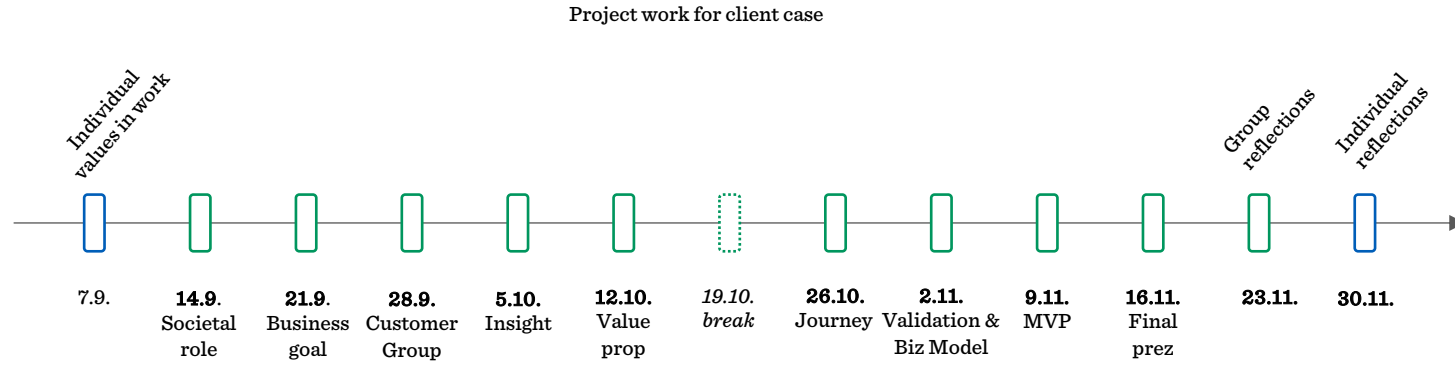


A collection of vintage tools and objects arranged on a dark wooden surface. The items include a large axe with a wooden handle, a smaller axe, a hammer with a wooden handle, a pair of pliers, a pair of worn leather gloves, a metal mug, a metal cup, a metal bell, a metal flashlight, a metal hook, a metal ring, a metal knife, and a metal tool with a wooden handle. The tools are arranged in a grid-like pattern, with some items overlapping. The lighting is dramatic, with strong shadows and highlights, suggesting a window or light source from the left.

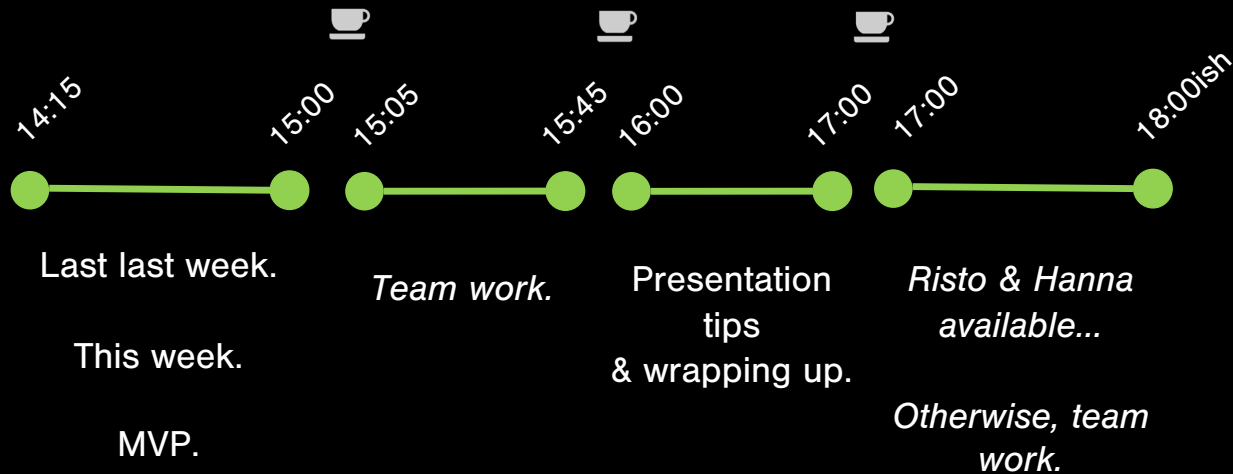
CS-E280
SOCIETAL
DESIGN
PROJECT

Risto Sarvas
Hanna Hämäläinen
November 9th, 2020

Course Schedule



9.11. MVP & presentation



Part I

Last week & This week

Let's look at one video, Oura.

