Productisation workshop

Turn concepts into reality 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

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What are we here to do?

Example:
Developer tools

Make development easier

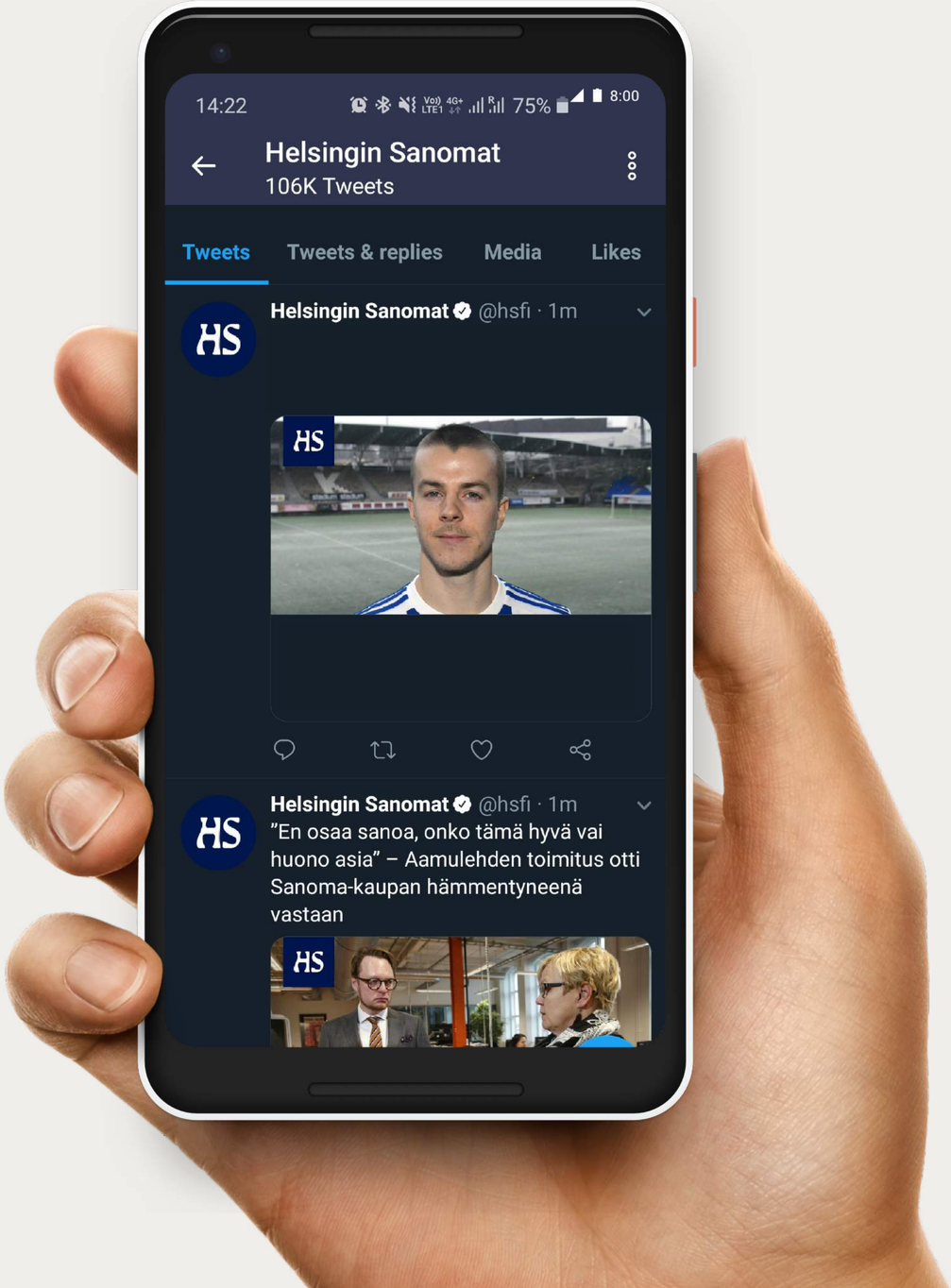
Make development easy

Make development delightful

Make software more reliable

Democratise software development

Write a headline and a tweet for the leading newspaper about your launch



What's our purpose?

