FIVE HABITS

1. Focus on the problem
2. Build, measure, learn
3. Design for the few
4. Monitor key metrics
5. Articulate your value
FOCUS ON THE PROBLEM

Understand the core challenge your customers are trying to solve - from their perspective.

QUESTIONS

What are your customers trying to do? What frustrations are they experiencing? How do they solve the problem currently? How can you relieve some of their pain?

CUSTOMER DISCOVERY

Process for identifying a product that will solve a problem for a particular group of customers.

EXAMPLE

Virtual Learning Commons
Get out of the building
**WARNING**

Be prepared to be humbled.

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**BUILD MEASURE LEARN**

habit two

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**BUILD, MEASURE, LEARN**

Iterate and improve your approach based on what you learn - from what you built.
**QUESTIONS**

What can you build to test your assumptions?
How will you measure success/failure?
How inexpensively can you test your concept?

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**MINIMUM Viable PRODUCT**

A product or service with just enough features that allow it to reach the market.

*(Ries, 2011)*

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**EXAMPLE**

Research Help Desk Design

*Make successive prototypes*

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**ESCALATING MARKET TEST**

How can you test your idea for $5?
…for $50?
…for $500?
…for $5000?
**WARNING**

Be willing to accept imperfection.

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**DESIGN FOR THE FEW**

Focus development and promotion on one or two groups - choose groups who will benefit.

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**QUESTIONS**

Who stands to gain the most?  
Which groups are easiest to reach?  
Who are the most likely early adopters?  
What needs do they share?
SEGMENTATION

Breaking down a larger market into smaller identifiable groups who share specific needs.

(example)

Cooper & Vlaskovits, 2010

EXAMPLE

Data Analysis Workshop

Find early adopters

(Business Model Canvas)

Osterwalder & Pigneur, 2010

WARNING

Be prepared for pressure to increase scope.
MONITOR KEY METRICS

Track data that measure the ongoing use of the product or service - monitor early and often.

QUESTIONS

Which data are essential?
How can you measure impact?
What do the trends indicate?
How will you respond?

DASHBOARD

Map essential metrics in (near) real-time to track the core elements of the business.

(Komisar & Mullins, 2009)
EXAMPLE

Library Course Guides
*Decide and design with data*

WARNING

Be prepared to make mid-course corrections.

**ARTICULATE YOUR VALUE**
articulate your value

**ARTICULATE YOUR VALUE**

Communicate the benefits you generate for your customers - be clear and precise.

**QUESTIONS**

Why would customers choose you?  
What is in it for your customers?  
What specific value do you offer?  
Which resources are required to deliver value?

**VALUE PROPOSITION**

The bundle of products and services that create value for a specific customer segment.

(Osterwalder & Pigneur, 2010)

**EXAMPLE**

Startup Weekend: Library Edition  
*Be ready to pitch*
WARNING

Be prepared to revise.

FOCUS ON THE PROBLEM
GET OUT OF THE BUILDING

habit one
BUILD MEASURE LEARN SUCCESSIVE PROTOTYPES

habit two

DESIGN FIND FOR THE EARLY FEW ADOPTERS

habit three

MONITOR DECIDE KEY WITH METRICS DATA

habit four

ARTICULATE BE YOUR READY VALUE TO PITCH

habit five
REFERENCES