# CO-CREATION WORKSHOP: FROM IDEA TO MVP in 5 days

THE WORKSHOP

At Levi9 we believe that understanding the needs of our customers and their end-users is an essential part of building the right and high-quality software solutions. From the start, we aim to be your valuable partner, helping you to realize your business goals by creating product that is fit for purpose, bringing business value to you or your customers. That is why we choose Co-creation approach that has proven to be successful in transferring business goals into software requirements in a structured and efficient manner.
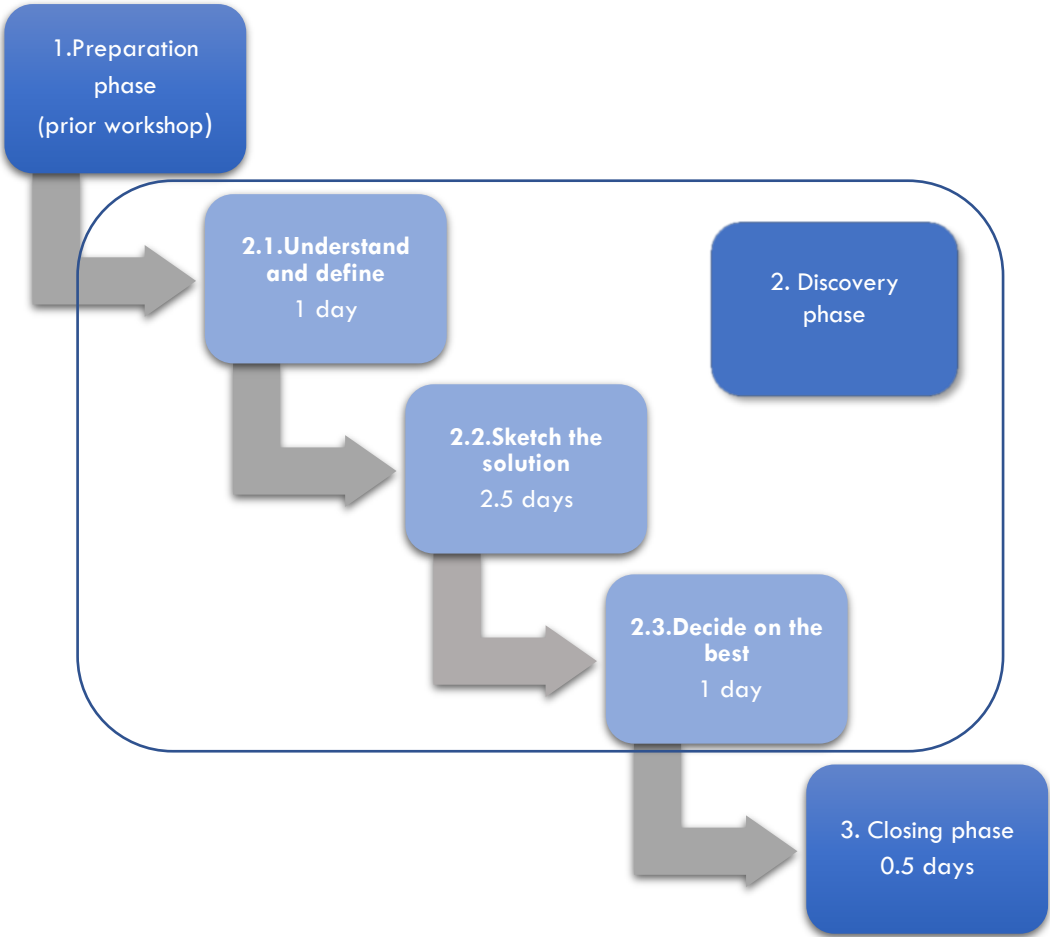
For this workshop Levi9 works with a cross functional team of senior professionals so that the outcome of the process incorporates multiple perspectives. Depending on the need architecture, development, testing and delivery will be represented. This approach will enable a step-by-step analysis of the idea from a functional, technical and process point of view. As a result, requirements will be at the needed detail level to be estimated, followed by structured advice and proposed plan for MVP and further implementation activities.

