LEAN OFFERINGS

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unbelievable
out of this world
as expected
surprising
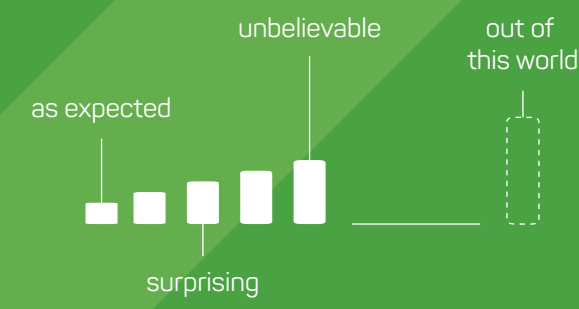
Team

Iteration **1** **2** **3**   Date

Use the "Action Plan" canvas to define and assign tasks to implement your lean offerings in short cycles.

Hypotheses

What hypotheses can only be tested by building and launching lean offerings?

Hypothesis   *"We believe…"*

Validation

Use the "Hypotheses & Experiments" canvas to identify critical hypotheses.

Validation

Validation

Functional requirements

What user stories are technically required to get the lean offerings to work?

FR

Collect user stories (not features) by looking through the lenses of different stakeholders.

"As a…, I want to…in order to…"

Keep in mind that each user story should be independent of any other user story.

Sometimes it is not easy to decide, whether a user story is *"technically required"* (= to get the lean offerings to work) or something *"additional"* that could potentially be left out in the first version.

What user stories can we think of to let different stakeholders experience the DNA of our business?

FR+

What are lean offerings? A minimal set of user stories that fulfills at least the following requirements:

+ Are your hypotheses covered?
+ Can you charge your customers?
+ Is your DNA embedded?
+ Does your mother like it?

If yes, ship it, learn and earn!

Focus of lean offerings

L   M   H

Ease of implementation

Must have

What is the "minimal" set of user stories relevant stakeholders expect to be implemented in order to deliver the core value of our offerings?

H

Should have

M

Could have

Go back to your business model and recall your DNA:

Job(s) to get done   Core value   Unfair advantage

L

DNA fit

Stakeholders

Who will be using our lean offerings? (use color-coding for user stories above)

Non-functional requirements

What non-functional requirements are essential to get the lean offerings to work?

nFR

What non-functional requirements should be embedded in our product and/or service?

nFR+

Need help? http://bsd.li/LO

Need digital worksheet? http://bsd.li/WS