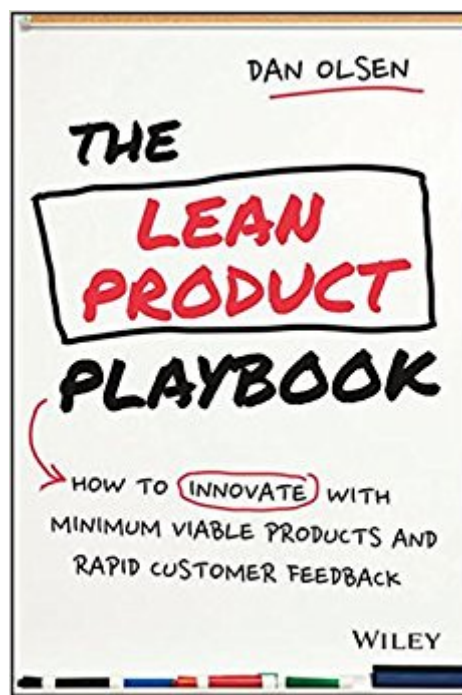




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# The Lean Product Playbook: How To Innovate With Minimum Viable Products And Rapid Customer Feedback



## Synopsis

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

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## Customer Reviews

Everyone knows that most new products fail and that building great products is hard. The Lean Product Playbook provides clear, step-by-step guidance to help you create successful products. Lean Startup has contributed valuable ideas about product development and generated lots of excitement. But despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they lack specific guidance on what to do and how to do it. If you are interested in Lean Startup principles and want to apply them to create winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Define your minimum viable product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book includes two detailed, end-to-end case studies to drive home the concepts. It also describes how to build your product using Agile development and how to use analytics to optimize your product and business. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts, and anyone passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

THE HOW-TO GUIDE FOR CREATING PRODUCTS THAT CUSTOMERS LOVE "If you want to create successful, innovative products that customers love, Dan's playbook is a must-read." #151;Hiten Shah, Co-founder of KISSmetrics and Crazy Egg "Dan's product expertise was incredibly helpful in the early days of building and growing Box. I found his advice incredibly valuable #151; and if you want to build a successful product, you will too." #151;Aaron Levie, CEO, Box "A great, detailed guide on how to find product-market fit and make things people will love. This book should be required reading for everybody building products." #151;Laura Klein, Author of UX for Lean Startups "Dan Olsen makes product development simple and logical. If you want to create kick-ass products, you need to read this book." #151;Dave McClure, Founding Partner and Troublemaker, 500 Startups "Dan's playbook is the missing manual on how to apply Lean Startup principles. This comprehensive, straightforward book guides you through

everything you need to know to build a winning product." &#151;Sean Ellis, CEO of Qualaroo and GrowthHackers.com "Dan takes Lean Startup to a new level with his step-by-step playbook for creating great products! This book truly is for everyone&#151;from designers to business people to engineers." &#151;Kaaren Hanson, VP Design, Medallia and former VP Design Innovation, Intuit "Dan Olsen is an established Lean product black belt in Silicon Valley. His book gives product teams a simple and straightforward way to identify product-market fit, launch an MVP and then improve it systematically over time." &#151;Ken Fine, Chief Customer Officer, Medallia

This is one of three books that every entrepreneur should read. The first two are The Lean StartUp by Eric Ries and The Phoenix Project by Gene Kim, Kevin Behr and George Spafford. In the Lean Product Playbook Dan provides you almost a step by step instruction set for the on the ground game of building a product and taking it to market. Be warned of one thing while you read, before you start saying "Well yeah in that case it would work like that but what about x?" make sure you read the entire chapter. 99% of the time Dan will answer that exact question before the chapter is done. It was kind of like he was reading my mind while I was reading the book. Very strange but in a good way. I purchased this book because Dan was coming to town to speak at a local meetup and I wanted to better understand his talk. What ended up happening is a major course correction for my product development. Only time will tell if this was a good idea but I'll have to say I feel much more confident in using the methods outlined in this book.

Great book! I suspect Dan used his own methods when deciding to write this book because there was definitely a need for a resource that pulled together a range of lean concepts and made them very tactical in way that can be easily implemented by any product manager. As a Director of Product Management defining the PM function in a maturing company, this book helped me validate my knowledge of certain best practices and convey those techniques to more junior Product Managers that joined the team. Overall, I like the clear, simple visualizations of Problem/Solution space for Product-Market Fit, the Hierarchy of Web User Needs and the MVP pyramid. There were also some templates that I've adopted for our product organization: the Customer Need 2x2 (Importance vs. Satisfaction) and the Product Value Proposition table. Definitely a "must-have"!!!

I own the Audible and Kindle versions of this book. Why?! Because it's that damn valuable! I need the audio version so I can listen to it several times to let all the concepts sink in, and the Kindle version so I can read the words and make notes to go through later so I can apply them in my own

projects. This is the evolution of Eric Ries "Lean Start Up". This book tells you the exact step-by-step process you need to take to make your product successful in the marketplace. This book needs to be required reading for anyone who has an idea for a product, manages new product development, or designs new products. This is probably one of the most important books I will read all year, and I am on track to read 100 books in their entirety this year!

This is my first ever review so a couple quick disclaimers I always wonder about with these:1) I don't know Dan2) I loved the book and tweeted as much to Dan. He asked me to leave a review and I was happy to do so for zero compensation.Now, onto the review! I'm a tech founder and by default, product manager. I was never trained for the role. My education in product has been through experience and lots of education. This book is the best resource I have ever come across for how to be an effective PM and I'm applying it to my business. Here's my criteria:1) Readable - 5/5. Dan's writing style is accessible. I never read a paragraph and thought to myself "What the heck did he just say?"2) Actionable - 5/5. Most important, the book is action oriented. It's easy to take a chapter and apply directly to your business.3) Cohesive - 5/5. Framework is my new favorite word. Seriously, if you are going to be a successful PM you need frameworks. Frameworks are lenses through which your decisions are more effective and efficient. And there is no dogma here. Dan pulls from various sources for his frameworks, not just his own head. I appreciate the different perspectives. The overarching Product Market fit framework is powerful and is central to my love of this book.4) Study-able - 5/5. There are books you read once and never touch again. Then there are books you STUDY. This is the latter and my ultimate compliment for LPP.Great read. So great in fact that after I finished the kindle version, I just picked up the Audible version :)

For individuals in a product role (or looking to move into a product role), I highly recommend Dan's new book and would go as far to say that it is required product manager reading. Not focused on "Lean Start Up"? Don't skip over this one. The book provides a comprehensive guide for all the various stages of managing a product that can be applied to any software related development philosophy. Dan does a great job of weaving together the theory of managing products along with real world examples so you can see how they may be applied in your situation. My favorite section was on the topic of prioritization. Understanding how to prioritize features and new product opportunities is one of the core requirements of being a product manager. Dan's approach of comparing current satisfaction level against value is a great approach and when coupled with implementation time, is a great decision making framework.

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