Our purpose is…

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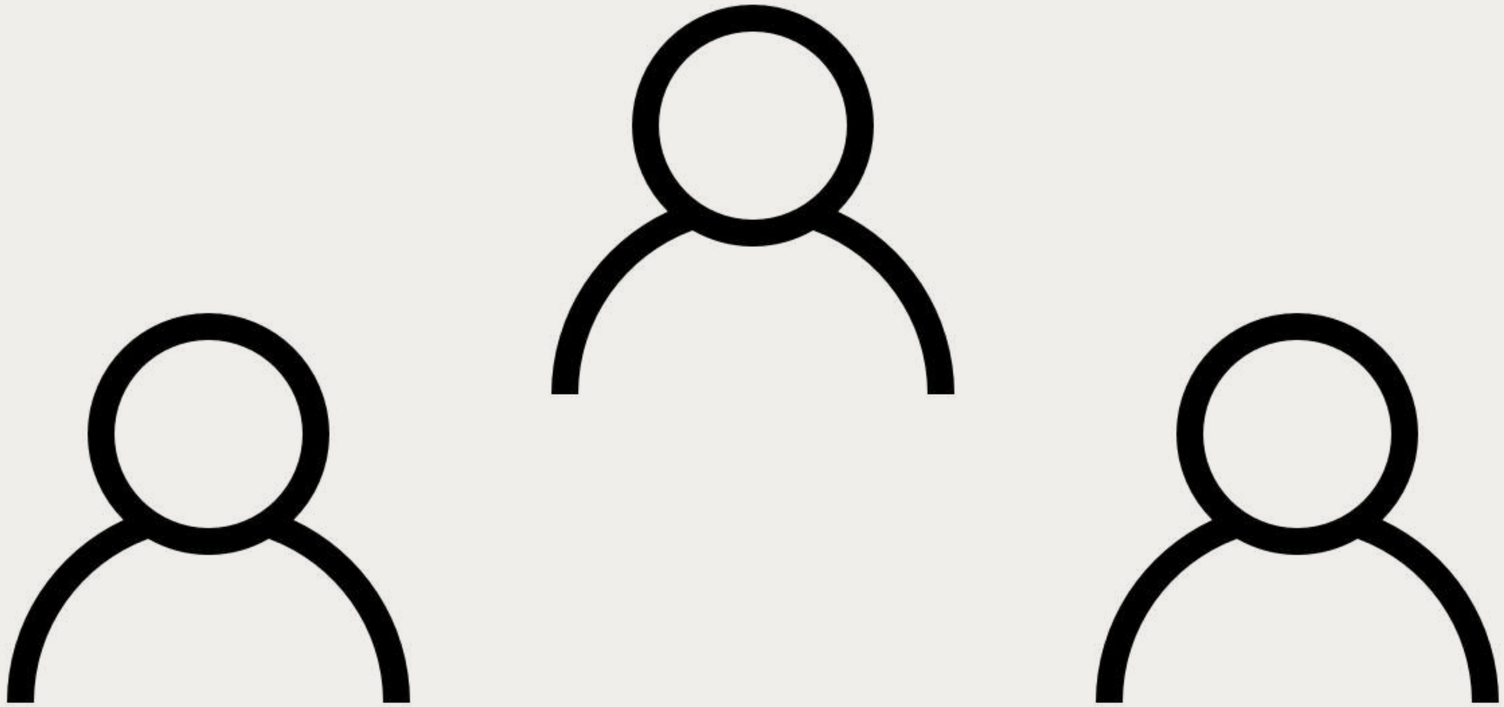
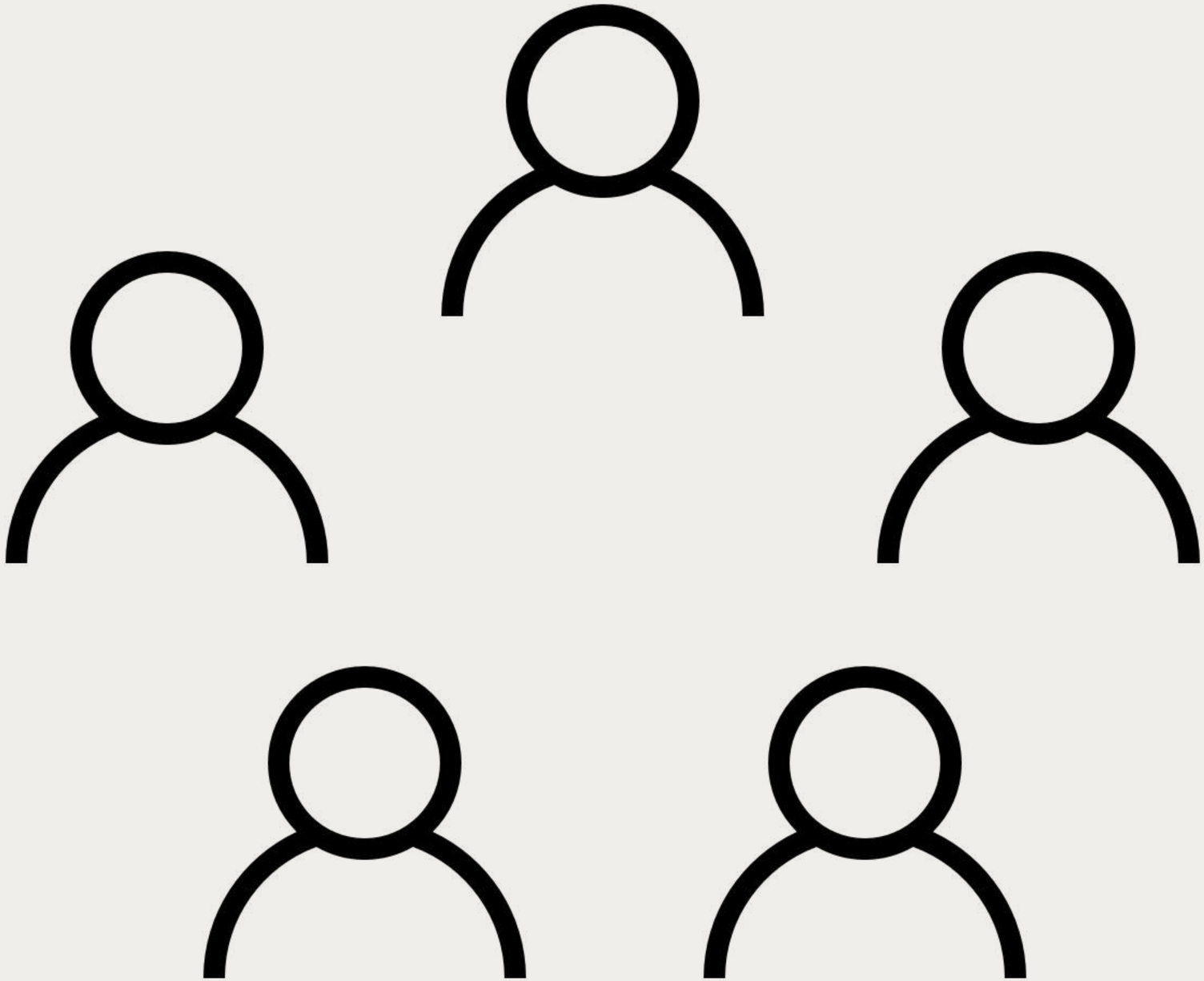
Who are your customers?

