



Mad Scientist

Are you building the right thing?

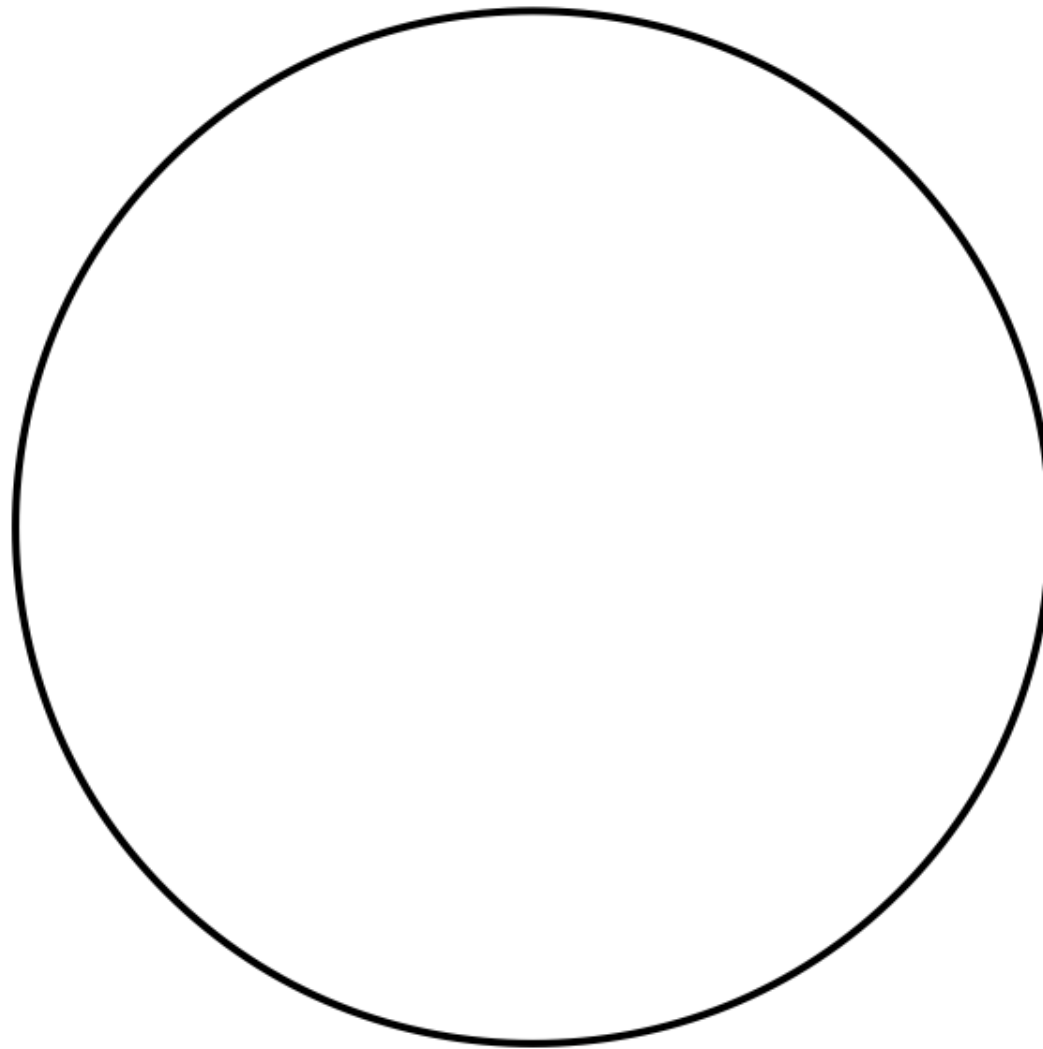
Nick Kramer

Introductions



Scientific Data

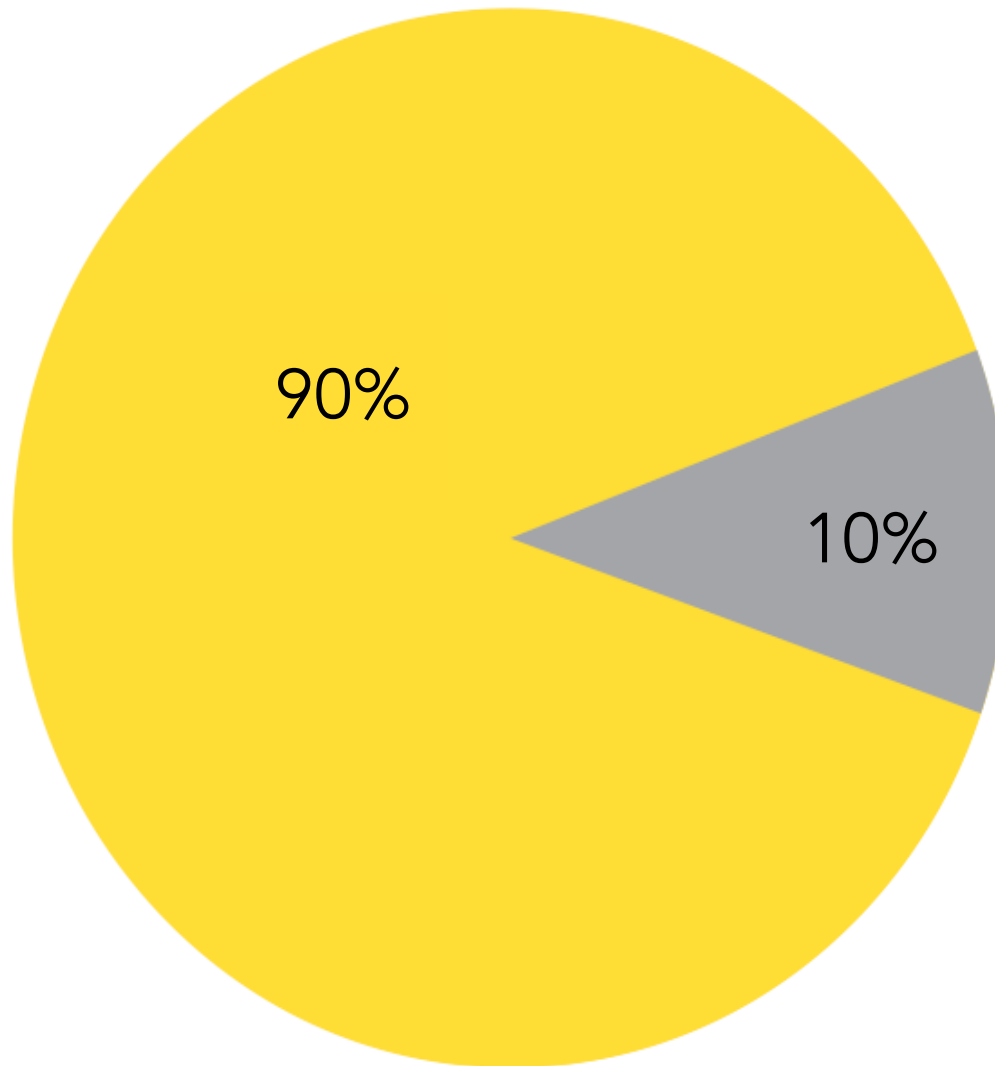
