

# Productisation workshop

Turn concepts into reality with Lateral Nord

**Lateral Nord.**



# Jerry Jäppinen

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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**
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7. Follow-up briefing

**What are we here to do?**

# **Example:**

# **Developer tools**

**Make development easier**

**Make development easy**

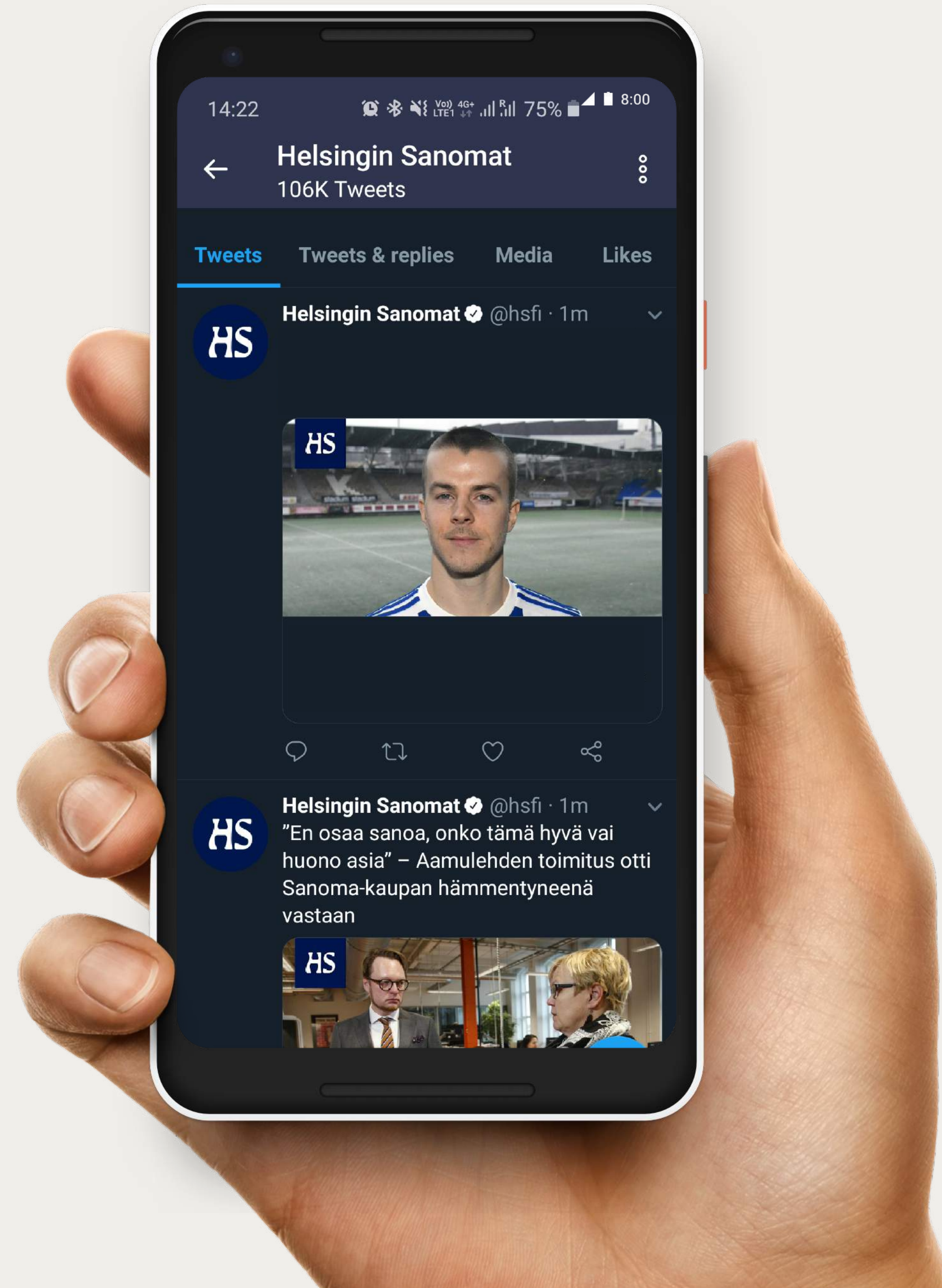
**Make development delightful**

**Make software more reliable**

**Democratise software  
development**



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





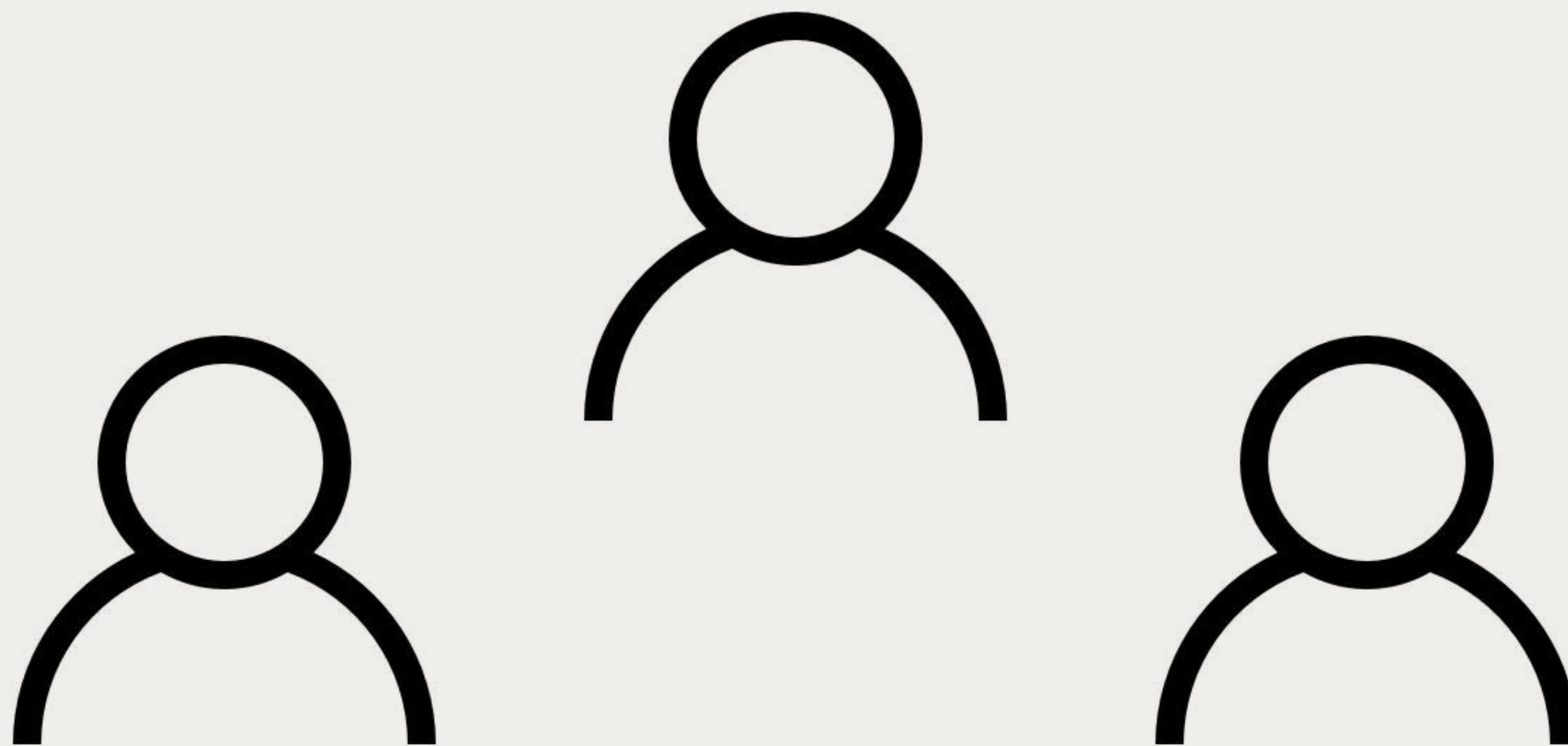
# **What's our purpose?**

# Our purpose is...

1. Purpose
2. Target groups
3. References
4. Concept generation
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7. Follow-up briefing

