

Lean **Startup** Experiences

by Roland Tiefenbrunner



Scrum Master @  **NETCONOMY**



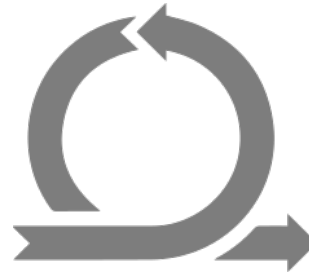
Product Owner or
in-house Customer

Problem: known

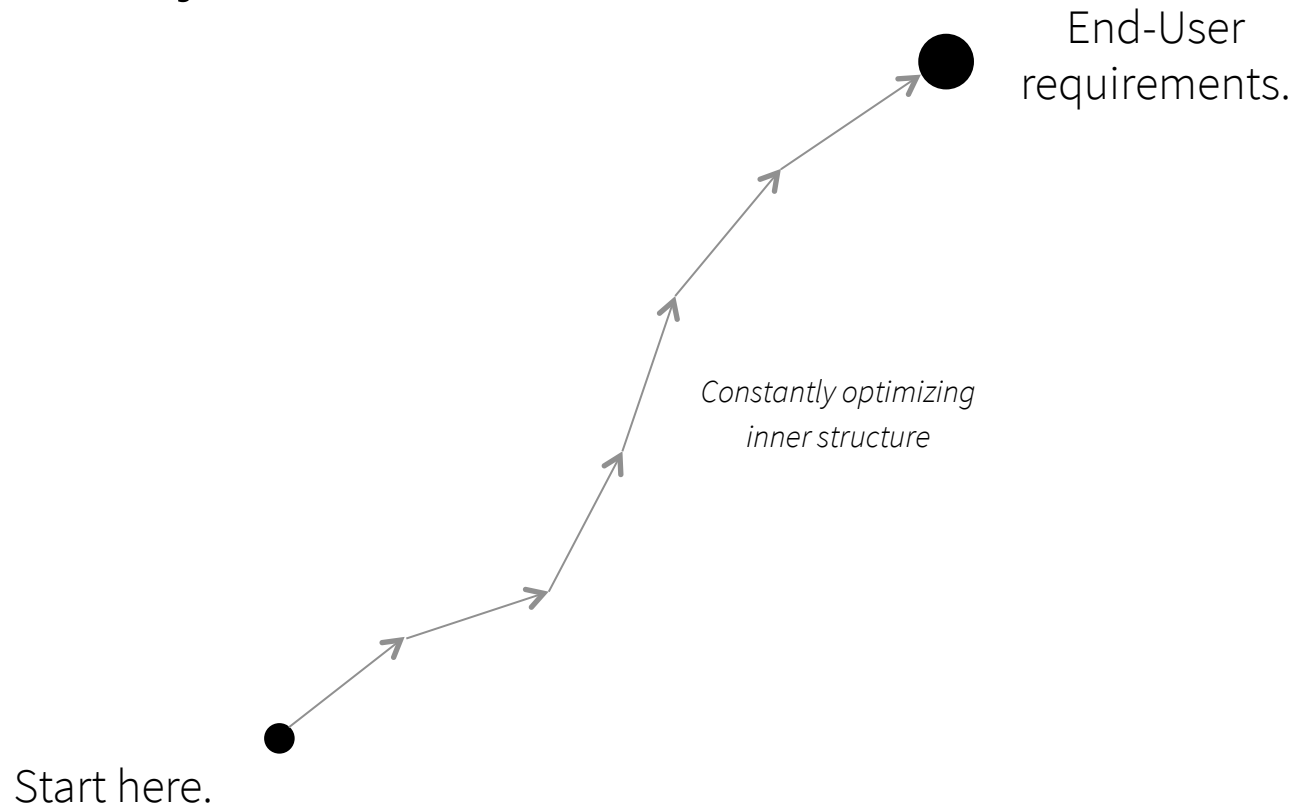
Solution: unknown