LAST WEEK'S LEARNING GOAL:

**Business model = your engine.
Defense lawyer = your job.**

*Your revenue model?
Your cost structure?
In a balance?*

*Prototype + experiment
= your 2nd interviews
= evidence for your assumptions.*

Shadow Lessons Learned?

Business model, K.I.S.S.

Activities, resources, partners.

Evidence = supports your guesses = validate past decisions.

Learnings = creates new guesses = design further.

Experiments = should create both.

Designing further =
studying users further.

THIS WEEK'S LEARNING GOAL:

MVP

*The minimalistic
meaningful
& beneficial
next step to do
that maximizes realism.*

NEXT WEEK:

*Your value to the client =
your presentation.*

Weekly intros!

Part II

Minimum Viable Product

A high-angle, close-up photograph of a cobblestone street. A metal grate, composed of several intersecting metal strips, is centered in the frame. The word "PIVOT" is overlaid in large, bold, black, sans-serif capital letters across the center of the image, with the letters partially obscuring the metal grate and the cobblestones. The lighting is bright, creating strong shadows and highlights on the textured surfaces.

PIVOT



What do you do when your hypothesis
doesn't meet reality?

Change the hypothesis.

A pivot is a major change to one or
more of the concept's components.

“Schoolbook pivots”

Zoom-in: a single feature becomes the product

Zoom-out: what was considered the product, becomes a feature of much larger product

Customer segment: your product attracts customers, but not the ones you originally envisioned.

Customer need: Early customer feedback indicates that the problem solved is not very important, or money isn't available to buy.

Platform: Shifting focus from an application to a platform or vice versa.

Business architecture: From cost driven to value driven or vice versa.

Value capture: changing the way value is captured (from free to subscription...).

Engine of growth: changing the growth path.

Channel: changing the distribution channel.

Technology: changing technology.

Famous pivots

- **Twitter:** from podcast network to tweets
- **Starbucks:** from coffee machines and to coffee shop
- **Flickr:** from online roleplaying to photo sharing
- **Facebook:** from online dating to social networking platform.
- **YouTube:** from video dating to video sharing
- **Kodak:** From glass plates to consumer film cameras.

Isn't pivoting very costly?

**It depends on
how early you can do it.**

The earlier the better
"fail fast to succeed sooner"

MVP = ?

MVP = first prototype?

MVP = first published version?

MVP = Version 1.0?

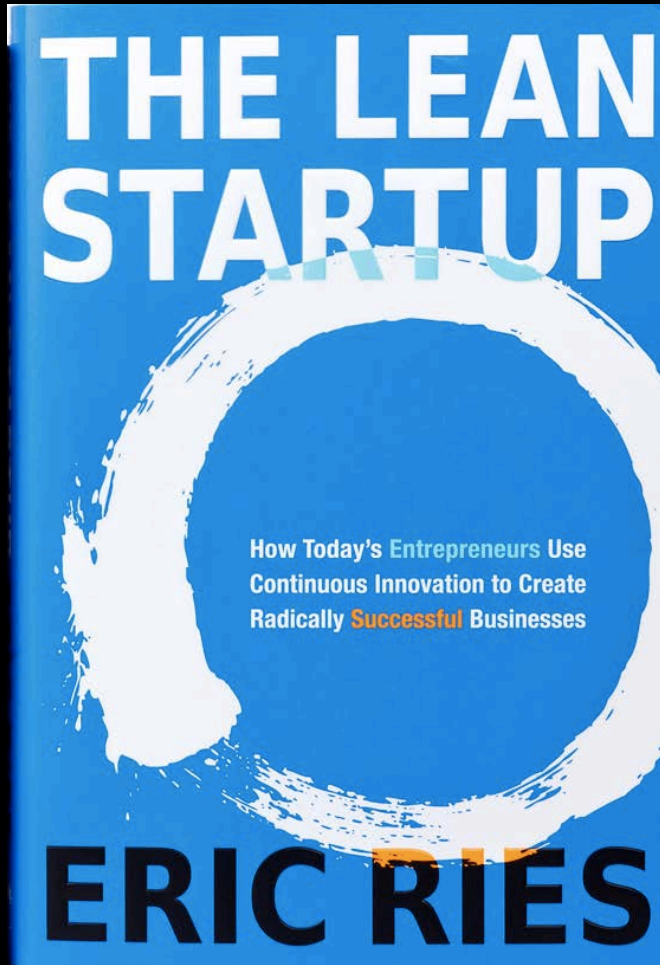
MVP = any experiment?