Pie Chart of Procrastination



Scientific Data

● Resembles Pac-Man

● Does not resemble Pac-Man

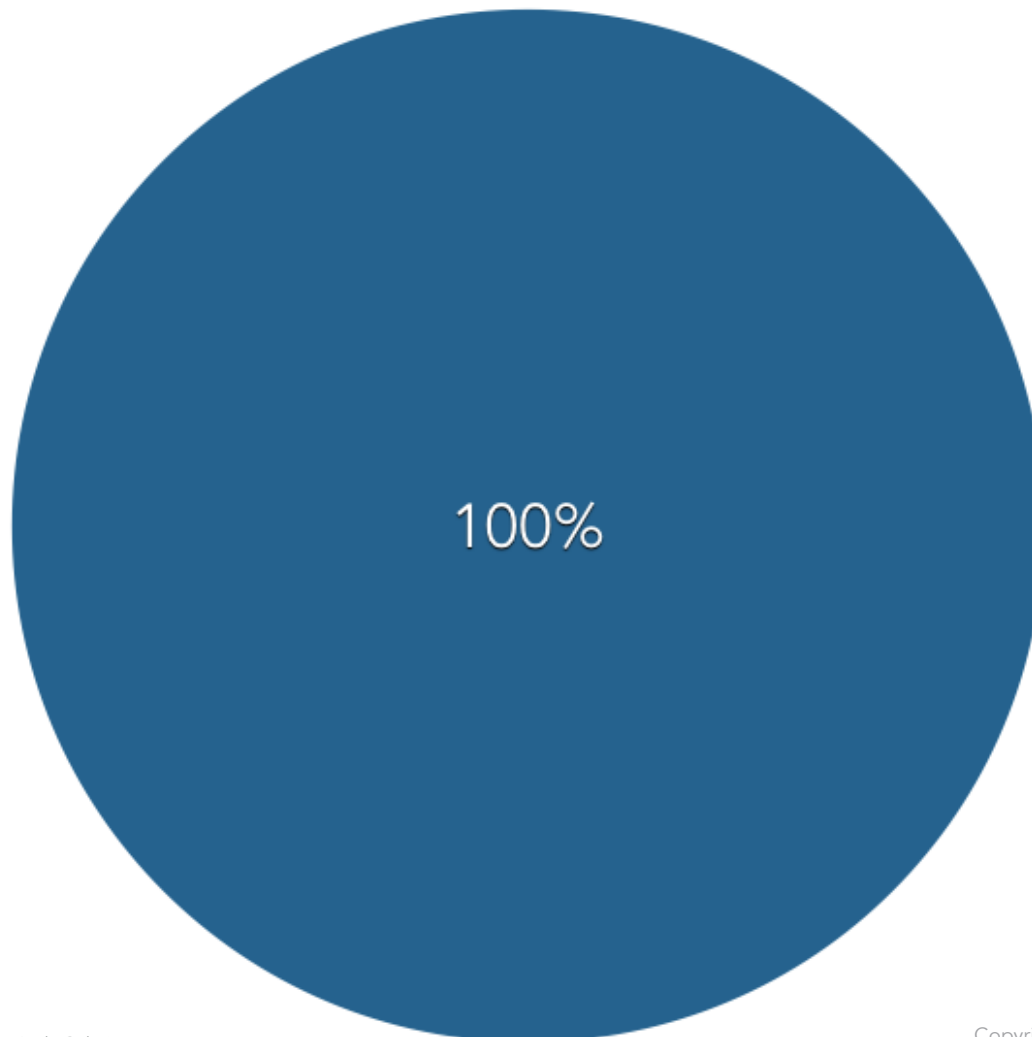


