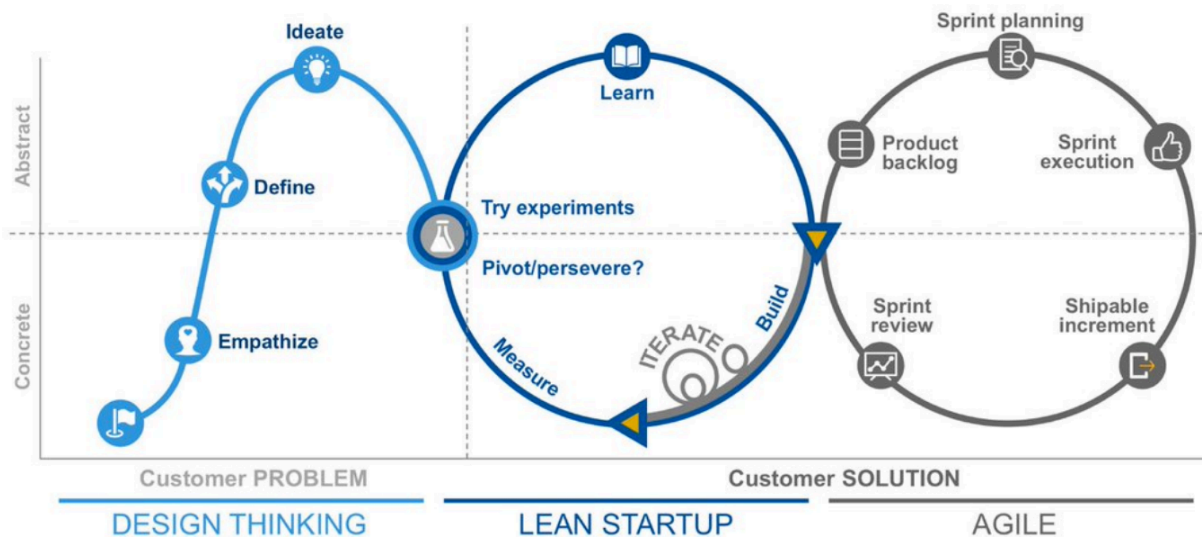


# The Three Musketeers: Design Thinking, Lean Startup & Agile

## Combine Design Thinking, Lean Startup and Agile



#GartnerSYM

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# About Me

Abhi Chaturvedi is a

- Enterprise Architecture & Lean Transformation,
- Training, Executive & Agile Coaching,
- Project & Program Management Consulting,
- Digital Advisory Services.
- Principal & SAFe Program Consultant @ scalenow.com
- Accredited Certified Coach by Marshall Goldsmith on
  - Stakeholder Centered Coaching
  - Team Executive Coaching



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Guaranteed & Measurable  
Leadership Growth