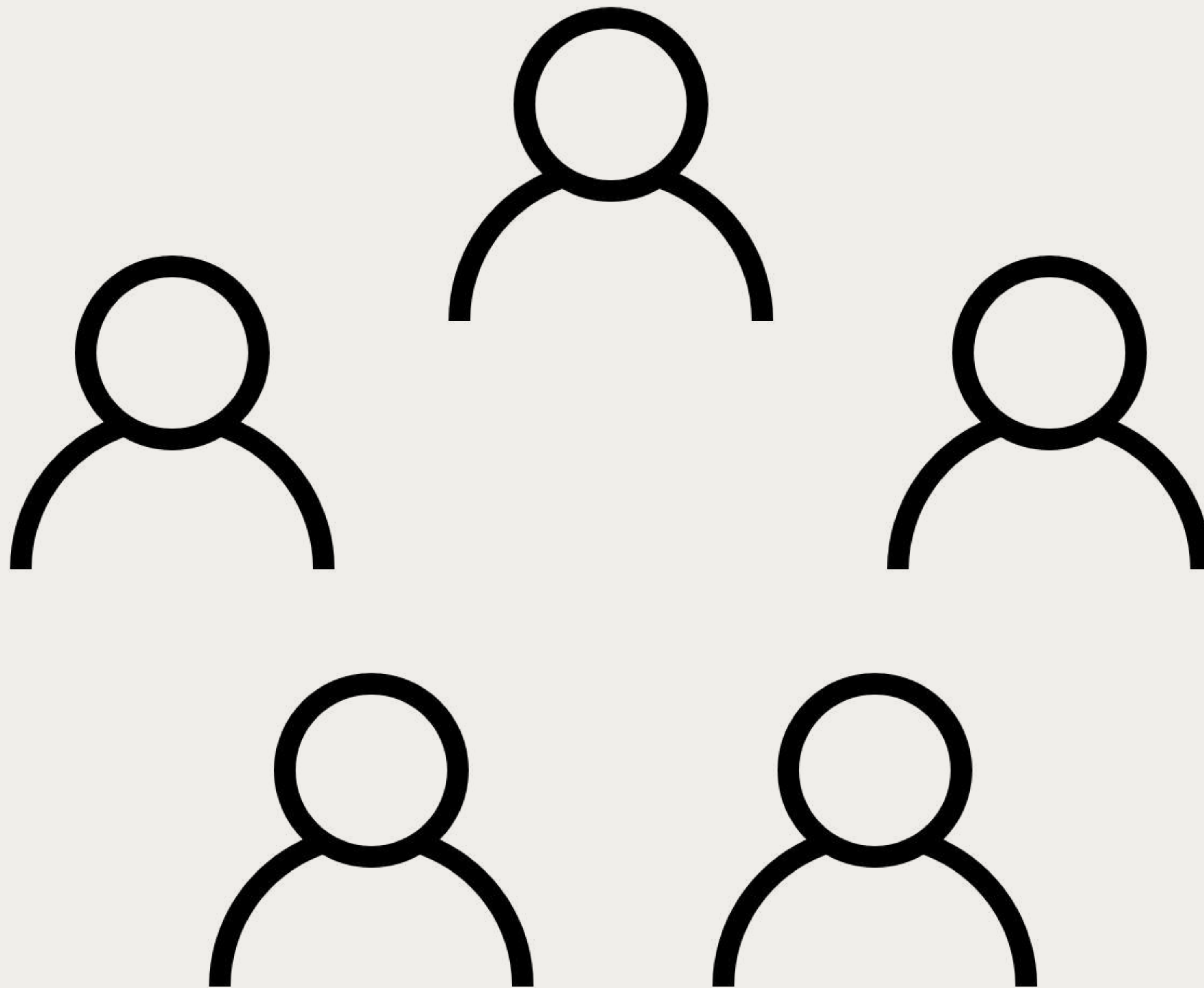
**Who are your customers?**

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