MVP = a pilot project?

MVP = first sprint?

MVP = we ran out of budget and time?

MVP = Most Valuable Player?



“...that version of a new product

which allows a team

to collect the maximum amount of validated **learning**

about customers

with the **least effort.**”

Whatever you mean by it, it should be...

a) **Minimum:**

nothing extra, minimal investment, least effort.

b) **Viable:**

it makes sense, it creates evidence, it can survive, YOU LEARN!

c) **Product:**

something concrete & product like, not paper, maximal realism.

d) you can **kill it**, if need be.



We have just spent 50 000€ of company money in 6 weeks, and we have done it in a new lean+design+agile way.

This better be amazing, mind-blowing, and awesome!

**What is the MVP that secures *continuation*?
What gets you the next round of funding & support?**



Seldom *evidence* for technical capability!

Most probably evidence for

- Customer traction, problem worth solving, or
- Product-market fit, underlying business model.



There is designer career here to be made.

So you should blow the socks off with your

amazing,
clever,
magical,
visual,
ambitious,
wild, crazy,
millions of dollars,

concept, right?

“Our job is to impress our client!”

**P.S. it is about us and our magic,
not the client succeeding.**



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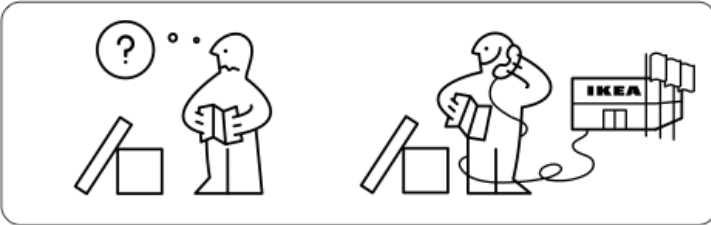
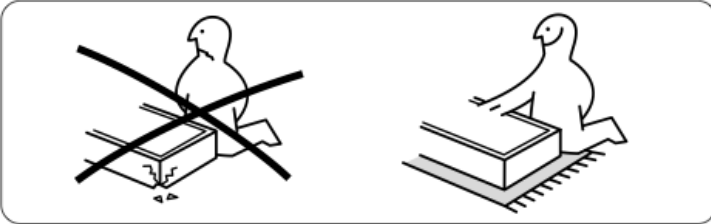
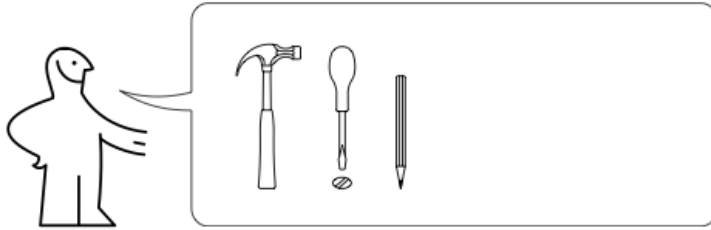
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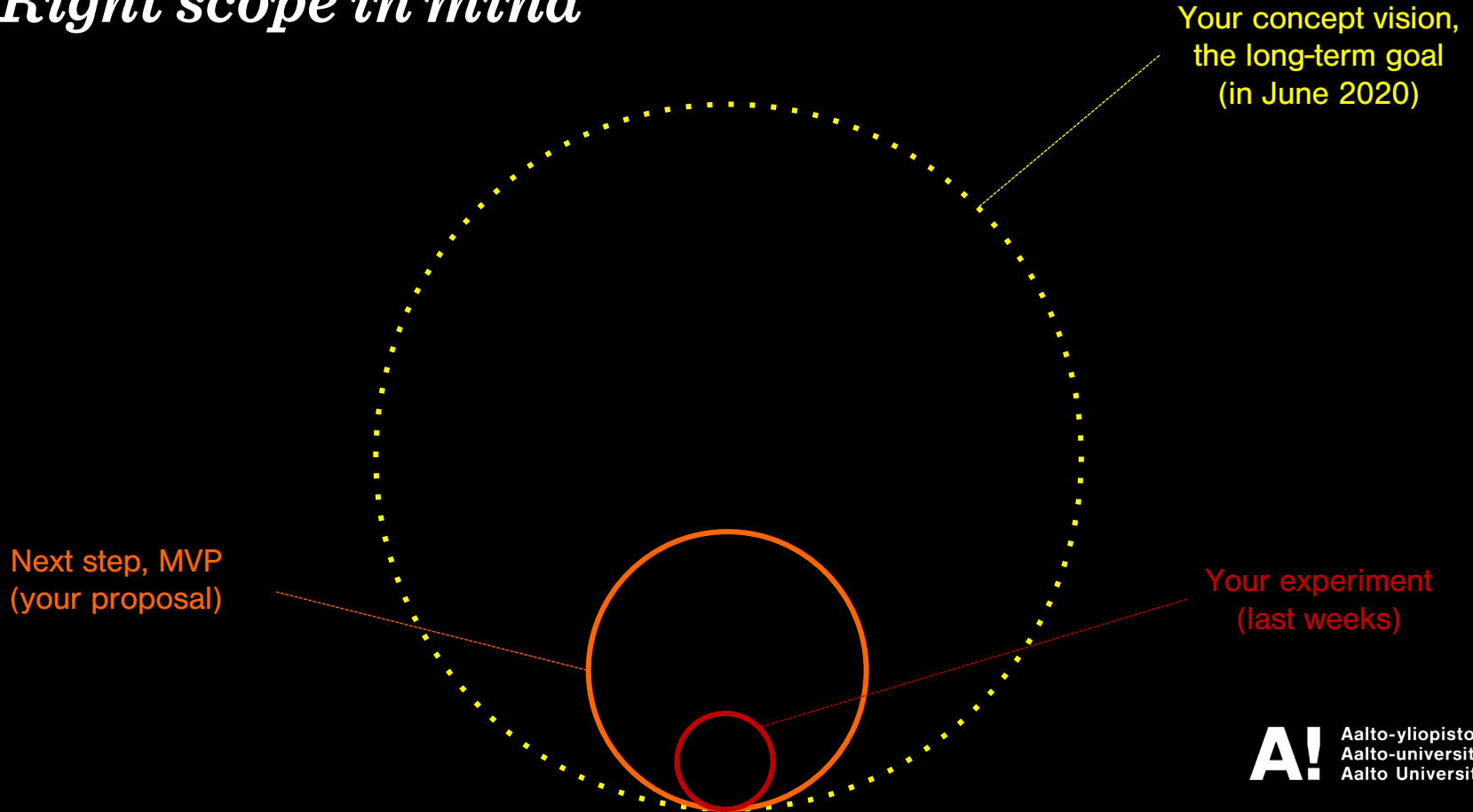
For you in this course

