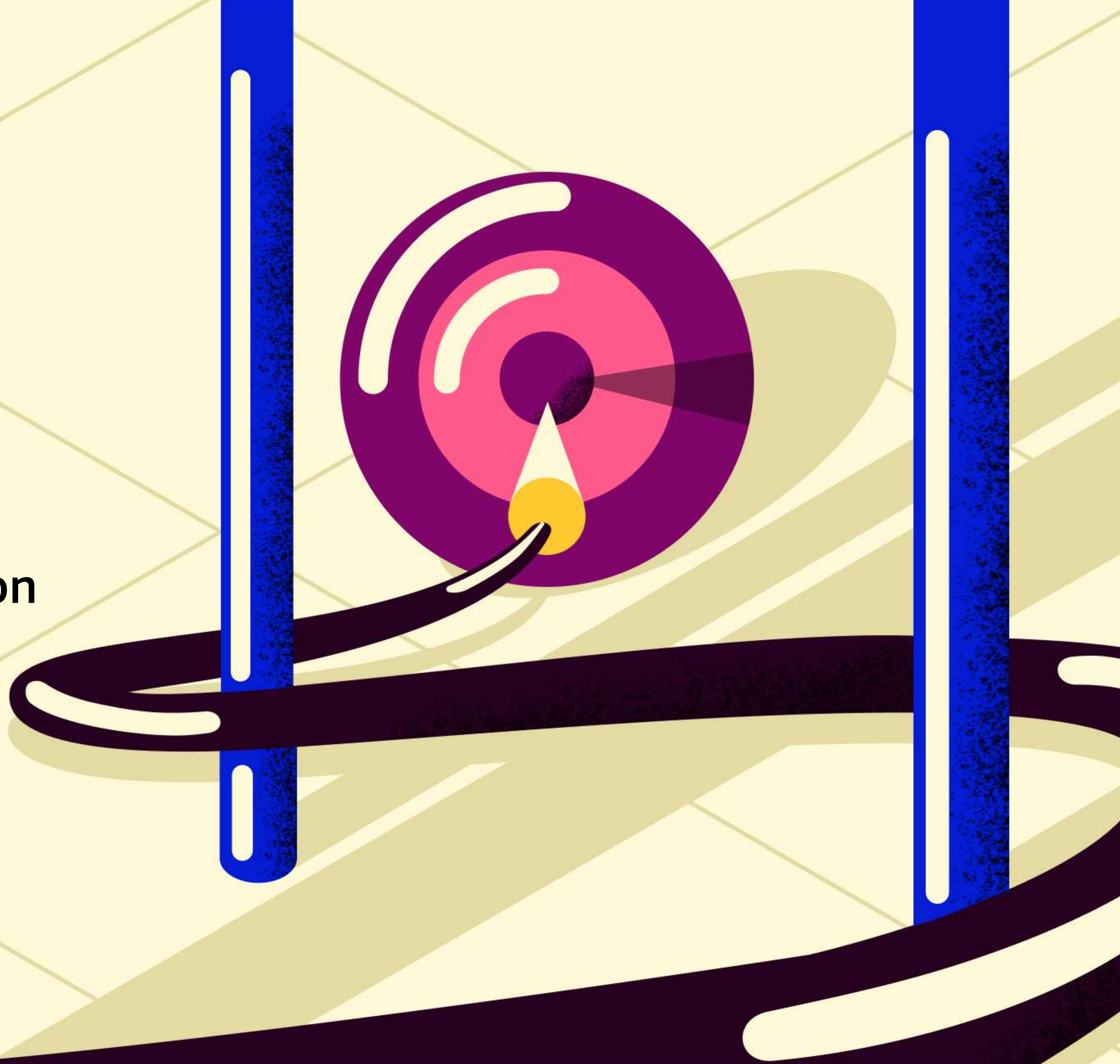


Don't plan, experiment

a guide to lean product creation

Albert Fourage **LB***





About the author

I help globally impactful organizations design human centric products and services.

When I am not working on projects, I am also interested in entrepreneurship and building a more sustainable web. 🌱

 [/AlbertFourage](https://twitter.com/AlbertFourage)

 [in/albertfourage](https://www.linkedin.com/in/albertfourage)

[@ fourage@lbstudio.sk](mailto:fourage@lbstudio.sk)



About the company

We help companies to grow and achieve positive impact through human-centered design.

We've been designing for more than 15,000,000 users with telco, bank, insurance, startups, etc.

More than optimizing existing websites and bringing new idea to life, we also improve processes and empower our client's teams.

 [/lbstudio](#)

 [lbstudio.sk](#)

This presentation has been built out of an article I wrote in 2019 called [Don't Plan Experiment: A Guide To Lean Product Creation.](#)





Ronald Romero
Added to his WiShare List 2 hrs ago



Painting - Octopus Painting 43x24

♥ 17 💬 3



Lola Baldwin
Added to her WishShare List 3 hrs ago



Emma Watson
Live in Paris, France
🎂 birthday in 3 months

Wishare List

Shopping List

Liked



Kobo
Black kobo reader
199€

⊕ Show more

♥ 17 💬 3



Kobo
Summer grill with capot
60€

⊕ Show more

♥ 2 💬 0



Kobo
Sandals H&M
14,99€

⊕ Show more

♥ 30 💬 1



Product



Ronald Romero
Added to his WiShare List 2 hrs ago



● ○ ○

Painting - Octopus Painting 43x24
by Amazon


57,00€

Description

I like this paint, I would prefer to have the version with the white frame. I would be perfect on the wall of the fire pit.

RESERVE

SHOP

The background is a vibrant, abstract composition. It features a central dashed circle from which numerous thin lines radiate outwards. These lines are colored in shades of pink, purple, and yellow. The space is filled with various geometric shapes, including triangles, polygons, and irregular forms, in colors like dark blue, light blue, yellow, and dark purple. Some shapes have a textured, stippled appearance. The overall effect is one of dynamic energy and complexity.

**We spent 2 years
building a product
nobody wanted.**

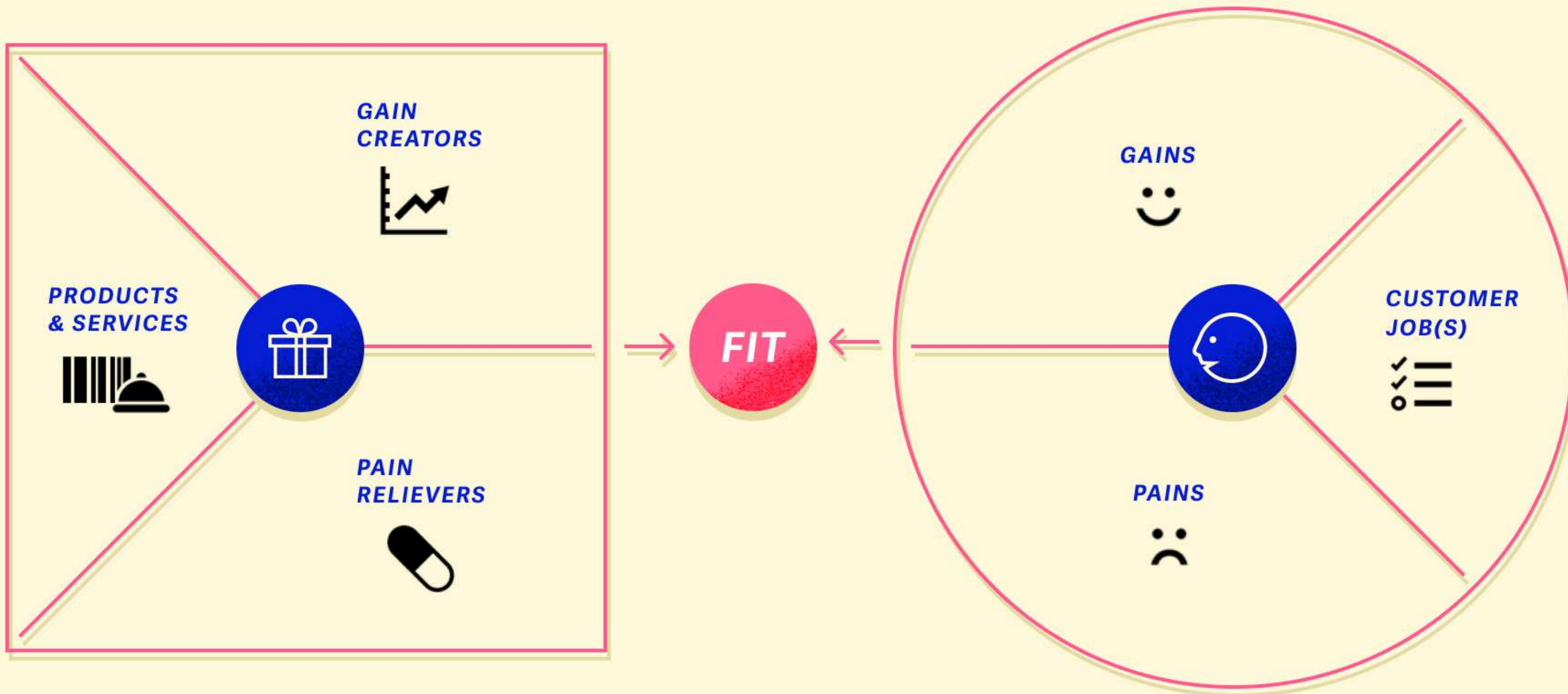


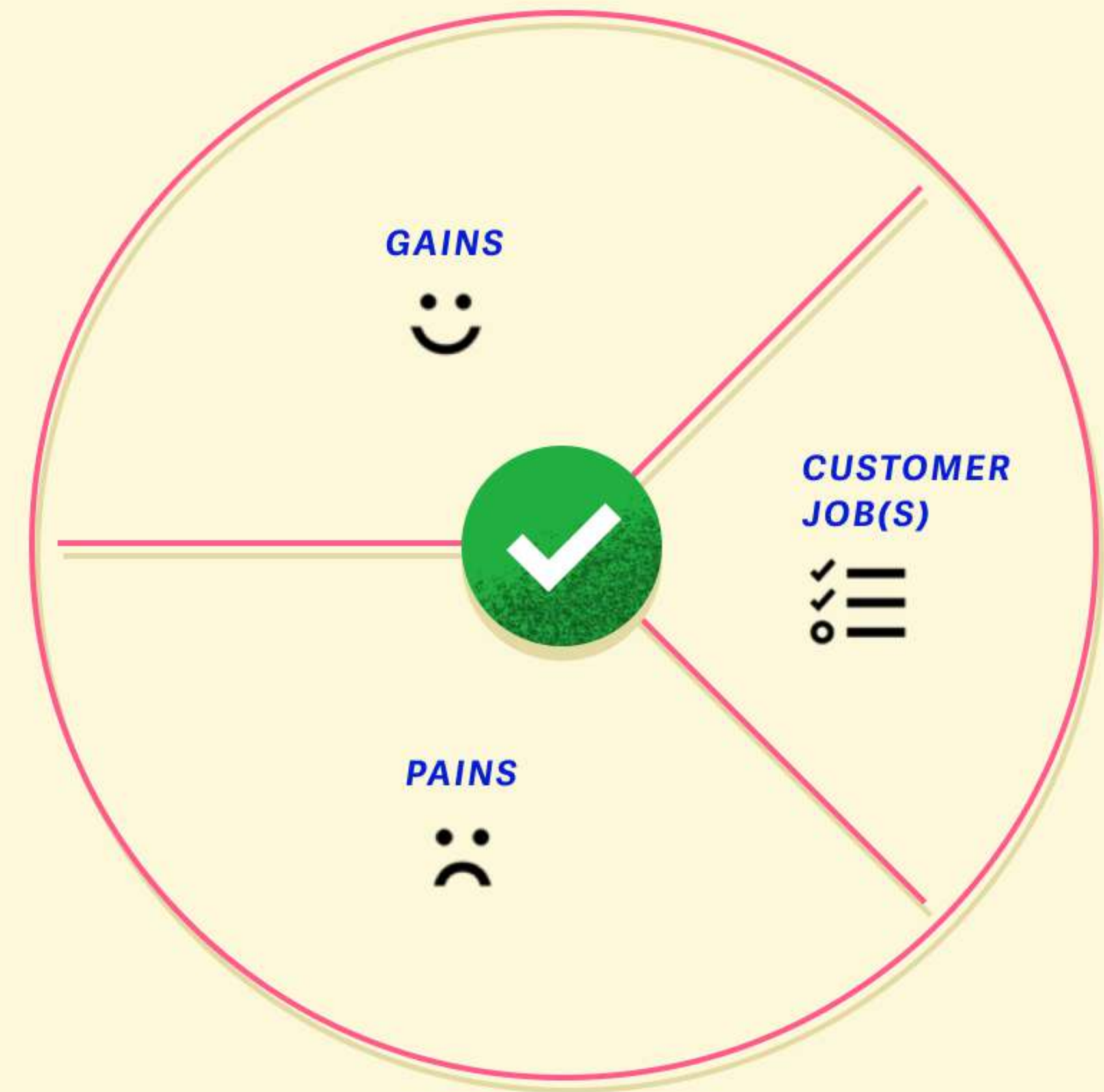
3 *key* learnings

A large, bold, blue number '1' is positioned on the left side of the image. A soft, light-brown shadow extends from the right side of the number, pointing towards the text on the right.