Based on the outputs of the workshops, your management team will have a valid basis to make an educated decision on moving forward with the execution of the implementation activities.
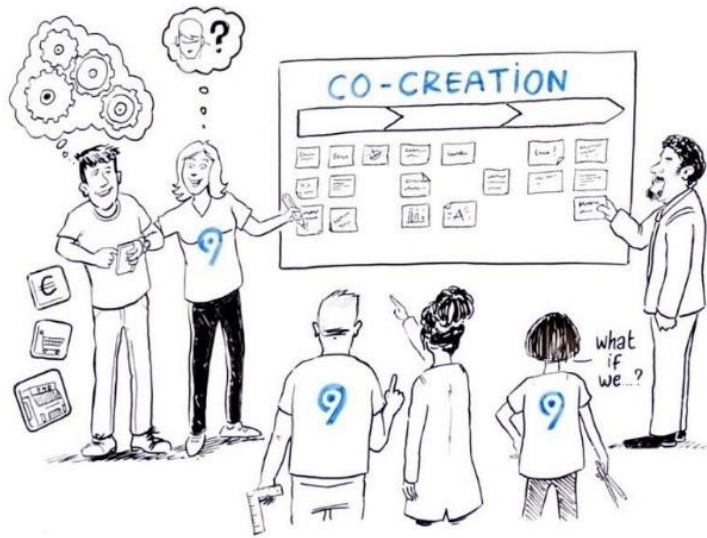
During Co-creation process we think along with you from the beginning and ask the right questions to find out what both *you* and the *end-user* want and need. There are five well defined steps in this workshop, where we go through it one by one while reviewing progress after each one.

PROCESS FLOW

1.Preparation phase (prior workshop)

2.1.Understand and define
1 day

2. Discovery phase

2.2.Sketch the solution
2.5 days

2.3.Decide on the best
1 day

3. Closing phase
0.5 days

1. PREPARATION PHASE

Main goal of this phase is that we will get insight into your business. We want to get a better understanding of your vision and the ultimate reason for creating the product. What are the long-term outcomes and benefits you would like to see in your product? This will help us to align all parties and develop desired strategic goals.

During this meeting we will also talk about your main challenges and who the users are. We will go into more details during Discovery phase, however this Preparation phase is very much needed so we can tailor the workshop in advance according to your needs and the state of your business.

Output from this meeting will be:

- discovery agenda
- dates and time schedules for the topics
- agreement on the availability of crucial team representatives
- purpose and objectives – goals and success criteria

2. DISCOVERY PHASE

2.1   Understand and define / 1 day

2.1.1 Verifying business goals and product idea

First step, which is continuation of the Preparation phase, is to align all participant regarding defined business goals. Do we share common understanding and agree with the approach? Do we understand the business idea and what kind of product are we making? For which users and what type of problem we are to solve with our product?

We will also focus on understanding the focus group and discuss persona cards created for that purpose. From these discussions we can define problem statement.

All these findings and conclusions we will use in the next step where we will use Product Field Canvas to map all the relevant data.

Output from this step will be:

1. verified business goals
2. product idea
3. defined users of our product
4. problem statement

2.1.2 Product Field – mapping gathered knowledge

For the next step of the Discovery workshop, we will use Product Field[1] which is a sense-making framework for teams and organizations that build products. It will allow us to firstly gather and map all the knowledge we currently have about the product and get to a shared understanding.

Product Field will help us to:

1. have a unified approach to product innovation with a tool that we can use to visually present all the important aspects of the product
2. create a "big picture" about the product, while mapping and connecting all the details
3. have a shared language about the product innovation while checking its validity

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[1] https://productfield.com

4. identify strengths and weaknesses thus enable all the stakeholders to take needed actions

We want to look at all the important aspects behind the envisioned product and get to a shared understanding. From the previous step we will use gathered information to map it on the Product Field canvas.
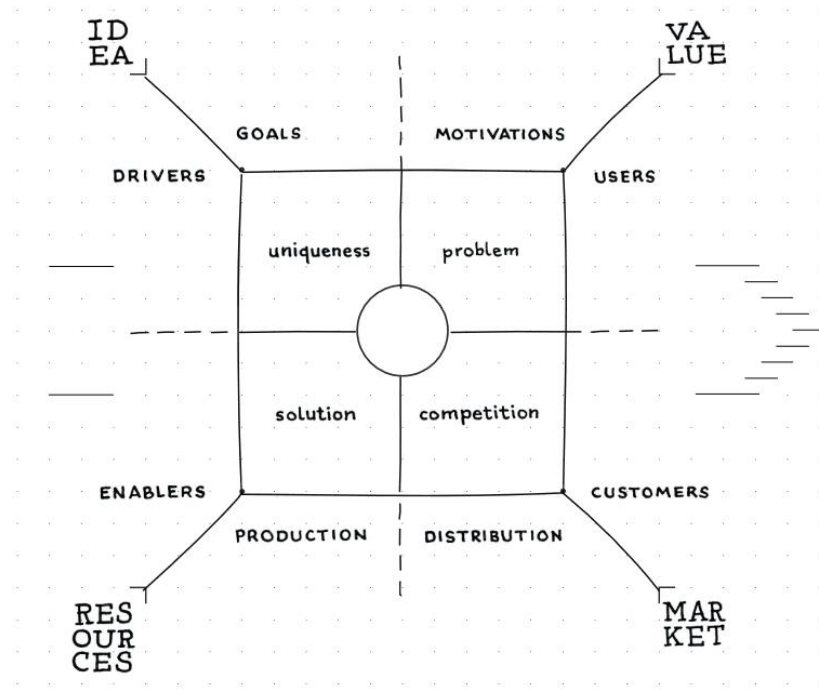
Elements of Product Field Canvas:

Goals - Why are we creating the product? How is it aligned with the vision of the company?