# Agenda

1. Product Development Challenges

2. Need for Design thinking, Lean Startup & Agility

3. The Three Musketeers revisited

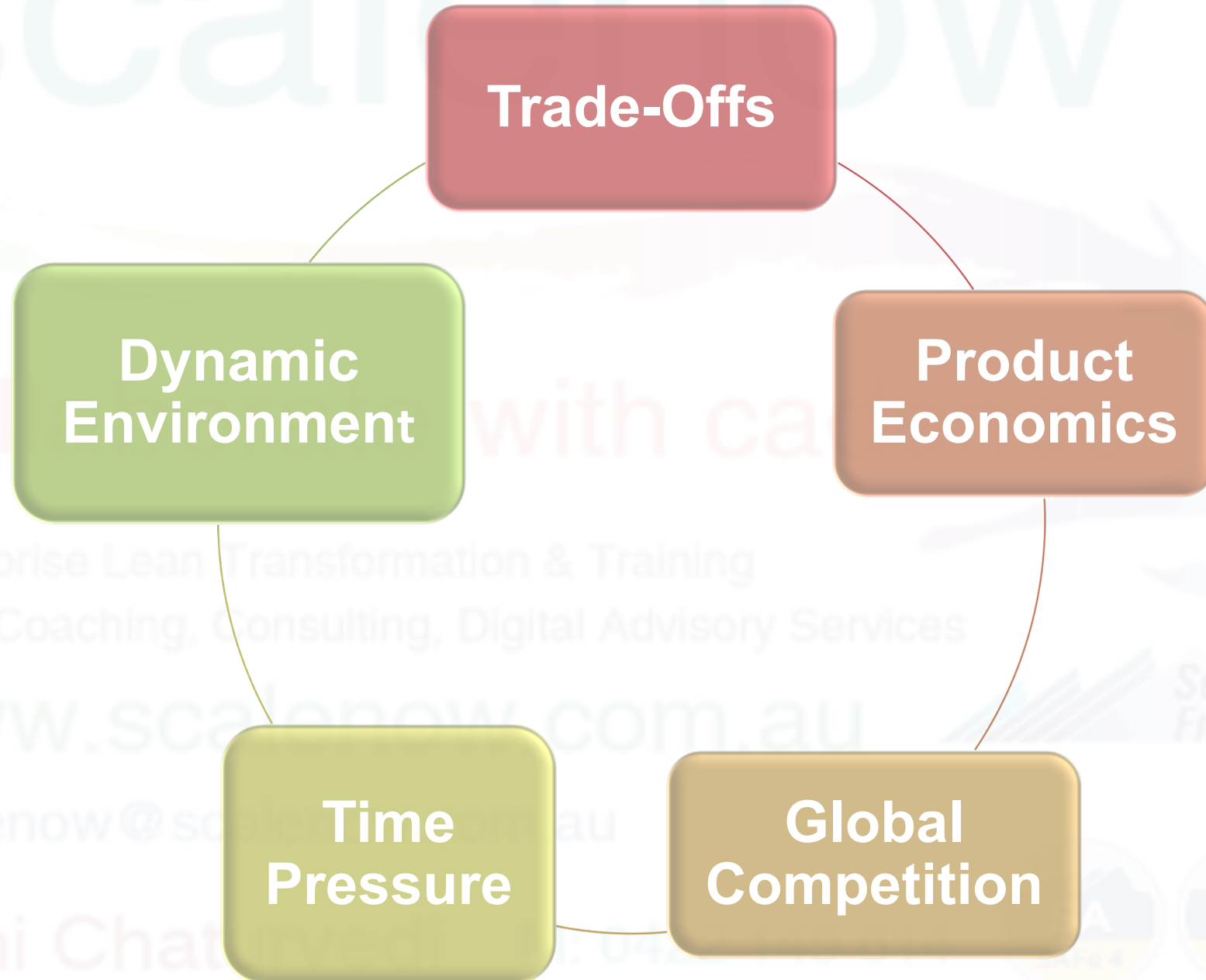


6. Road Ahead, Questions & Answers

5. Role of Product Owner in writing a canvas

4. Developing a Strategy & Roadmap

# Product Development Challenges



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Abhi Chat

Scaled Agile<sup>®</sup>  