Design the MVP as a clear & concrete suggestion for next thing to build.

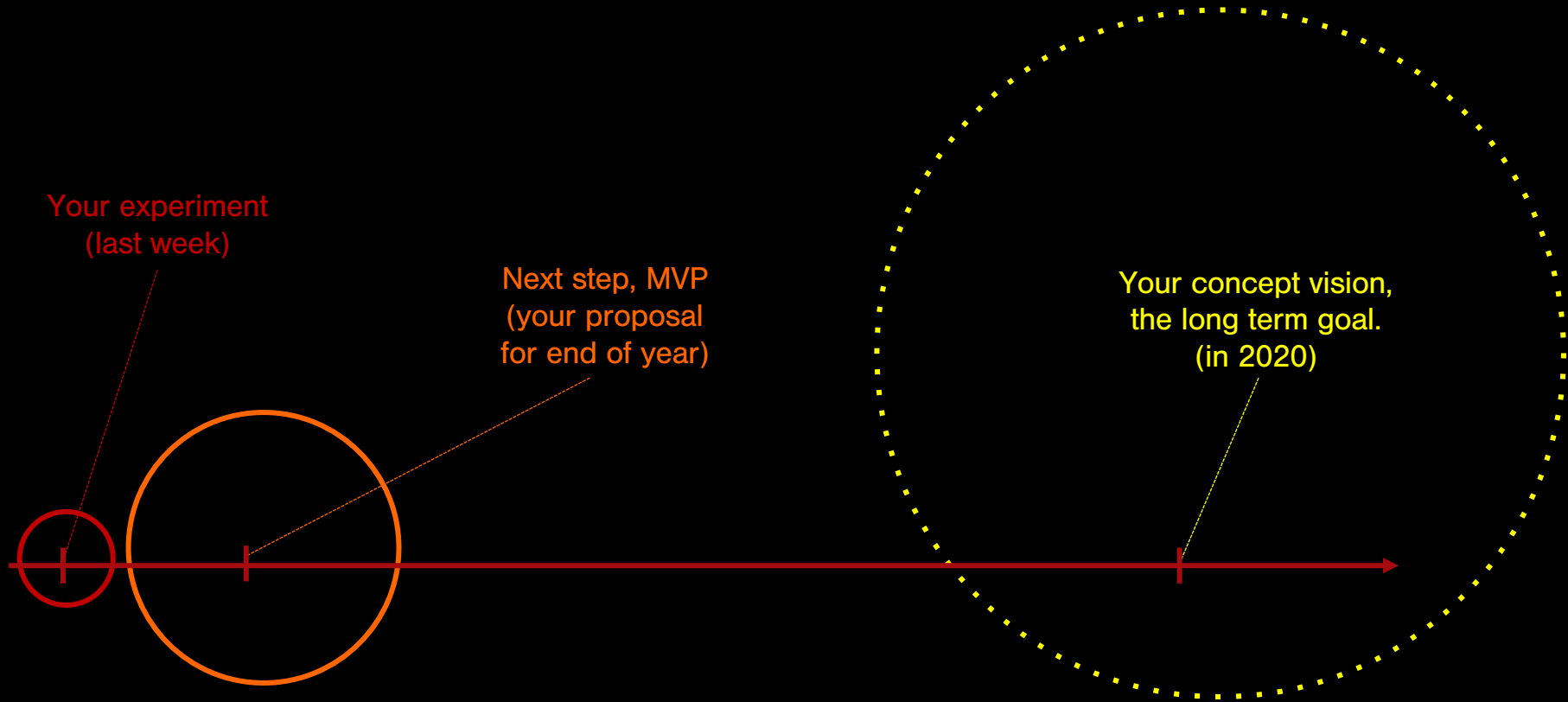
The next concrete actions (an experiment?)
your client should do starting the day after your presentation.

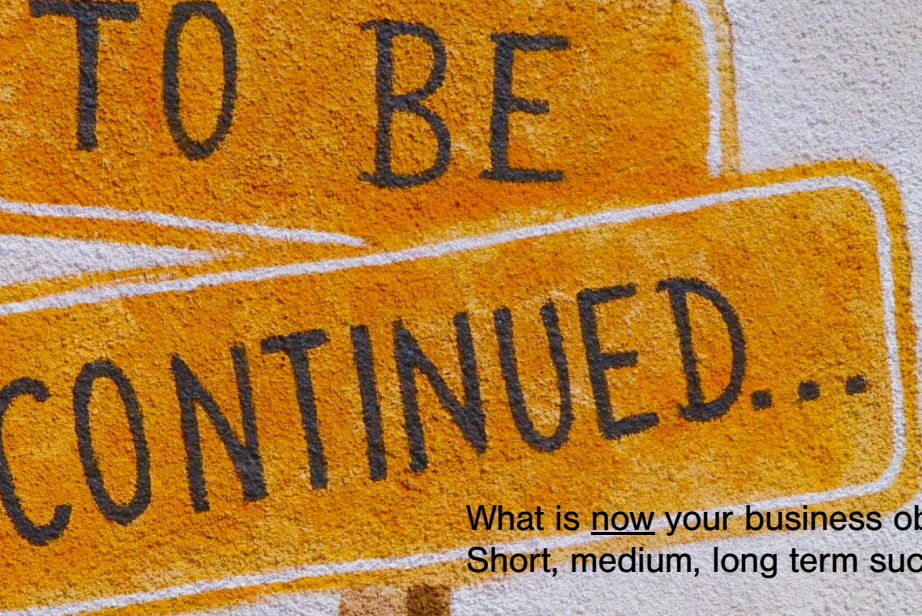
The best hand-over you can imagine.

Right scope in mind



Right scope in mind





What is now your business objective?
Short, medium, long term success criteria?

What are the very next critical assumptions?

Minimum user value to fulfill their need/desire?
Minimum value towards business objective?

What **MUST** / **SHOULD** / **COULD**
be in the MVP?

Minimum implementation?

Minimum Lovable Product

Nothing but the essential.

User needs

What is the absolute minimum needed for the user to love your solution?

Business Requirements

What is the minimum value we have to achieve from the business point of view?

