

THE LEAN PRODUCT PLAYBOOK

How to Innovate With Minimum Viable Products and Rapid Customer Feedback

DAN OLSEN

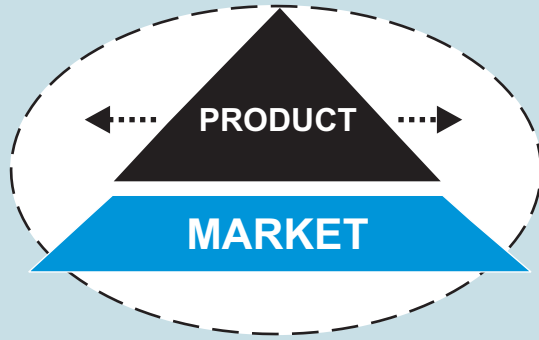
DAN OLSEN is an entrepreneur and business consultant. His consulting firm, Olsen Solutions, works with companies to help them develop great products using Lean methodologies. He has worked with companies right across the spectrum from startups to Fortune 500 companies. Past clients have included Facebook, Microsoft, Medallia, XING and One Medical Group. Dan Olsen previously led the Quicken product team when he worked at Intuit and was cofounder and CEO of YourVersion, a personalized news startup. He is a graduate of Northwestern University, Virginia Polytechnic Institute and State University and the Stanford Graduate School of Business.

The Web site for this book is at www.LeanProductPlaybook.com.

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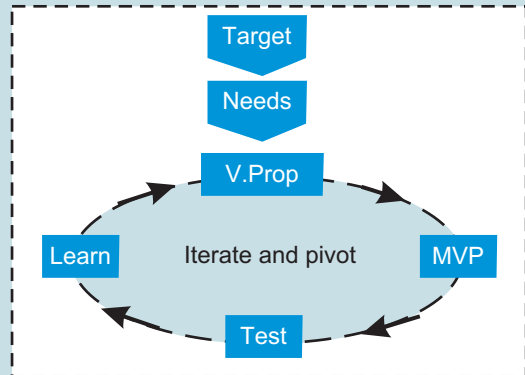
MAIN IDEA

How do you make products that customers love and rave about?



You do that by making it feasible for customers to help you develop the product and then by iterating your way to the perfect Product-Market fit.

The best way to do this is by using a "Lean Product Process" and by following this approach:

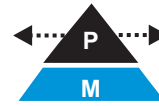


1. Determine who your target customers are.
2. Get to know their unserved needs.
3. Define the ideal product's value proposition.
4. Design and create a minimum viable prototype.
5. Test that MVP prototype with actual customers.
6. Learn what customers love and hate.
7. Iterate and if necessary pivot.

Keep using customer feedback until you get the perfect fit between your product and the market.

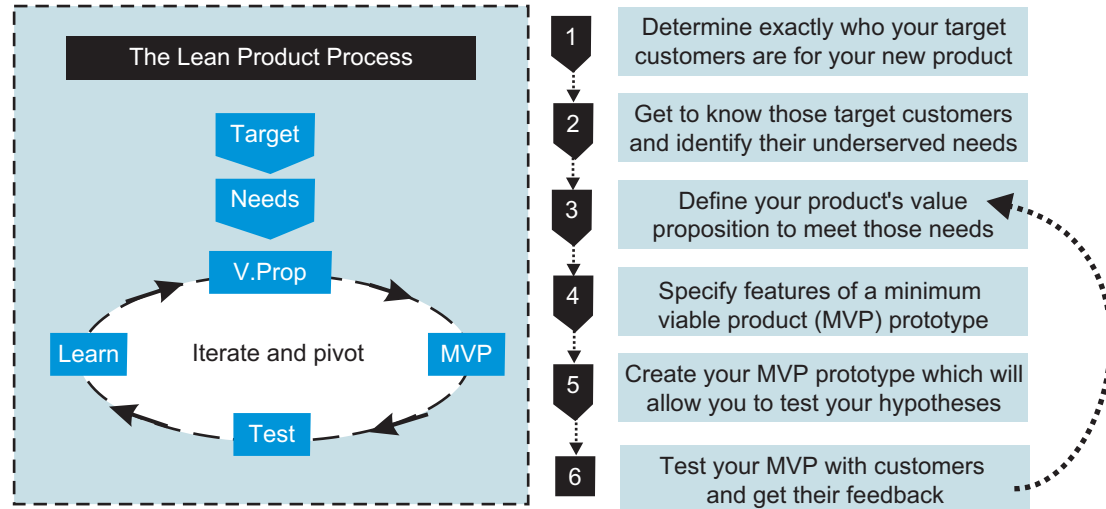
1. Core Concepts Pages 2 - 3

Building a great product is hard work because it's easy to get sidetracked. The essence of what you're trying to achieve is easy to describe – you're trying to develop a product which meets customer needs (which make up the marketplace) better than all other alternatives. You're trying to achieve great Product-Market alignment.



2. The Lean Product Process Pages 3 - 7

The Lean Product process consists of the six steps you follow to test and validate your hypotheses about your product's alignment with the marketplace. The six steps are:



3. Build and Optimize Your Product Pages 7 - 8

Once you get your Product-Market alignment right, you then build and optimize your product. The three key Lean tools to use in achieving this are:



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