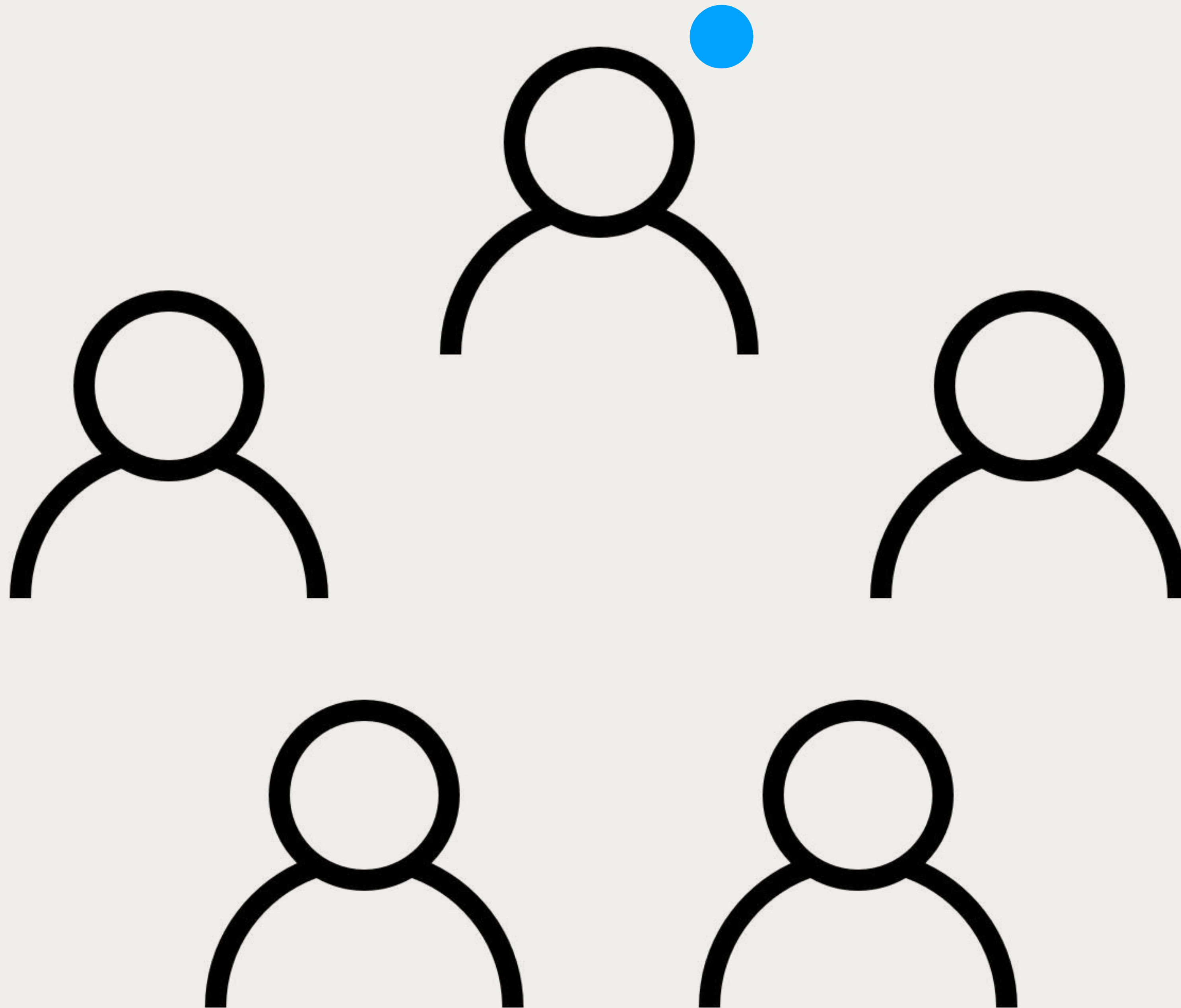


**Write down every stakeholder  
group you can think of**



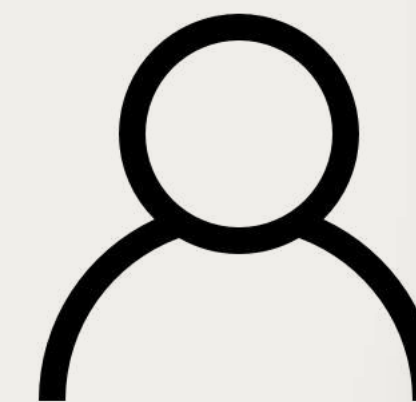