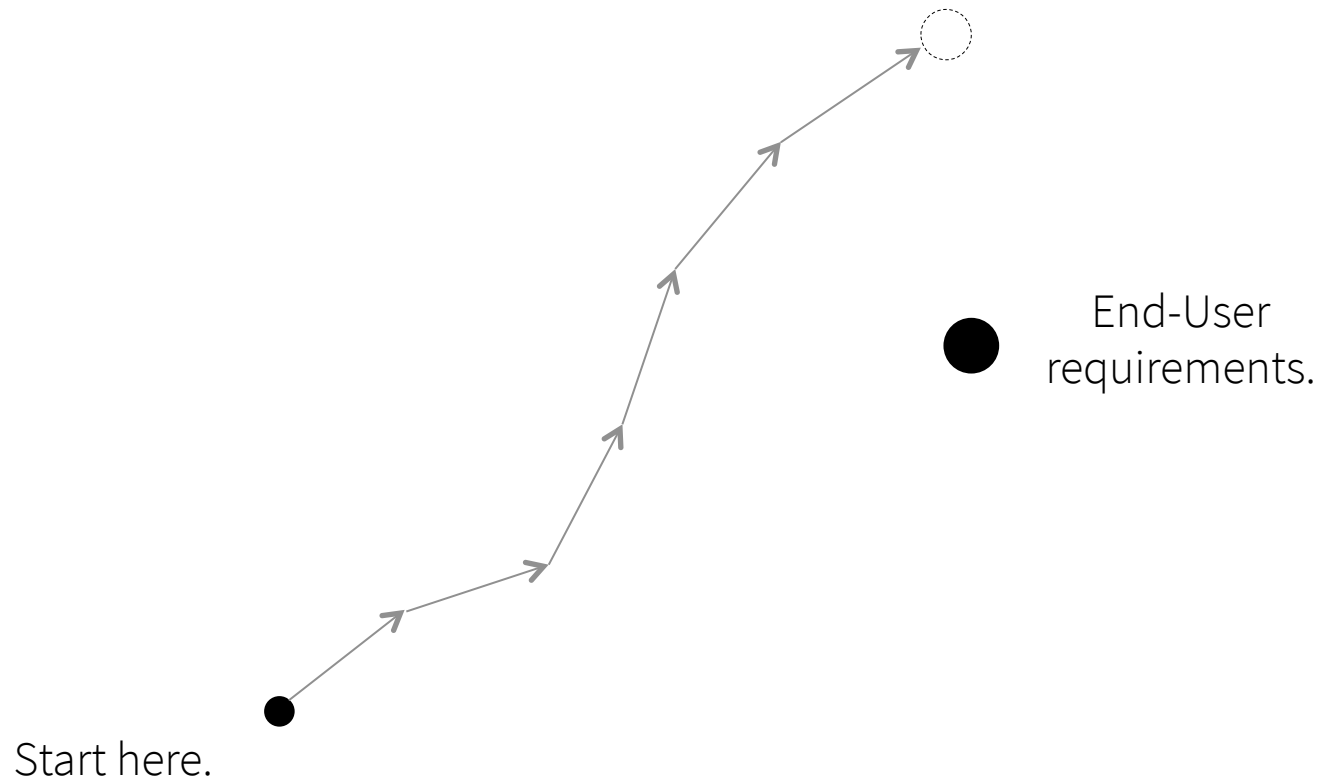
Scrum, XP ...



Six Month Project



A solution nobody wants.



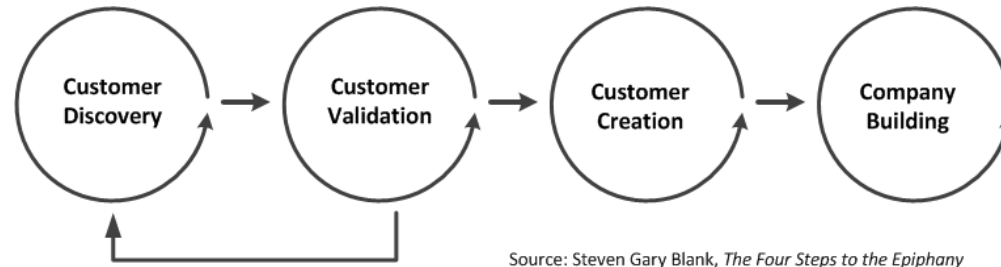
“There is nothing quite so useless, as doing with great efficiency,
something that should not be done at all.”