Minimum implementation

What is the absolutely minimum that needs to happen to deliver a first solution?

Needs MVP must fulfill

Should

Could



To MVP backlog.



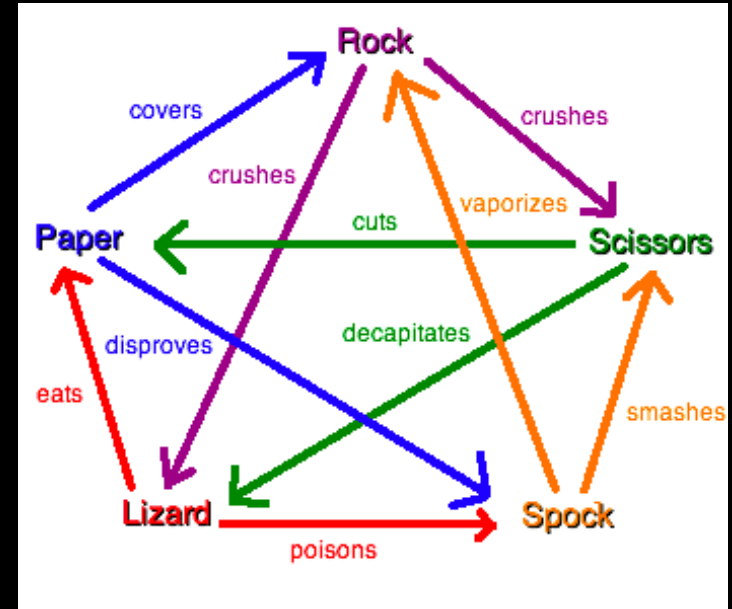
Later

Features, integrations, investments and requirements we don't yet need in the MVP.

...but it is so
complicated, complex,
and confusing.

Remember:

*Common sense and
getting things done
win in the end.*



Work on your MVP.
(check your critical assumptions)
(note! The MVP is probably your
“most valuable player” in your prez)

Back here 16:15.
Take a break as well.

Part III

Presentation basics

PERSUASION

A vintage-style microphone on a stand is the central focus, set against a blurred background of warm, bokeh lights in shades of orange and yellow, suggesting a stage or performance environment. The overall lighting is dim, with a strong blue tint in the foreground.

The basics of a great presentation.



KNOW YOUR AUDIENCE!

**WHAT DO YOU WANT THEM TO THINK
AFTER YOUR PRESENTATION?**



**START WITH A
(CUSTOMER)
STORY.**

We have 7,267 photos
Please

**ANNOUNCE YOUR
GOALS &
INTENTIONS.**

**FROM
“MANIPULATIVE”
TO
“INFLUENCING”.**





CREATE A **DIALOGUE**,
THINK TOGETHER.

ASK THE AUDIENCE
ABOUT THEIR OWN
EXPERIENCES.