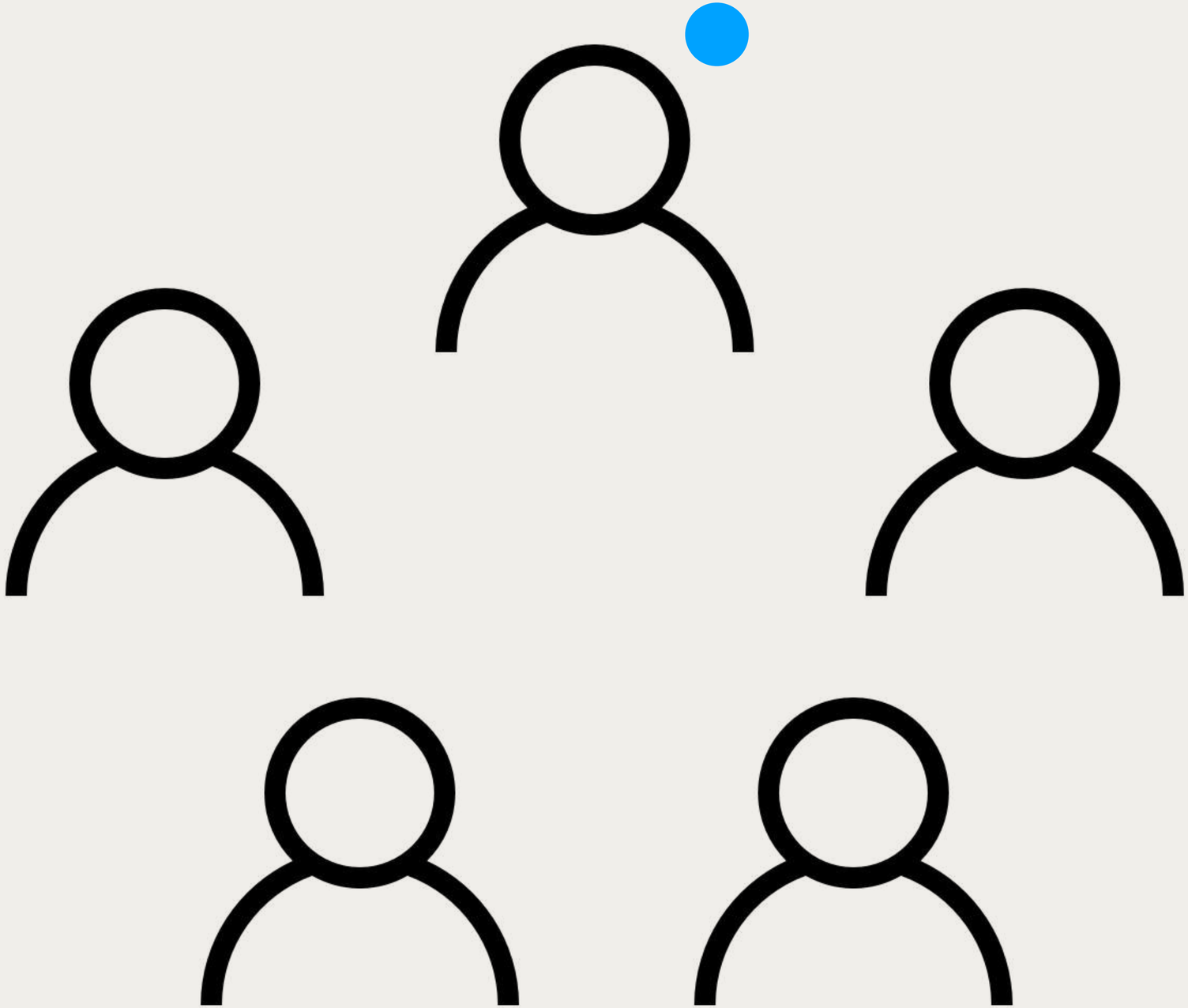
Write down every customer group you can think of



Write down every stakeholder group you can think of

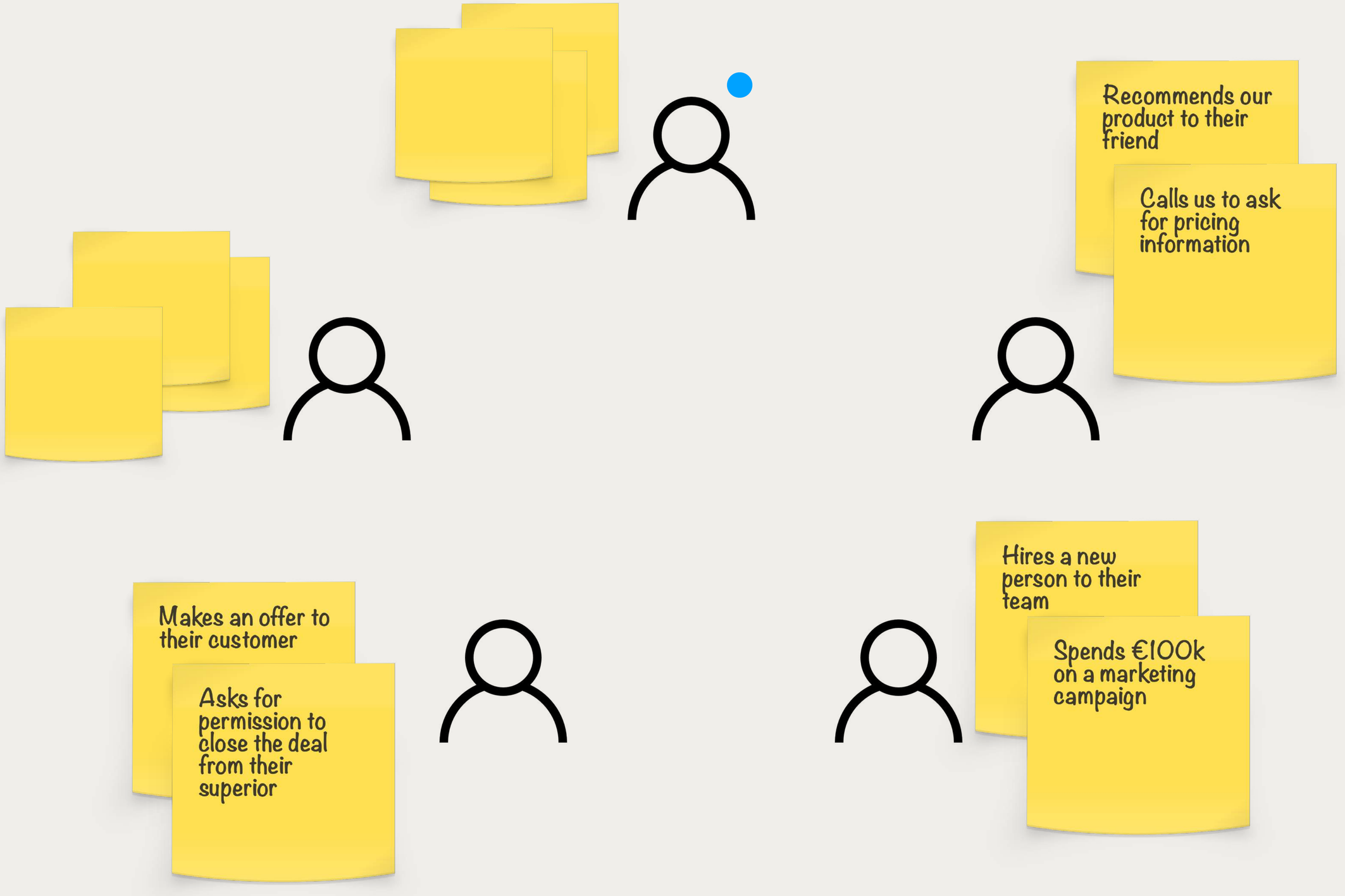


Who's the most important one?
Who's your core customer?