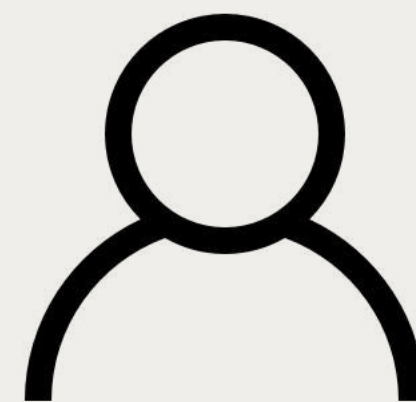
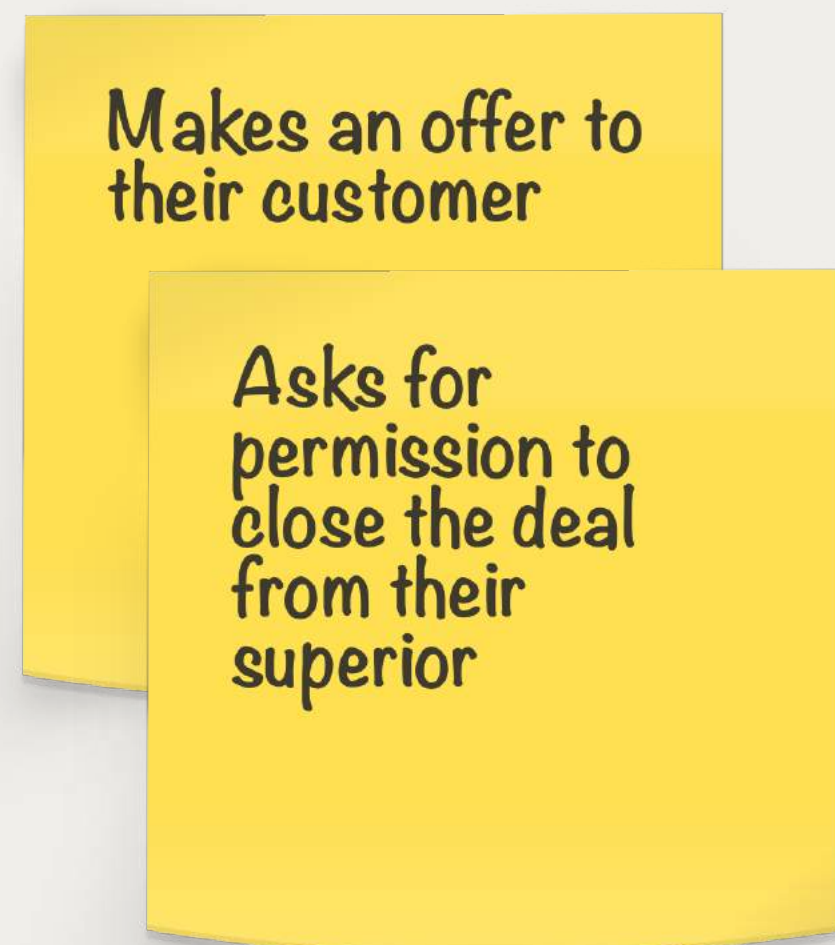
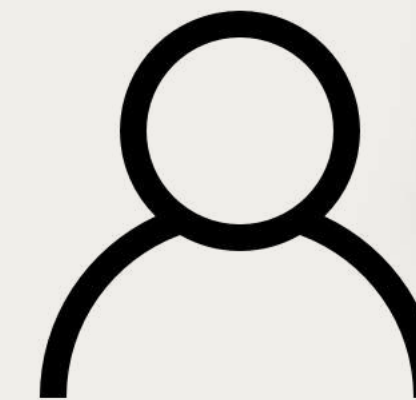
