

# Productisation workshop

Explore product concepts with Lateral Nord

**Lateral Nord.**



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- 1. Purpose**
- 2. Target groups**
- 3. References**
- 4. Concept generation**
- 5. Testing and insights**
- 6. Decision-making**
- 7. Follow-up briefing**

# **Magic tricks for today**

**This doesn't have to be  
complicated**



**We give people the space to  
bring their ideas out**

**We want to capture those  
ideas**

**So we write things down**



**We don't argue**

**We're open to ideas**

**Pinpointing the best solution  
comes later**

**Please no laptops or phones**

**Please follow instructions**

**Please focus**

- 1. Purpose**
2. Target groups
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**What are we here to do?**

**Example:**

**Developer tools**

**Make development easier**

**Make development easy**

**Make development delightful**

**Make software more reliable**

**Democratise software  
development**

# **What's our purpose?**



# Our purpose is

1. Purpose
- 2. Target groups**
3. References
4. Concept generation
5. Testing and insights
6. Decision-making
7. Follow-up briefing

# **Who are your customers?**

**Write down every customer  
and stakeholder group you  
can think of**

**Who's the most important one? Who's your core customer?**

1. Purpose
2. Target groups
- 3. References**
4. Concept generation
5. Testing and insights
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# **Who is your competitor?**



**Who is your competitor?**  
**Competitor how?**

**Who has disrupted their  
industry, like you want to  
disrupt yours?**

**Whose user experience, from another industry, is like you want yours to be?**

1. Purpose
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Service Name

[For existing customers](#)[Secondary CTA](#)[Primary CTA](#)

Most important benefit as a tagline

Caption, subline and how this benefit has been achieved

Primary CTA

Secondary CTA

QUIZ 1

QUIZ 2

QUIZ 3

QUIZ 4

QUIZ 5

1

Benefit 1

Short description (max 4 lines)

2

Benefit 2

Short description (max 4 lines)

3

Benefit 3

Short description (max 4 lines)



My experience with this service has been great because it really made a difference in my life!

Testimonial Name

Job title

How it works

Feature or step 1

Description (max 4 lines)

Feature or step 2

Description (max 4 lines)

Feature or step 3

Description (max 4 lines)



My experience with this service has been great because it really made a difference in my life!

Testimonial Name

Job title

Pricing

One product or service is available in combination with other products for a higher price

Primary CTA

Primary CTA

Primary CTA

Most common questions from new customers

Question 1

Answer

Question 2

Answer

Question 3

Answer

Main benefit

Primary CTA

d.

SERVICE NAME

For secondary user group

Secondary CTA

Primary CTA

# Most important benefit as a tagline

Explain solution and how it's different from everything else out there.

Primary CTA

Remove most important concern on one line



CLIENT 1

CLIENT 2

CLIENT 3

CLIENT 4

CLIENT 5

1

### Benefit 1

Short description (max 4 lines)

2

### Benefit 2

Short description (max 4 lines)

3

### Benefit 3

Short description (max 4 lines)



*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

Info about this person



# How it works



## Feature or step 1

Description (max 4 lines)

## Feature or step 2

Description (max 4 lines)



## Feature or step 3

Description (max 4 lines)



*“My experience with this service has been good because this and that. It really made a difference in my life.”*

**Firstname Lastname**

Info about this person

# Pricing

This product is priced appropriately to communicate the right message for the target group.

Primary CTA

Primary CTA

Primary CTA

# Most common questions from new customers

## Question 1

Answer

## Question 2

Answer

## Question 3

Answer

**Main benefit**

Primary CTA

**SERVICE NAME**

**Do as many variations as you  
wish**

SERVICE NAME

For secondary user group

Secondary CTA

Primary CTA

# Most important benefit as a tagline

Explain solution and how it's different from everything else out there.

Primary CTA

Remove most important concern on one line



CLIENT 1

CLIENT 2

CLIENT 3

CLIENT 4

CLIENT 5

# Primary user group

# Secondary user groups

# 10 min

SERVICE NAME

For secondary user group

Secondary CTA

Primary CTA

**Most important**



# Primary CTA

## For primary user group

### 5 min

SERVICE NAME

For secondary user group

Secondary CTA

Primary CTA

**Most important**

# Secondary CTA

## For primary user group

### 5 min

SERVICE NAME

For secondary user group

Secondary CTA

Primary CTA

**Most important**

**Service name**

**5 min**

SERVICE NAME

**Most important**

# Most important benefit for primary user group

## 10 min

SERVICE NAME

For

**Most important  
benefit as a  
tagline**

Explain solution and how it's different from everything else out there.