Framework



# Need for The Three Musketeers

**Cutting your  
time-to-market**

**Implementing  
actionable post-  
launch  
refinement**

**Ideation drives  
innovation**

**Establishing an  
initial price**

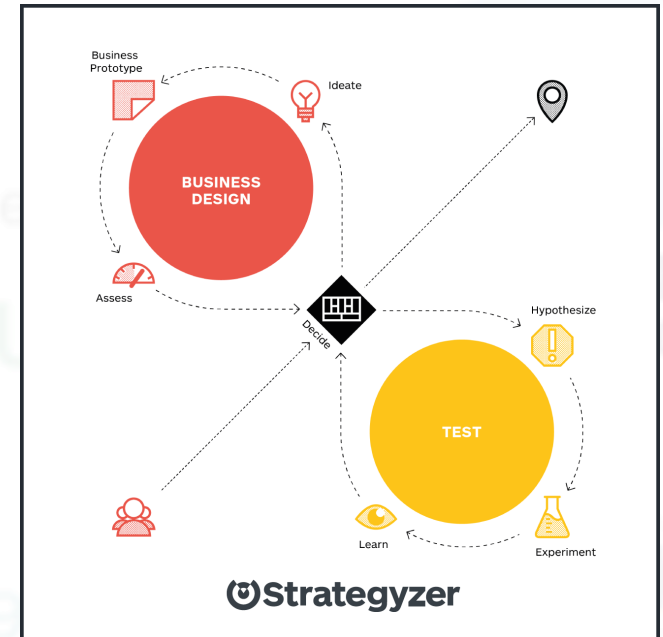
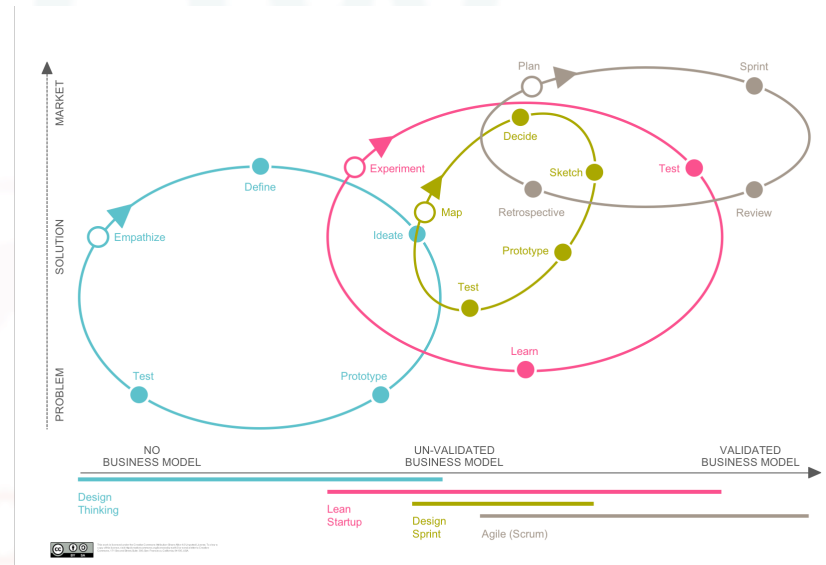
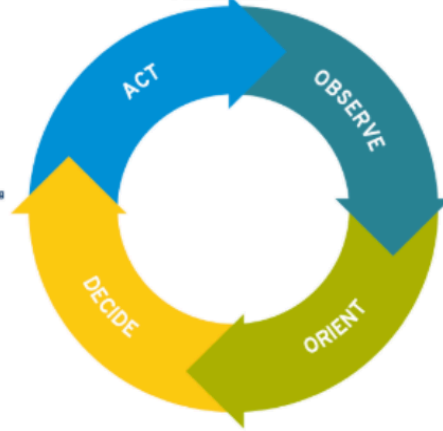
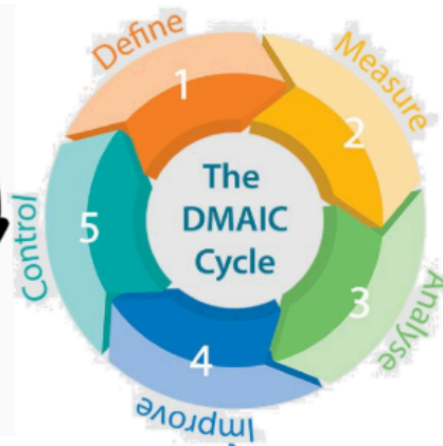
**Leading  
customers to  
your new  
product**