Motivations - What is driving users, what do they want to accomplish?

Users - Who are the users of the product?

Customers - Who are the people willing to pay for the product?

Distribution – What are the ways to get the products to the users?

Production – How will you create the product?

Enablers – What resources, knowledge or abilities need to be there so you can make your product?

Drivers - What are the qualities or entities needed to drive your product development forward?

Problem – Which pain of users are we solving? How big is that problem?

Competition - What is competition doing, what are their solutions?
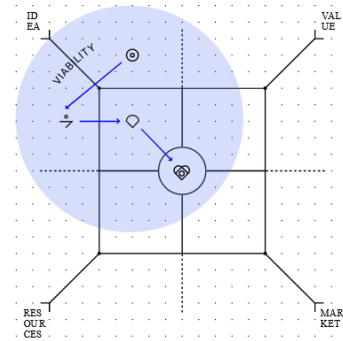
Solution – In which way are you solving the problem?

Uniqueness – Why is your solution better or unique?

We will use the Product Field to validate our product based on four criteria:

a) Viability

If the business idea is unique and practical, while fulfilling the goals of the organization we can say that product innovation is viable.

b) Feasibility

A product innovation is feasible if it can be made with the available resources. Here is the support of enablers within the organization crucial for success.
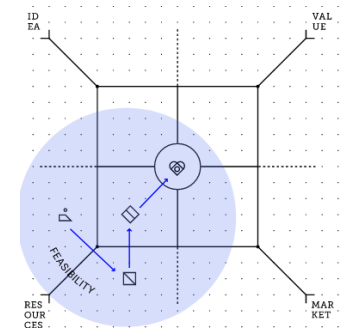
c) Marketability

For a product innovation there should exist a market that is approachable and of a correct size. Company should be able to reach enough customers who are willing to replace the current solution with the new product. Then we can say that product innovation is marketable.
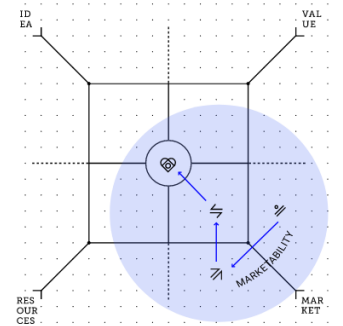
d) Desirability

A product innovation is desirable if it solves a real problem for the user thus creating value .
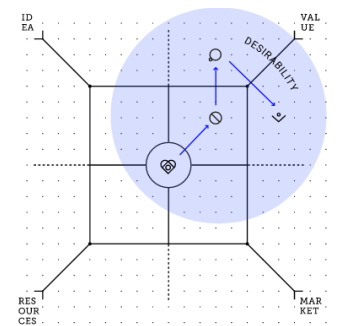
We will evaluate contribution of all elements represented on the Product Field canvas and identify strengths and weaknesses so we can make decisions regarding our product. Detect advantages and points of improvements. All this information will help us make the right decisions when defining the roadmap and MVP scope.

Output from this step will be:

1. Filled Product Field canvas (understanding all aspects)
2. Identified success criteria

Time frame: 1 day

2.2   2.2. Sketch the solution / 2.5 days

2.2.1 Solution brainstorming

Based on the findings and conclusions from Product Field we will do the brainstorming session with the goal of defining the optimal solution with main features of the identified product. Top ideas we will transform into architectural drivers:

- Functional requirements
- Quality attributes (performance, scalability, security, availability…)
- Constraints (time &budget, technology, resources, risks…)
- Principles (dev, architectural…)

Output from this step will be:

1. Main features identified
2. Architectural drivers defined
3. First draft of architecture

**Time frame: 0.5 days**

2.2.2 Defining the scope

Once we have reached a shared understanding of the optimal solution, we will dive into more detailed requirements specification. The aim is to define the scope of the work to be done, based on the information gathered in the previous sessions.

In order to define the scope, we will together create a user story map. By this, we will get a clear picture in terms of main features and understand if there are any gaps or unclear points related to the user interaction with our product. Based on this, we will proactively plan effective releases that will generate value adding increments to end-users and business itself. We will start from specifying the scope of functional requirements, by mapping out the end-users' journey through the solution. It will help us in identifying the desired results they want to achieve.