Primary CTA

Remove most important concern on one line

CLIENT 1

CLIENT 2

CLI

What's the one  
additional thing  
your primary user  
needs to know?

How is your  
solution better?

10 min

SERVICE NAME

For

**Most important  
benefit as a  
tagline**

Explain solution and how it's different from everything  
else out there.

Primary CTA

Remove most important concern on one line

CLIENT 1

CLIENT 2

CLI

Address most  
important  
concern of  
primary user

5 min

SERVICE NAME

For

## Most important benefit as a tagline

Explain solution and how it's different from everything  
else out there.

Primary CTA

Remove most important concern on one line

CLIENT 1

CLIENT 2

CLI

Ideal prominent  
clients  
10 min

SERVICE NAME

For secondary user group   Secondary

## Most important benefit as a tagline

Explain solution and how it's different from everything  
else out there.

Primary CTA

Remove most important concern on one line

CLIENT 1

CLIENT 2

CLIENT 3

CLIENT 4

1

### Benefit 1

Short description (max 4 lines)

2

### Benefit 2

Short description (max 4 lines)

Short description (max 4 lines)

# Top 3 benefits to primary user group 10 min

## Tagline

Explain solution and how it's different from everything else out there.

Primary CTA

Remove most important concern on one line

CLIENT 1

CLIENT 2

CLIENT 3

CLIENT 4

CLIENT 5

1

### Benefit 1

Short description (max 4 lines)

2

### Benefit 2

Short description (max 4 lines)

3

### Benefit 3

Short description (max 4 lines)



*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

Info about this person



Customer  
quote from  
primary user  
group  
10 min

CLIENT 1

CLIENT 2

CLIENT 3

CLIENT 4

CLIENT 5

1

### Benefit 1

Short description (max 4 lines)

2

### Benefit 2

Short description (max 4 lines)

3

### Benefit 3

Short description (max 4 lines)

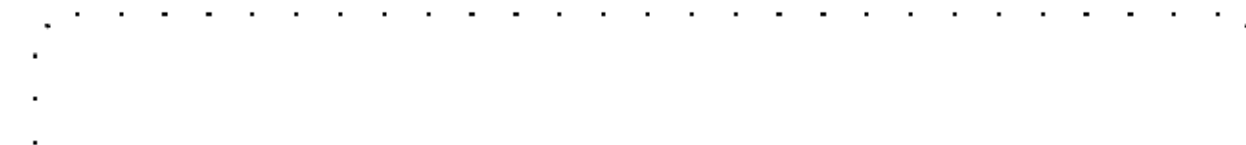


*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

Info about this person

## How it works



Outline how  
your solution  
works in 3 steps

Story first,  
details later

15 min

## How it works

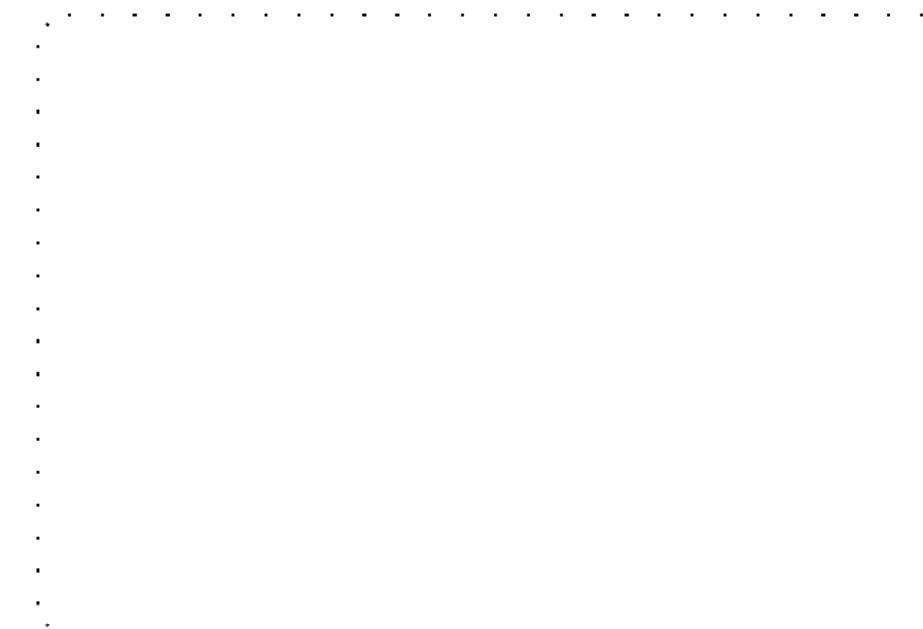


### Feature or step 1

Description (max 4 lines)