**Proving your  
product's  
viability**

*Scaled Agile®  
Framework*

**SPC**  
SAFe 4

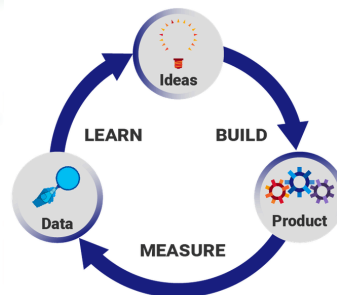
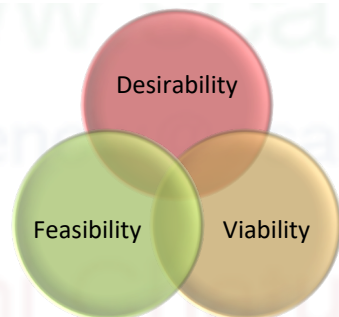
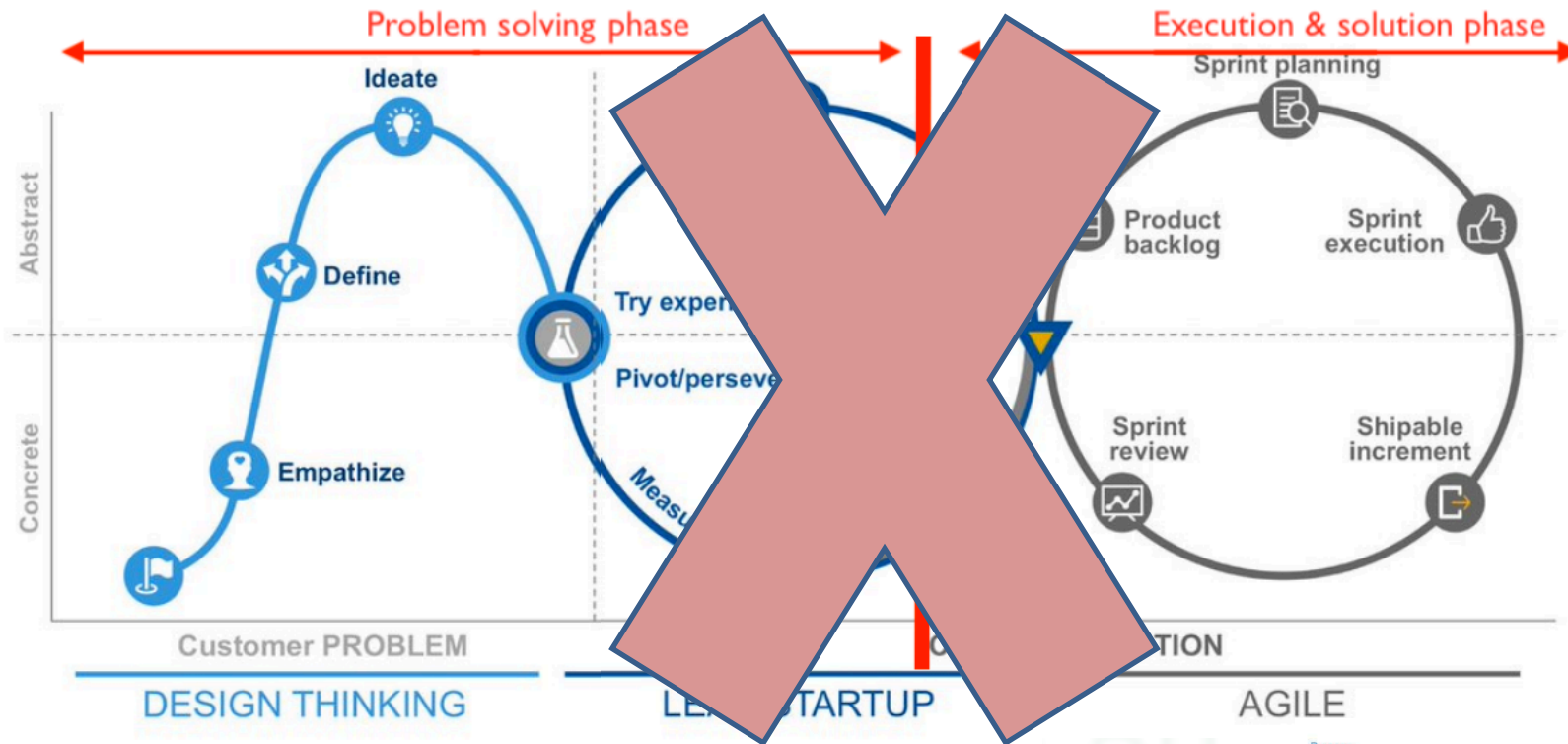
# Iterative Circles