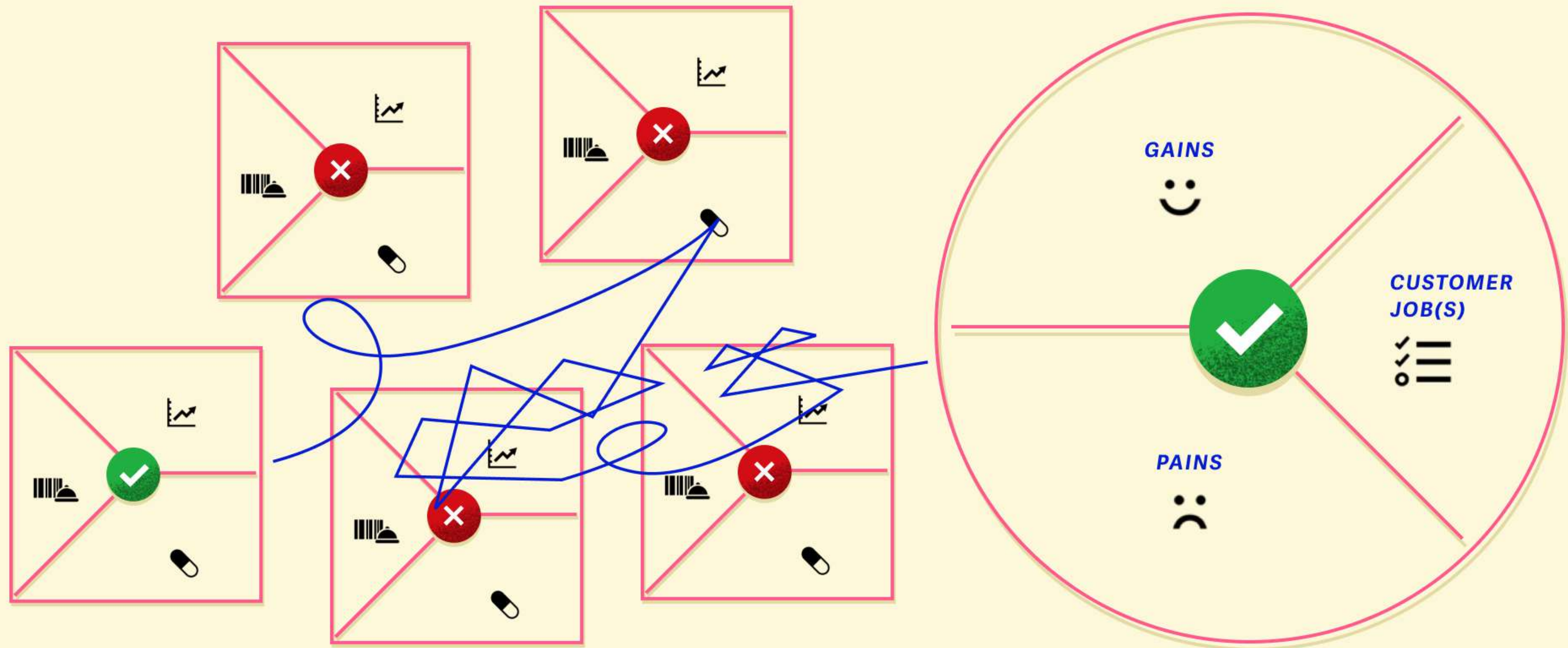
1

**Most of your
ideas won't
work**





**It's usually easy to find a
problem worth solving**



It's much harder to find a significantly better solution to solve this problem.

2

**Stop
building
MVPs**

**Who already
created an
MVP?**

Can you recognize these symptoms?

- The scope is far from minimal
- Stakeholders keep adding "key feature"
- The delivery date is delayed
- Management is embarrassed to release an unfinished product
- Developers feel that the product isn't reliable
- User are not as excited about the product, but there is no room for any major change

MVP

should never be an actual product.

Minimum Viable

- Conduct rapid experiments to validate a solution.
- Work on assumptions
- What should we do?
- Rapid experimentation
- Assess viability & feasibility
- Lean

Discovery

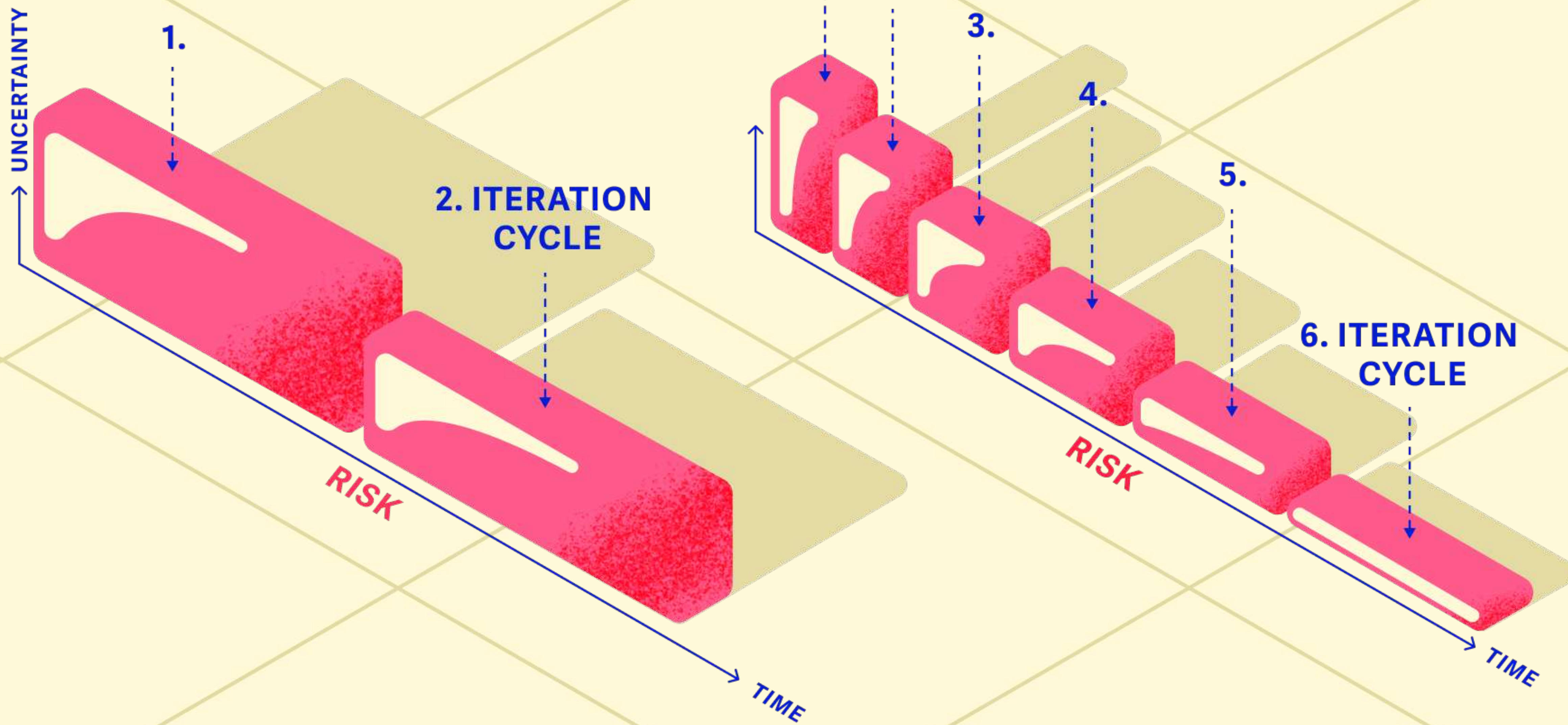
Product

- Conduct rapid experiments to validate a solution
- Work on validated ideas
- How do we make it big?
- Focus on quality
- Assess usability and customer feedback
- Agile

Delivery

3 **Stop planning.**
Start learning.