### Feature or step 2

Description (max 4 lines)



### Feature or step 3

Description (max 4 lines)

Another quote  
with a new  
angle  
10 min



### Feature or step 3

Description (max 4 lines)



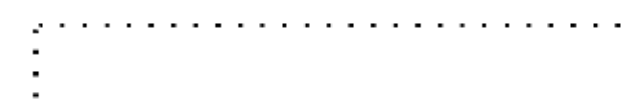
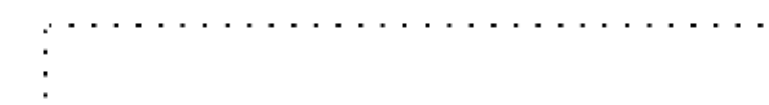
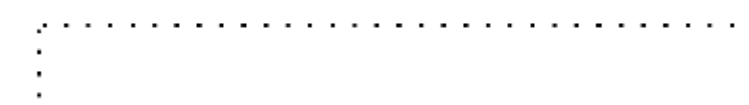
*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

Info about this person

## Pricing

This product is priced appropriately to communicate the right message for the target group.



# Split offering to 3 pricing tiers

## 15 min



*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

Info about this person

## Pricing

This product is priced appropriately to communicate the right message for the target group.

Primary CTA	Primary CTA	Primary CTA

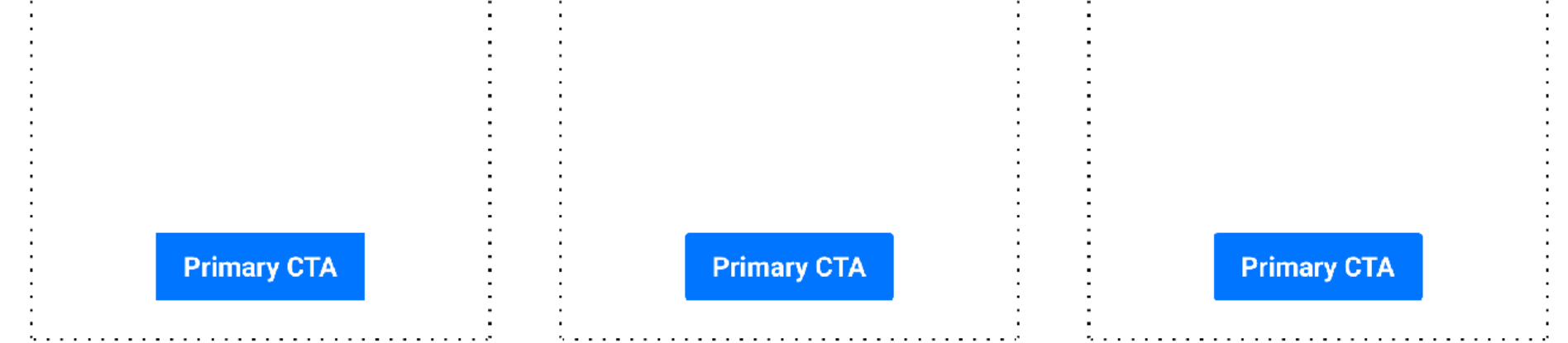
## Most common questions from new customers

**Question 1**

Answer

**3 most common  
questions or  
issues for  
primary user  
group**

**10 min**



## **Most common questions from new customers**

### **Question 1**

Answer

### **Question 2**

Answer

### **Question 3**

Answer

**Main benefit**

Primary CTA

**Main benefit**

Primary CTA

SERVICE NAME

**Recap with the most important message**

**5 min**

1. Purpose
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- 5. Testing and insights**
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# How do we choose?



# **What's the best option?**

**~~What's the best option?~~**

**What's the best fit for the purpose?**

**What is the purpose?**

# Let's recap

**Purpose**

**User group**

**References**

**Insights**

1. Purpose
2. Target groups
3. References
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# Decision matrix

**What's our most important  
KPI?**



**What's our second most important KPI?**

# Let's draw a matrix

1. Purpose
2. Target groups
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- 7. Follow-up briefing**

# **What happens next?**

**Workshop without follow-up is  
just a workshop**

**We don't want just a  
workshop**

**We want change and progress**

**What did we make today?**

**What was our output?**



**What did we learn today?**

**How do we put it into  
practice?**

**What will you do differently  
tomorrow?**

**Write 5 things you will do with  
today's new insights**

# **What happens next?**

**We will help you**

**Together we'll take this into  
practice**

**We'll remind you on a daily basis**

**We'll integrate users and product  
thinking into your daily work**



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