VISUALIZATION OF THE IDEA

Second stage of Lean Start Up Methodology

¿Do we have to do something before?

First, the group have generated the idea, through brainstorming and ideas cardsorting. Now is time to think about the client.

¿How long does it take?

Up to 10 hours

¿How do we organize the groups?

Groups of 3 to 6 people

¿Which tools can we use?

Presentations: Prezi, Emazi, Haiku Deck.
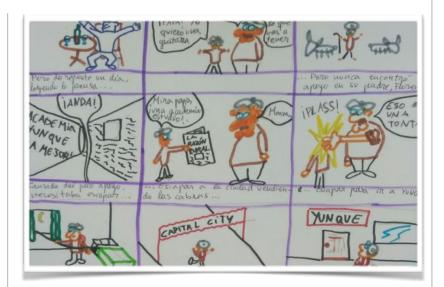
Murals: Murally, Glogster.

Infographics: Easely, Canva.

Timelines: Dipity, Xtimeline.

Comics: Pixton.

Animations: Go!Animate

A paper and pencils of different colors are enough, as it demonstrates the picture. The important thing is telling the story about the client.

Description

Through the use of visual tools, a story is created in which the client and his problem are visualized.

The central element of this dynamic is to be able to show, in a close and clear way, the existence of an unresolved market need.

It is about materializing a typical client with all the possible precision as well as the context in which he finds himself and in which the problem that he has without resolving effectively appears, the passion insufficiently satisfied or the need not correctly covered.

A story is presented in which it appears: 1° the client as an individuality (approach of the history) 2° the necessity, problem or passion of the client or user (knot of the history) and the imperfect solutions of the market (outcome of the history) .

For the generation of this history, both virtual and real tools are used, which allow history to be understood by anyone who visualizes it.