- Peter Drucker

The Lean **Startup Approach**

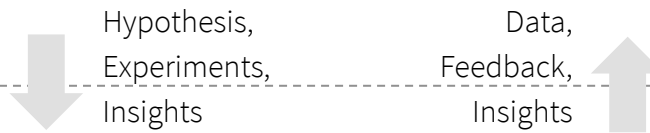
„A startup is a human institution designed to deliver a new product or service under conditions of **extreme uncertainty**.“

- Eric Ries

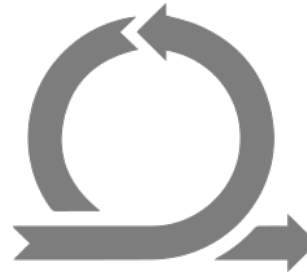


Problem: unknown

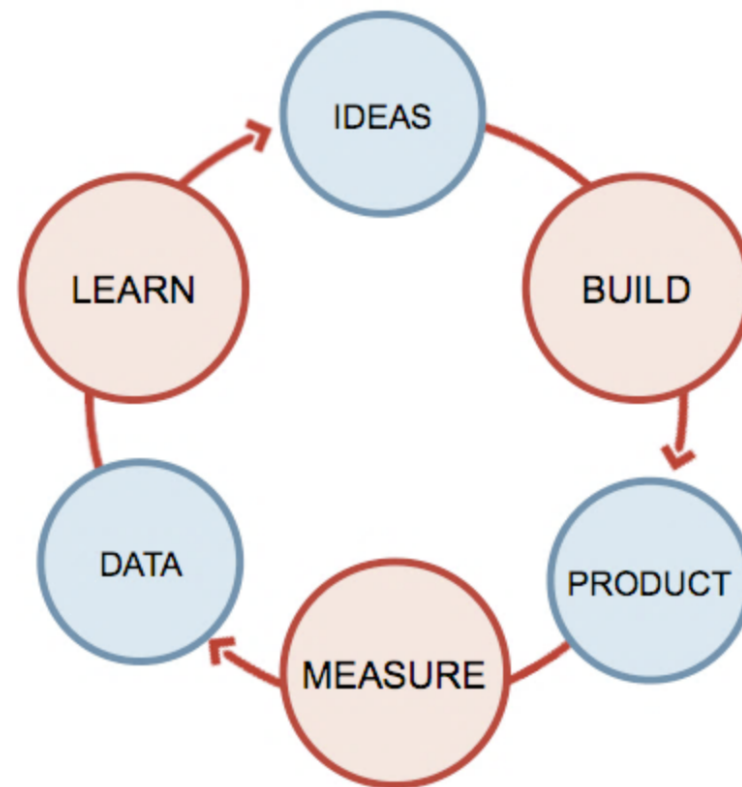
Solution: unknown



Scrum, XP ...



Validated Learning about customers.



Minimize **total** time through the loop.

~~Requirements~~

Hypothesis ①

//Lesson Learned

Invest in your hypothesis and experiments.

Experiment

Team name _____ date ____/____/____

Hypothesis

We believe that... _____

Test


We will do/make... _____

Evidence

We will know the hypothesis is valid if by _____ date _____ we get...