Use cases

What do your customers do?


Recommends our product to their friend
Calls us to ask for pricing information
Makes an offer to their customer
Asks for permission to close the deal from their superior
Hires a new person to their team
Spends €100k on a marketing campaign

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Who is your competitor?
Competitor how?

Who offers a fundamentally different solution to the same problem?

Who offers the same solution with some differences?

Who offers the same benefit?

Who offers something the same customer groups?

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

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

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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 the 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 the 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

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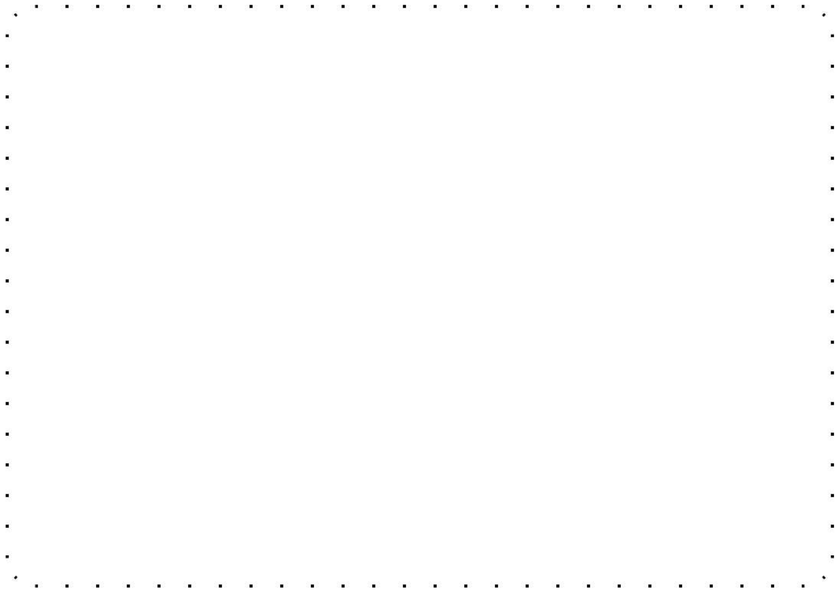

CLIENT 1 CLIENT 2 CLIENT 3 CLIENT 4 CLIENT 5

1

Benefit 1

Short description (max 4 lines)

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Benefit 2

Short description (max 4 lines)

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Benefit 3

Short description (max 4 lines)

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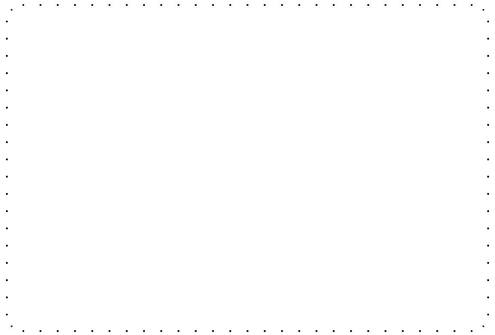


Feature or step 3

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

Chart out the functionality

What can people do in the product?

Send a friend request

Send a message

Join a group

Leave a group

Upload a profile picture

...

7 min

All the time
Most of the time
Sometimes
Very rarely
Few people
Some people
Most people
Everyone

All the time			Send a GIF to a friend	**Send message to friend**
Most of the time		Send friend request		Send friend request
Sometimes				
Very rarely	Remove account	Leave group	Remove post	
	Few people	Some people	Most people	**Everyone**

Pitch your concept

previewhunt.com

Preview Hunt

By Max Rovensky and Andrey Azimov

Buy Us a Coffee

Time at Product Hunt

02:33:31

It's recommended to launch around 00:01 San Francisco time to get maximum exposure

Product Info

Reset All Fields

Name: My Awesome Product

Tagline: Do the thing easily every day

31 characters left

Website: http://progressbarosx.com

Description: Your app description goes here

320 characters left

My Awesome Product

Do the thing easily every day

MAC PHOTOGRAPHY

TWEET SHARE

FEATURED AN HOUR AGO

Explain your concept

SERVICE NAME

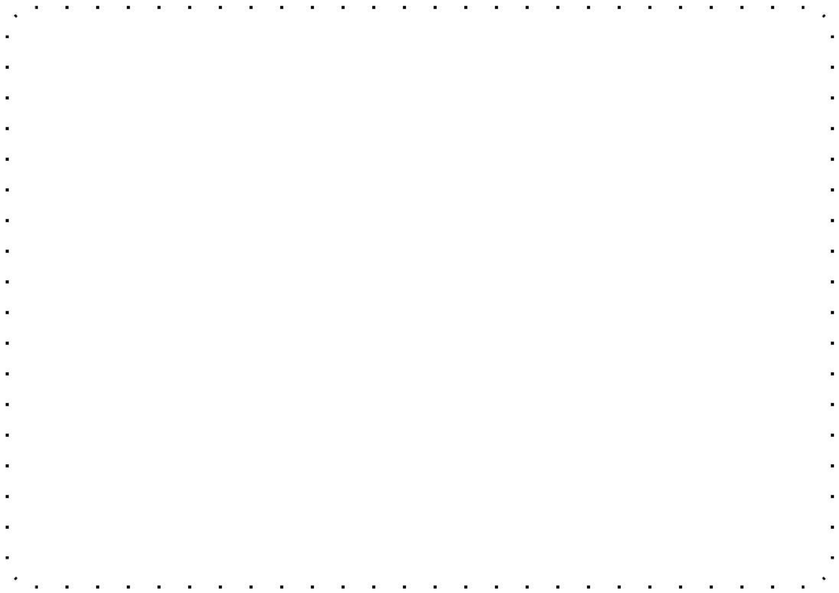
For secondary user group Secondary CTA **Primary CTA**

