

iTwin4Good
Lean Project

Project title:

Date:
Iteration:

<p>1 – Sustainability Problem What sustainability problem does the beneficiary have that you are trying to solve? <i>(Hint: Consider current offerings and how they deliver value, changes in the market, delivery channels, competitive threats and beneficiary behavior.)</i></p>	<p>5 - Solutions What can we make that will solve our sustainability problem and meet the needs of our beneficiaries at the same time? List product, feature, or enhancement ideas here.</p>	<p>2 - Business Outcomes How will you know you solved the sustainability problem? What will you measure? <i>(Hint: What will beneficiaries be doing differently if your solution works? Consider metrics that indicate beneficiary success like average order value, time on site, and retention rate.)</i></p>
<p>3 – Beneficiaries What types (i.e., personas) of beneficiaries should you focus on first? <i>(Hint: Who buys your product or service? Who uses it? Who configures it? etc)</i></p>		<p>4 – Beneficiary Outcomes & Benefits Why would your beneficiaries seek out your product or service? What benefit would they gain from using it? What behavior change can we observe that tells us they've achieved their goal? <i>(Hint: Affordable energy, clean water, better health, better education, sustainable housing, etc)</i></p>
<p>6 – Hypotheses Combine the assumptions from 2, 3, 4 & 5 into the following hypothesis statement: "We believe that [business outcome] will be achieved if [beneficiary] attain [benefit] with [feature]." <i>(Hint: Each hypothesis should focus on one feature only.)</i></p>	<p>7 – What's the most important thing we need to learn first? For each hypothesis from Box 6, identify its riskiest assumptions. Then determine the riskiest one right now. This is the assumption that will cause the entire idea to fail if it's wrong. <i>(Hint: In the early stages of a hypothesis focus on risks to value rather than feasibility.)</i></p>	<p>8 – What's the least amount of work we need to do to learn the next most important thing? Design experiments to learn as fast as you can whether your riskiest assumption is true or false.</p>