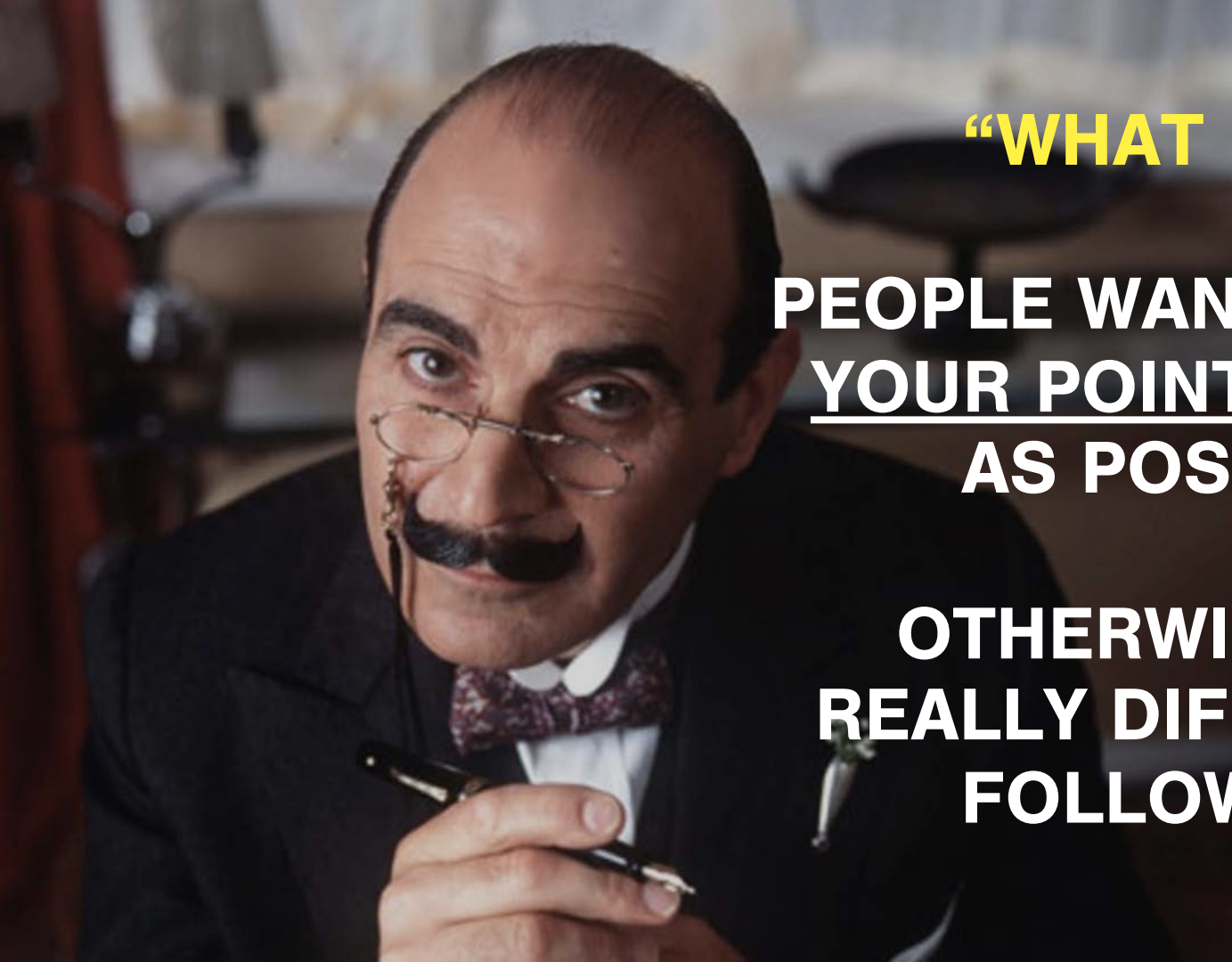
BRING THEM ON
BOARD.

**DON'T CURB YOUR
ENTHUSIASM.**

(ESPECIALLY NOW THAT WE'RE ONLINE)