Most important benefit as a tagline

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

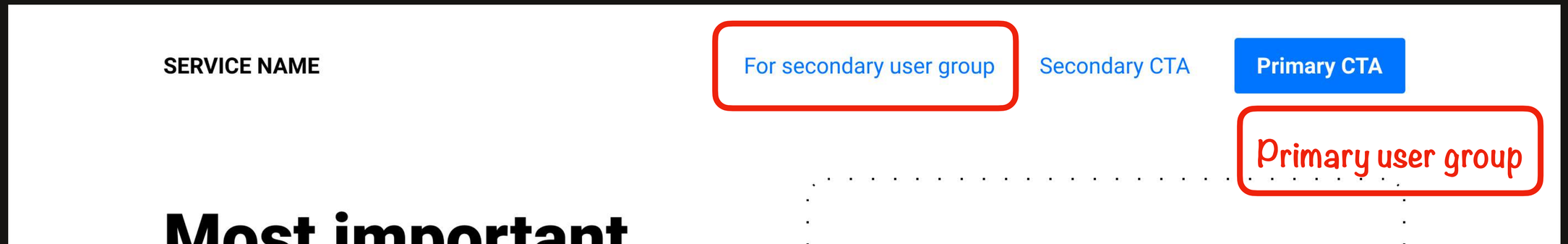
Primary CTA

Remove most important concern on one line

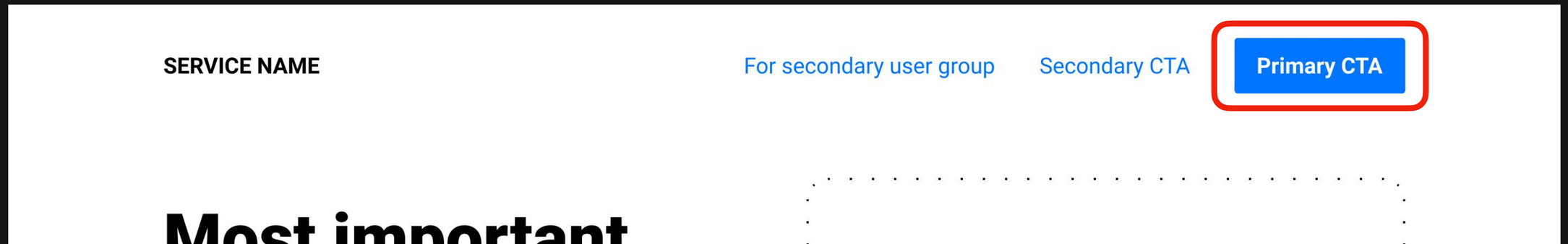


CLIENT 1 **CLIENT 2** **CLIENT 3** **CLIENT 4** **CLIENT 5**

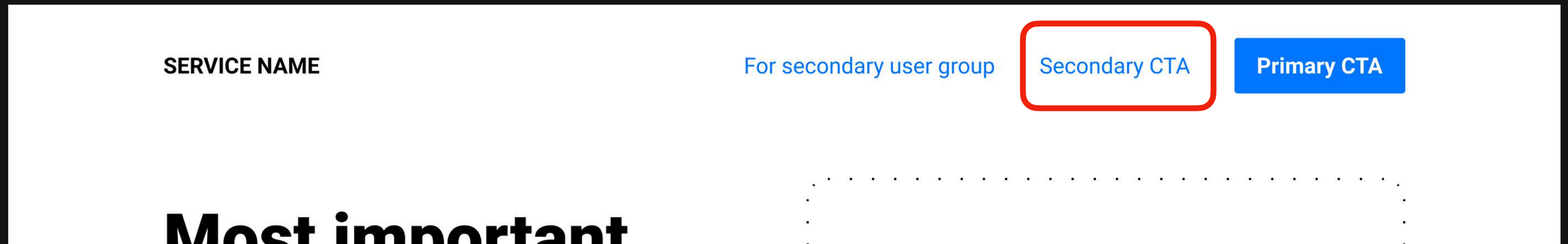
Primary user group
Secondary user groups
10 min



