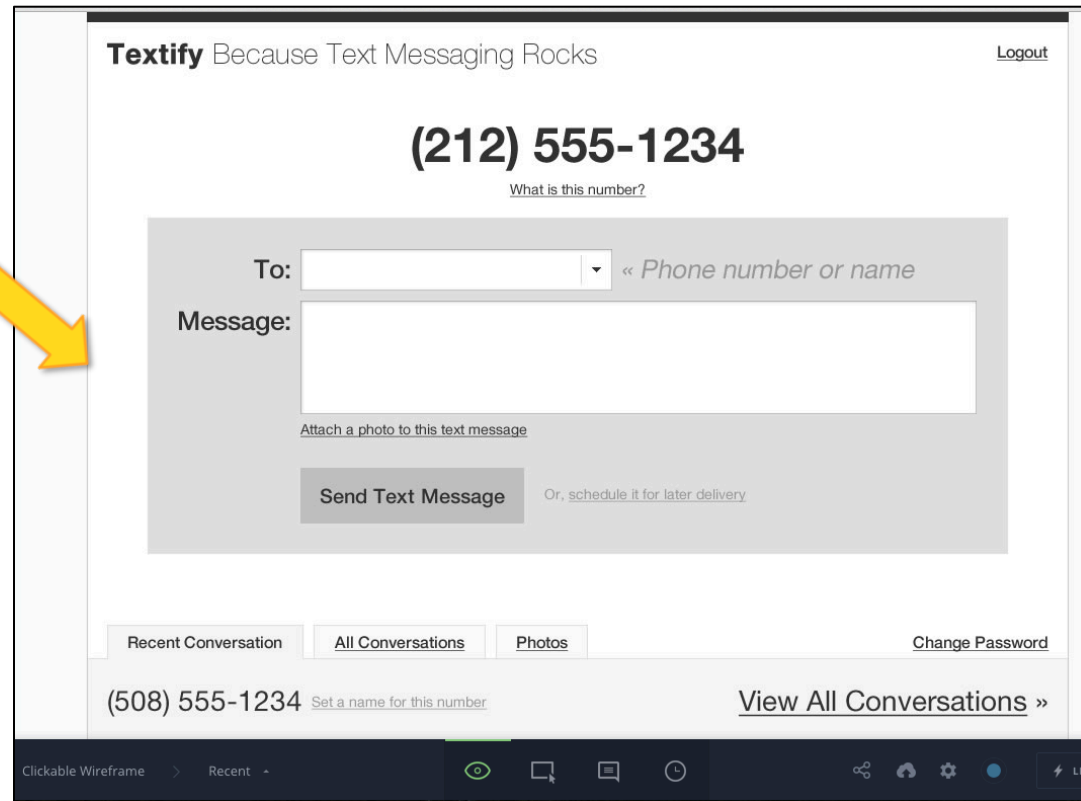
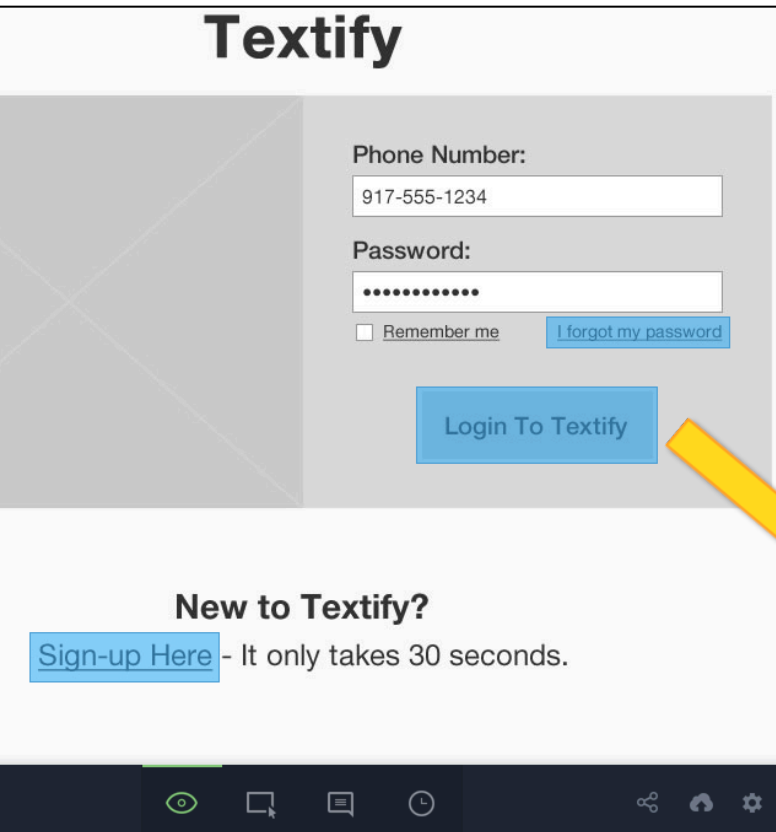
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CLICKABLE MOCK - INVISION



FEEDBACK ON YOUR MOCK

ments on this page...

COMMENT MODE 

Sign Up

Username

Password

First Name

Last Name

Email

Mark as resolved



Brad Swanson Mar 11 at 10:42 AM

What does the ? icon do here?

Leave a comment...



1

Female

SIGN UP

YOUR TURN TO EXPERIMENT

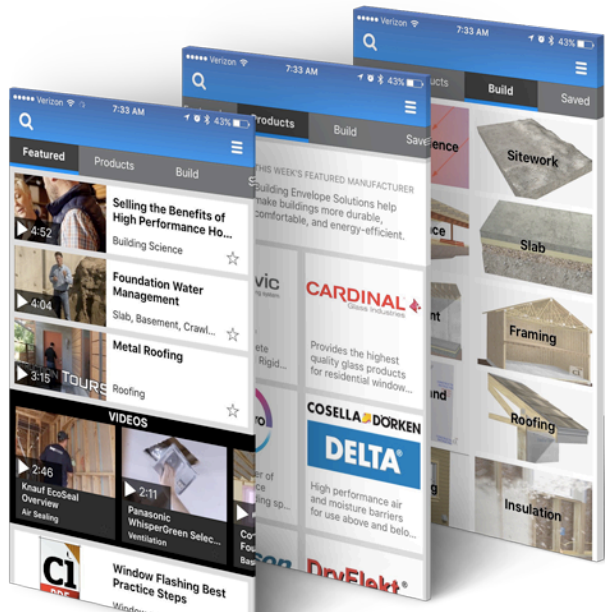
- **Form groups of 4-6 people.**
- **Select a real-world product or feature.**
- **Create your canvas!**
- **Stumped for a good idea? Try this one.**
- **Problem/Opportunity:**
 - Conference-goers want to meet others with the same interests to help each other.
- **Possible solution:**
 - The conference mobile app allows users to indicate their interests and find others with the same interests



THANK YOU!

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kelsus INC.