**IN OTHER WORDS,
TELL THE AUDIENCE WHAT
YOU ARE EXCITED ABOUT!**





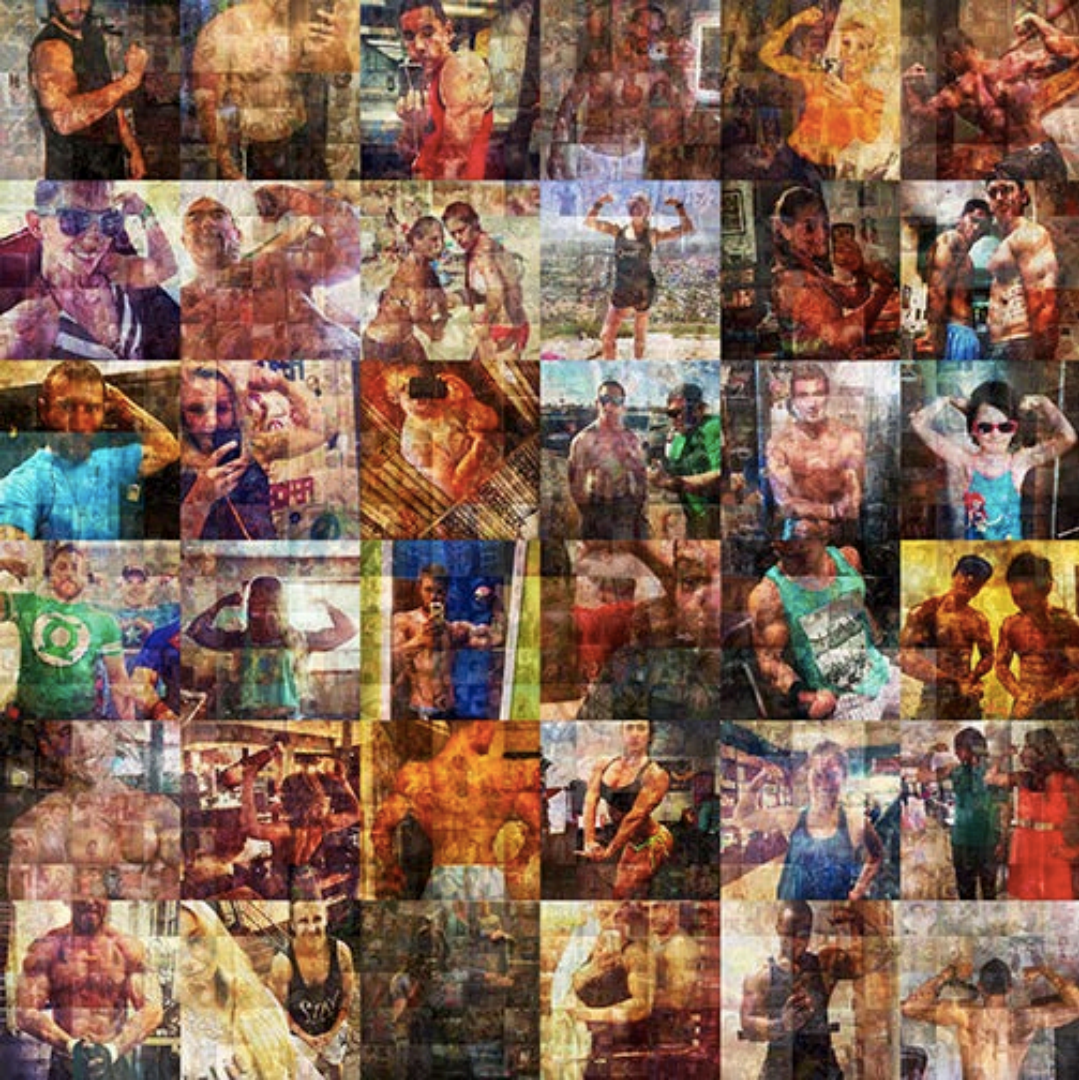
“WHAT IS IT?”

**PEOPLE WANT TO KNOW
YOUR POINT AS SOON
AS POSSIBLE.**

**OTHERWISE, IT IS
REALLY DIFFICULT TO
FOLLOW YOU.**



**PICTURES,
QUOTES,
SLOGANS,
INFOGRAPHS,
ANECDOTES...**



**CONVINCING
DETAILS.**

**POIGNANT AND
RELEVANT
STORIES &
EVIDENCE
TO SUPPORT
THE MESSAGE.**

A photograph of a man in a green and brown striped sweater sleeping at a wooden desk in a classroom. He has his head resting on the desk. To his left, a woman with braids is writing in a notebook. In the background, another woman is visible, and there are blue chairs and wooden desks. The scene is brightly lit, suggesting a daytime setting.

**END BY TAKING
THE AUDIENCE (AGAIN) ON BOARD.**

**ANTICIPATE WHAT THEY ARE
THINKING AT THIS POINT.**

YES



NO



Presenting
at the age
of Zoom...

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

anybody there?

GOOD BYE



Tips & tricks for online presentation

- **Everything that applies to offline presentations... and some more.**
- **E.g., don't read from paper, don't mumble, practice makes perfect...**

Tips & tricks for online presentation

- **Imagine you are recording a podcast, to a friend maybe?**
- **Be more energetic, because the video sucks out 15% of energy.**
- **We will keep cameras on. But don't expect us to look normal 😊**
- **Pay attention to rhythm and changes to keep the prez interesting.**
- **Importance of visuals supporting talk. Hard to follow both, especially now.**
- **Maybe a poll or something interactive?**
- **You've been listening to hours of lectures by now... what works?**

Who do you want your customers to become?

(video script)

Who are they? What are their aspirations?

Who do they want to become? What's stopping them?

What is the conflict? Internal? External?

Who is your client? Gandalf? Samwise? Galadriel?

What is your service concept? Concretely?

What is the journey? Awareness, Engagement,
Purchase, Kiss the Prince, Dump the Prince, Rule
the Kingdom, Advocacy?

Who has your customer become?


Once upon a time...



Your three biggest risks this week

Presenting a ready concept,
when you simply don't have it.

Not seeing the value of your work,
and therefore, lacking confidence.



Forgetting to be **proud**
of your work and not
enjoying the last stretch
when the goal line is already
visible.