Primary CTA
For primary user group
5 min

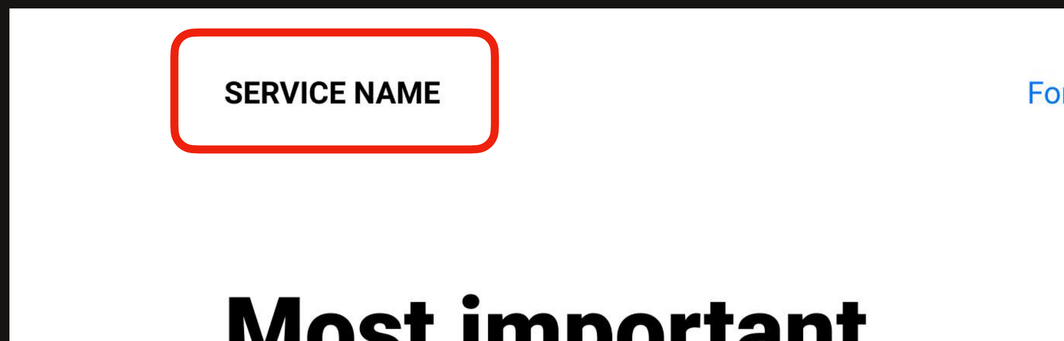


Secondary CTA
For primary user group
5 min



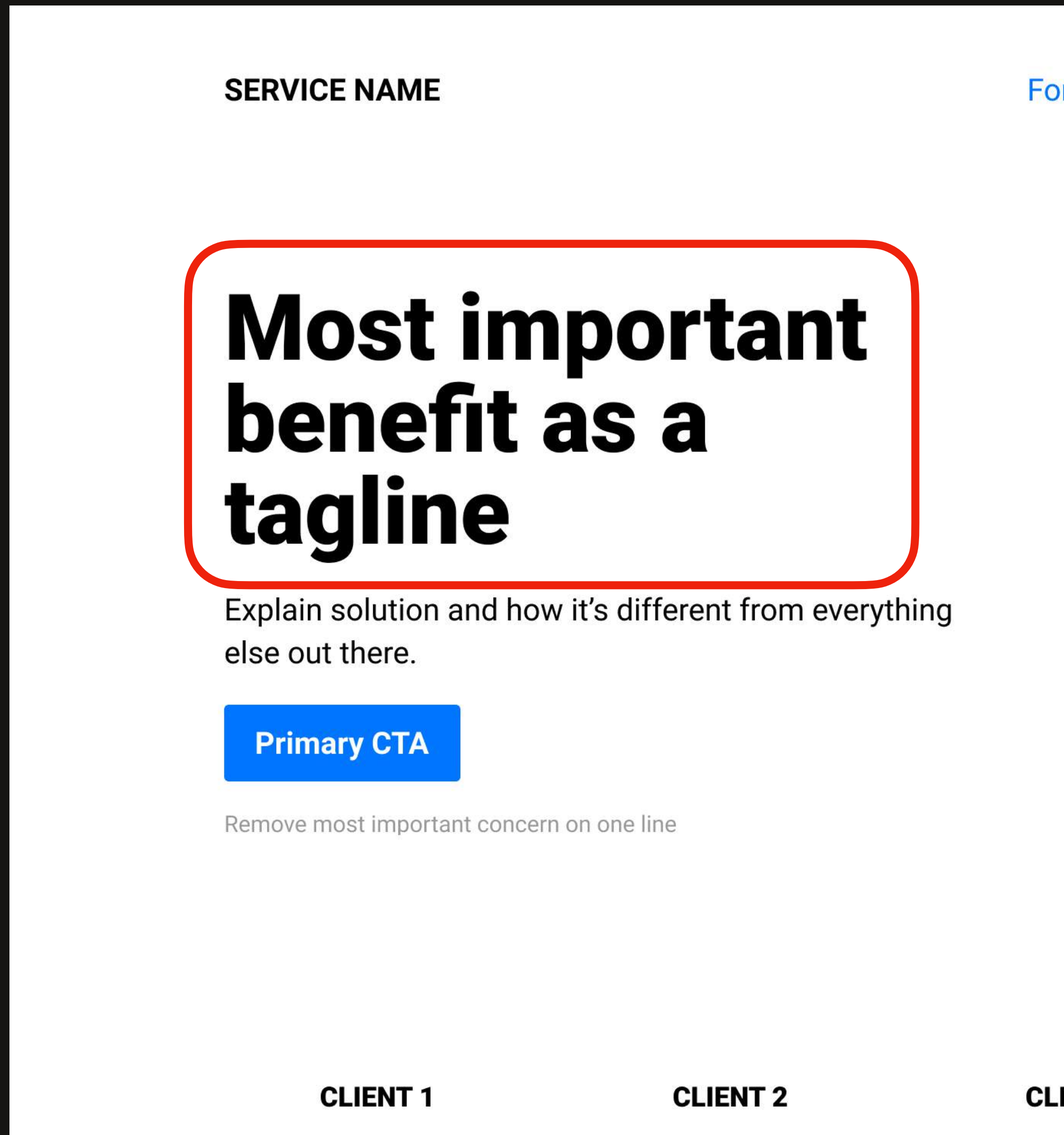
Service name

5 min