Output from this step will be:

1. Functional scope on epic and story level
2. Dependencies
3. Architectural overview
4. Milestones

Time frame: 2 days
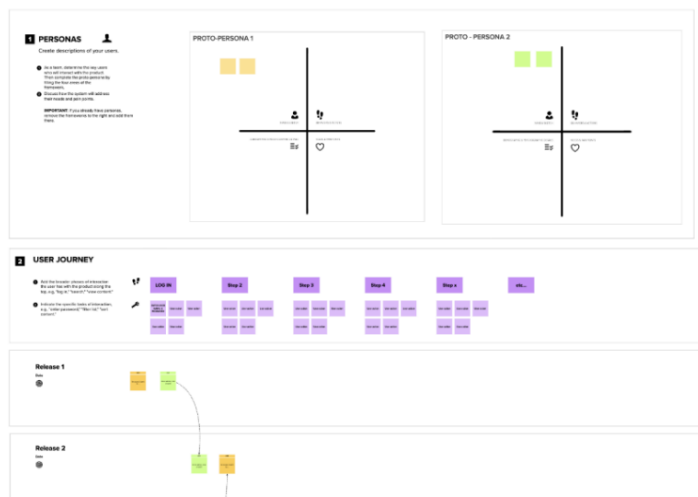
2.3   Decide on the best / 1 day

Based on the previous steps and user story mapping we will be able to identify major milestones, create the roadmap and finalize the scope for MVP.

2.3.1 Defining MVP
Our approach to MVP:

- Have all basic features working.
- Define what should be left for after MVP phase.
- Keep focus on user experience.
- Backlog should contain only relevant items.
- Constantly verify during development if the work is adding value to the product.
- Start with internal user acceptance testing.
- Involve the end-users early in the project.
- Depending on the results of testing, changes or tweaks can be applied during design & development.
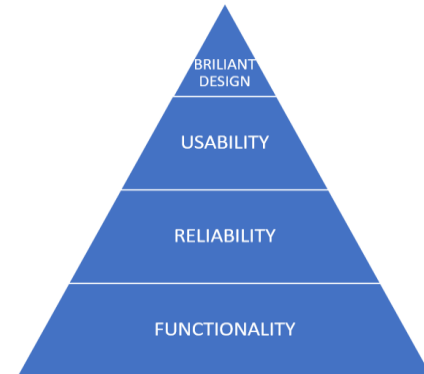
Output from this step will be:

1. Proposed architecture
2. Defined scope for MVP
3. Proposed team composition and size
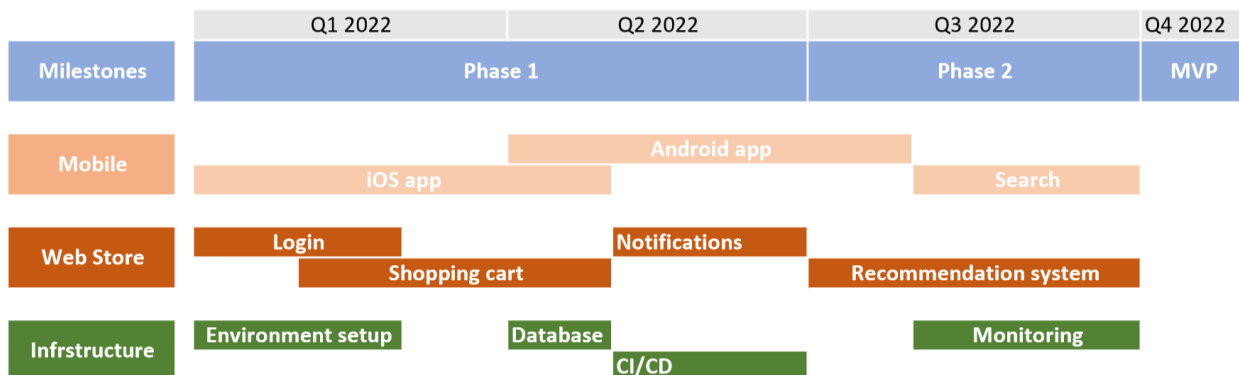4. MVP cost calculation

Time frame: 0.5 days

2.3.2 Building a strategic roadmap

In this step, an MVP will be just the starting point, we will use the product roadmap to visually communicate and depict how the product will evolve over each phase by mapping the work sequentially.

Output from this step will be:

- Defined strategic product roadmap

Time frame: 0.5 days

3. CLOSING PHASE

The last but not the least step in this process is the Closing session. Here we will summarize all the steps we have been going through. We will confirm key decisions and next steps we aligned on. Review what has been decided so far, who is accountable for follow up, when implementation will take place and what will be the communication channels. We want to make sure everyone leaves the meeting with the same understanding of what had been agreed.

As we value your feedback very much, we would like to perform as well, short retrospective together with you. We are eager to see what was good in this process and how we could do some things differently.