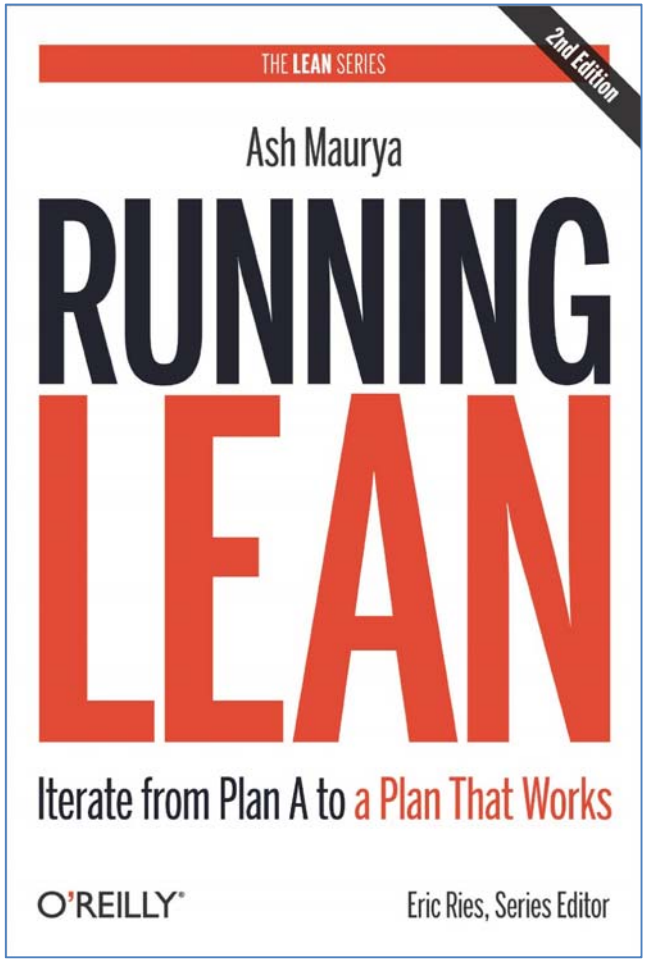
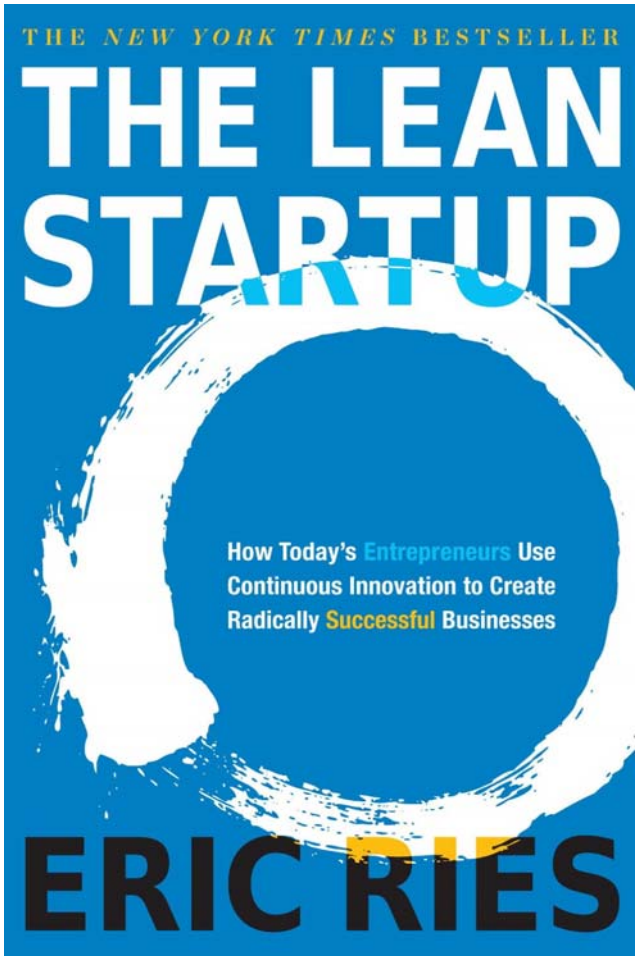
# IT Innovationen (Running Lean)

**Dr. Rainer Wieching**

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Wirtschaftsinformatik
rainer.wieching@uni-siegen.de

