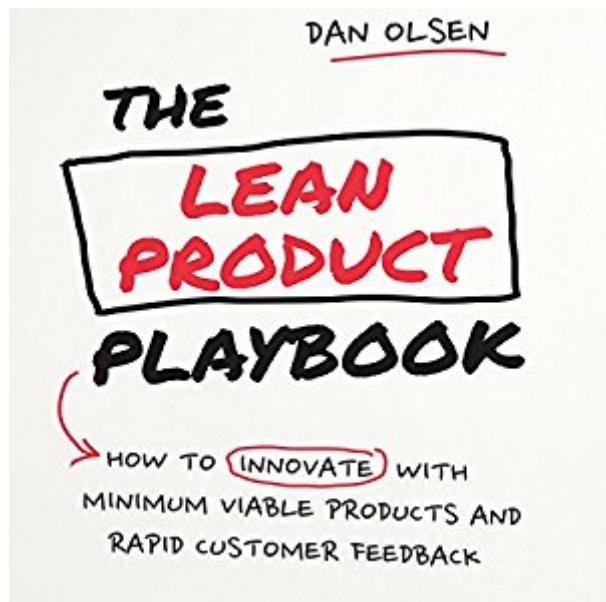


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The Lean Product Playbook: How To Innovate With Minimum Viable Products And Rapid Customer Feedback



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 start-up 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 when 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 audiobook 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 processes 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 resource.

Book Information

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Customer Reviews

I'm a product manager who has been involved in the creation of a wide range of web and mobile products. Some have been great and some have bombed (unfortunately like many new products). The Lean Startup movement was a breakthrough for me and many others who work on technology products as it provided a framework for creating products that customers actually want. There are a lot of great Lean books that I've read including The Lean Startup, Running Lean, and The Four Steps to the Epiphany. The Lean Product Playbook is unique in that it takes the perspective of an entrepreneur or product manager and has a lot of very practical advice for putting the Lean principles into practice. The other Lean books provide some great information about Lean concepts, but I found that it was often hard to translate these concepts into real world actions. The Lean Product Playbook provides very practical advice for doing so. This book gives the reader a rare glimpse into what it takes to define a successful technology product. Most product leaders have to learn these lessons the hard way by just doing it and seeing what works and what doesn't...the school of hard knocks. This book would be ideal for anybody who is taking the lead in defining a new tech product, but would also be useful for entrepreneurs, designers, and developers. Its good for pretty much anybody involved in the process of creating products. There are some great concepts from the book that I have already started utilizing in my work. Some include:- Problem space vs. Solution space - many product teams get these concepts confused. This book has a great discussion and examples that describe how you can identify a problem and a solution that meets the problem.

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