_____ quantitative measurable outcomes _____

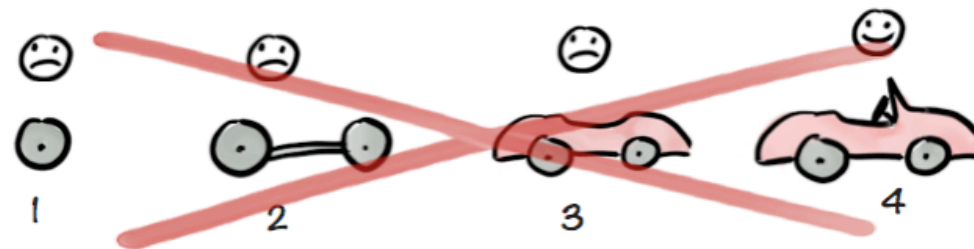
_____ qualitative observable outcome _____

 <http://luxr.co> @luxrco © 2013

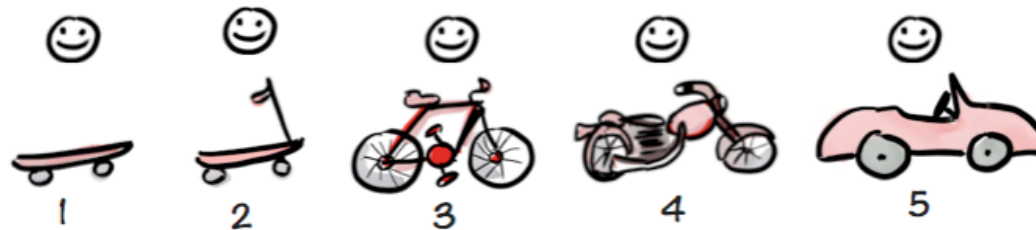
<http://de.slideshare.net/intelleto/lean-ux-meetupvegashypotheses201307>

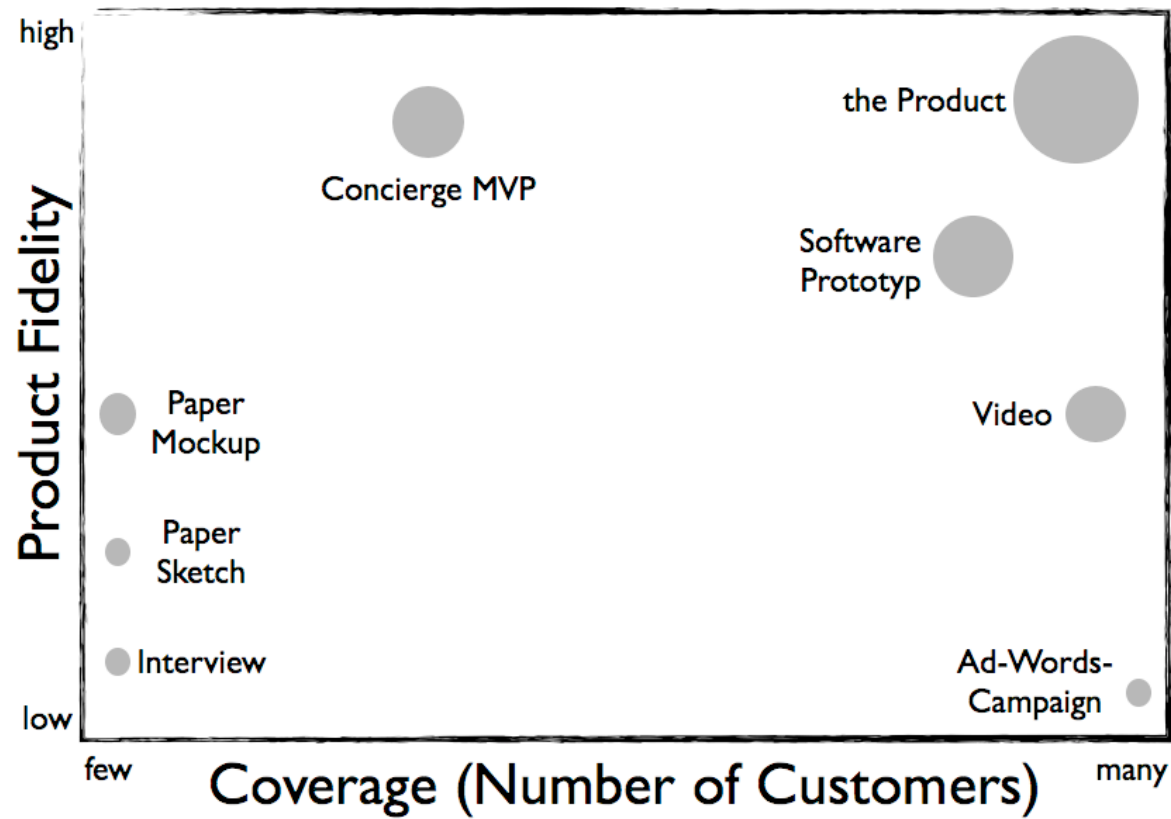
② Minimum Viable Products.