**The slower you iterate,
the more likely you
will be to fail.**

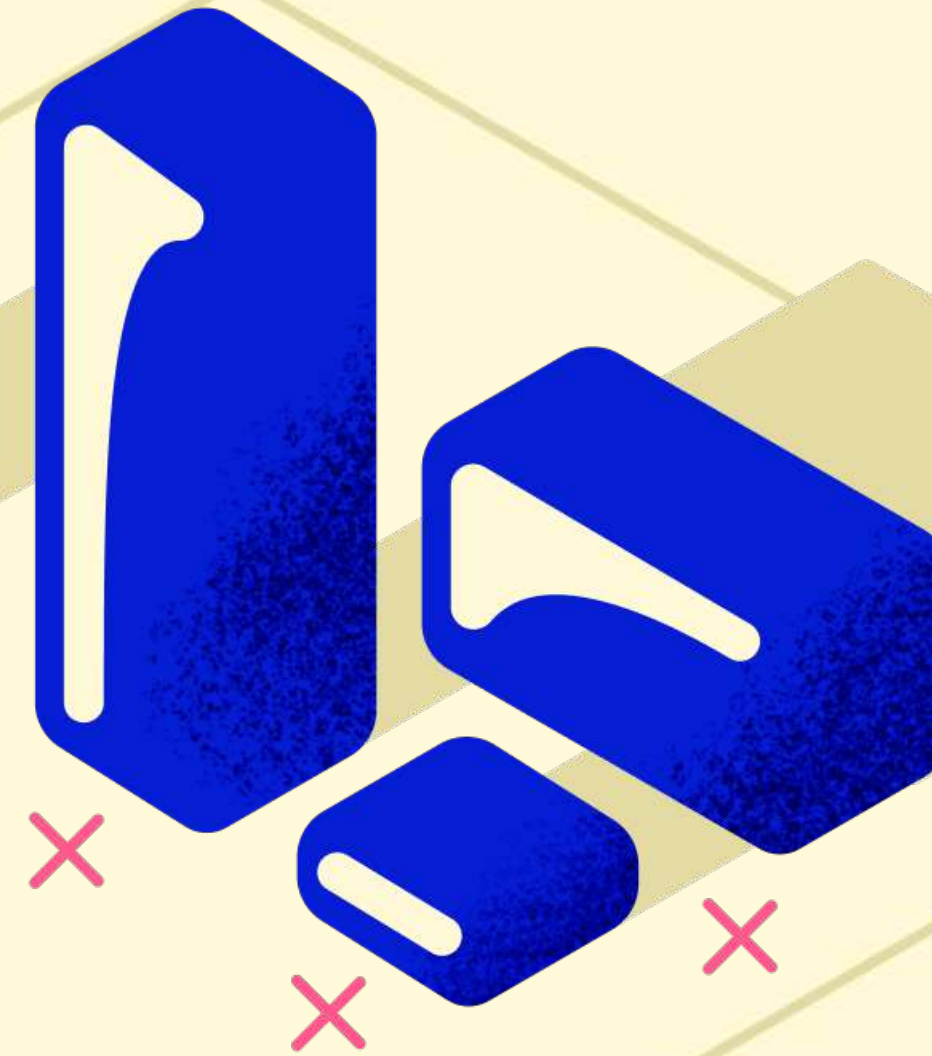




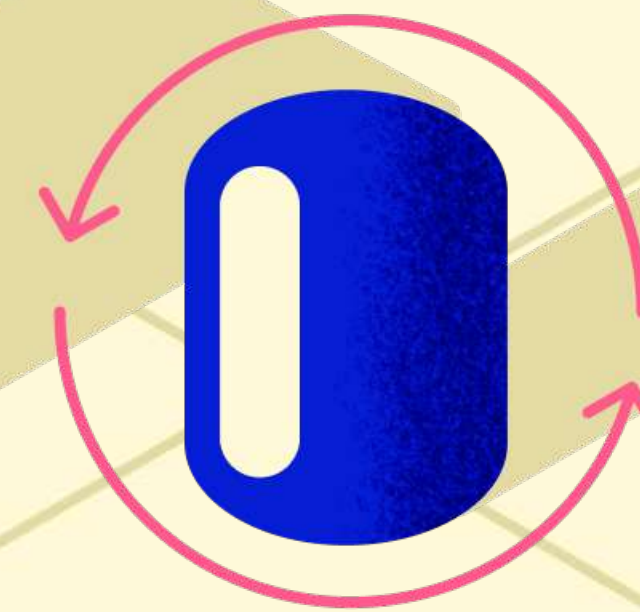
1. GET THE CONCEPT OUT



2. EVALUATE BUSINESS MODEL



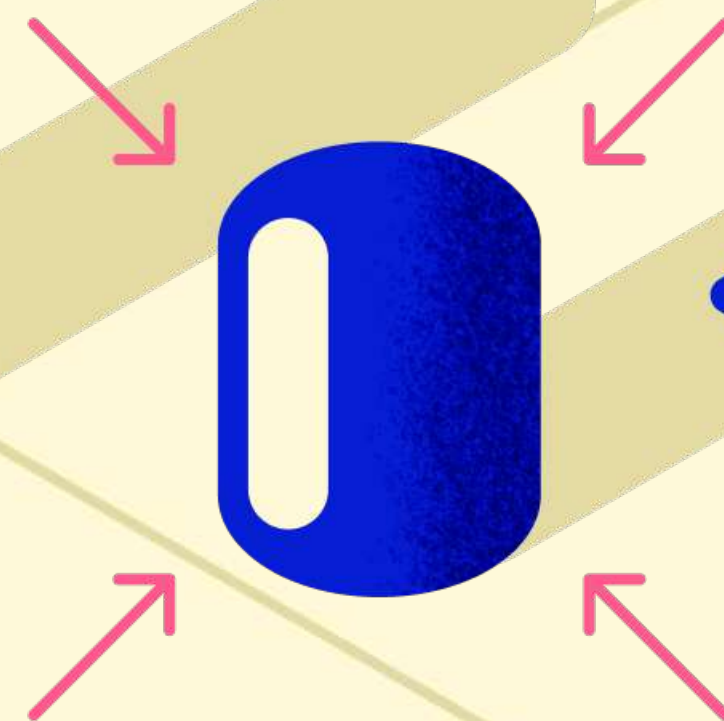
3. ASSESS COMPETITION



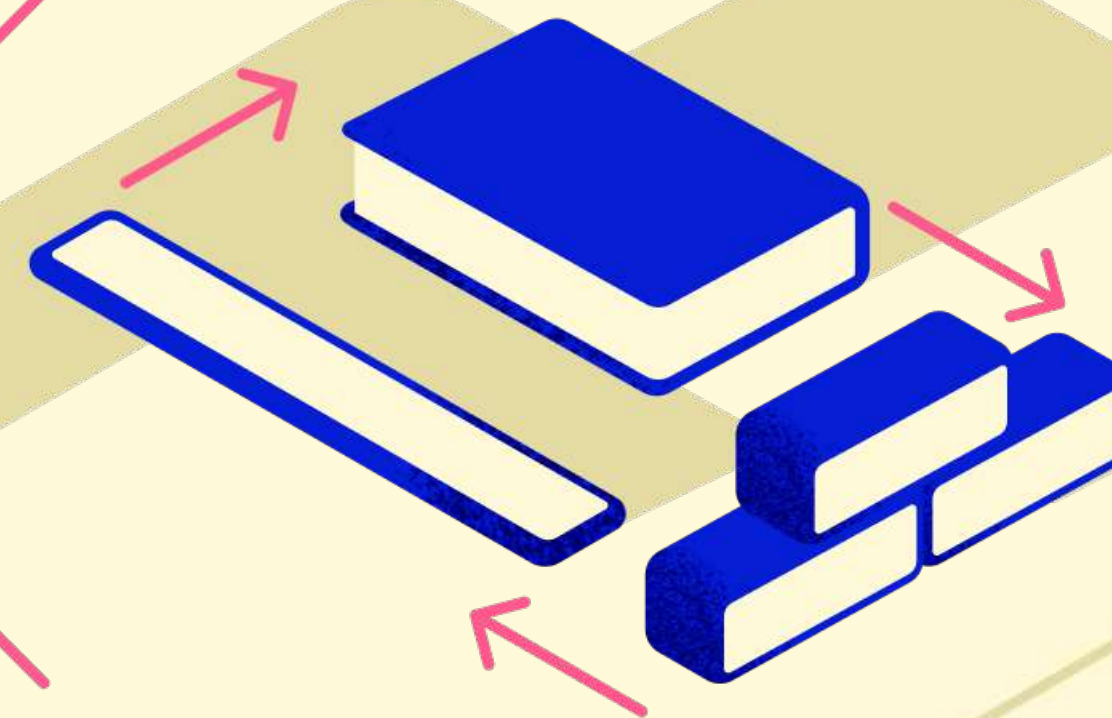
4. RUN QUICK CUSTOMER DISCOVERY



5. EXTRACT & PRIORITIZE HYPOTHESIS



6. DESIGN TESTS BACKLOG



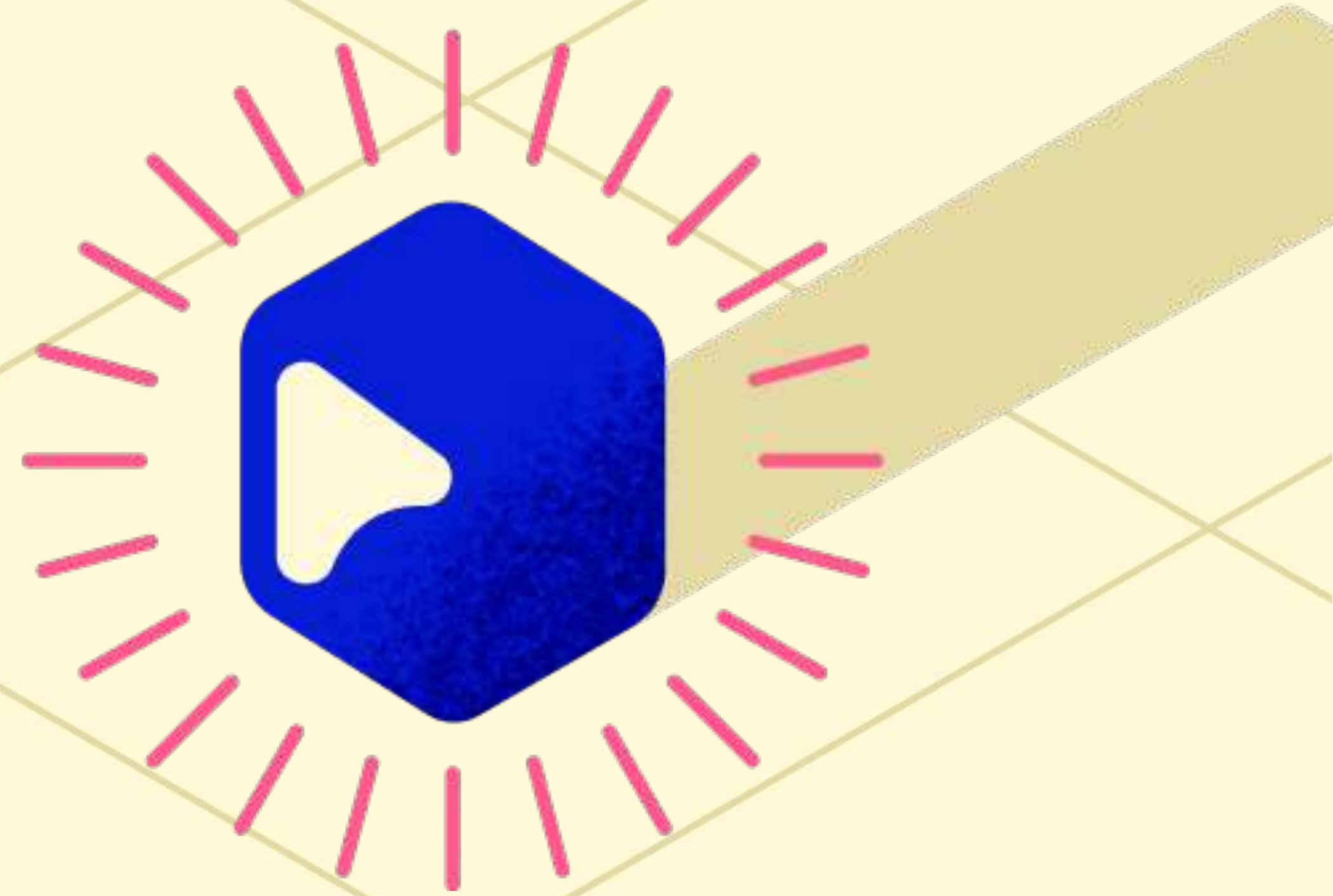
7. BUILD, MEASURE, LEARN



8. CAPTURE LEARNING AND DECIDE ABOUT THE NEXT STEP



1. Get concept out







The Club

\$\$\$ #club  theclubbratislava

Kúp jeden a druhý máš zadarmo



Buy one, get one free

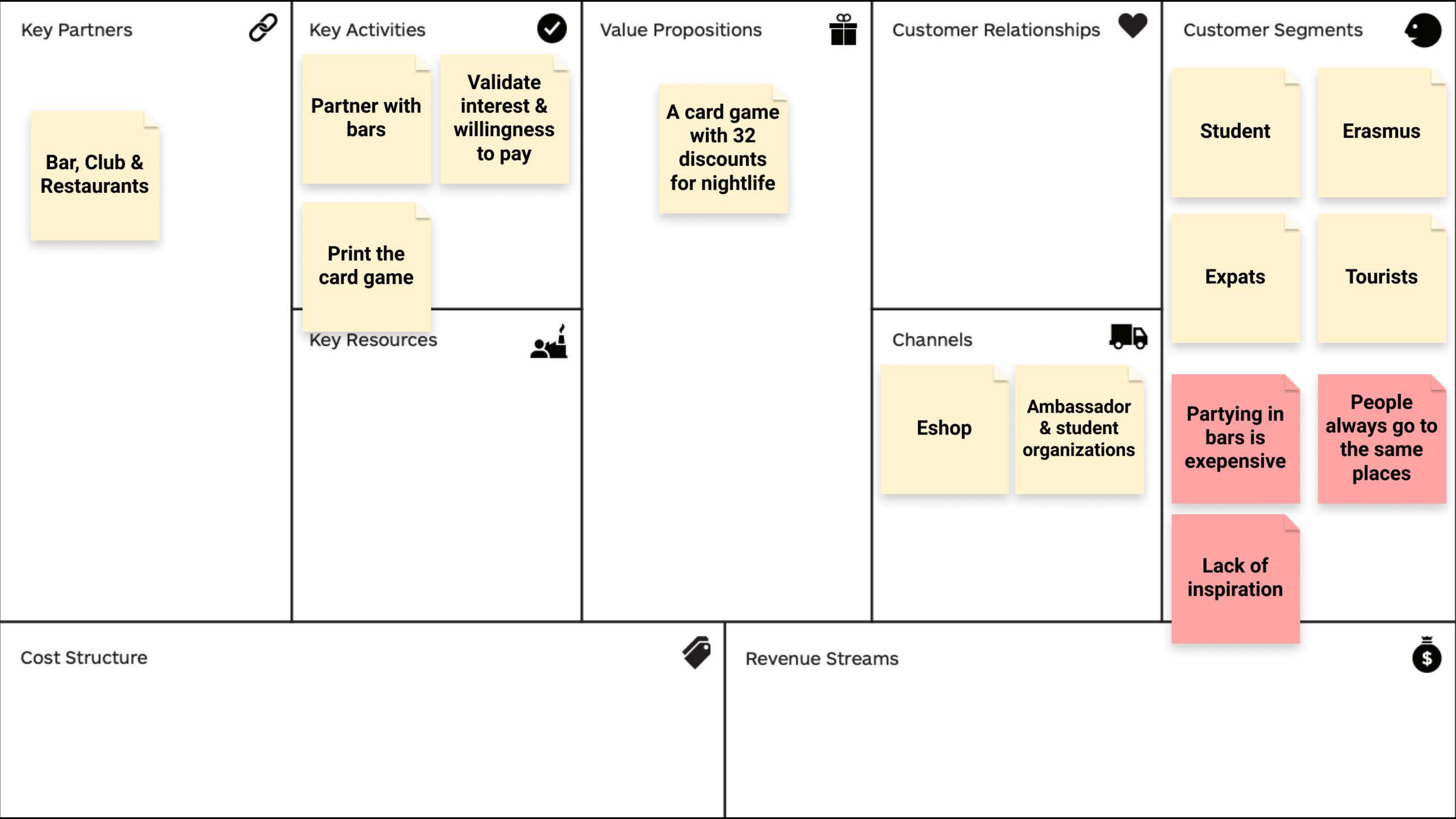
Platí na vybrané koktejly od 22:00 do polnoci.

Apply on selected cocktail from 22:00 until midnight.

 Stv-So: 22:00-05:00, Ne: 22:00-00:00

Thu-Sat: 10PM-5AM, Sun: 10PM-12AM

 Rybné námestie 1, 811 02 Bratislava



2.