Scientific Data

Things Meat Loaf Would Do For Love

● Anything

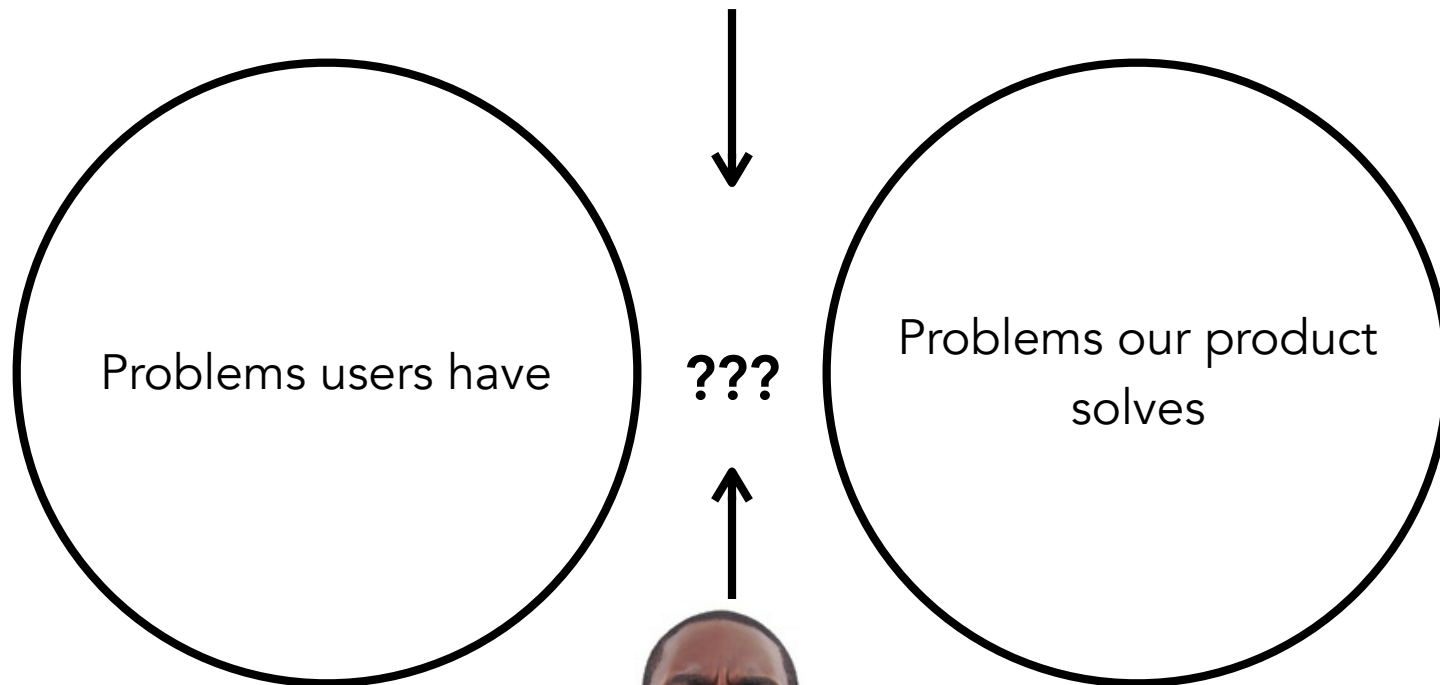
● That



Lean Startup

Lean Startup

Be sure there's a market that