Not like this....



Like this!





//Lesson Learned

Get first feedback as soon as possible.

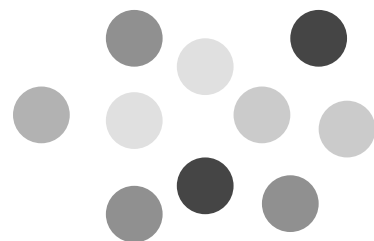
//Lesson Learned

Focus on the problem.

//Lesson Learned

You only know what quality is, if you
know your customer.

③ Measure



Visits

Overview

Graph By: 

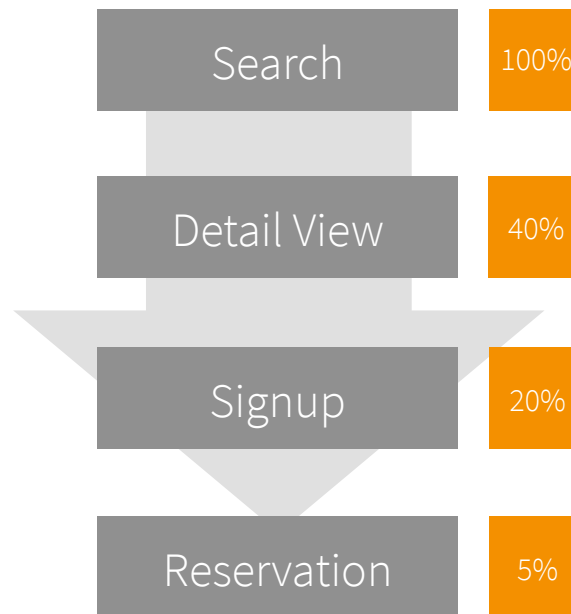


~~Vanity Metrics~~

Actionable Metrics



Identify Key Metrics



Cohort Analysis

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
(Joined in) Week 1	100%	10%	9%	9%	7%	7%	7%
Week 2	100%	12%	10%	10%	8%	7%	?
Week 3	100%	16%	14%	13%	12%	?	
Week 4	100%	17%	15%	14%	?		
Week 5	100%	20%	19%	?			
Week 6	100%	22%	?				
...

//Lesson Learned

Decide what and how you want to measure
before you start to build.

//Lesson Learned

Metrics are people too.



Optimization

Pivot

//Lesson Learned

Mental Models
are your biggest enemy.

//Lesson Learned

It is easy to fall back into old habits.

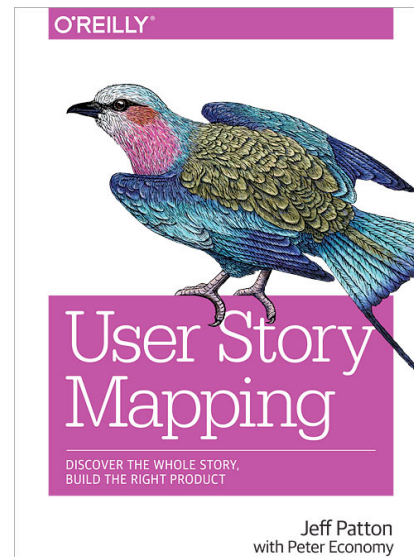
What you can **do** immediately ...