Most important benefit to primary user group

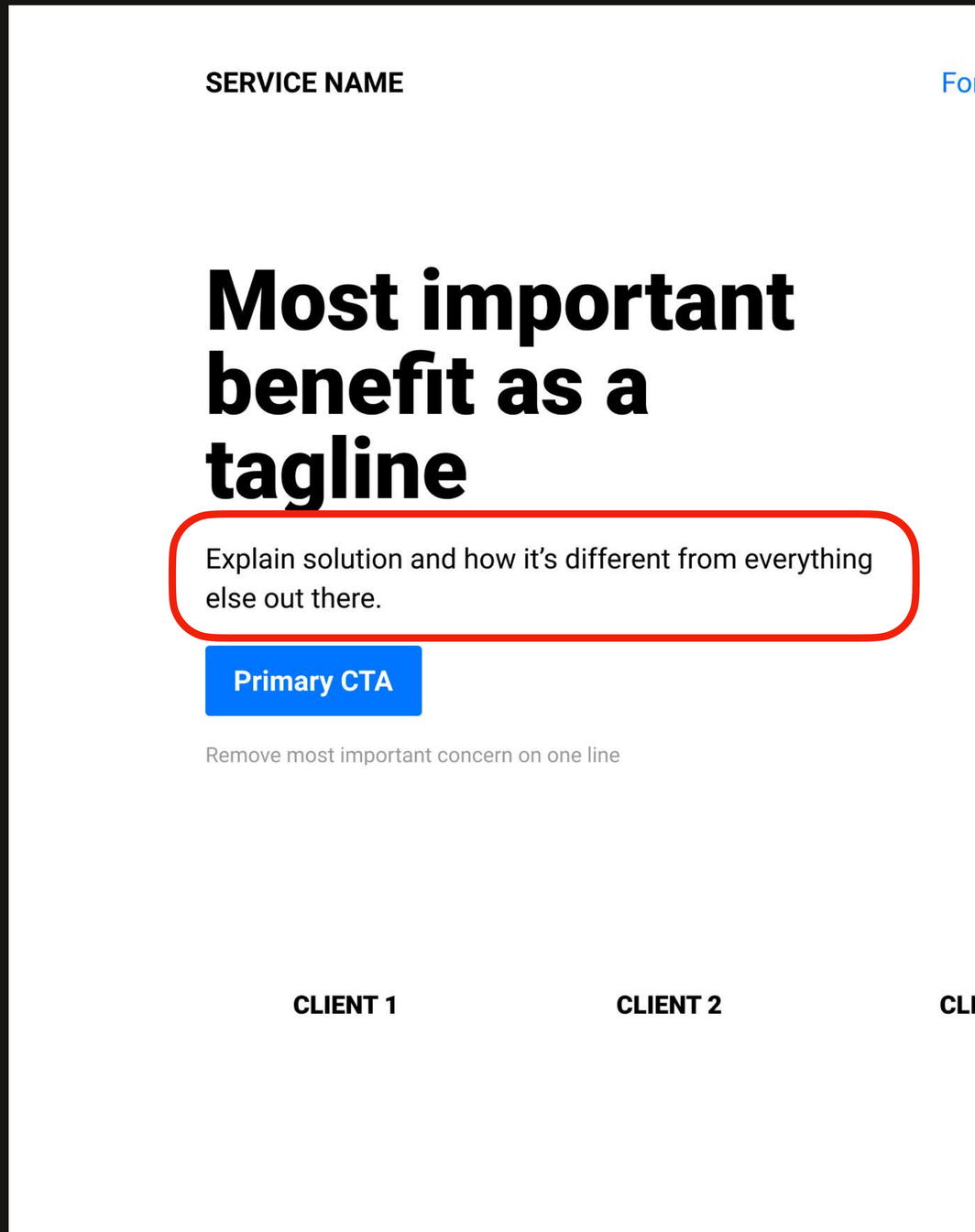
10 min



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

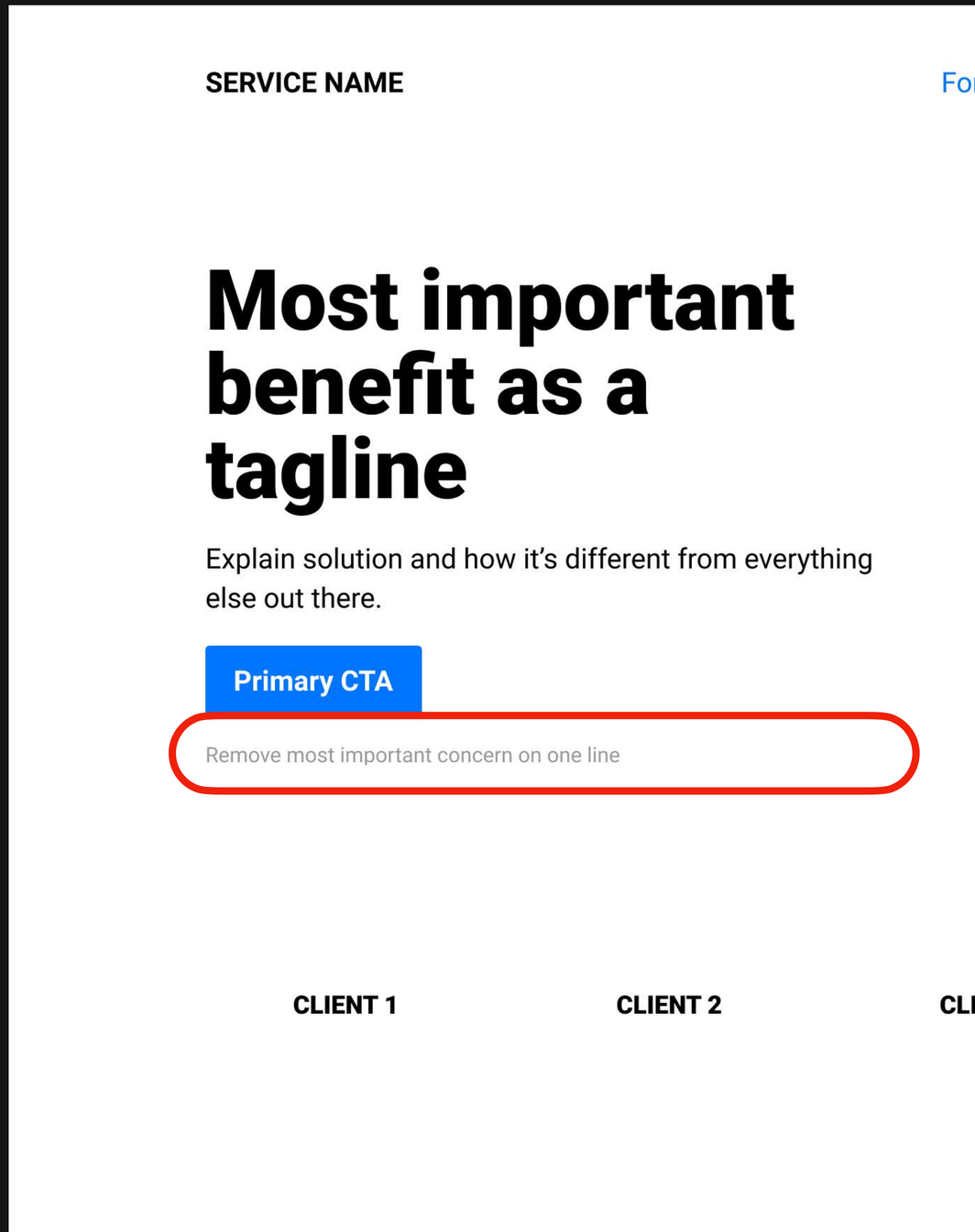
How is your solution better?