wants your product **before** you build it.



Lean Startup Manifesto

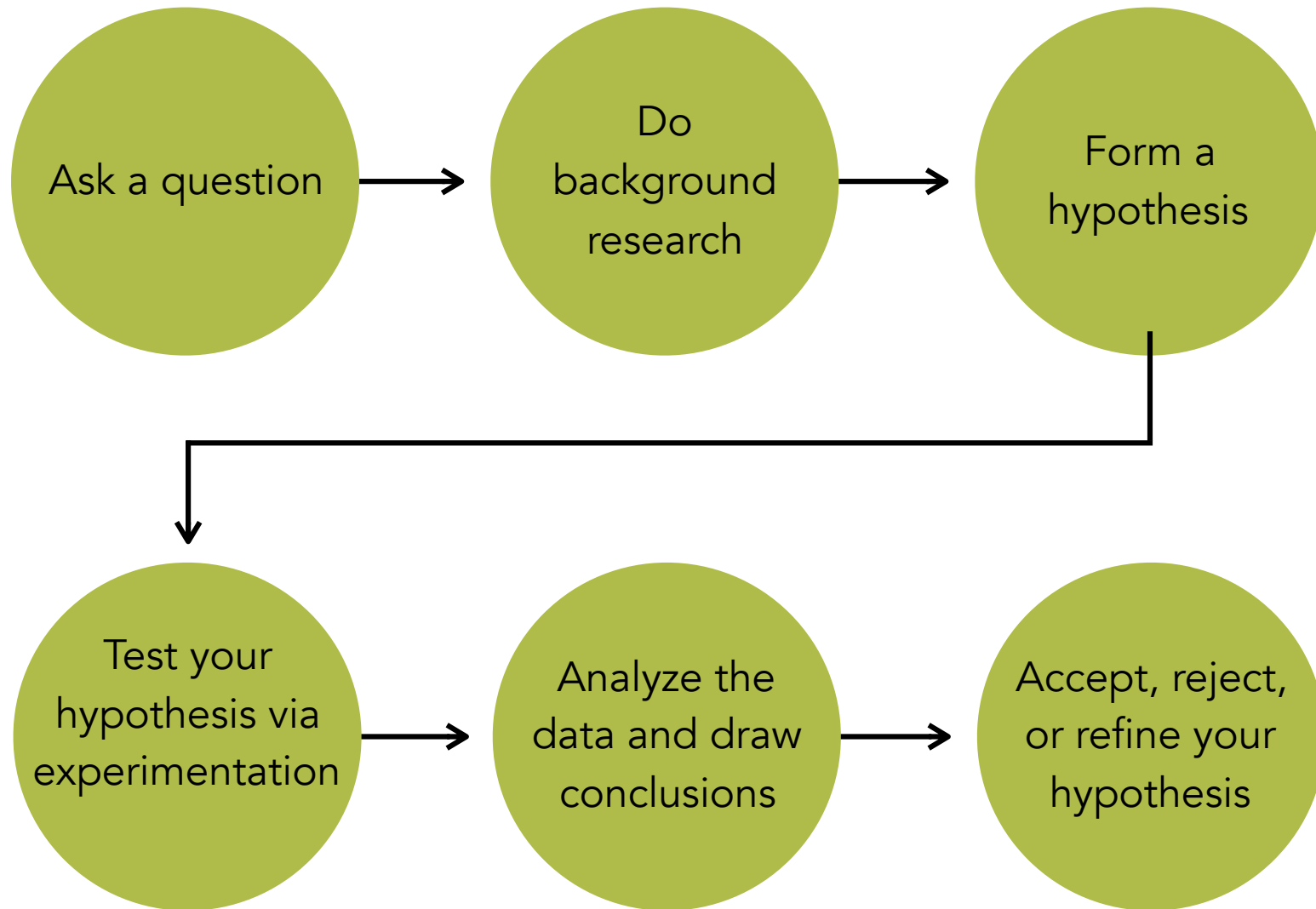
values: useful software > comprehensive business plan