Evaluate business model



Assess your business model design. Circle how you perform on a scale from 0 to 10



1. Switching Costs

0 —●—●—●—●—●—●—●—●—●—●— 10

Nothing holds my customers back from leaving me

My customers are locked in for several years



2. Recurring Revenues

0 —●—●—●—●—●—●—●—●—●—●— 10

100% of my sales are transactional

100% of my sales lead to automatically recurring revenues



3. Earning vs. Spending

0 —●—●—●—●—●—●—●—●—●—●— 10

I incur 100% of my costs of COGs before earning revenues

I earn 100% of my revenues before incurring costs of goods & services sold (COGs)



4. Game-changing Cost Structure

0 —●—●—●—●—●—●—●—●—●—●— 10

My cost structure is at least 30% higher than my competitors

My cost structure is at least 30% lower than my competitors

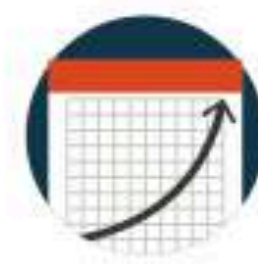


5. Others Who Do the Work

0 —●—●—●—●—●—●—●—●—●—●— 10

I incur costs for all the value created in my business model

All the value created in my business model is created for free by external parties



6. Scalability

0 —●—●—●—●—●—●—●—●—●—●— 10

Growing my business model requires substantial resources and effort

My business model has virtually no limits to growth



7. Protection from Competition

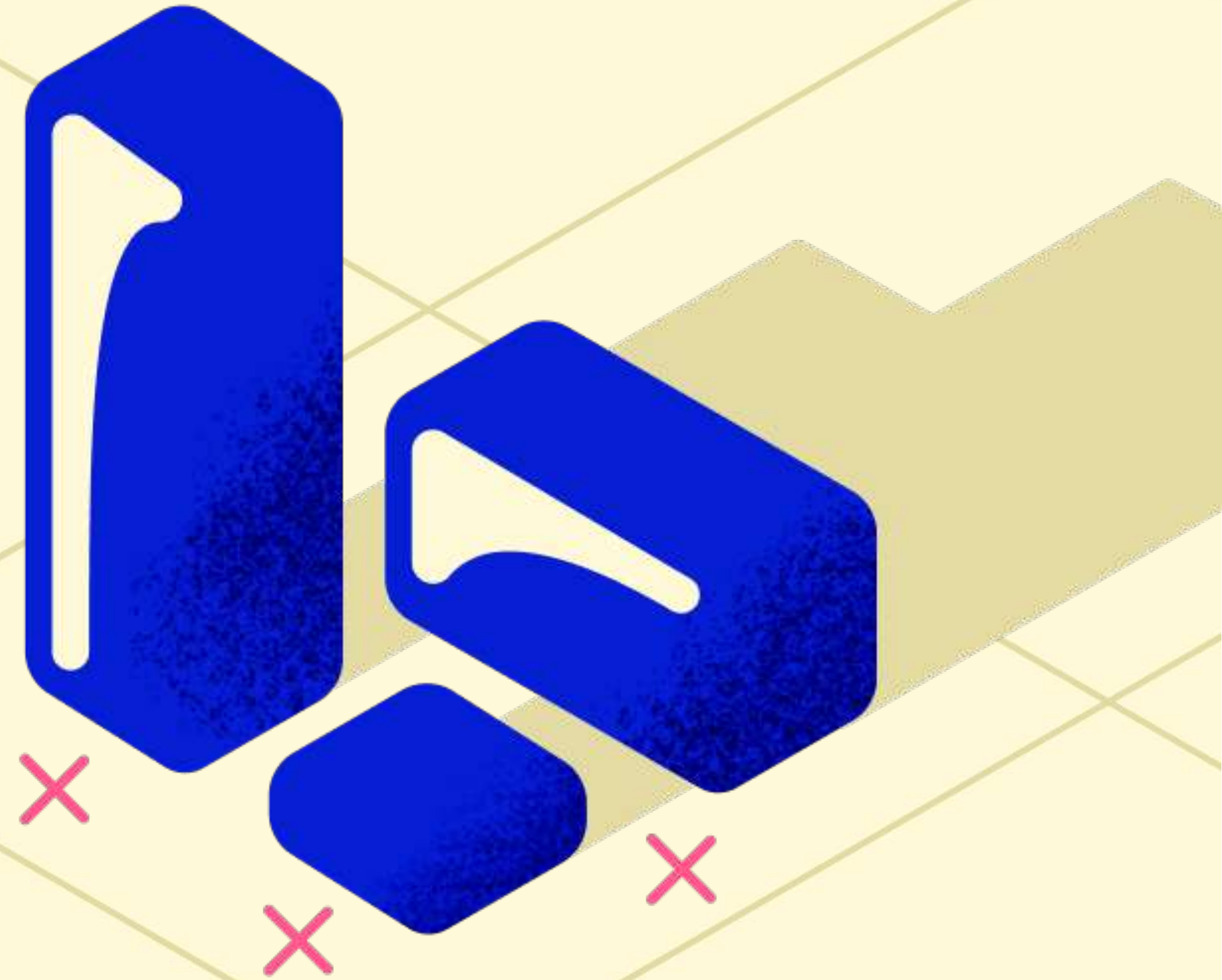
0 —●—●—●—●—●—●—●—●—●—●— 10

My business model has no moats, and


My business model provides substantial

3.

**Assess
competition**



Direct competitors


Erasmus Student Network
Comenius University

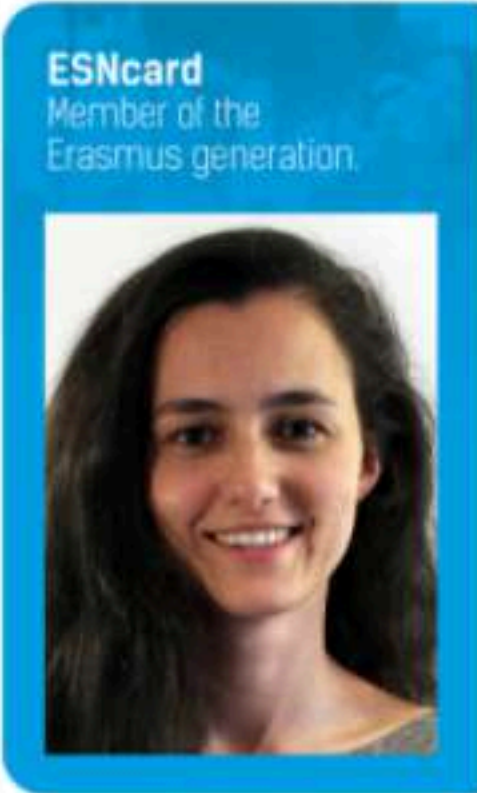
[ABOUT US](#) [EVENTS](#) [BRATISLAVA LIFE](#) [BUDDY PROGRAM](#) [ESNCARD @ DISCOUNTS](#) [PARTNERS](#)

Home

ESNcard & Discounts

ESNcard is the membership card of the Erasmus Student Network. It is not indirectly of the ESN Network), it's also a card offering a lot of different discounts - lo

Valid in 40 countries across Europe.



NAME & SURNAME
Sofia Moreno Suárez

NATIONALITY
Spanish


DATE OF BIRTH
25 04 92

STUDIES AT
Vrije Universiteit Brussel

ESN SECTION
ESN VUB EHB Brussels

VALID FOR 12 MONTHS SINCE
05 09 15

ESNCARD N° 7777777WWW





JOYCARD

NA OBJEDNÁVKU

joycard je výnimočná šanca ušetriť peniaze v mnohých Bratislavských podnikoch! Kartú len ukážeš pred zaplatením u partnera a zľavu máš automaticky.

joycard Zimný semester je platná od 26.8.2019 do 31.1.2020

V zozname partnerov nájdeš miesta, kde všade máš zľavu.

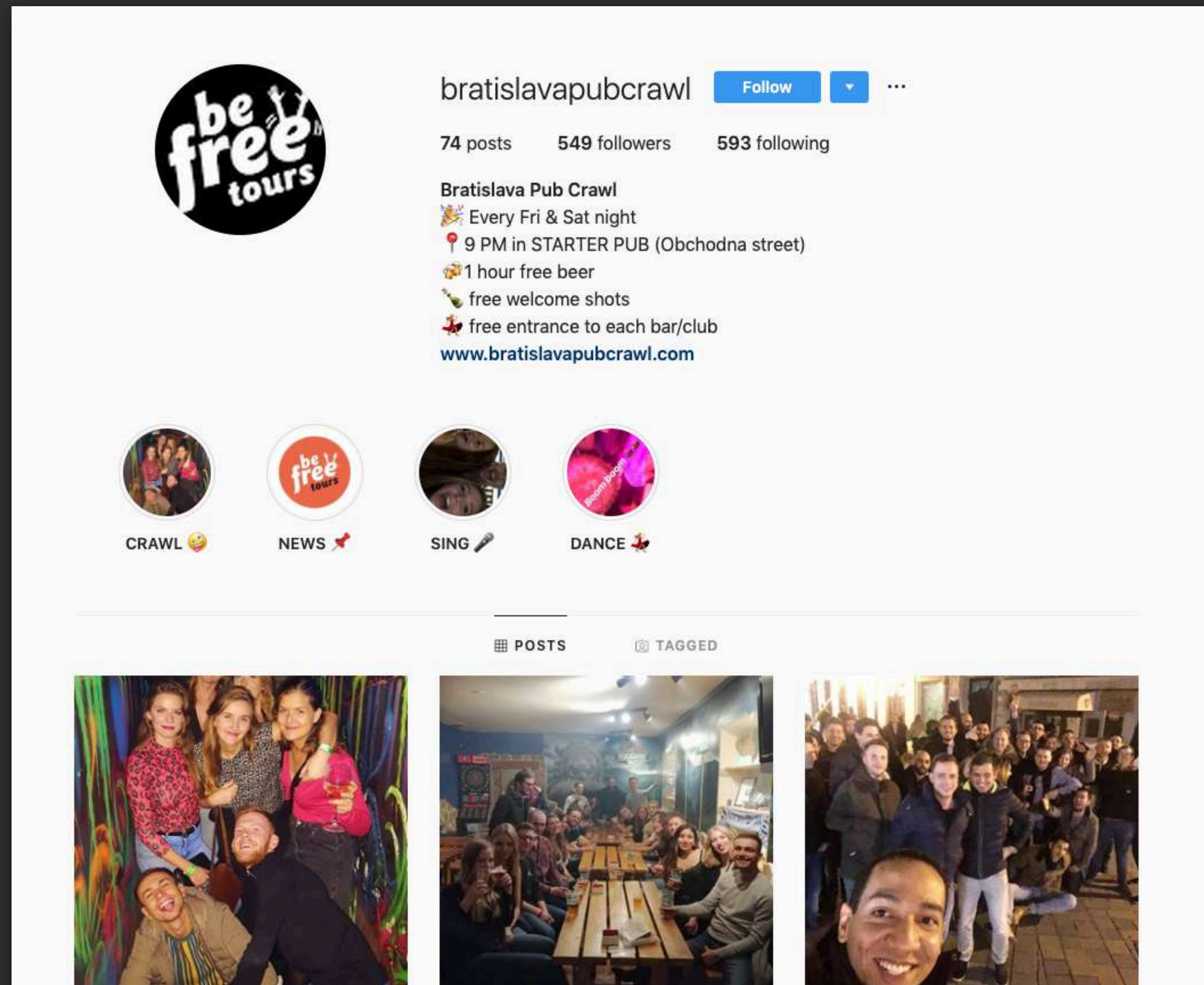
€10.00

 PRIDAŤ DO KOŠÍKA

SHARE ON



Indirect competitors



The image shows the Instagram profile of 'bratislavapubcrawl'. The profile picture is a black circle with the text 'be free tours' in white. The bio states: 'Bratislava Pub Crawl', 'Every Fri & Sat night', '9 PM in STARTER PUB (Obchodna street)', '1 hour free beer', 'free welcome shots', 'free entrance to each bar/club', and the website 'www.bratisslavapubcrawl.com'. Below the bio are four category icons: 'CRAWL' (a group of people), 'NEWS' (a red circle with 'be free tours'), 'SING' (a microphone), and 'DANCE' (a person dancing). The main feed shows three posts: a group of people posing in front of a colorful mural, a group of people sitting at a long wooden table in a pub, and a large group of people posing outdoors at night.




bratislavapubcrawl Follow ...

74 posts 549 followers 593 following

Bratislava Pub Crawl
🍻 Every Fri & Sat night
📍 9 PM in STARTER PUB (Obchodna street)
🍺 1 hour free beer
🍷 free welcome shots
🎫 free entrance to each bar/club
www.bratisslavapubcrawl.com