# The Three Musketeers revisited

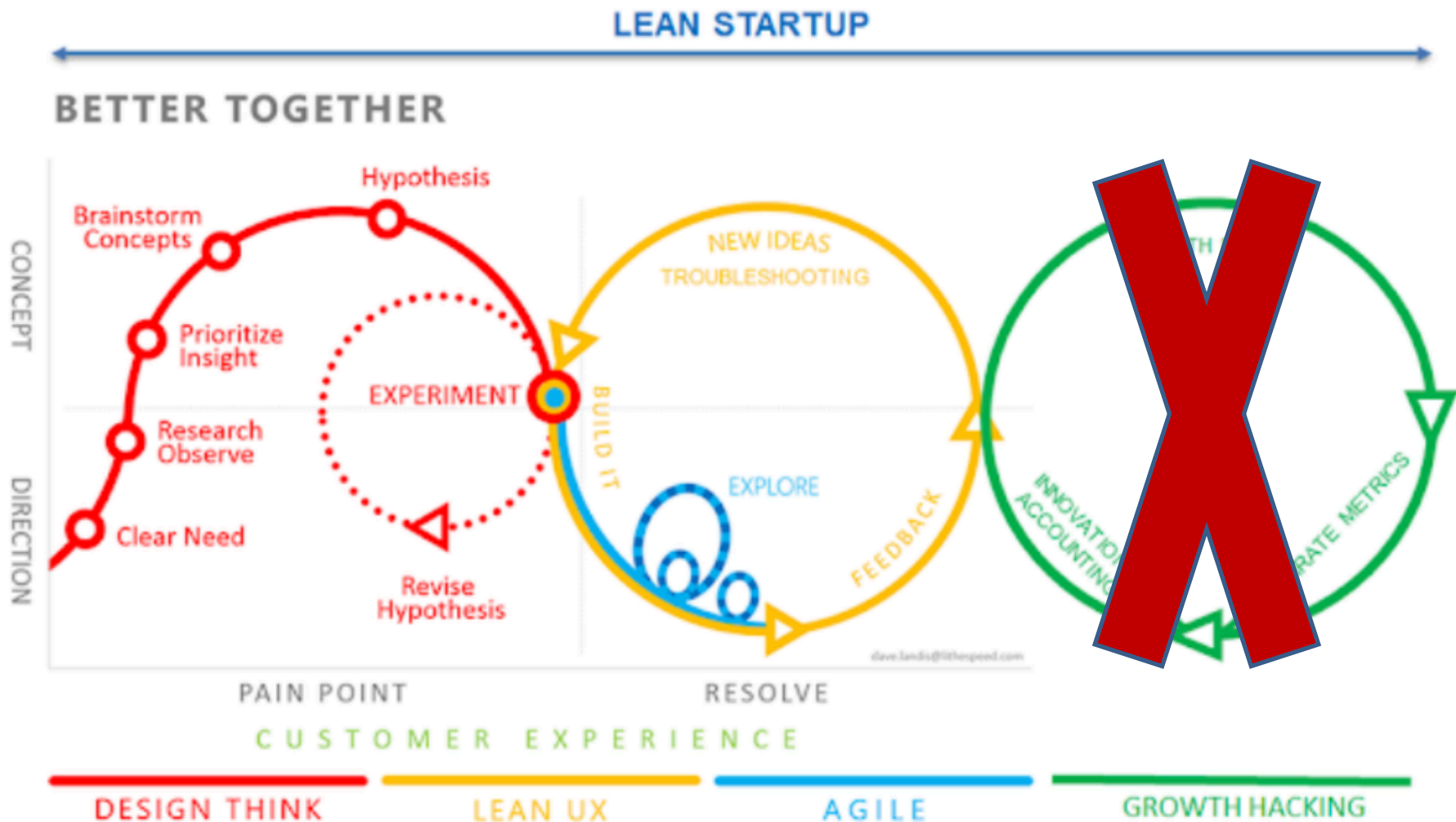
## Combine Design Thinking, Lean Startup and Agile