customer revenue > external funding

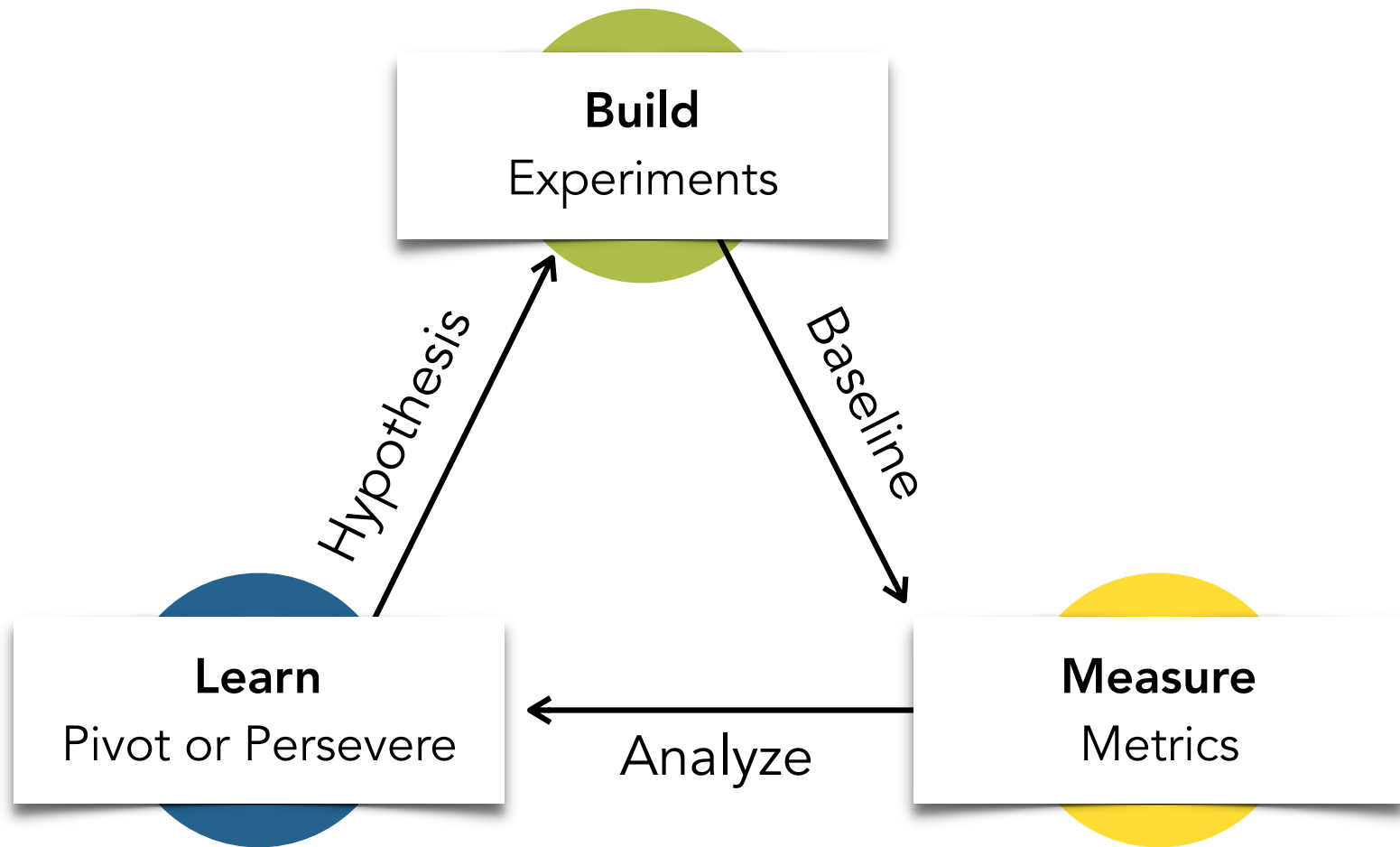
validated customer learning > secret launch plan