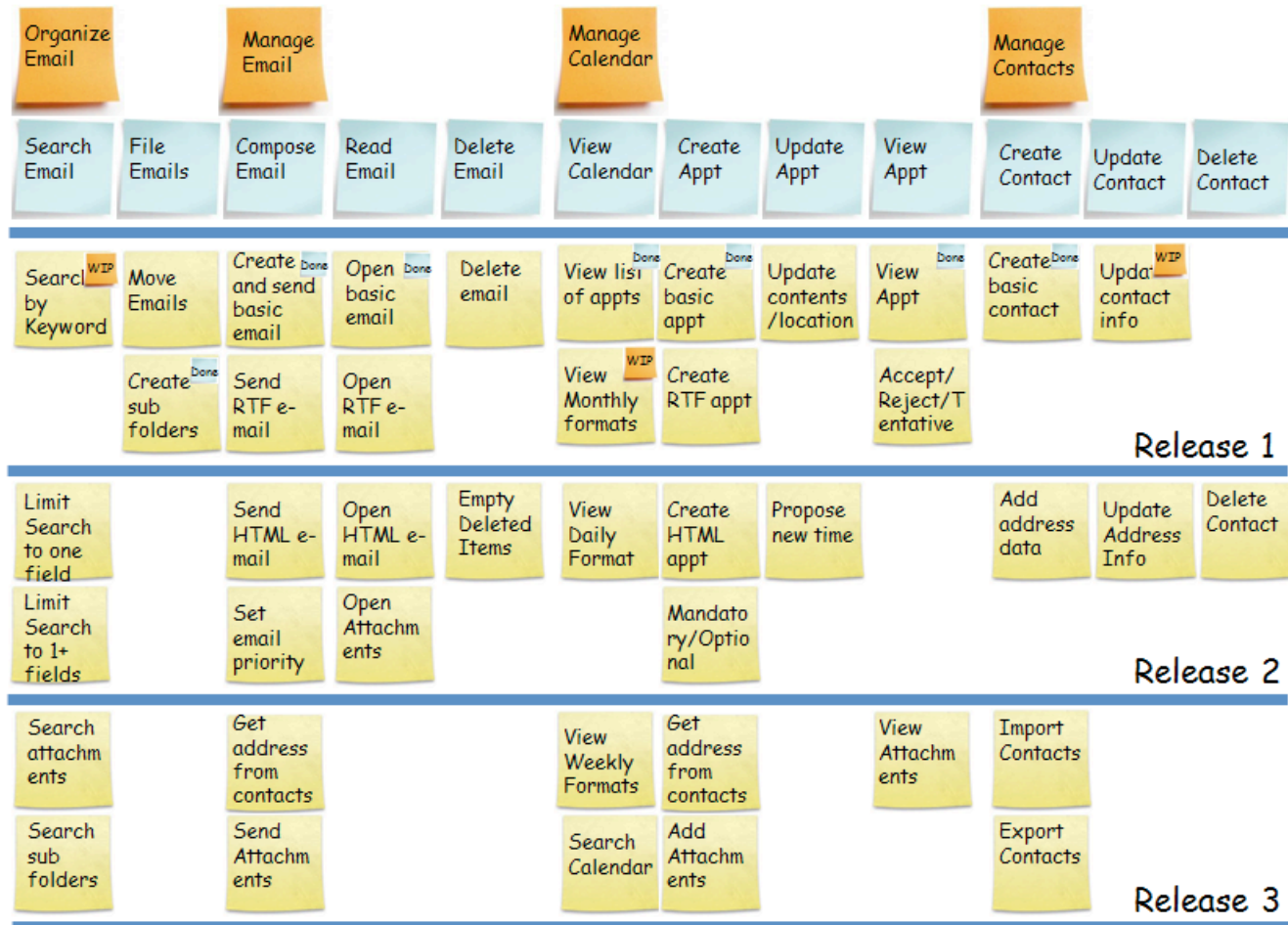
Define your metrics.