### SCRUM PROCESS POWERPOINT TEMPLATE



# Working and Collaborating Together



# Developing a Strategy & Roadmap

Understand and empathise with the customer



Set clear objectives



Define hypotheses on what needs to change



Adapt your strategy roadmap based on learnings



Test your MVP with the customer



Develop a minimum viable product



Determine whether to pivot or persevere

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# Develop Product Canvas

## Problem Statement

I want to improve the airline travel booking system

1. Should be able to search economical tickets
2. Should be able to combine flights with hotels and taxi
3. Should be able to select basic accommodation

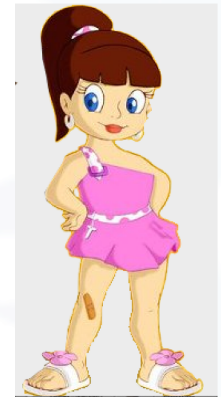


## Solution Ideas

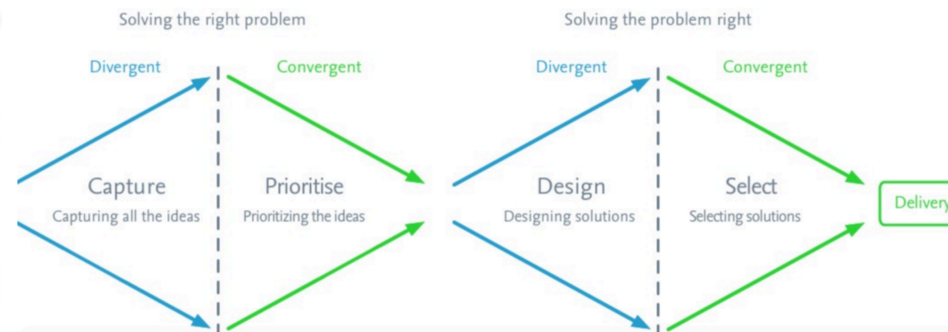
1. Enhance search functionality to ask airlines for cheap tickets
2. Consolidate flights , accommodation and transport services
3. Picking of basic amenities for the duration of stay

## User Metrics

Users	Customers
Able to integrate with other airlines systems	More flexibility & options to choose
Able to sell packages more effectively	Able to select packages based on criteria
Provide users with variety of options	Able to get cheaper flights



Aryan and Alana , What is your problem ? and How would you convert your pain points into valuable proposition for the customers and users



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# Develop Product Canvas

## Business Challenges

1. Loss in revenue over a span of 6 months, 10% reduction in sales as compared to last month
2. Decrease in customer loyalty and retention
3. Reduction in funding from Investors as compared from last quarter by 2 %

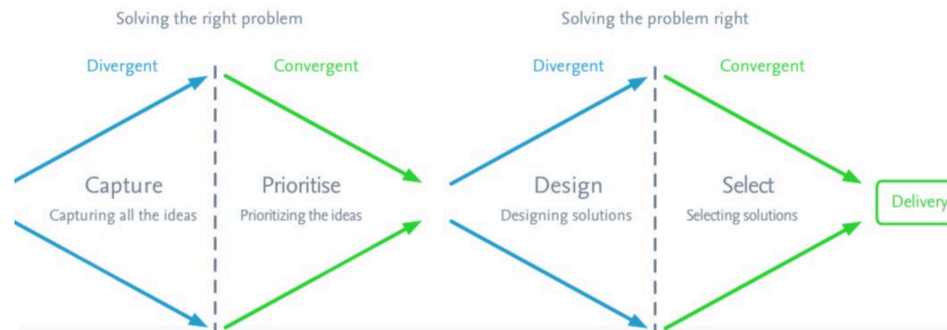
## Use of Solution

- I. Birds eye view of the capabilities will help in picking & choose optimal offerings
- II. Ease of operation leading to enhanced customer experience
- III. Enhancement in Search optimization will lead to economical decision making