building it well > building to it to sell

The Old Scientific Approach



The New Lean Approach



Minimal Viable Product (MVP)

Definition

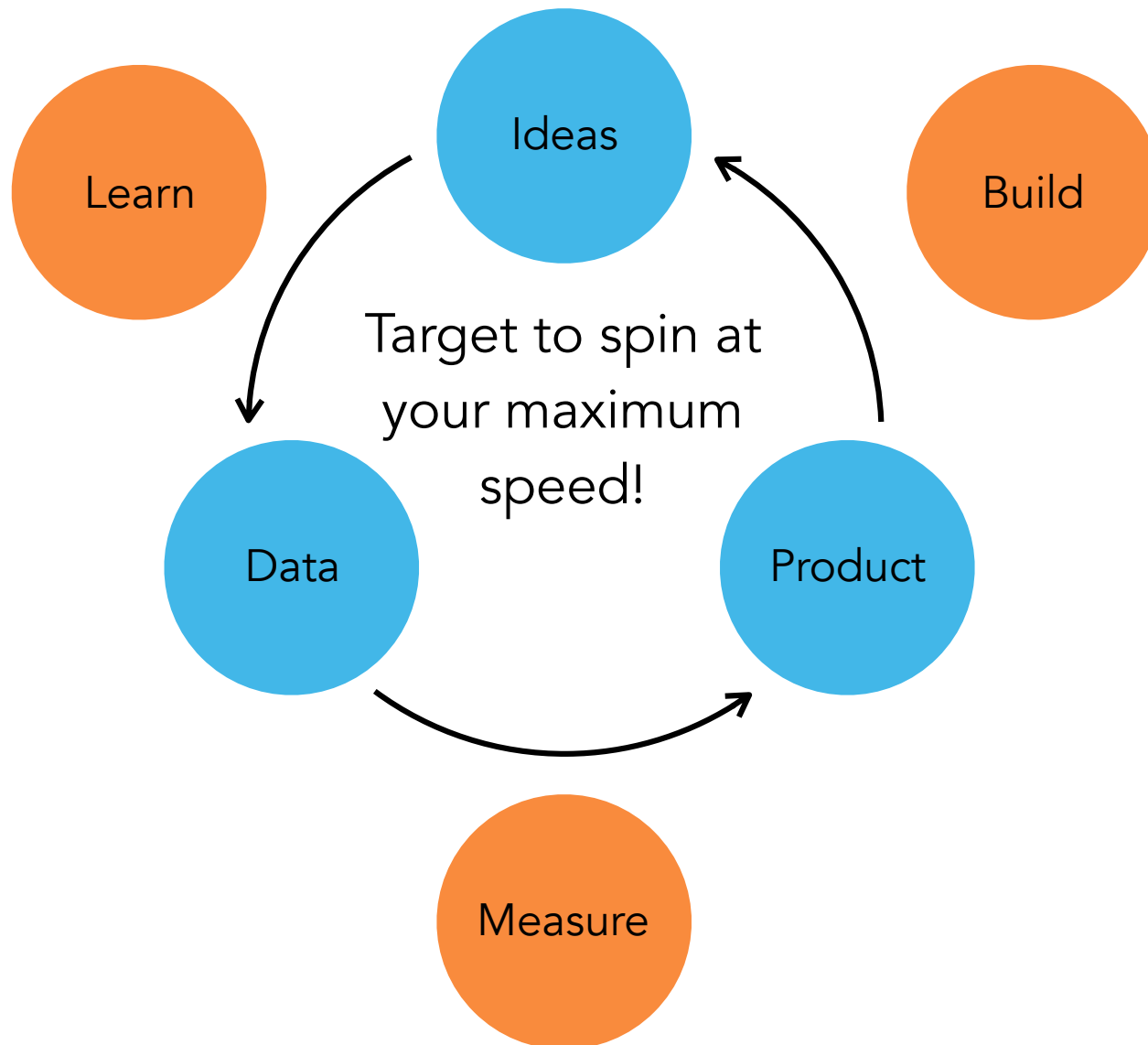
- The smallest set of functionality which still provides value to your market.
- Consists of one or more backlog work items.