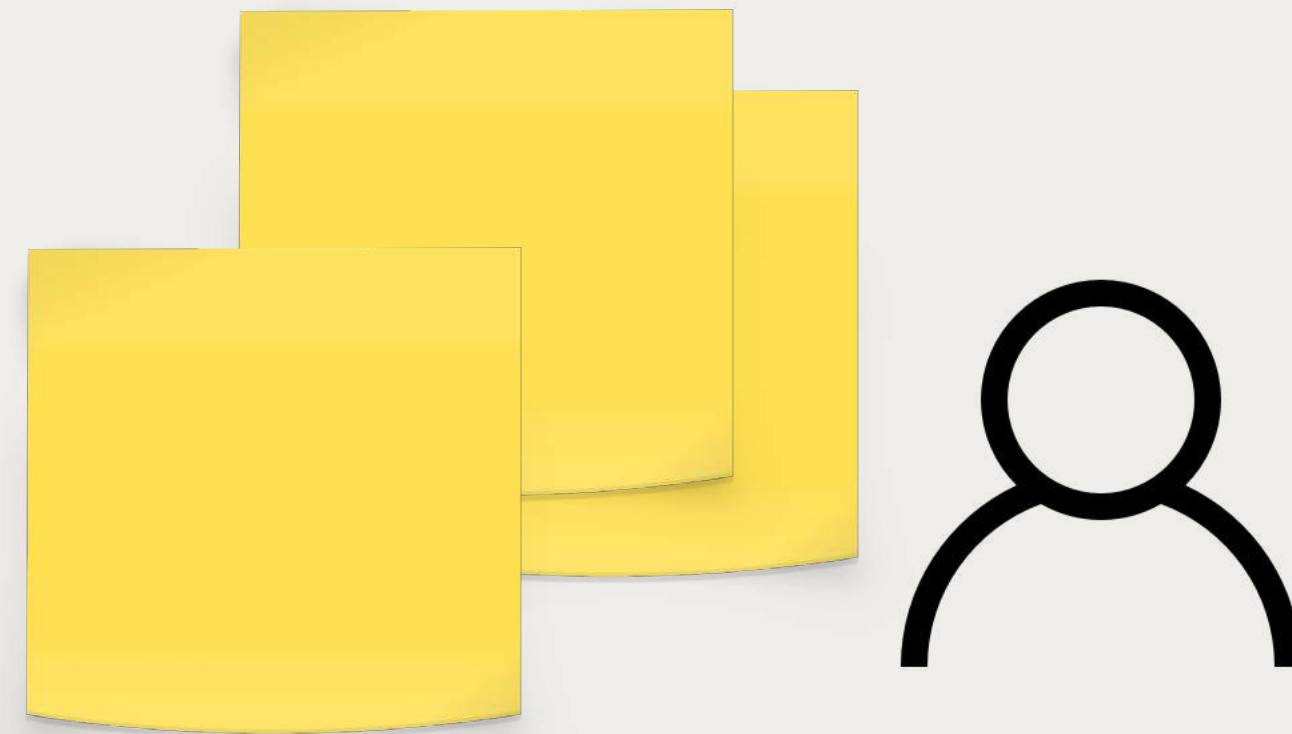
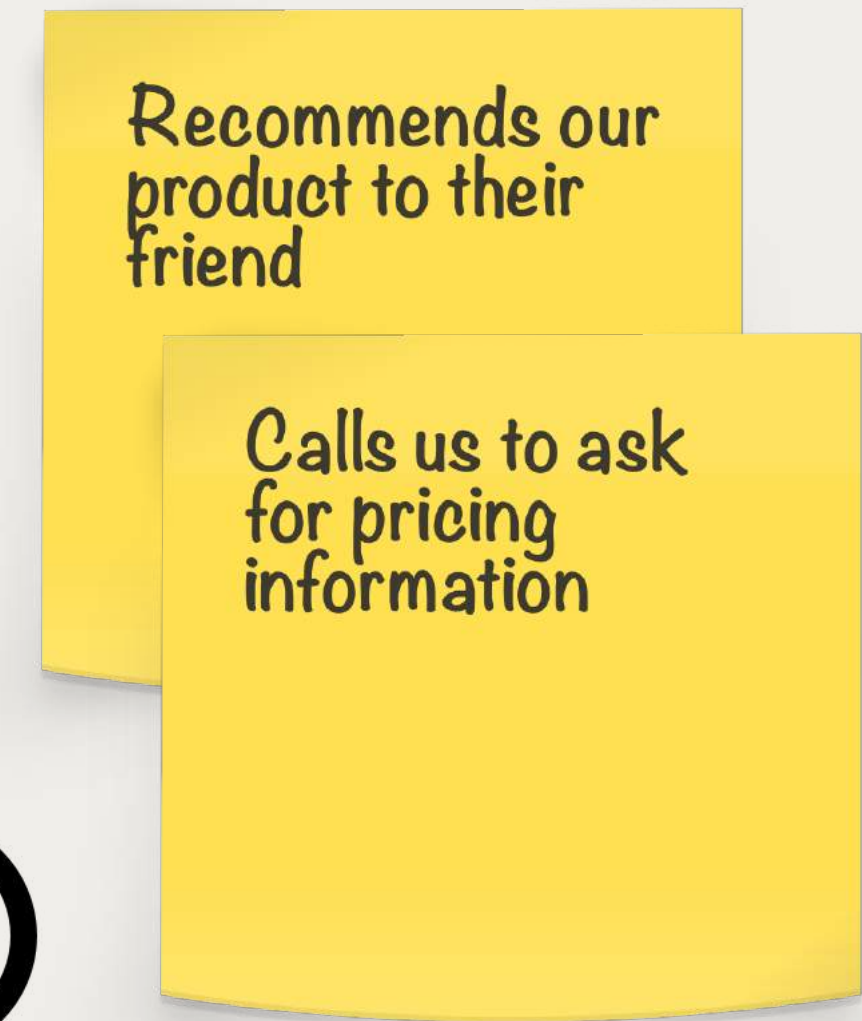
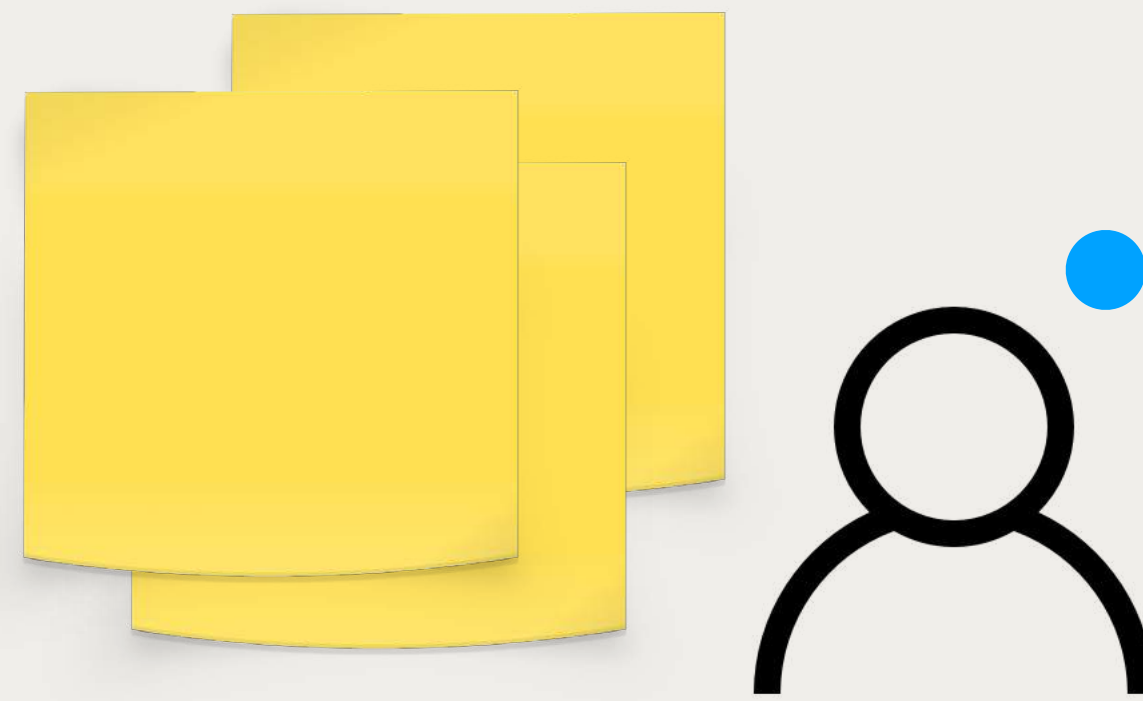