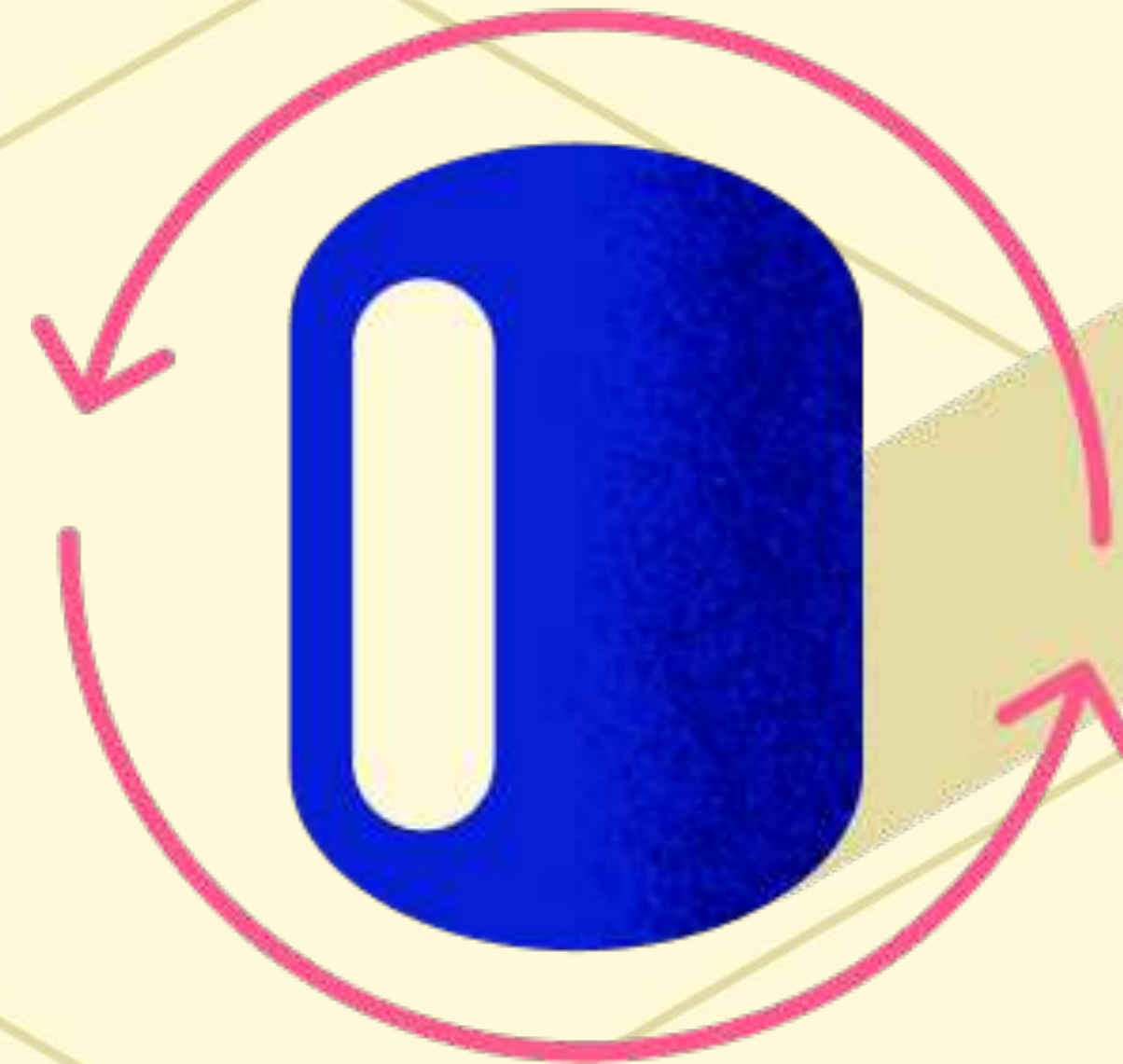
CRAWL 🤝 NEWS 📌 SING 🎤 DANCE 💃

POSTS TAGGED

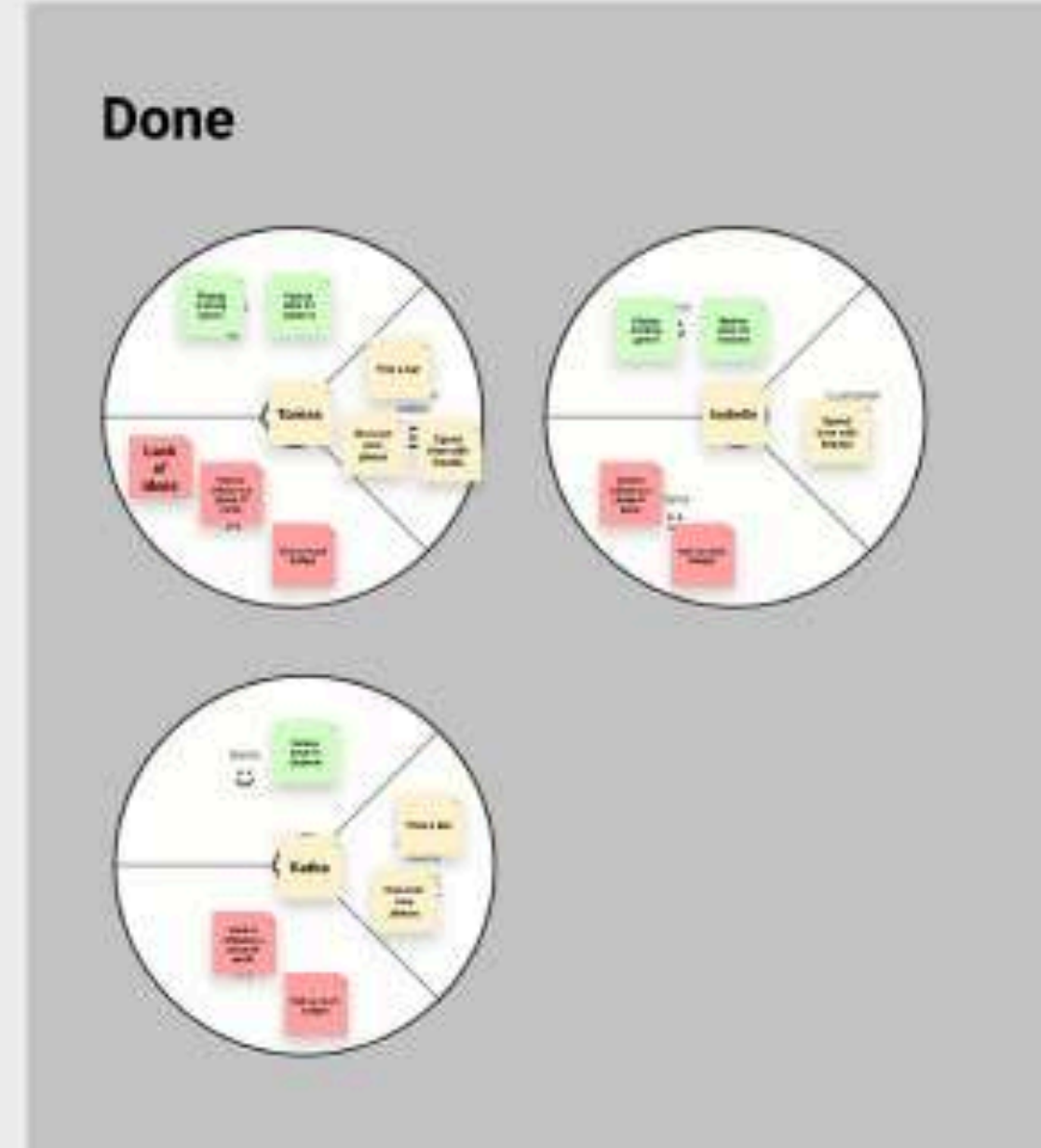
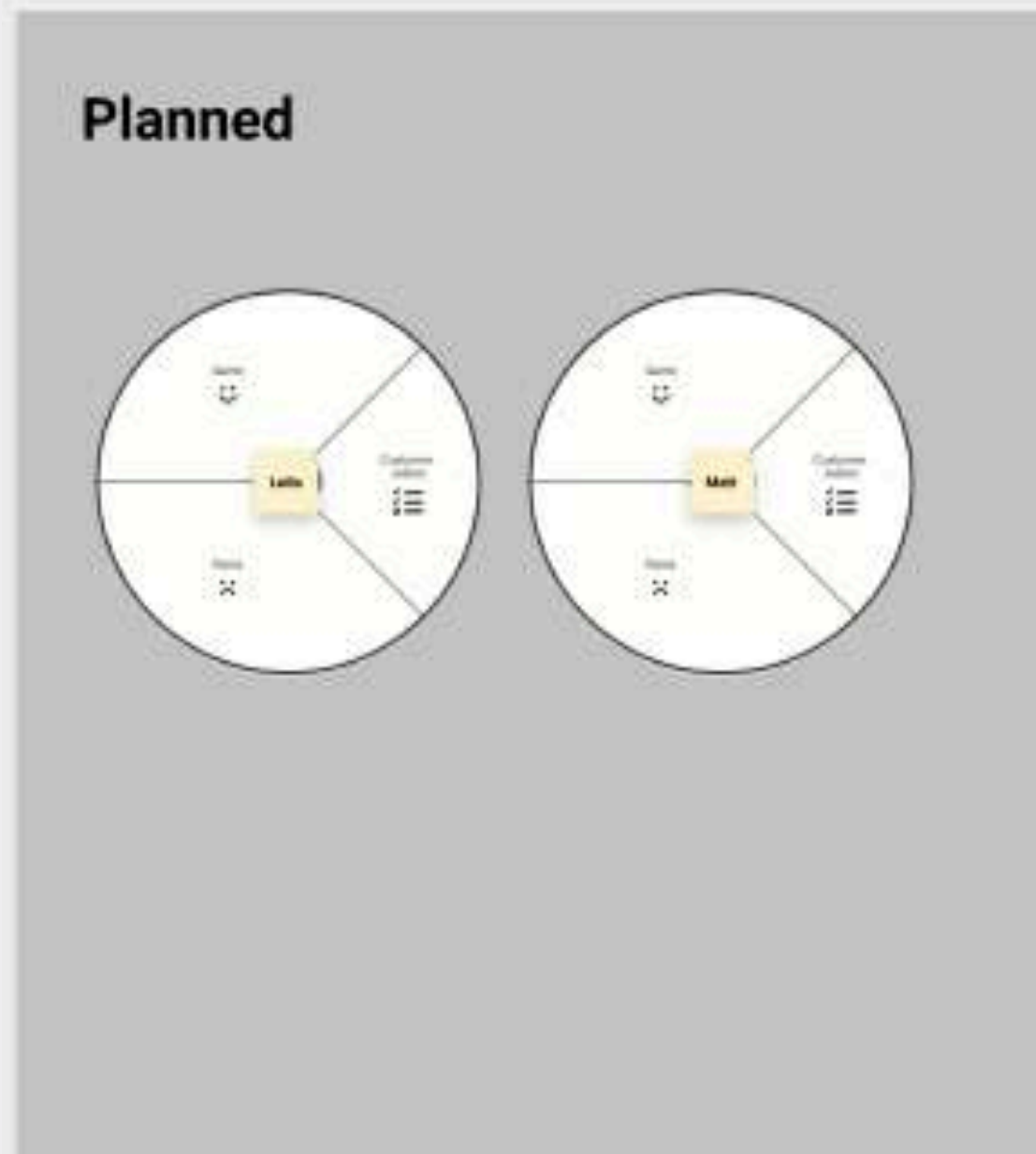