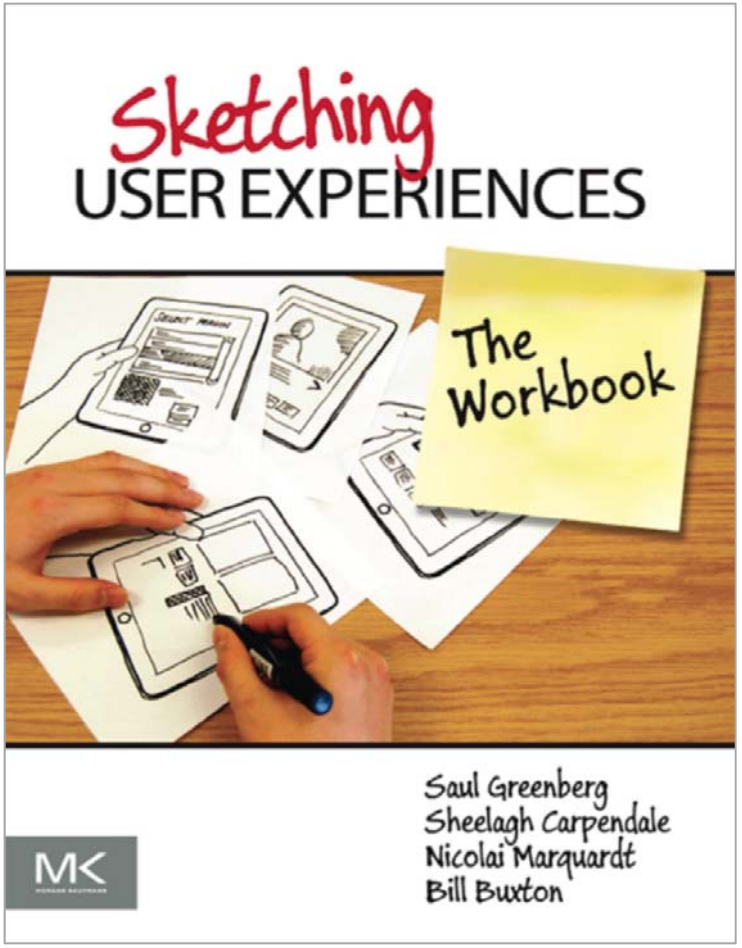
# LITERATURE MPFEHLUNGEN



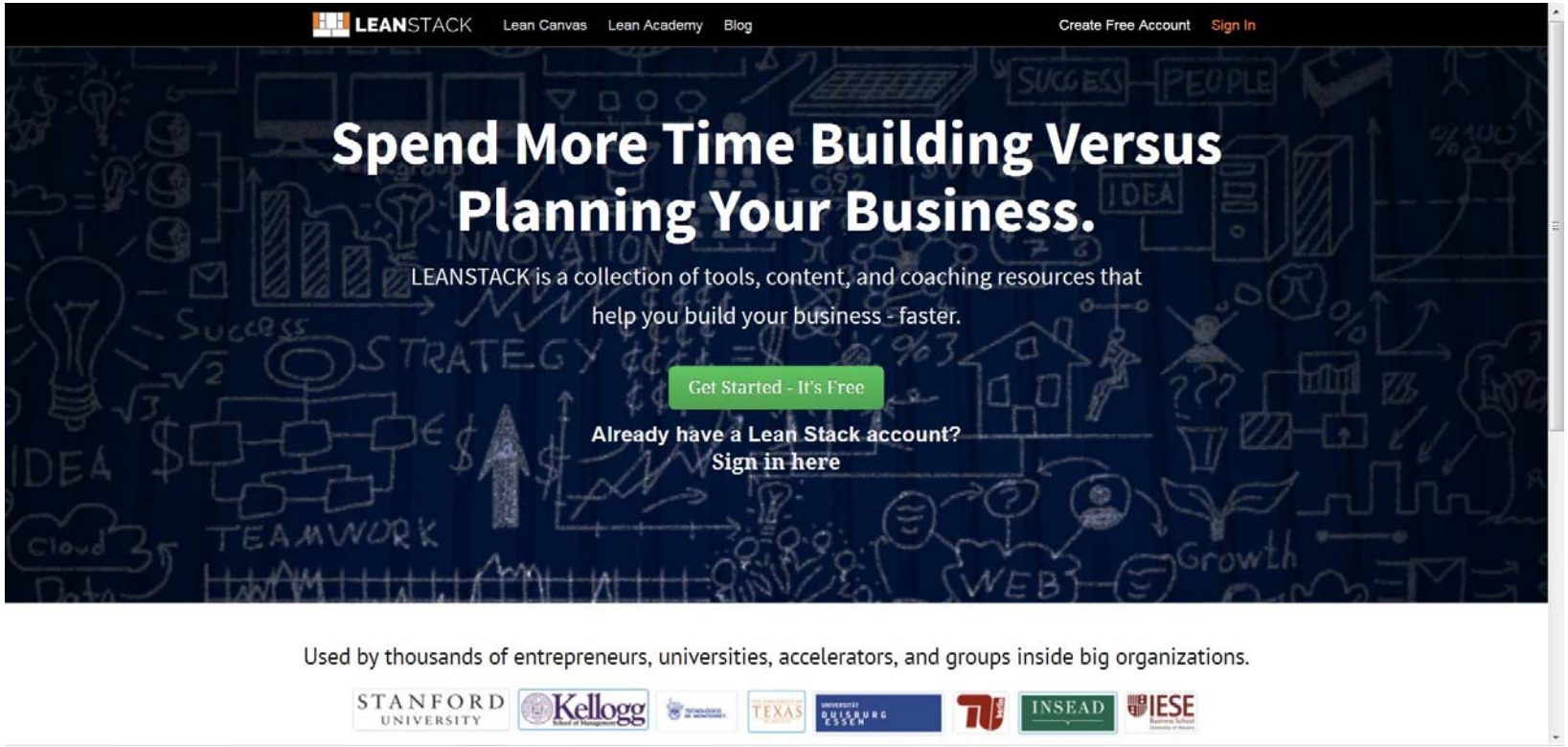
# LITERATUREMPFEHLUNGEN



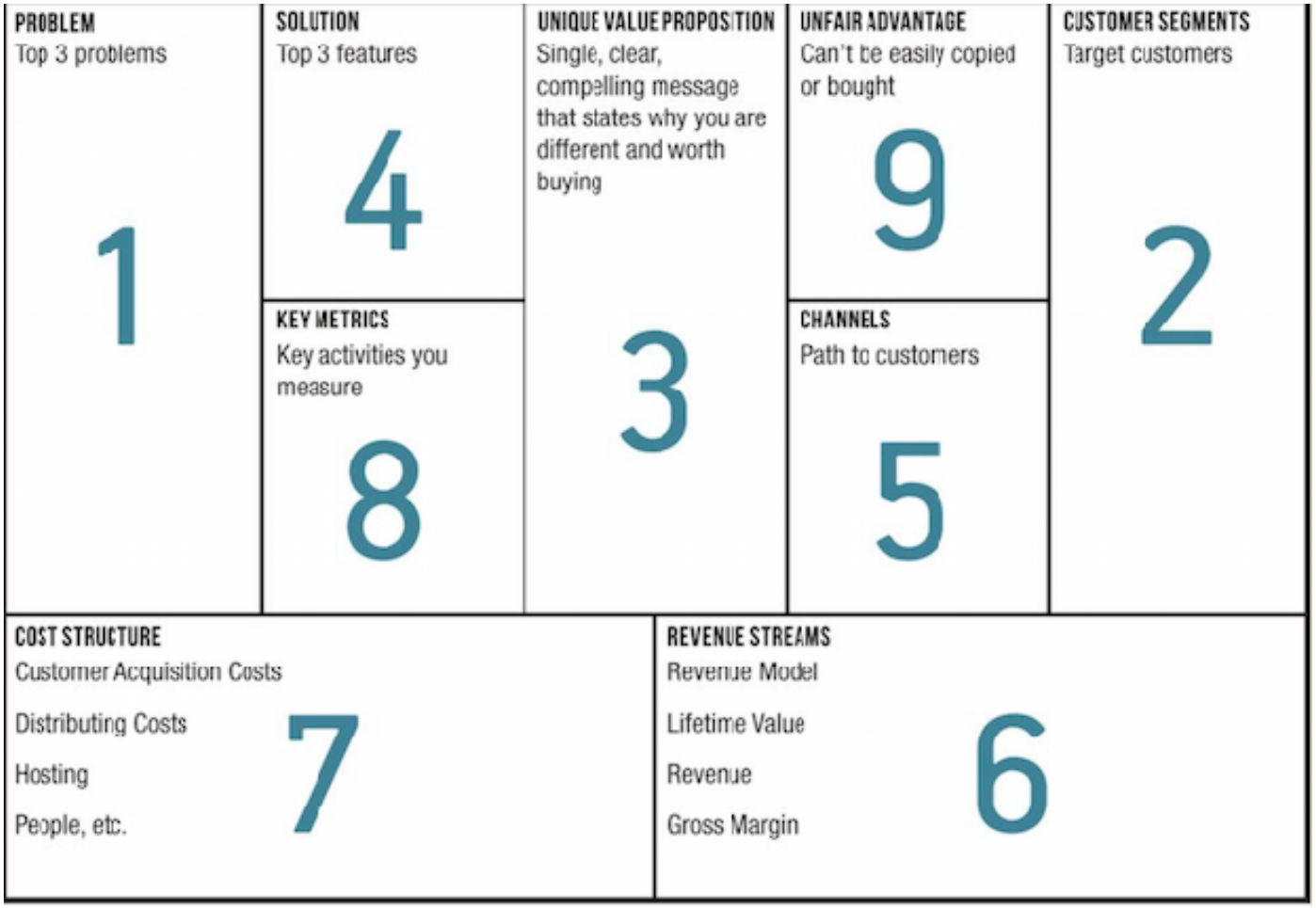