10 min



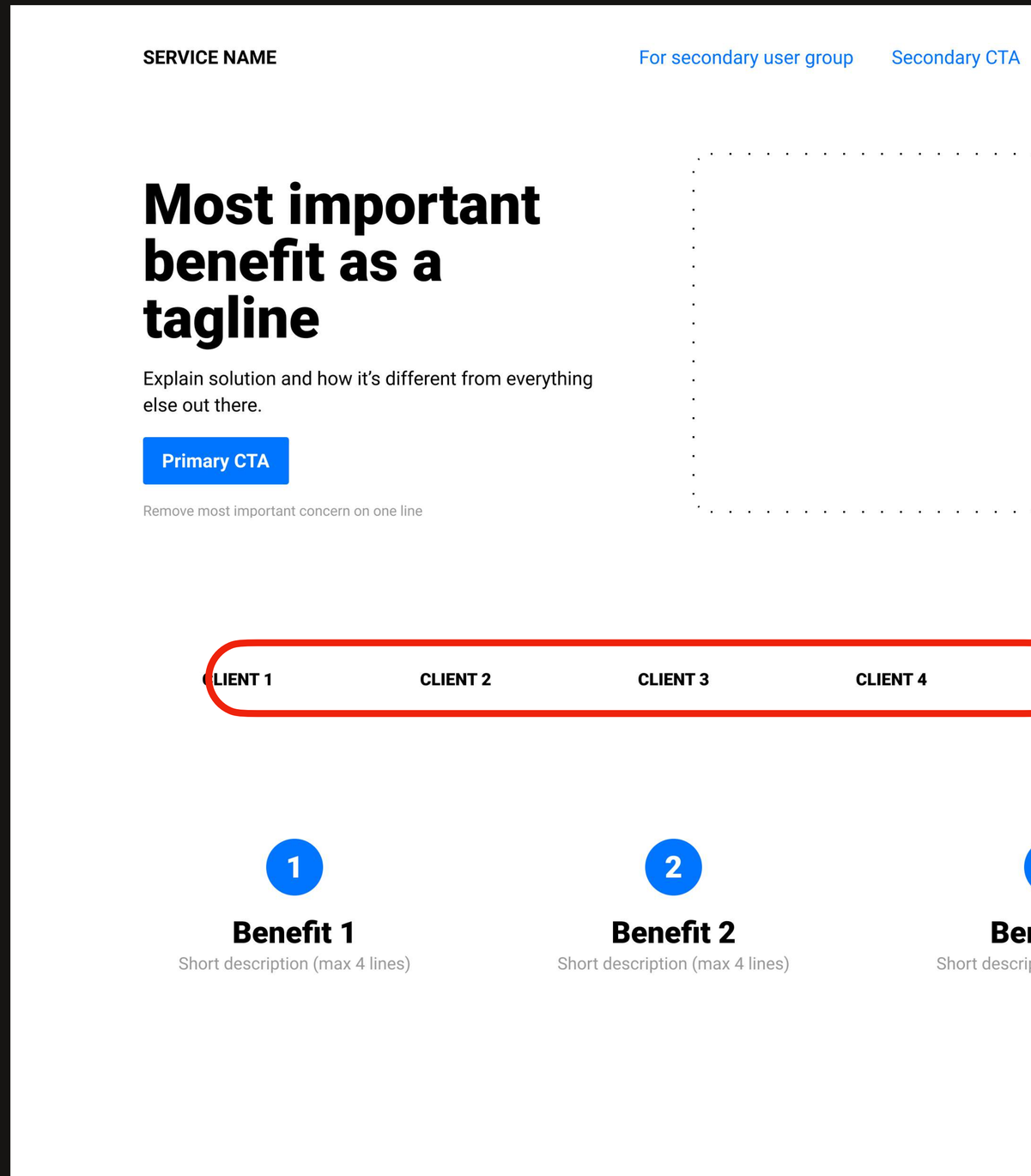
Address most important concern of primary user

5 min



Ideal prominent clients

10 min



Top 3 benefits to primary user group

10 min

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

1

Benefit 1

Short description (max 4 lines)

2

Benefit 2

Short description (max 4 lines)

3

Benefit 3

Short description (max 4 li

“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

Primary CTA

Primary CTA

Primary CTA

Most common questions from new customers

Question 1

Answer

Question 2

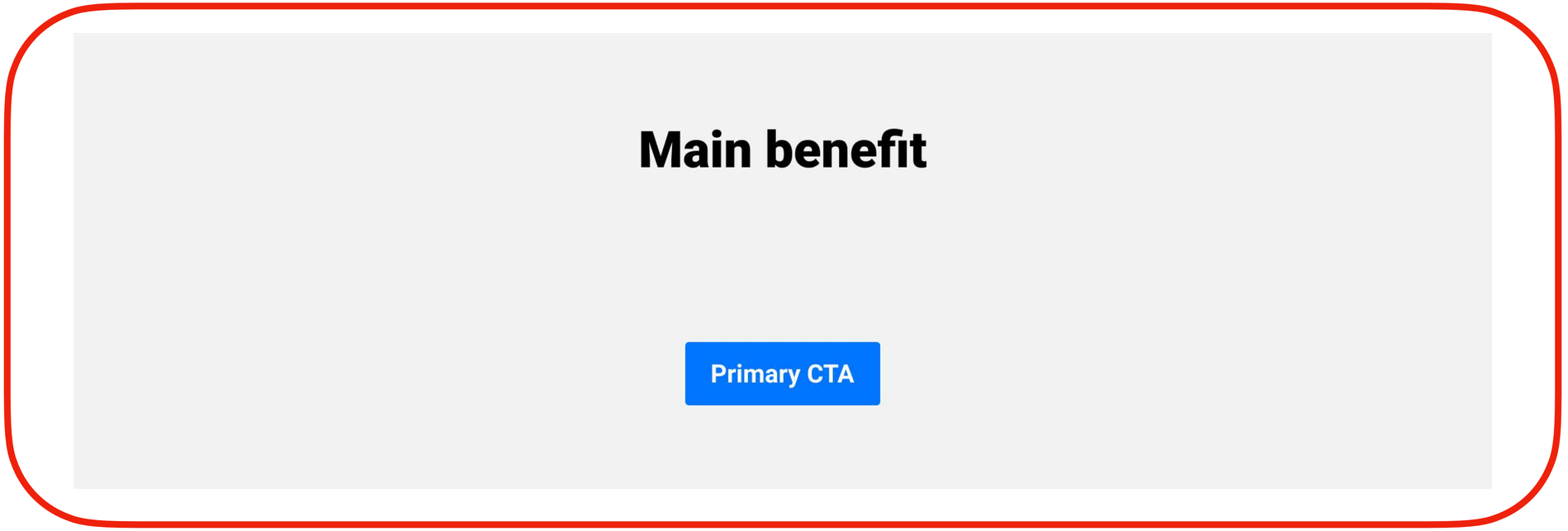
Answer

Question 3

Answer

Main benefit

Primary CTA



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How do we choose?

Which option is the best?

~~**Which option is the best?**~~

What's the best fit for the purpose?

What is the purpose?

Let's recap

Purpose

User group

References

Insights

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Decision matrix

What's our most important KPI?

What's our second most important KPI?

Let's draw a matrix

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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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