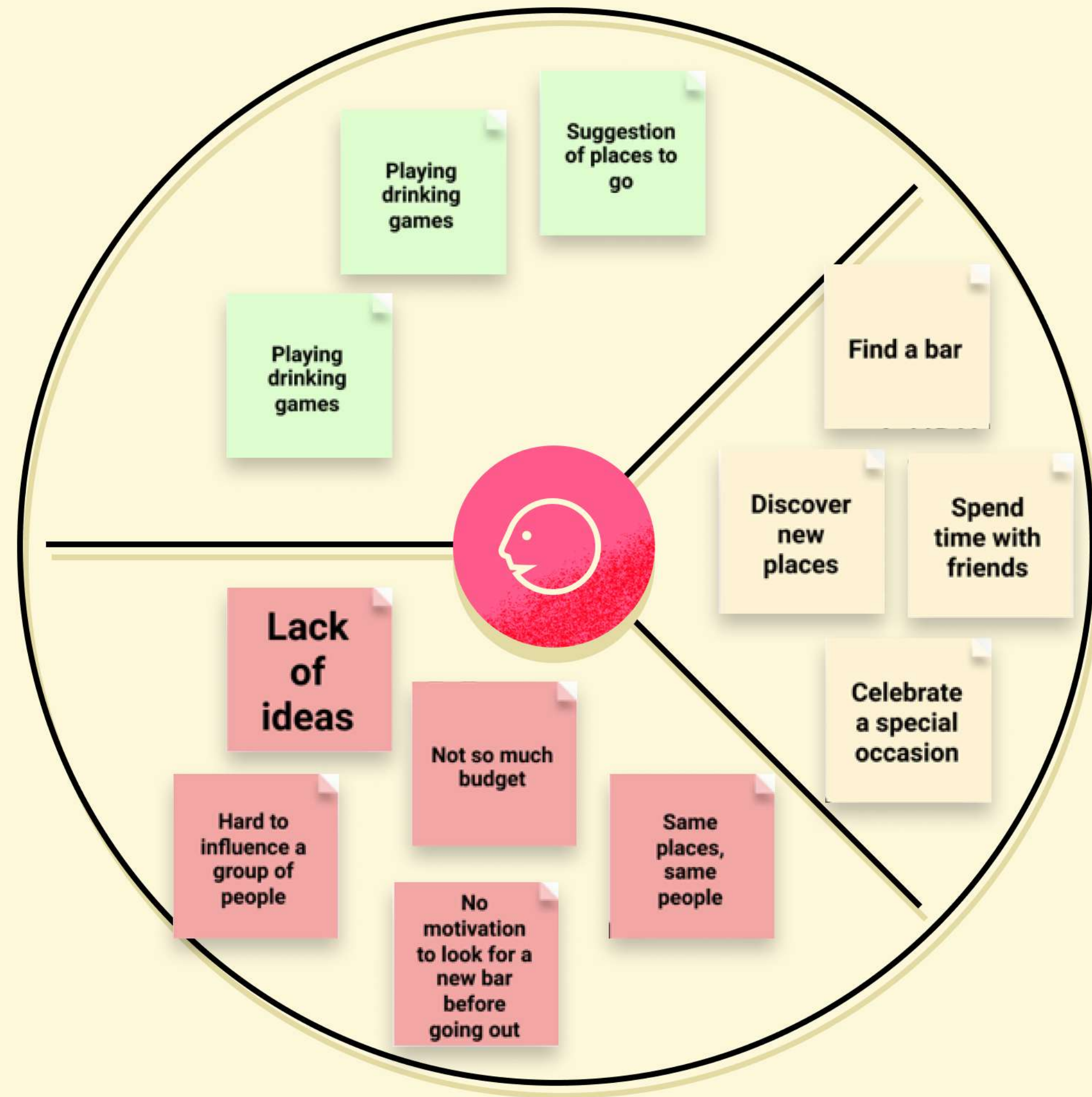
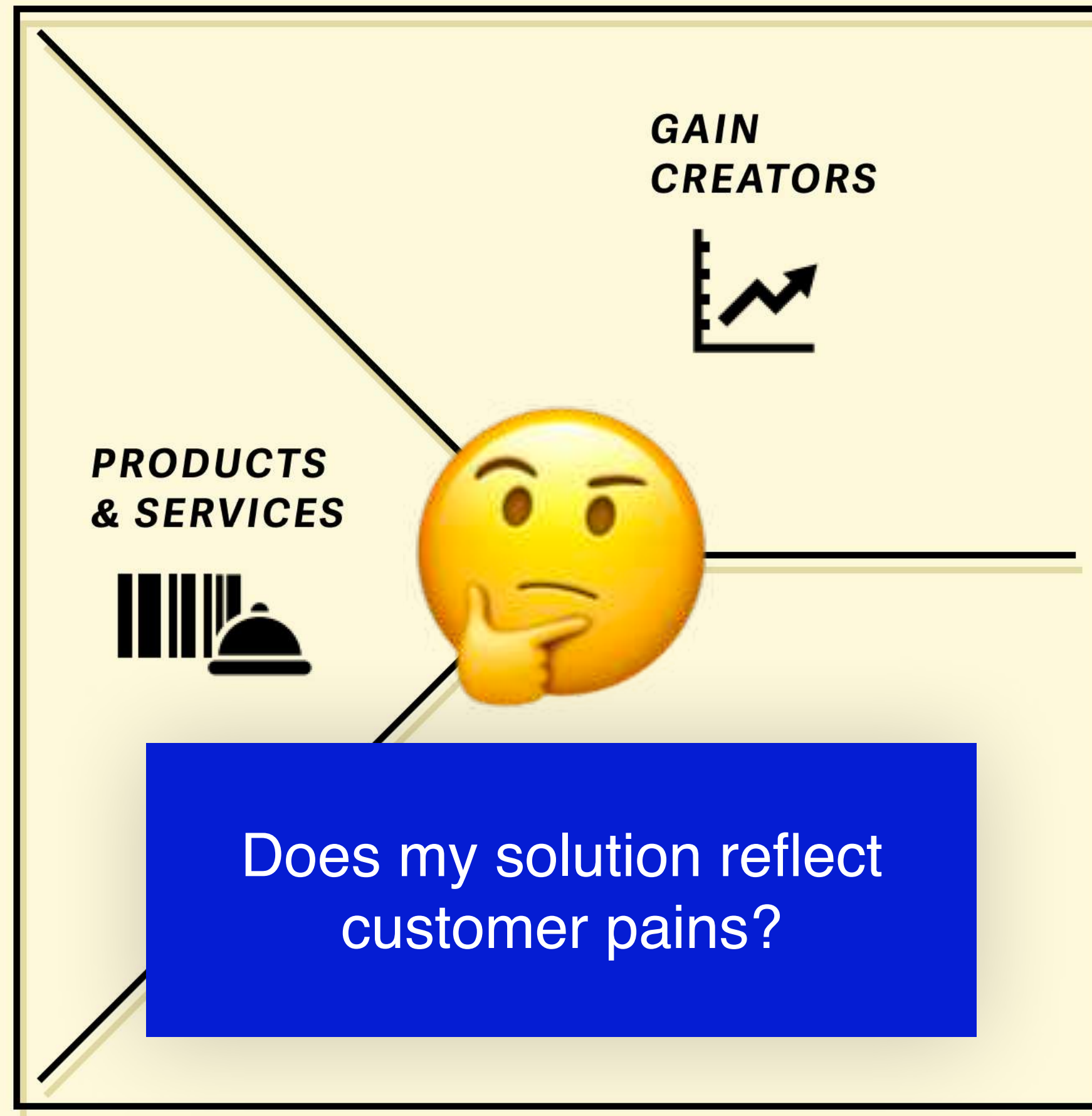
4.

**Run quick
customer
discovery**



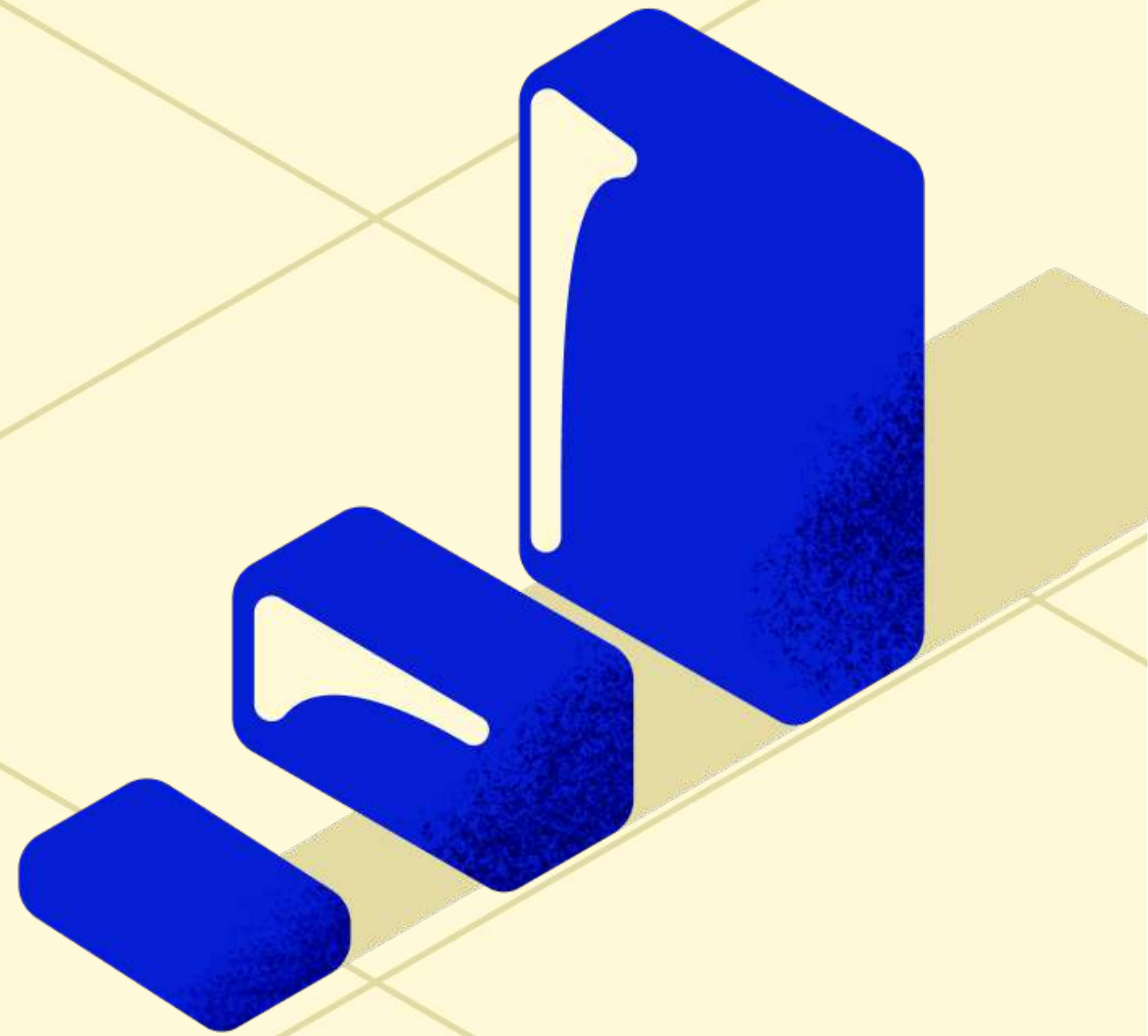
Customer discovery progress board





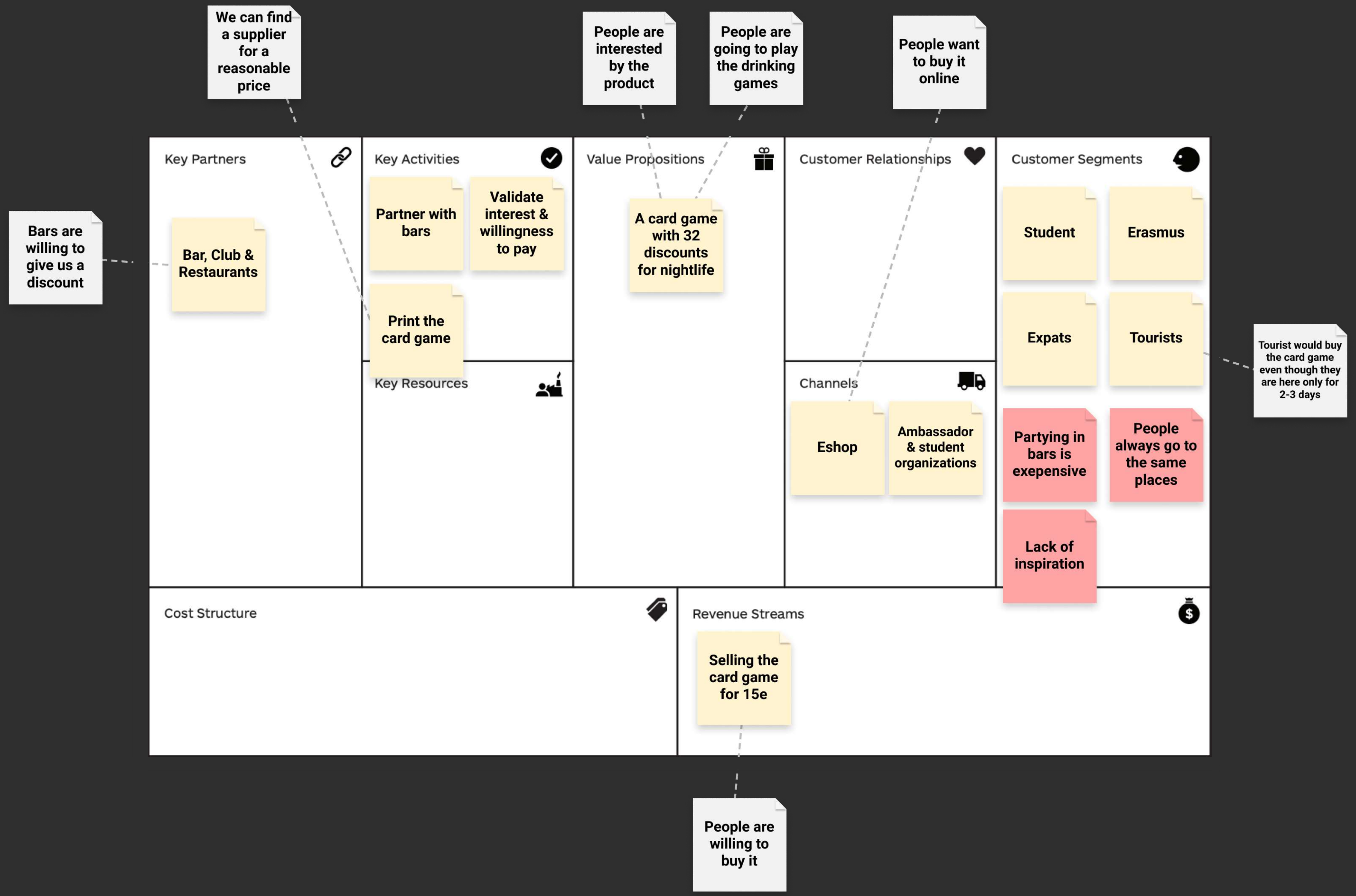
5.