Collect data.

Conduct experiments.

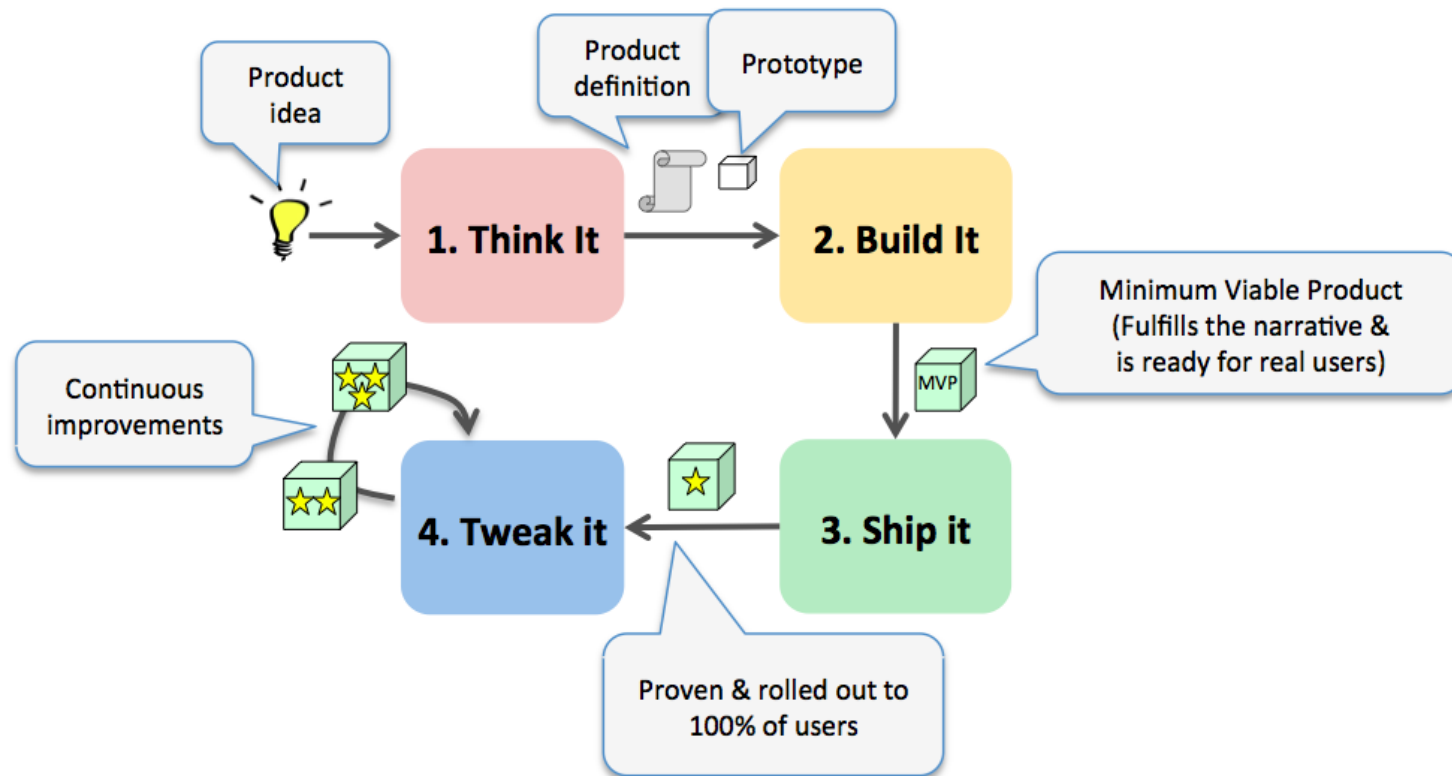
Restructure your backlog.





Focus conversations on value.

//Spotify:



Talk and listen to your customers!

Thank YOU!