Benefits

- Focus on competitive differentiation.
- Earlier revenue generation/cost savings.



Lean Startup Cycle





Activity

Sequence	Feedback	Rule ?	How Sure?

Bias

The Experiment Card

MVP/Feature Name: _____

Hypothesis: _____

Experiment Details: _____

Experiment Cost: _____

Experiment
Acceptance Criteria: _____

Data:

Learnings:



Surveys/Interviews





Non-Functional Prototypes



Concierge Service Testing



Wizard of Oz Testing



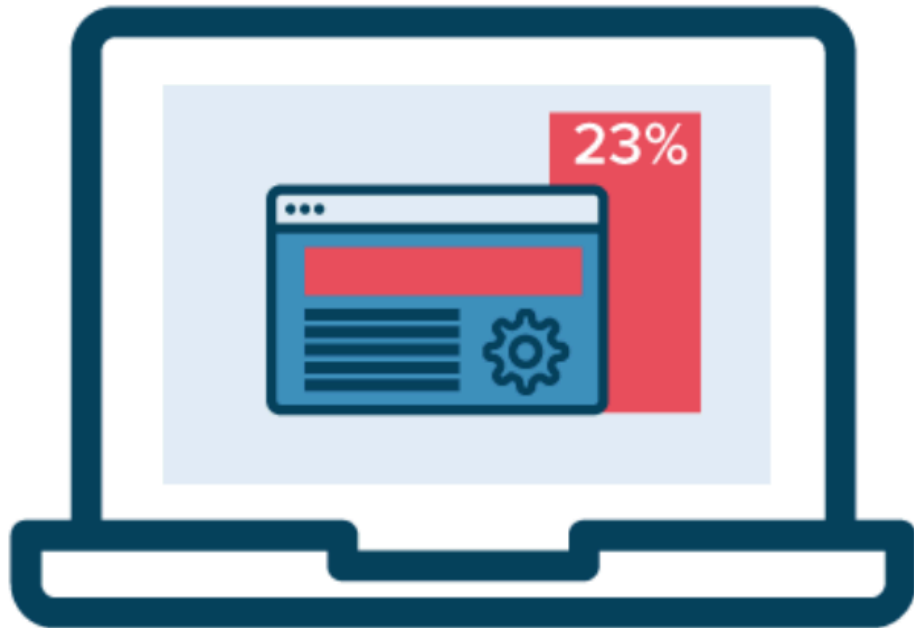


Landing Page/Smoke Testing

Split A/B Testing



A



CONTROL

B



VARIATION

- <https://www.optimizely.com/ab-testing/>

Helpful Videos:

Interviews:

<https://www.youtube.com/watch?v=h6AYuP978og>

Non-Functioning Prototype

<https://www.youtube.com/watch?v=EF3COVmhsdY>

Concierge Services Testing:

<https://www.youtube.com/watch?v=6GD5Pp3NmFI>

<https://www.youtube.com/watch?v=VOPxW-7Jxf8>

Landing Page\Smoke Testing

[https://en.wikipedia.org/wiki/Smoke_testing_\(lean_startup\)](https://en.wikipedia.org/wiki/Smoke_testing_(lean_startup))

The wizard of oz testing:

https://www.youtube.com/watch?v=Q9_1Fg2mCNA

https://www.youtube.com/results?search_query=the+wizard+of+oz+testing+

A/B Split Testing

<https://www.youtube.com/watch?v=gWNCXu gepEk>



Thank you!

Continue learning with our courses and workshops:

- Agile & Lean Introduction
- Agile Foundations
- Agile Requirements & User Stories
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- Agile Mastery
- Agile Leadership
- Enlightened Leadership: Strategic Thinking, Tactical Action
- Designing & Growing Agile Teams
- Leadership Conversations
- 5 Dysfunctions of a Team

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