**Who's the most important one?**  
**Who's your core customer?**



# Use cases

**What do your customers do?**



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



**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?**



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

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

Because most important content on this 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.

Most common questions from new customers

Question 1

Answer

Question 2

Answer

Question 3

Answer

Main benefit

Primary CTA

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)

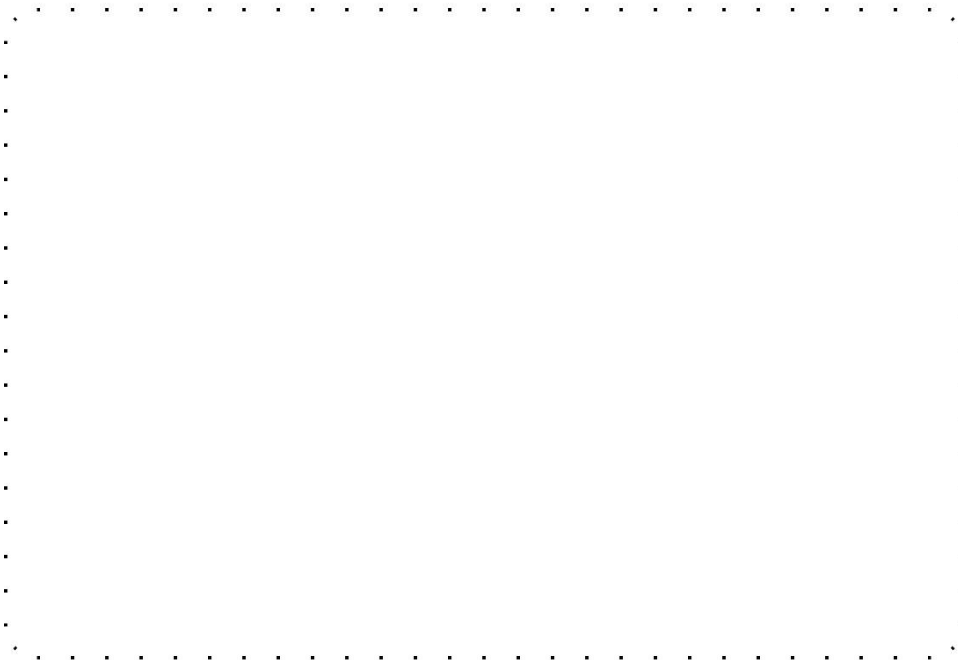


*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

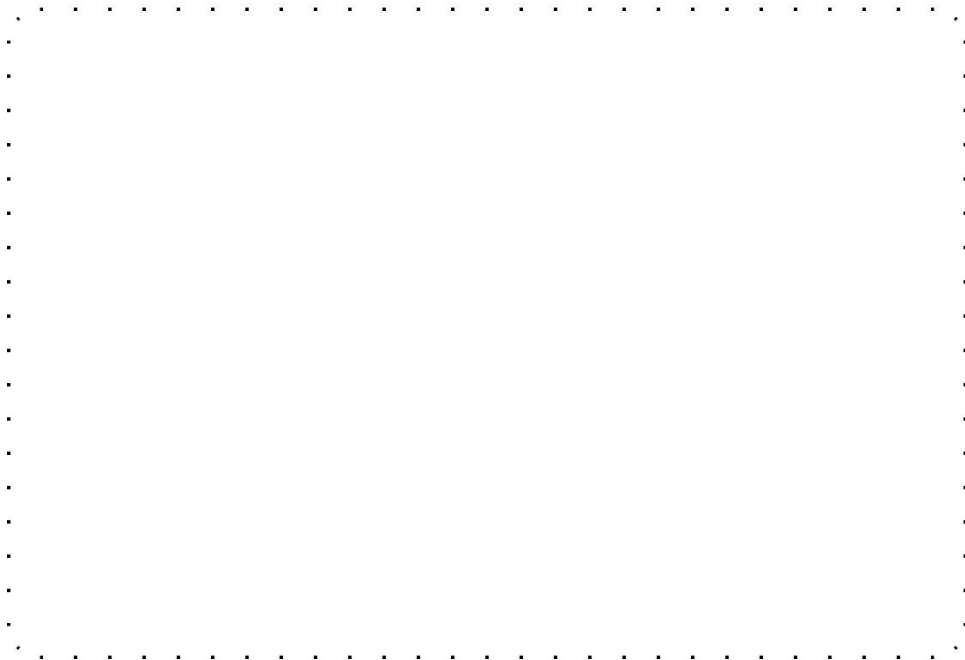
Info about this person

# How it works



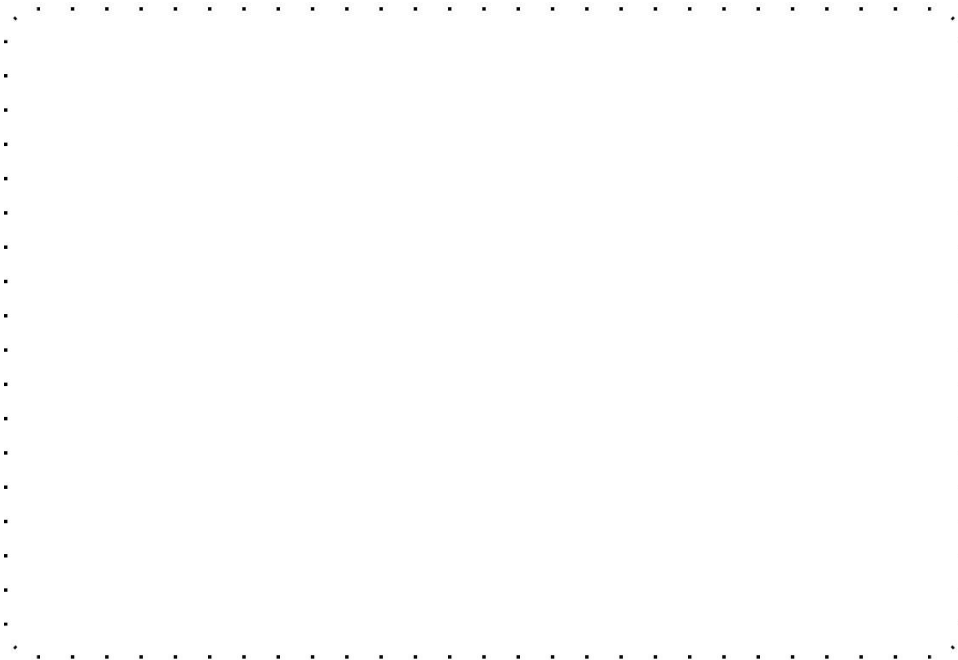
## Feature or step 1

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**

# 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

Most of the time

Sometimes

Very rarely

		Send a GIF to a friend	<b>Send message to friend</b>
	Send friend request		Send friend request
Remove account	Leave group	Remove post	

Few people

Some people

Most people

Everyone

# Pitch your concept



# previewhunt.com

previewhunt.com

P

Preview Hunt

By [Max Rovensky](#) and [Andrey Azimov](#)

Buy Us a Coffee

My Awesome Product

Do the thing easily every day

MACPHOTOGRAPHY

TWEET

SHARE

FEATURED AN HOUR AGO

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

d.

