

# Product Thinking: Lean Startup & Design

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**Course Number: AGL-170**

**Duration: 2 days**

## Overview

### Course Description

Unlike a traditional project mindset, a product mindset encourages continuous improvement and innovation, as products are constantly evaluated and updated based on customer feedback and market changes. This leads to higher-quality products and can drive business growth.

In Ascendient Learning's Product Thinking course, teams learn about Customer Value, Business Value, and Value Realization through a market-driven and customer-centric approach toward product development. This Lean course teaches teams the skills and tools to understand customers' needs, stay ahead of market trends, and adapt swiftly to change.

### Skills Gained

- Understand/ support the roles and responsibilities in a market-driven, customer-centered marketplace
- Understand the difference between a Product mindset and a Project mindset

- Compare and contrast Outcomes vs. Outputs and relate each to the product mindset
- Determine the difference between Customer Value, Business Value, and Value Realization
- Learn to design low-cost, low-fidelity experiments to validate customer needs
- Apply Product Mindset through the three major phases of the design lifecycle: Discovery, Options, and Delivery
- Bridge the gap between traditional and project management and product management

## **Prerequisites**

There are no prerequisites for this class.

## **Training Materials**

All training attendees receive comprehensive courseware.

## **Software Requirements**

For in-person deliveries, attendees do not need computers for this course. We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

Online deliveries for this interactive training will use an online meeting platform (such as Zoom, WebEx, GoTo, or Teams) to have face-to-face contact online, including use of breakout rooms for group activities.

## **Audience**

## **Course Details**

### **Outline**

- Introduction
- The New Product Values and Mindset
  - The Product mindset value and principles.
  - Why a Product Mindset
- Product Thinking versus Project Thinking
  - Outcome vs. Outputs
  - The empirical process backbone
  - Project definition
  - Product definition

- Design Thinking
  - Design Thinking Overview
  - Design Thinking Golden Rules
  - Value realization
- Lean Startup
  - Overview
  - Who is the customer?
  - Pivot or persevere
- The Mobius Loop
  - Combining Lean Start-Up and Design Thinking into one repeatable framework
  - The Discovery Cycle::
    - Understand your products and markets
  - Understand your customers
    - Empathy Maps
    - Personas
    - Additional Empathy technique: Gemba walks, Interviews, surveys, and more
  - Options Cycle
    - Build-Measure-Learn - The MVP Experiment
    - Measuring Results to validate assumptions
    - System Thinking Impact analysis
  - Delivery Cycle
    - 5 Point Goals for Product Increment and Sprint Goals
    - Technical Debit
    - Pivot or persevere
- Conclusion