# Lean Canvas Web

https://leanstack.com/



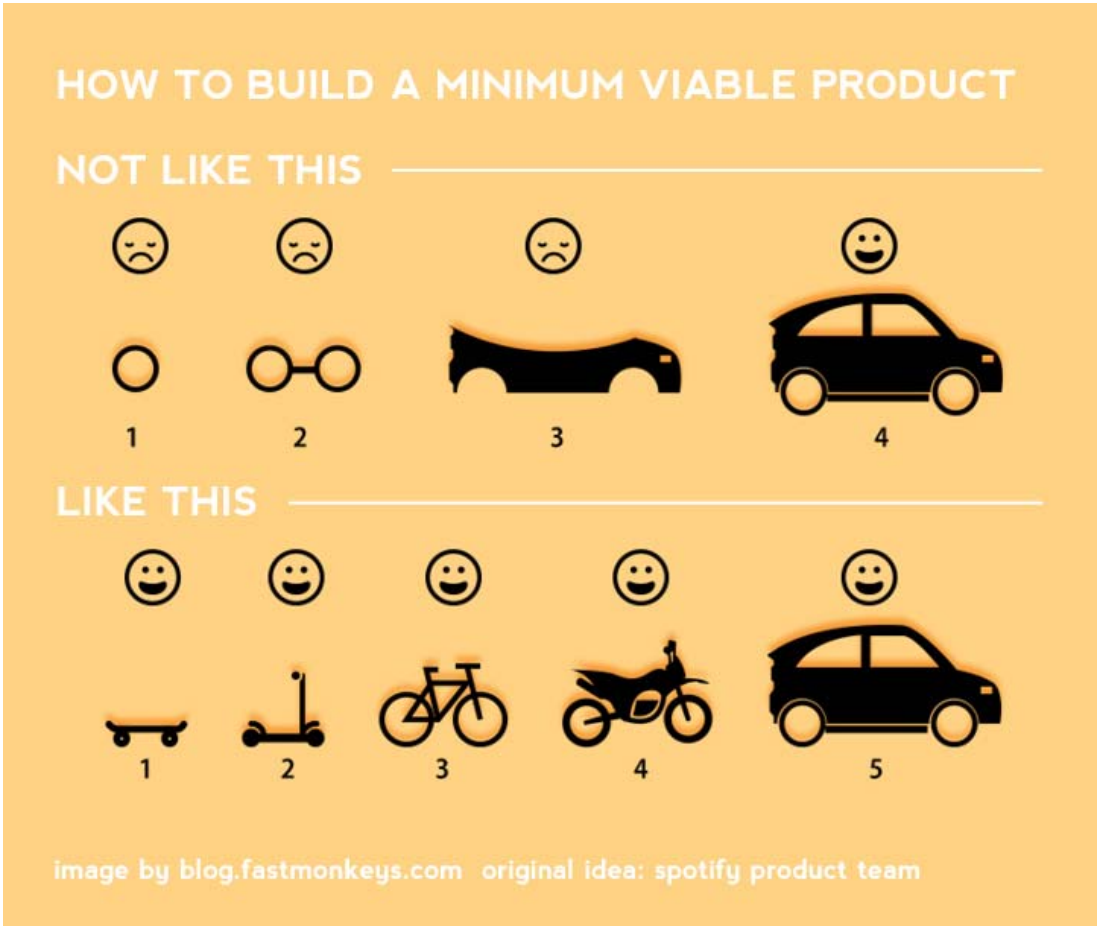
# Lean Canvas Contents



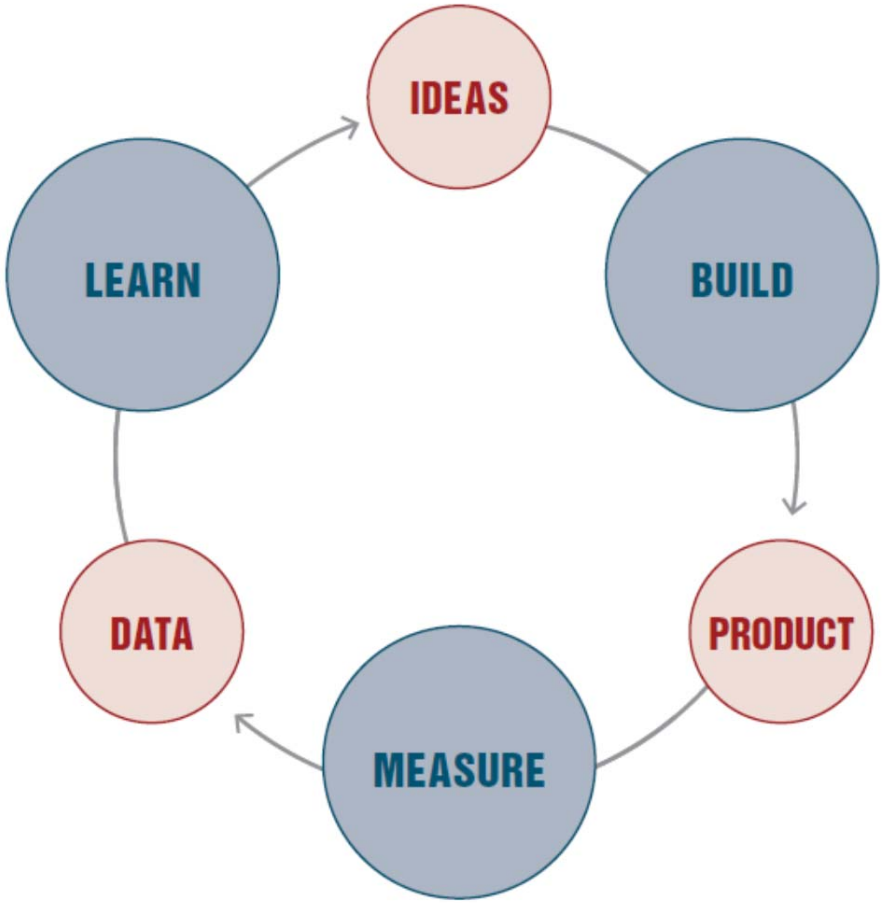