## Measurement of Users Behaviors

- I. Measurement of increased in flow of traffic by qualitative metrics
- II. Measurement of selection of packages ,wish list, favorites by quantitative metrics
- III. Measurement of travel packages based on search criteria
- IV. Measurement of customers behaviors and their financial limits
- V. No of interactions on ancillary products, advertisements ,campaigns, posters

Aryan and Alana , All right not a bad start folks .



# Develop Product Canvas

## Adoption Strategy

- I. Sending customised emails to customers advising enhanced functionality
- II. Vouchers and discount to offerings
- III. Enhance visual experience, site make over
- IV. Dedicated Account Managers to regions with regular follow ups

## Business Benefits Metrics

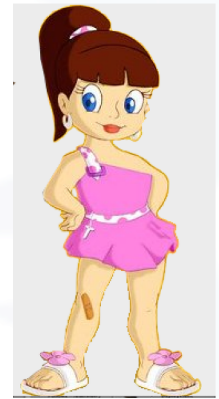
- I. Increase in revenue and sales
- II. Increase in customer retention and loyalty
- III. Increase In referrals. leads, enhanced customer experience
- IV. Ability to understand user behavior to develop new offerings
- V. Ability to understand target operating model



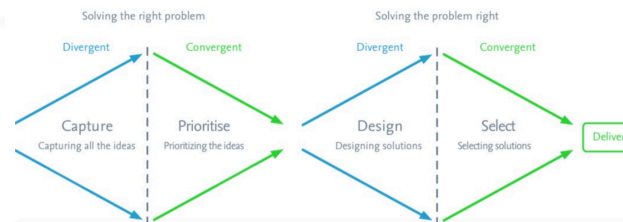
Aryan and Alana , This makes sense ,Thank you very much. Let us discuss the Adoption Strategy and Business Benefits and I will cover the cost element

## Budget

Feature	Cost of Delay	Prioritisation
Search Functionality	\$10,000	2
Consolidation of Packages	\$15,000	1
Provide users with catalogue	\$25,000	3



Cost of Delay = User-Business Value + Time Criticality + Risk Reduction and/or Opportunity Enablement.



$$\text{WSJF} = \frac{\text{Cost of Delay}}{\text{Job Duration (Job size)}}$$

# Product Opportunity Canvas

## Problem Statement

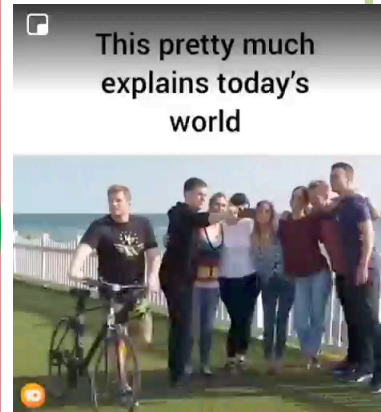
**I want to improve the airline travel booking system**

- I. I am not able to search economical tickets.
- II. I should be able to combine flights with hotels and taxi
- III. I should be able to select basic accommodation

## Solutions Ideas

- I. Enhance search functionality to ask airlines for cheap tickets
- II. Consolidate flights , accommodation and transport services
- III. Picking of basic amenities for the duration of stay

## Solution Today



## Business Benefits and Metrics

Increase in revenue and sales

Increase in customer retention and loyalty

Increase In referrals. leads, enhanced customer experience

Ability to understand user behavior to develop new offerings

Ability to understand target operating model

## Business Challenges

Loss in revenue over a span of 6 months, 10% reduction in sales as compared to last month