**Extract &
prioritize
hypothesis**





**What could kill
our idea?**





**Bars are willing
to give us a
discount**

**People are
willing to buy it**

**We can find
suppliers for a
reasonable price**

**People are going
to play the
drinking games**

VERY RISKY

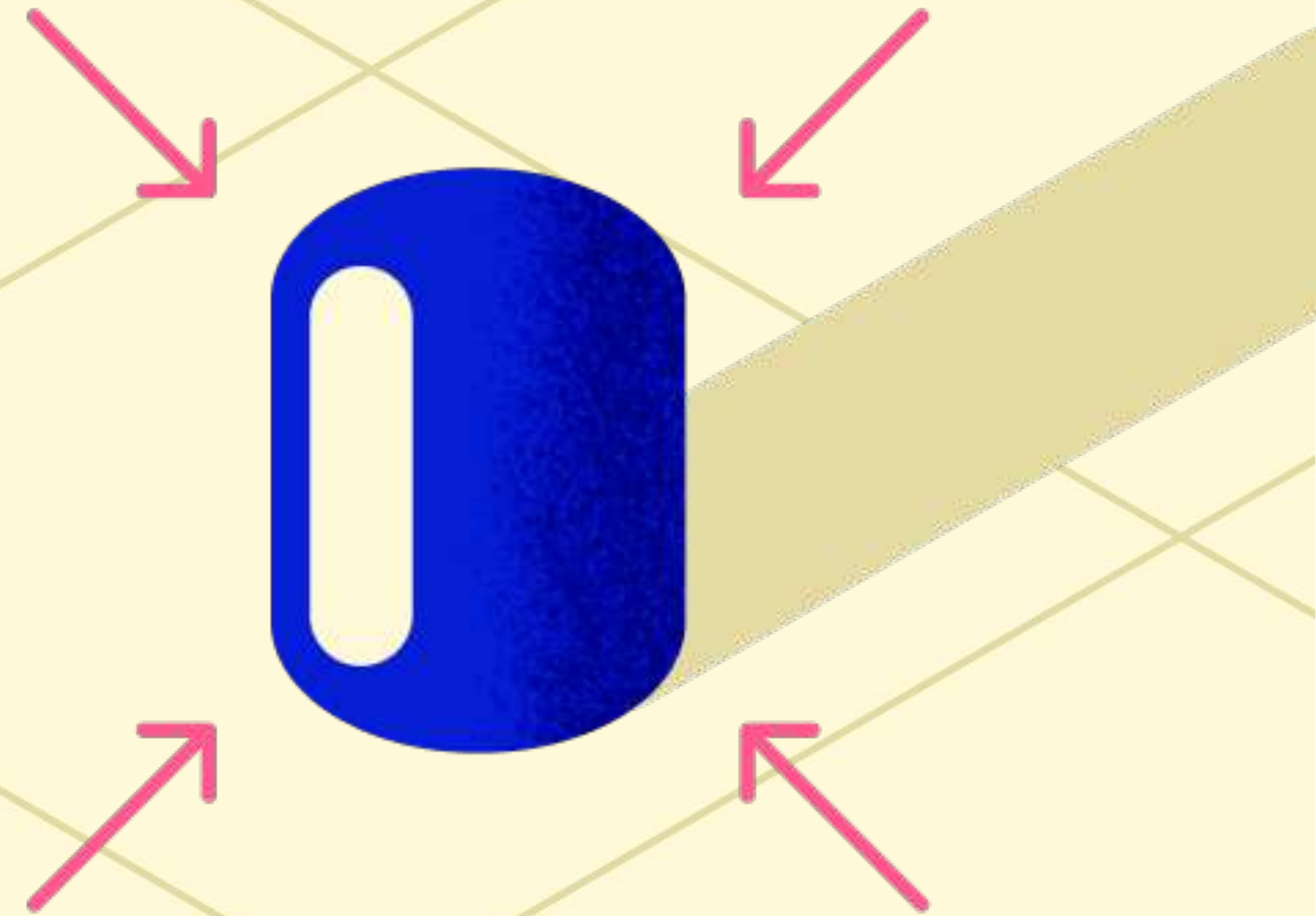
**People are
interested by the
product**

**People want to
buy it online**

**Tourists would buy
the card game even
though they are here
for 2 – 3 days**

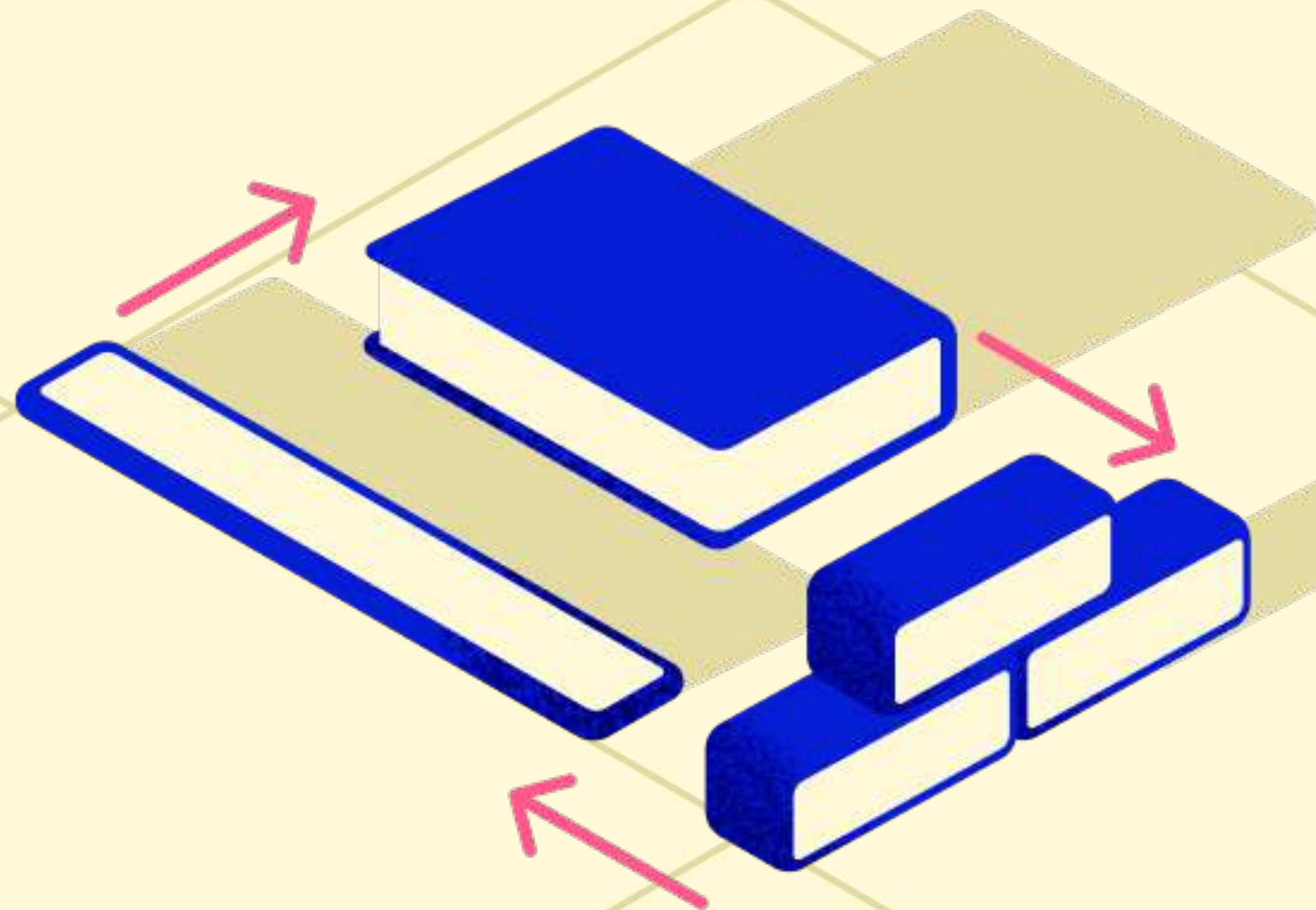
6.

Design test backlog



7.

**Build,
measure,
learn**



Test card

Step 1: Hypothesis

We believe that

bar, clubs and restaurant are willing to give us the discount in exchange of getting new customers.

Step 2: Test

To verify that, we will

go to pitch our project with a rough prototype

Step 3: Metric

And measure

how many of them show interest.

Step 4: Criteria

We are right if

half of restaurant owner accept to cooperate with us.

Test card

Step 1: Hypothesis

We believe that

Erasmus and student are interested by the card game

Step 2: Test

To verify that, we will

share a website in Erasmus and Expats groups. On the website there will be a CTA that leads to a signup form.

Step 3: Metric

And measure

conversion rate.

Step 4: Criteria

We are right if

our conversion rate is higher than 5%.

Get exclusive discounts in bars, clubs
and restaurants in Bratislava.



A city guide, a card game and 30 discounts to enjoy the best of
nightlife.

Get Nightcards

← Back to homepage

Oops, you caught us before we're ready... 🚧

We're working really hard to release the card game. Give us your mail and be the first one to know when it is ready!

Email Address*

john.doe@gmail.com

First Name

John

Last Name

Doe

Subscribe

Your information will be used to send you emails once the card game is ready. We will only send you relevant





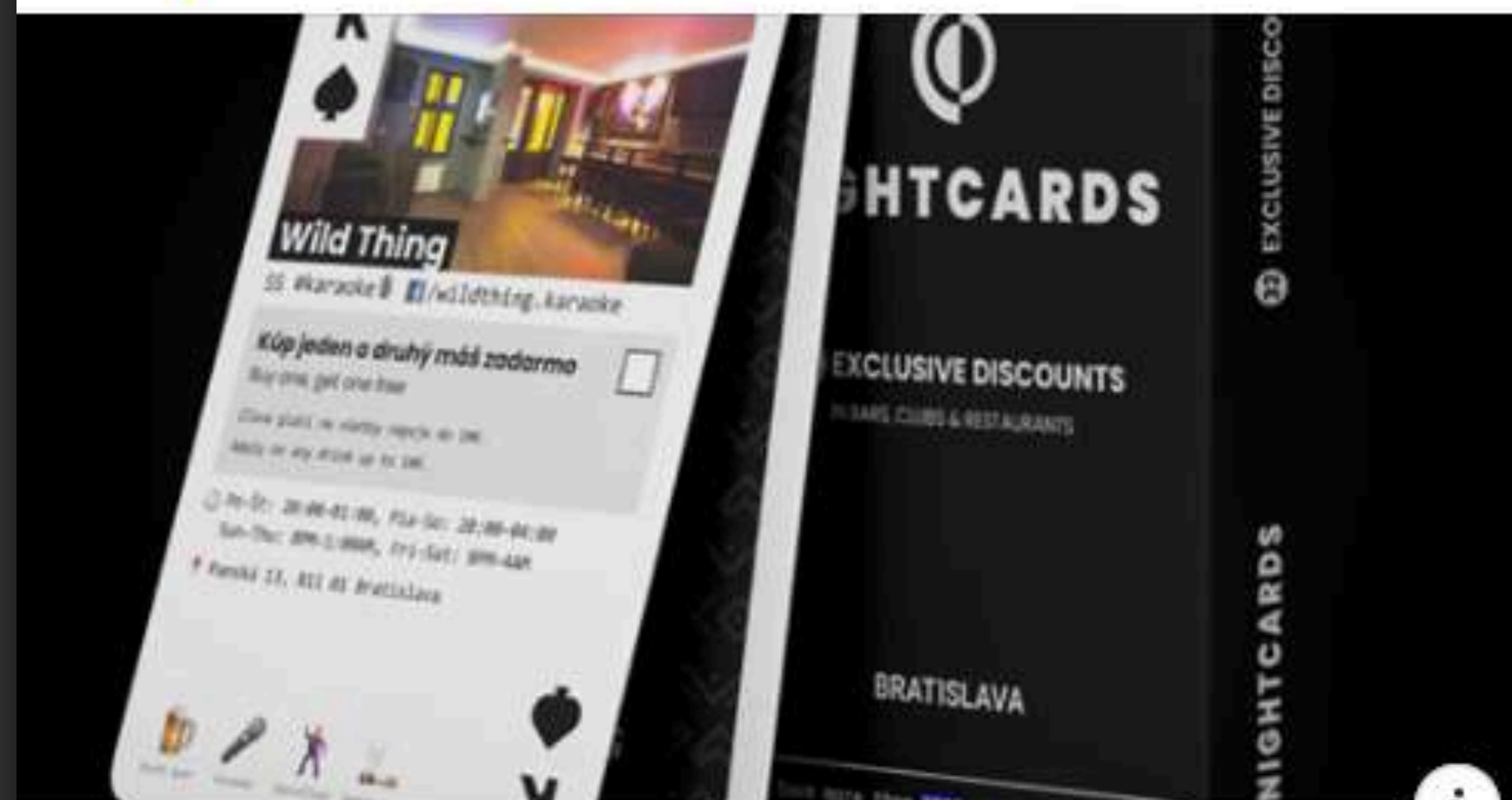
Albert Fourage shared a link.

January 8 at 1:51 PM



Hi guys, you should check this out! 😲

You can get discount in 30 bars in Bratislava such as "buy one, get one free". 🍷



NIGHTCARDS.COM

Nightcards - Exclusive discount in Bratislava

A card game with 30 discount to discover the best bars in Bratislava.

34 people clicked on the link

25 clicked on the CTA

5 left their email

15%
CONVERSION RATE

Test card

Step 1: Hypothesis

We believe that

people are willing to pay for the card game 15e.

Step 2: Test

To verify that, we will

create a Kickstarter campaign

Step 3: Metric

And measure

how many people support us.

Step 4: Criteria

We are right if

more than 100 card game is sold during one month.

Campaign

FAQ

Updates

Comments

Community

STORY

RISKS AND
CHALLENGES



More than 150€ discount

At each place you can benefit from an exclusive

2020.

INCLUDES

- 1 Invitation to the launch party

ESTIMATED DELIVERY

Mar 2020

Limited (50 left of 50)

0 backers

Pledge €15 or more

👤 Party pack

Be the first one get the card game. The delivery is for free.