Lean Canvas is adapted from The Business Model Canvas (http://www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

# Minimum Viable Product (MVP)

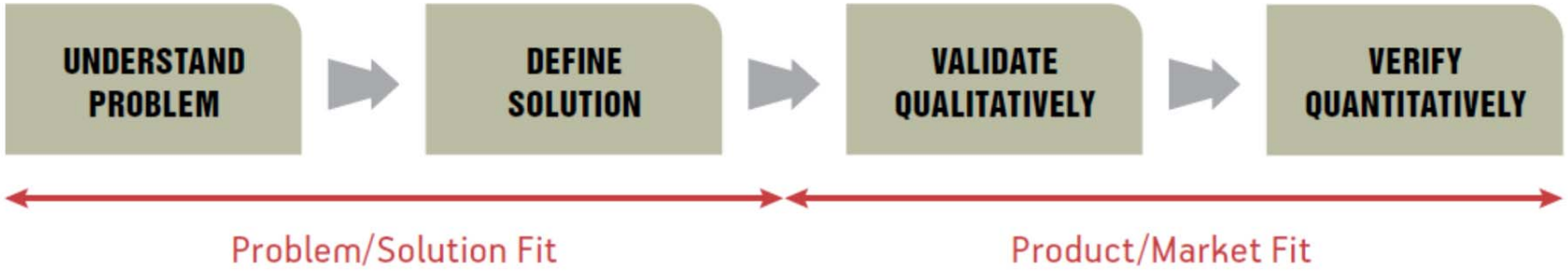
*A minimum viable product may be a prototype, an entire product, or a sub-set of product (such as a feature).*