Decrease in customer loyalty and retention

Reduction in funding from Investors as compared from last quarter by 2 %

## User value

I. Birds eye view of the capabilities will help in choosing optimal offerings

II. Ease of operation leading to enhanced customer experience

III. Enhancement in search optimisation will lead to economical decision making

## User Metrics

I. Measurement of increased in flow of traffic by qualitative metrics

II. Measurement of selection of packages, wish list, favorites by quantitative metrics

III. Measurement of travel packages based on search criteria

IV. Measurement of customers behaviors and their financial limits

V. No of interactions on ancillary products, advertisements , campaigns , posters

## Adoption Strategy

- I. Sending customised emails to customers advising enhanced in functionality
- II. Vouchers and discount to offerings
- III. Enhance visual experience, site make over
- IV. Dedicated Mgrs to regions with regular follow up

## Users

Able to integrate with other airlines systems

Able to sell packages more effectively

Provide users with variety of options

## Customers

More flexibility & options to choose

Able to select packages based on criteria

Able to get cheaper flights

## Budget

Feature	Cost of Delay	Prioritisation
Search Functionality	\$10,000	2
Consolidation of Packages	\$15,000	1
Provide users with catalogue	\$25,000	3

10



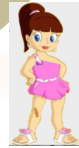
I am new to the scaling agile world , which course should I Study ?? I need awareness , context, a big picture. I need to buy a car  
Average Salary \$40,000 +



Leading  
SAFe®



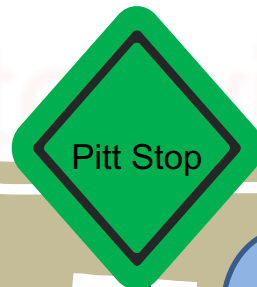
I am new to the scaling agile world , which course should I Study ?? I need awareness , context, shoes, needs to go shopping  
Average Salary \$40,000+



I have now 3 to 5 years of experience and wants to move into Business Analysis, Product Management, Human Design Thinking .  
Average Salary \$70,000+



I have now 3 to 5 years of experience and wants to move in to project management, coordination ,stakeholder engagement.  
Average Salary \$70,000+



I need to define strategy, manage budgets ,lead and govern the organisation.  
Average Salary \$120,000+



I need to define strategy, manage budgets ,lead and govern the organisation .  
Average Salary \$120,000+

Finish





# SAFe® Agile Product Mgmt

## Why Agile Product Management

In this three-day workshop style course, the Agile Product Management course harnesses the power of Design Thinking to develop innovative solutions with proven SAFe capabilities to execute on those visions.

Learn the right mindset, skills, and tools to create successful products—from inception to retirement—using Agile techniques. Define a vision, strategy, and roadmap to tap into new markets. Find out how to accelerate the product life cycle quickly deliver exceptional products.

## Who should Attend

- CEO/CIO, Chief Information Managers, Portfolio Managers, Program Directors, Project Managers, Executive Managers
- All are welcome to attend the course, regardless of experience. However, the following prerequisites are highly recommended for those who intend to take the LPM certification exam:
  - Familiarity with Agile concepts and principles
  - Attended Leading SAFe or SAFe PM/PO course
  - Experience working in a SAFe environment

## Agile Product Management



## What are the Learning Goals

### ➤ What are the Learning Goals

- Use Design Thinking to achieve desirable, feasible, and sustainable outcomes
- Explore market needs, segmentation, sizing and competitive landscape
- Manage value stream economics, including pricing and licensing
- Use empathy to drive design, execute and deliver value using SAFe
- Apply product strategy and vision, develop and evolve roadmaps
- Explore innovation in the value stream

## What attendees get

- Attendee workbooks
- Eligibility to take the SAFe® Agile Product Manager exam
- One-year membership to the SAFe Community Platform
- Course certificate of completion

# Questions & Answers

Would you be like to explore further? If there are any unanswered questions. I am willing to answer any questions offline. Please book a 15 minutes free consultation session for further discussion.

Hello, I am Google "The PUG". Contact my owner to solve your problems. I assure you of best services.

I am served the best nutritious food on the table.

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