INCLUDES

- 1 Invitation to the launch party
- 1 Nightcards card game

ESTIMATED DELIVERY

Mar 2020

SHIPS TO

Only Slovakia

0 backers

Pledge €20 or more

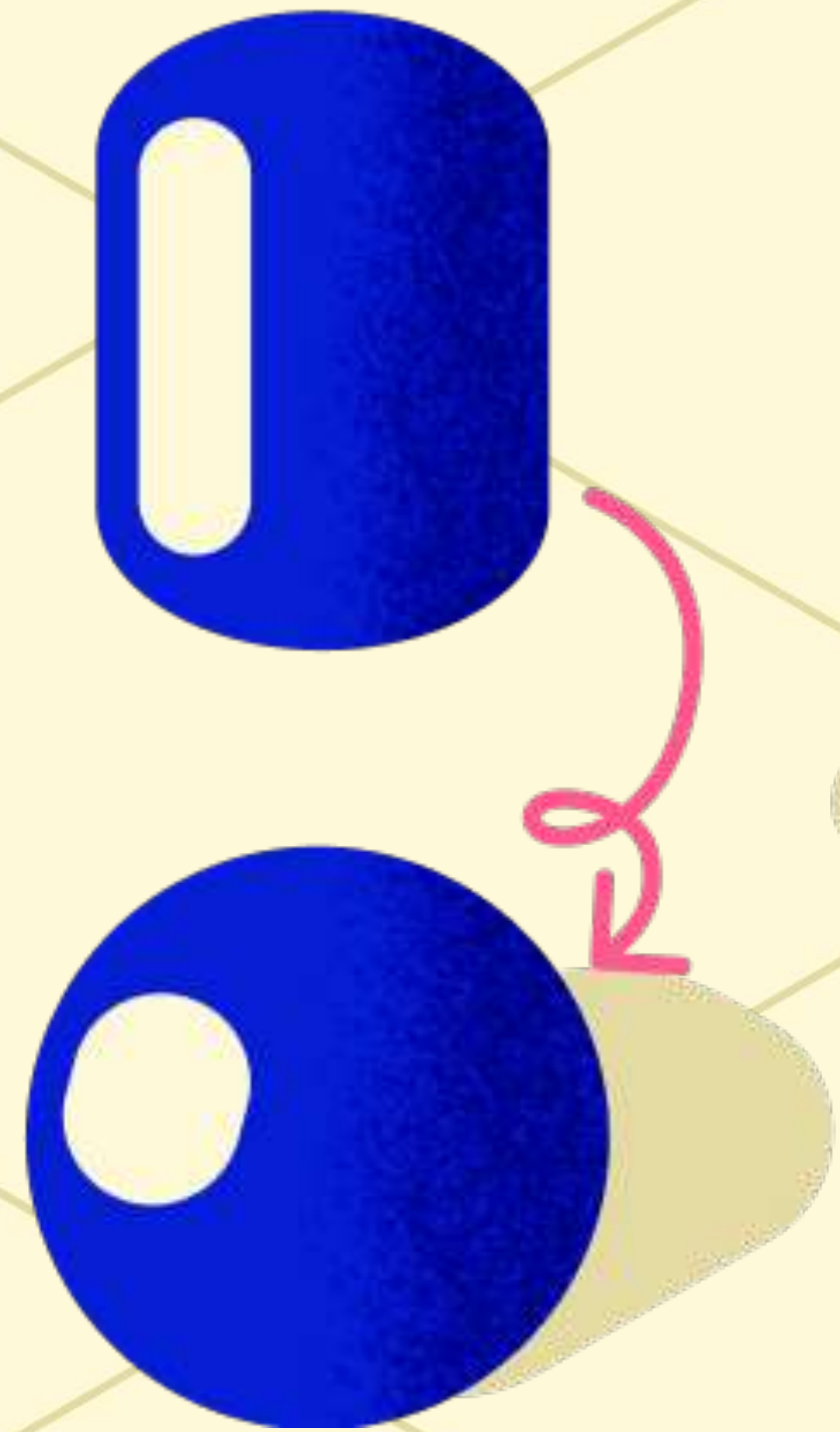
🔥 All night long pack

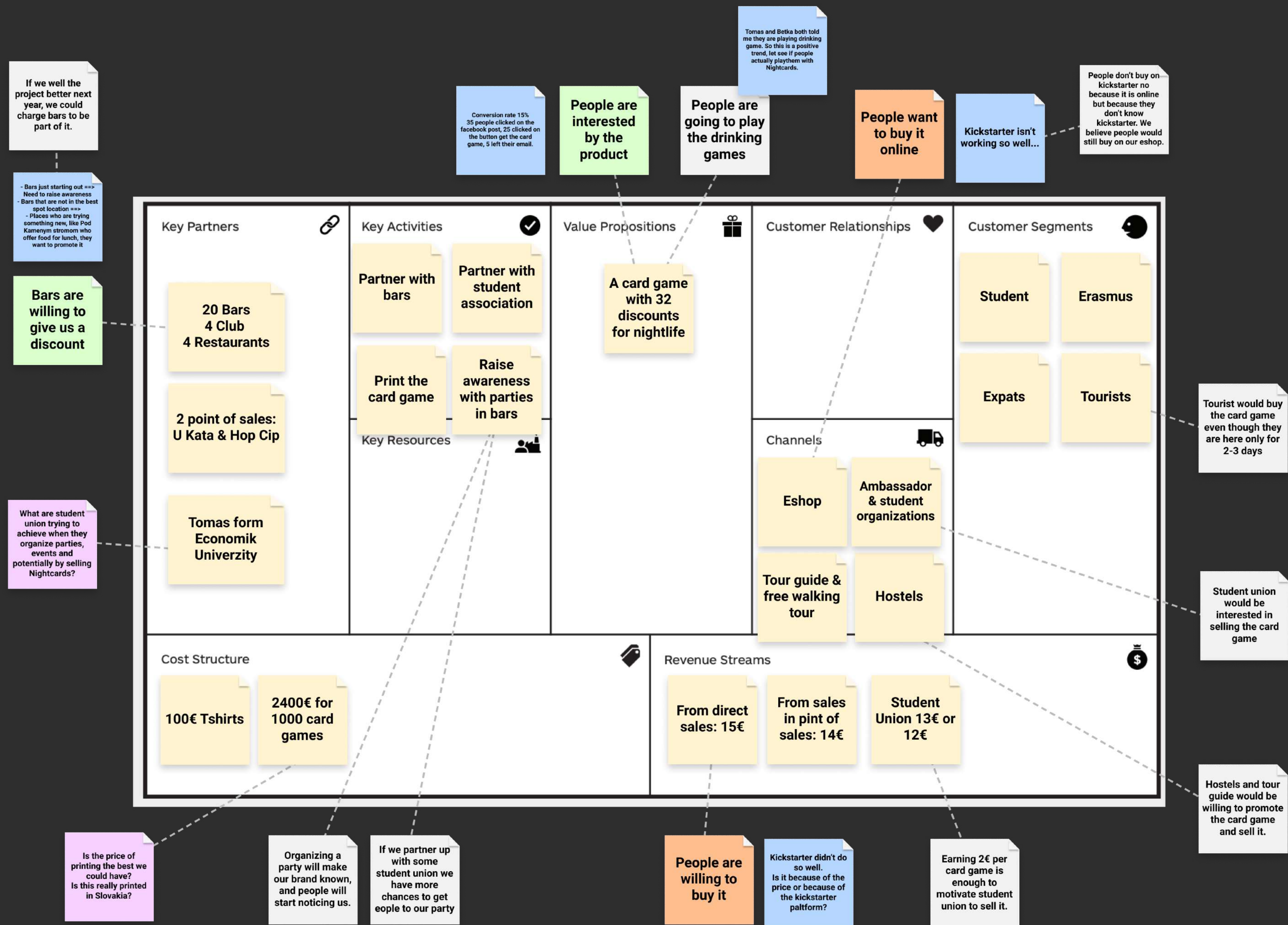
You're on fire! Be the the first one to get the card game and get an extra something. The delivery is for free.

INCLUDES

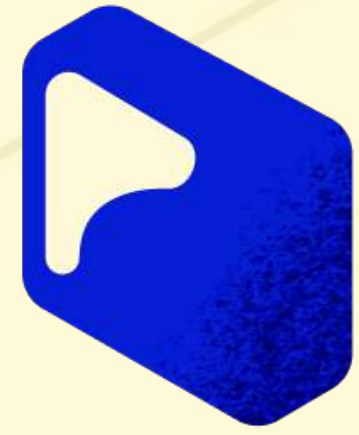
8.

**Learn
& decide
what's next**





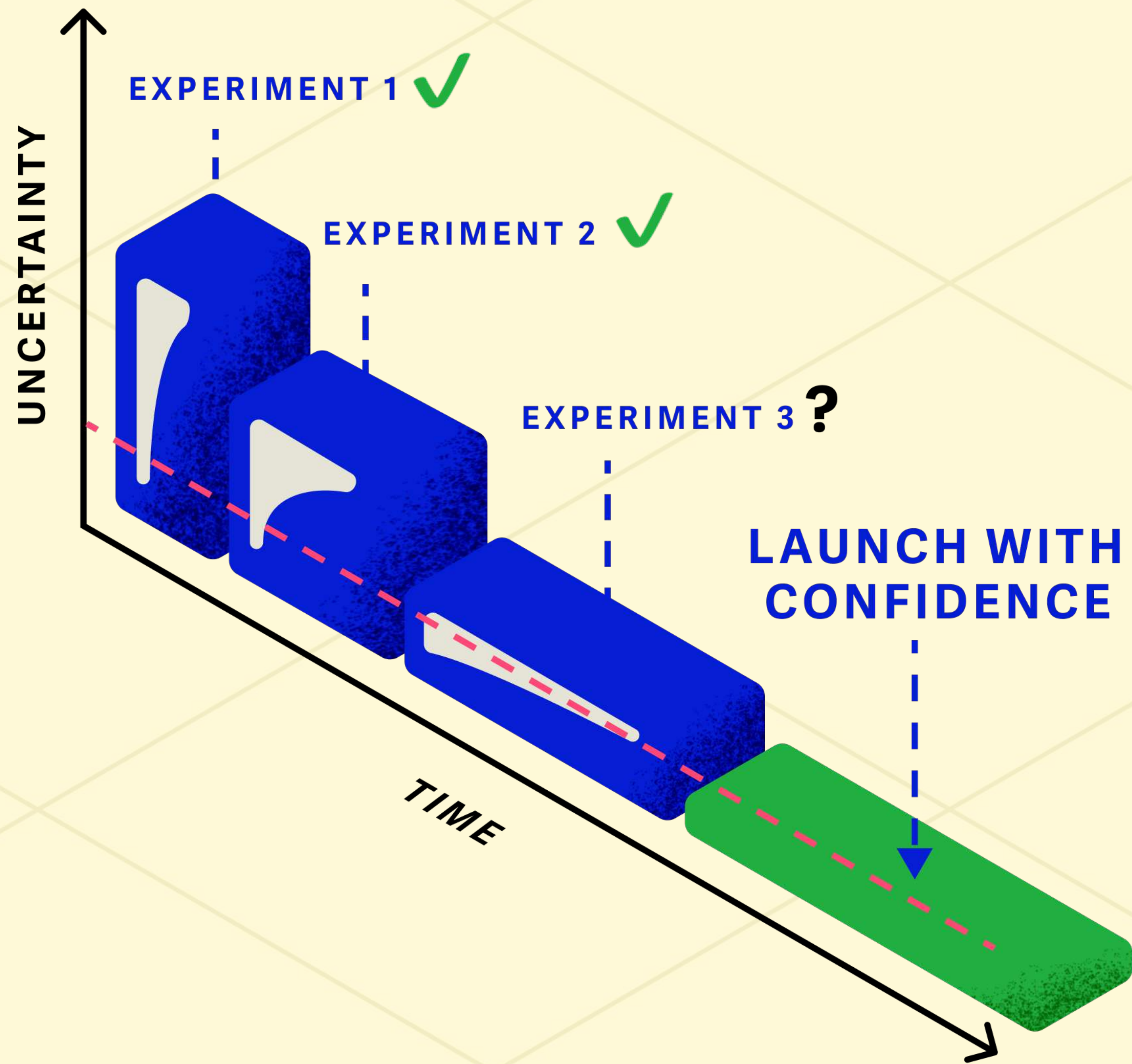
UNCERTAINTY



NEW
IDEA

HIGHEST UNCERTAINTY TO LAUNCH

TIME



Budget: 0€

4 months

Limited time

Why can't you?

How to create products and
services customers want.
Get started with...

Value Proposition Design

strategyzer.com/vpd

Written by
Alex Osterwalder
Yves Pigneur
Greg Bernarda
Alan Smith

Designed by
Trish Papadakos

WILEY



MARTY CAGAN
Silicon Valley Product Group

INSPIRED

HOW TO
CREATE
TECH
PRODUCTS
CUSTOMERS
LOVE

SECOND EDITION

WILEY

THE NEW YORK TIMES BESTSELLER

THE LEAN STARTUP

How Today's **Entrepreneurs** Use
Continuous Innovation to Create
Radically **Successful** Businesses

ERIC RIES

O'REILLY



User Story Mapping

DISCOVER THE WHOLE STORY.
BUILD THE RIGHT PRODUCT

Jeff Patton
with Peter Economy
Forewords by Martin Fowler,
Alan Cooper, and Marty Cagan

Graphics by:



Peter Škrovan



Blanka Votavová

Thank you.

www.lbstudio.sk

[in/albertfourage](https://in.albertfourage)

LB*