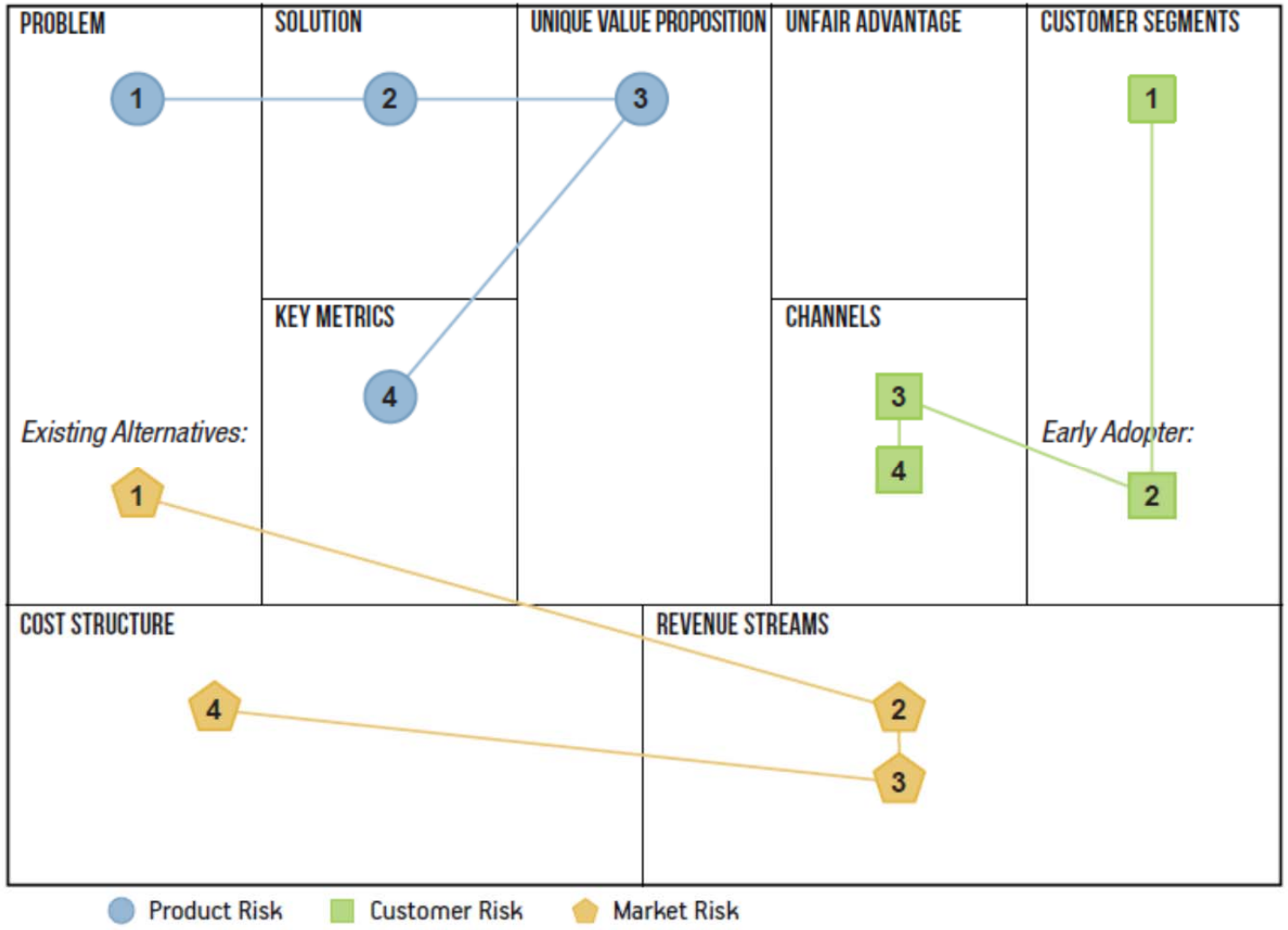
# Agiles Vorgehen



# Methoden Fit



# Risiko Minimierung



# Problem/Solution Interviews

- *Problem interview*

**PROBLEM INTERVIEW** Date: .....

**Contact Info**
Name: .....
Email: .....

**Demographics**
Title/Role: ..... Company: .....
Product: .....
Launched: ..... Funded: .....
Familiarity with LeanStartups: .....

**Problem 1**: Documenting Business Models
Priority Ranking: ..... Pain Level: .....
How Problem is addressed today: .....
.....

**Problem 2**: Measuring Progress
Priority Ranking: ..... Pain Level: .....
How Problem is addressed today: .....
.....

**Problem 3**: Communicating Progress
Priority Ranking: ..... Pain Level: .....
How Problem is addressed today: .....
.....