# 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

SERVICE NAME

For secondary user group

Secondary CTA

Primary CTA

Primary user group

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

For

**Most important**



**Most important  
benefit to  
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 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 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

1

### Benefit 1

Short description (max 4 lines)

2

### Benefit 2

Short description (max 4 lines)

3

### Benefit 3

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

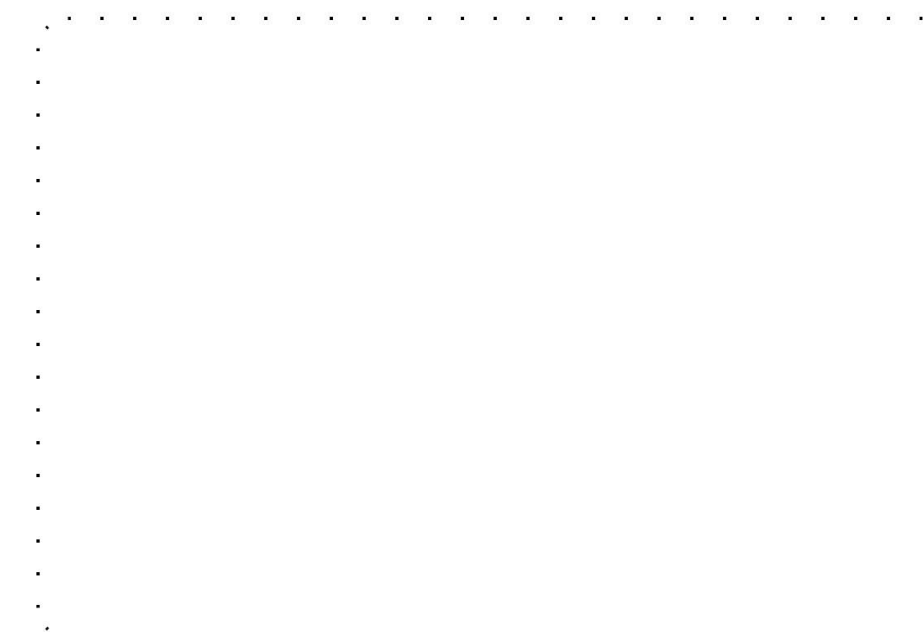
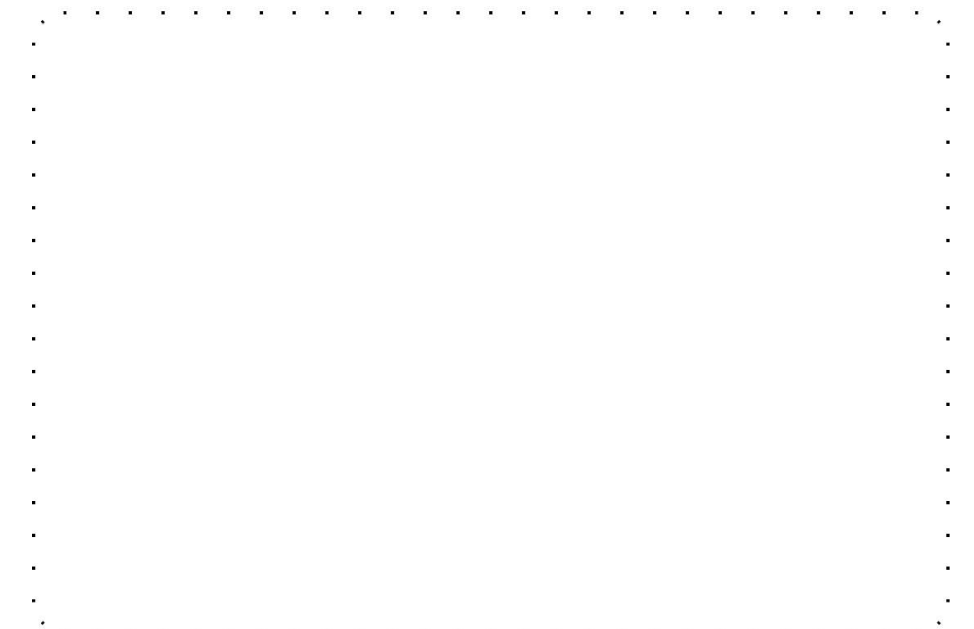


### Feature or step 1

Description (max 4 lines)

### Feature or step 2

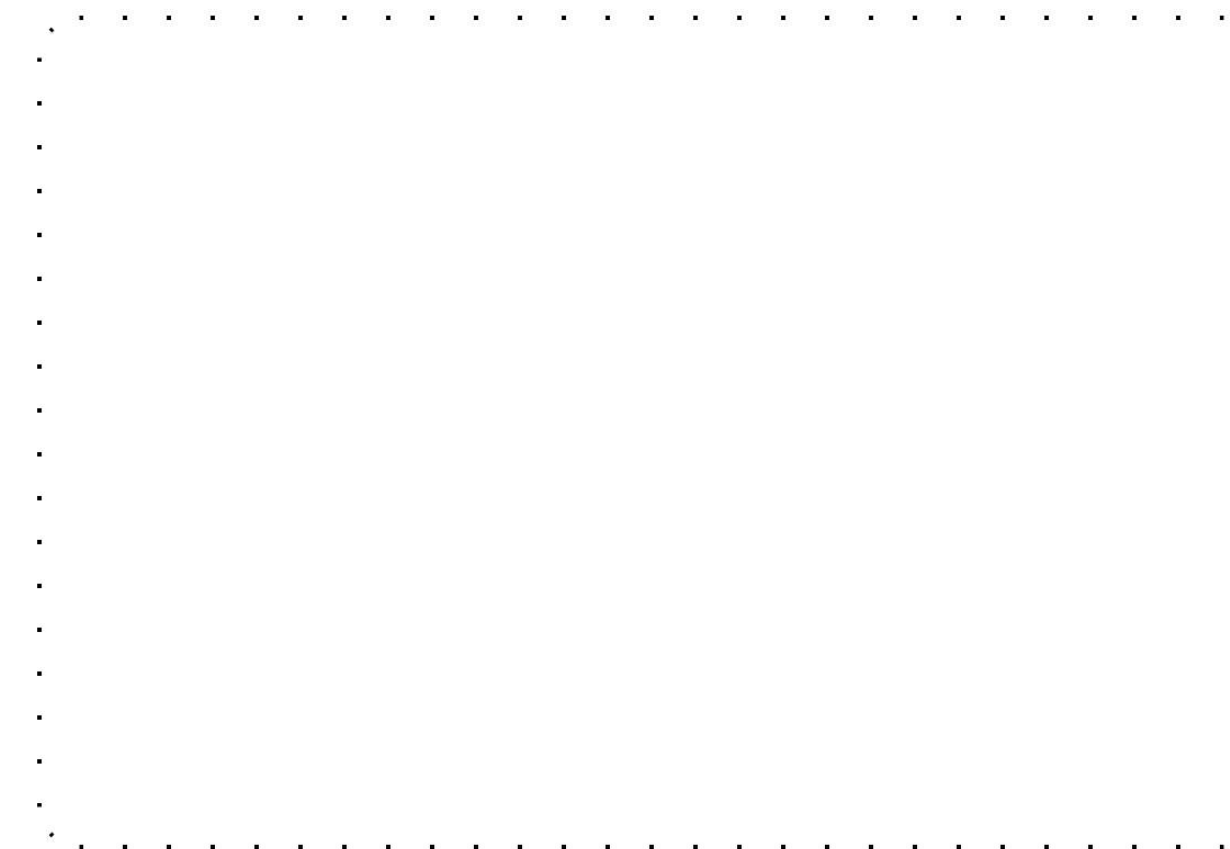
Description (max 4 lines)