**Notes**: .....
**Referrals**: .....

- *Solution interview*

**SOLUTION INTERVIEW**

Date: _____

**Contact Information**
Name: _____
Email: _____

**Demographics**
Number of kids: _____ Ages: _____
Shares photos online: _____ Shares videos online: _____
How often? _____ With whom? _____

**Solution:** Instant, no-upload sharing
Priority ranking: _____ Pain level: _____
Additional comments: _____

**Solution:** iPhoto/folders integration
Priority ranking: _____ Pain level: _____
Additional comments: _____

**Solution:** Automatic video transcoding
Priority ranking: _____ Pain level: _____
Additional comments: _____

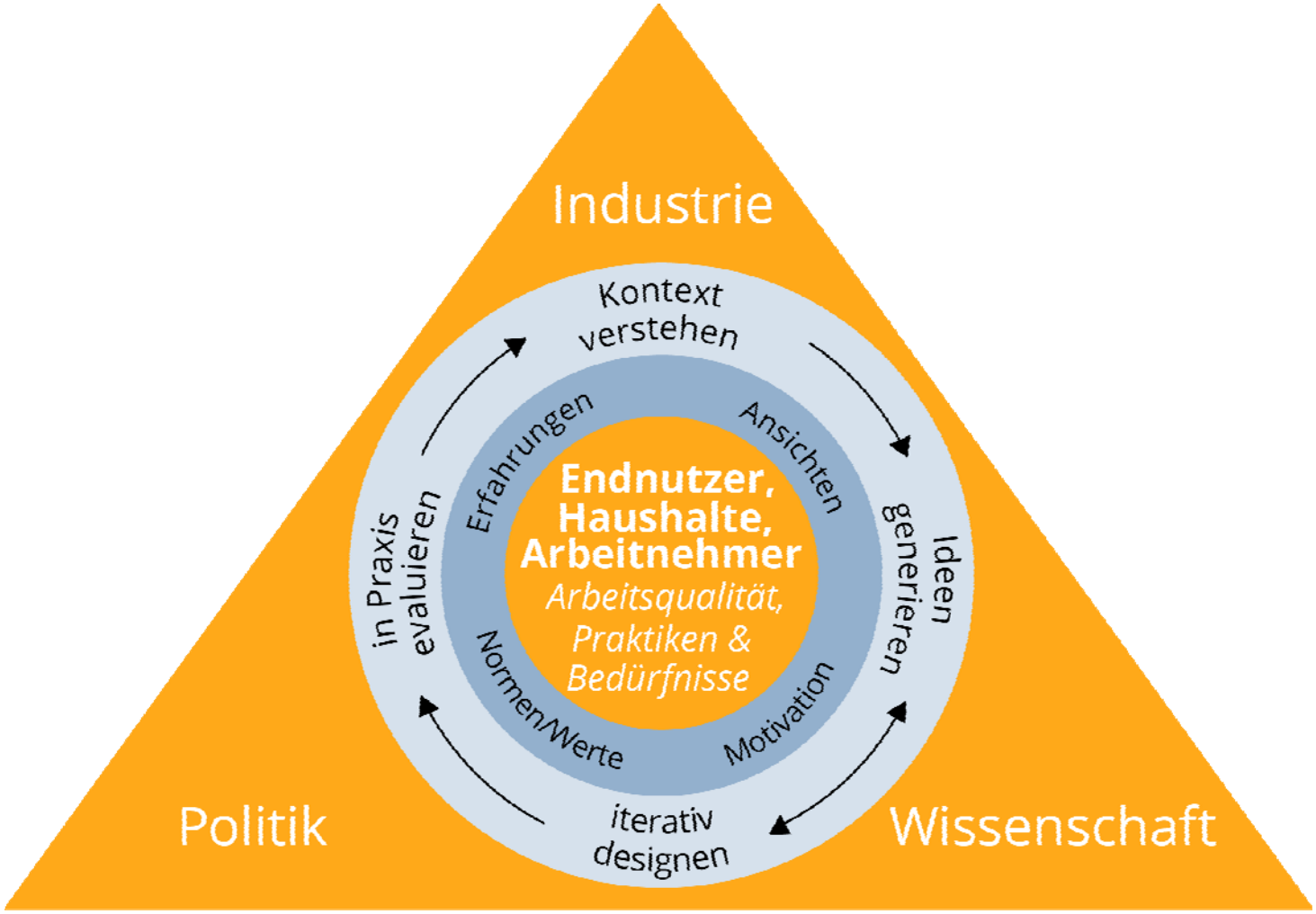
**Pricing**
Willing to pay ($X/month): _____