### 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



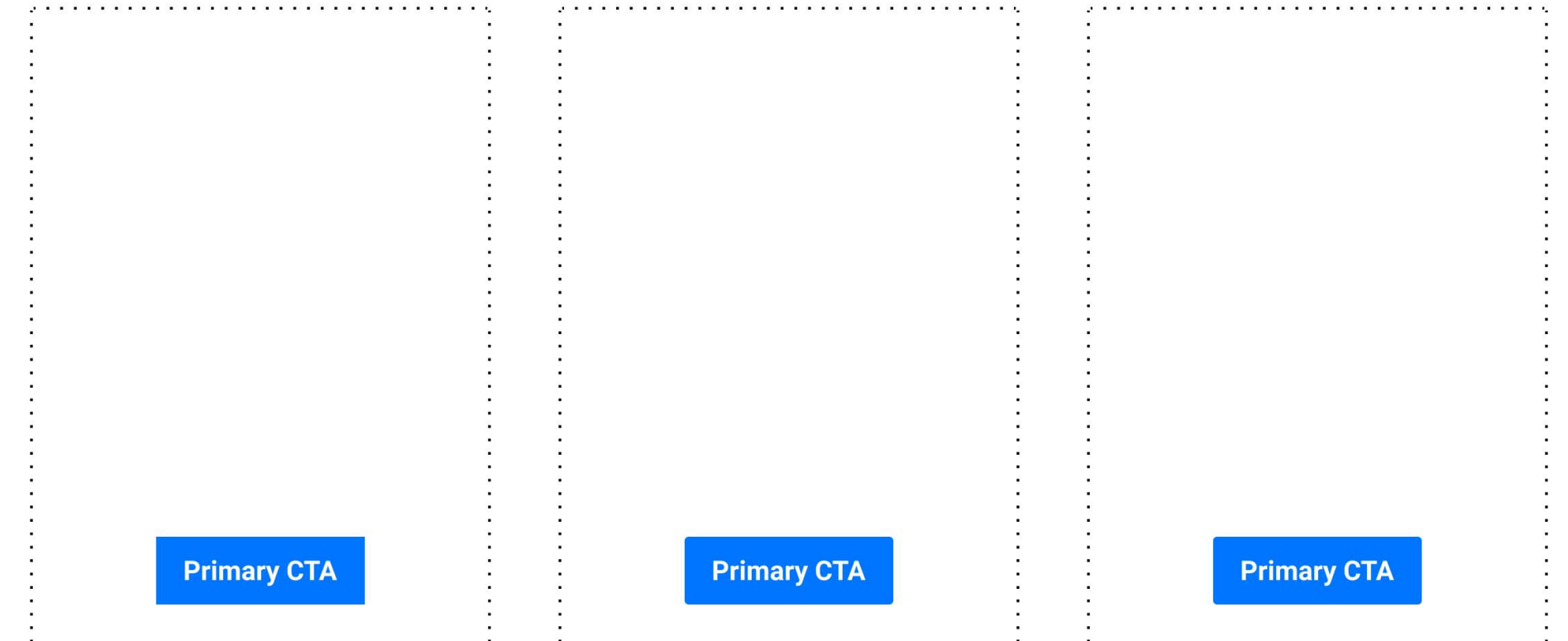
*"My experience with this service has been good because this and that. It really made a difference in my life."*

**Firstname Lastname**

Info about this person

## Pricing

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



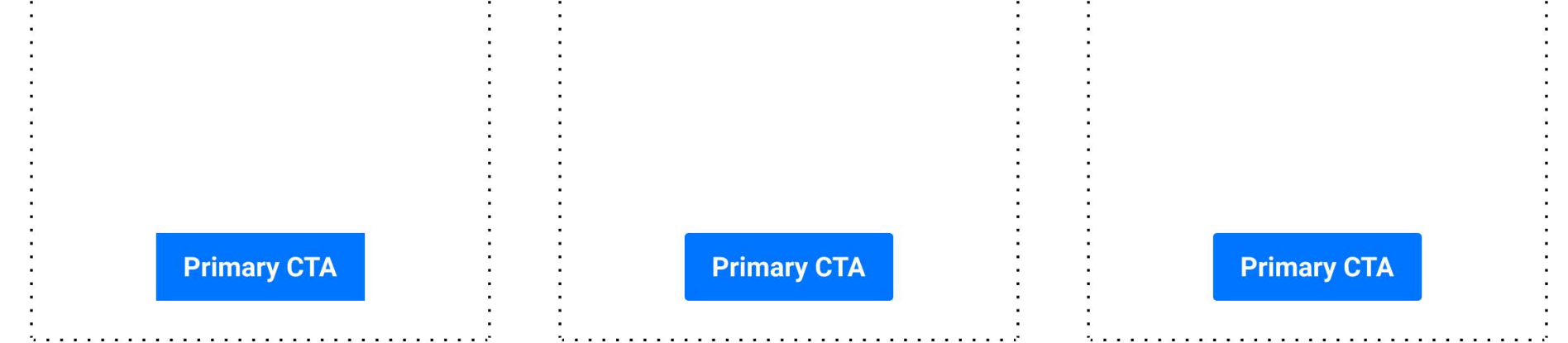
## Most common questions from new customers

### 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

1. Purpose
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7. Follow-up briefing

# 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**

1. Purpose
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3. References
4. Concept generation
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- 6. Decision-making**
7. Follow-up briefing

# 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
3. References
4. Concept generation
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6. Decision-making
- 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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