**Notes:** _____

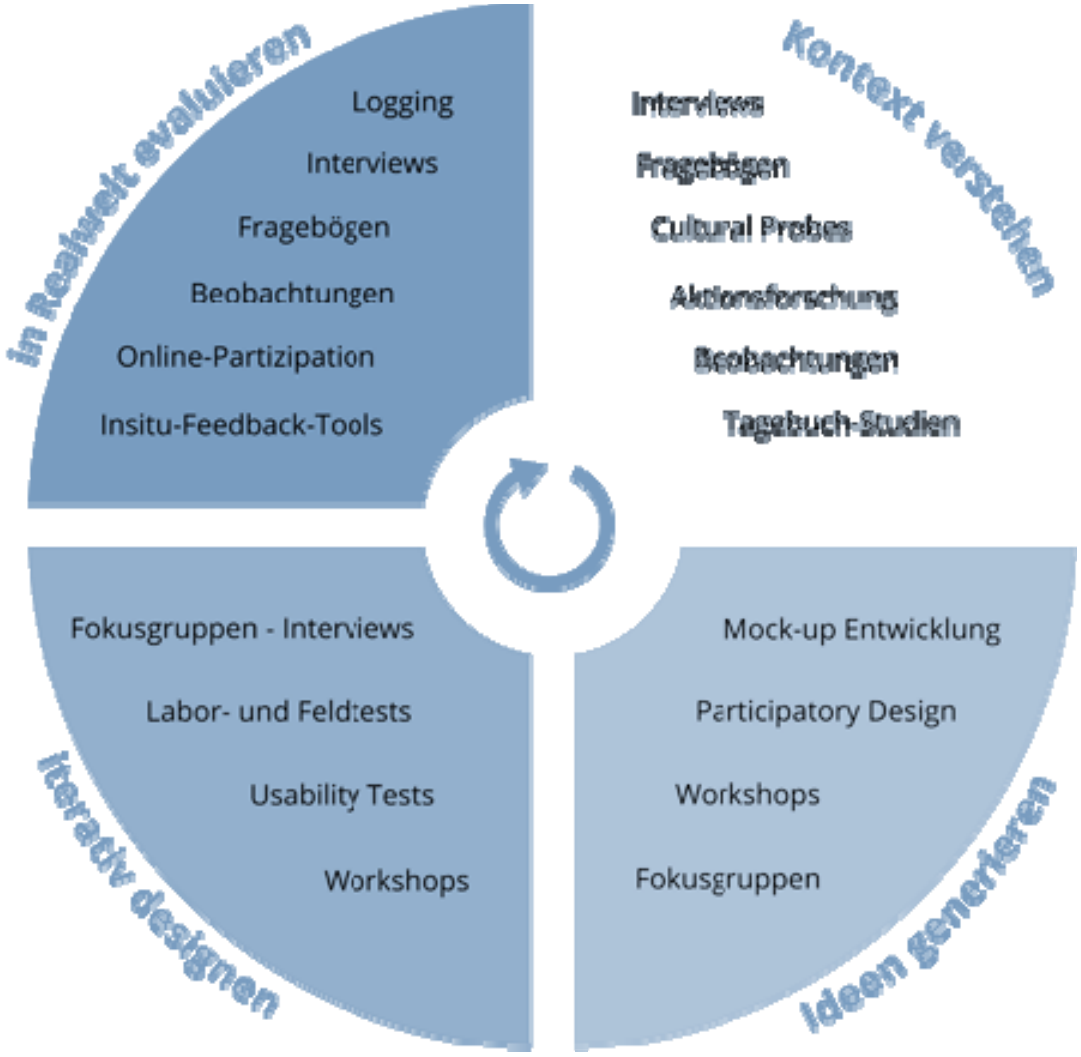
**Referrals:** _____

*30 min for each*

# Living Lab


Industrie
Politik
Wissenschaft
Kontext verstehen
Ideen generieren
iterativ designen
in Praxis evaluieren
Erfahrungen
Ansichten
Motivation
Normen/Werte
Endnutzer, Haushalte, Arbeitnehmer
Arbeitsqualität, Praktiken & Bedürfnisse

# METHODEN


In Realzeit evaluieren
Logging
Interviews
Fragebögen
Beobachtungen
Online-Partizipation
Insitu-Feedback-Tools
Kontext verstehen
Interviews
Fragebögen
Cultural Probes
Aktionsforschung
Beobachtungen
Tagebuch-Studien
Iterativ designen
Fokusgruppen - Interviews
Labor- und Feldtests
Usability Tests
Workshops
Ideen generieren
Mock-up Entwicklung
Participatory Design
Workshops
Fokusgruppen

Vielen Dank
für die Aufmerksamkeit :)