Meet Emilia

 Agile Enchantress: 20+ years experience in startups and global orgs.

 Startup Sorceress: Helps startups disrupt industries with innovation.

 Playful Wizardry: Passionate gamer, uses play to drive creativity.

Brewing Customer-Centric Products

Gather information and truly understand your target audience.

Identify the **"magic ingredients"** your product will use to solve customer problems.

Design and **develop** the product **iteratively** with customer feedback.

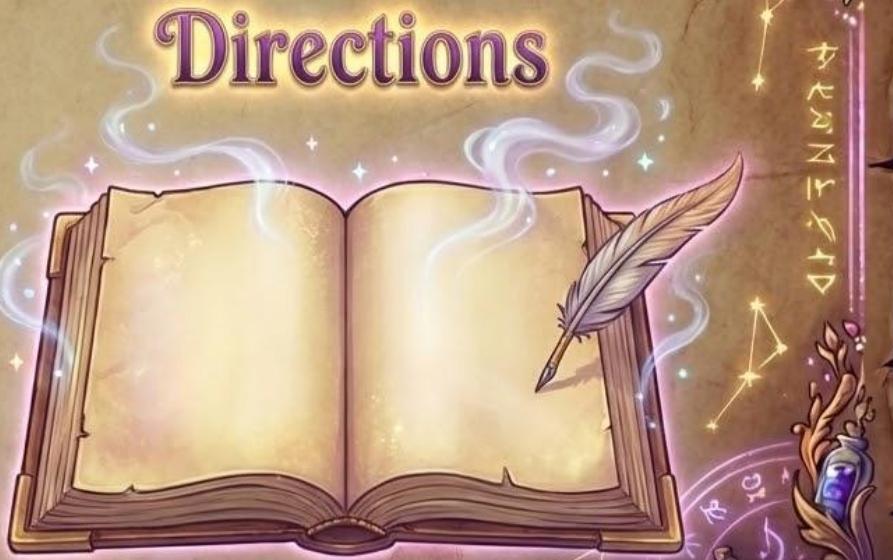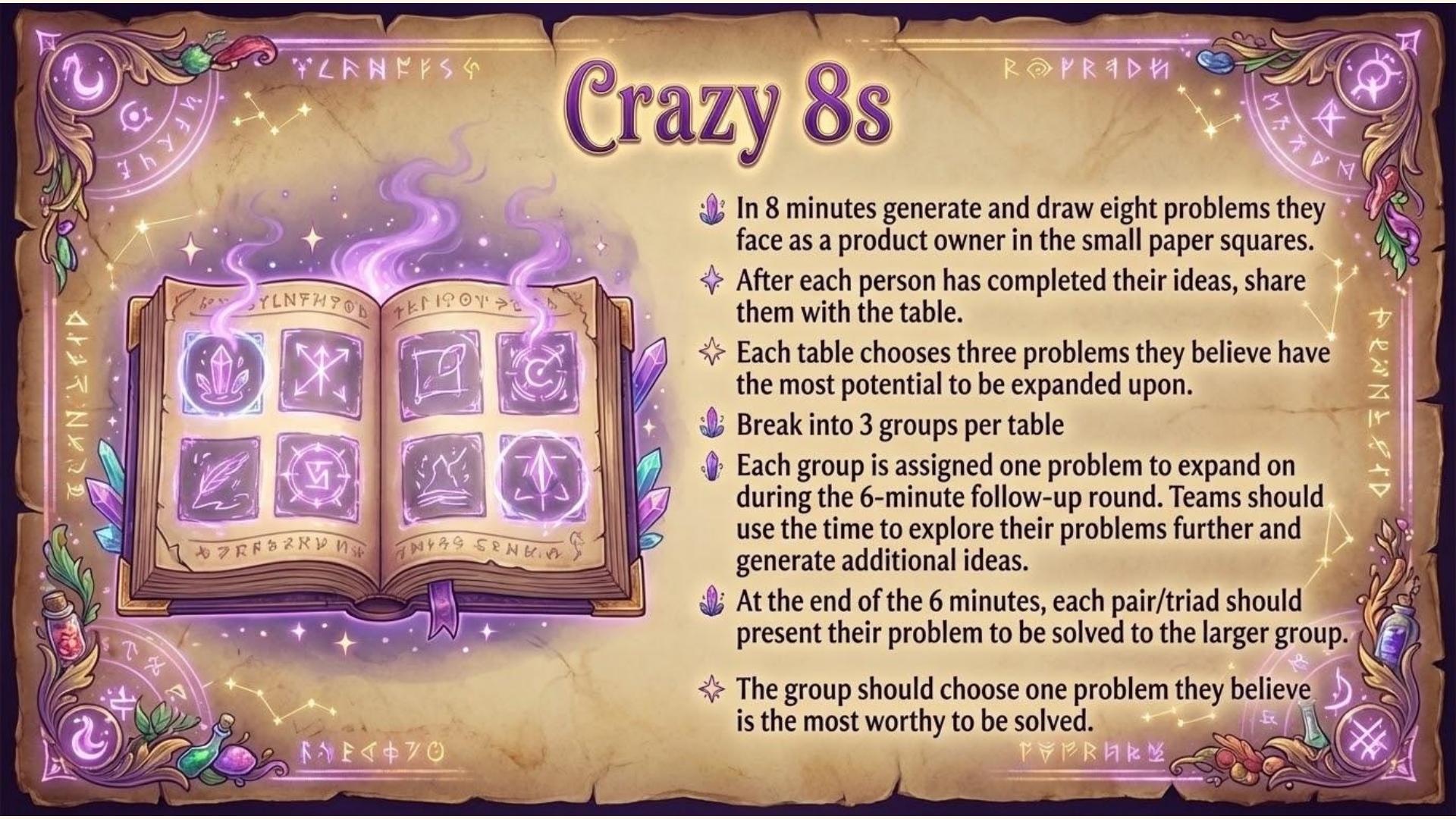**Validate** your assumptions with real users early and often.

Ingredients

Crazy 8s

- In 8 minutes generate and draw eight problems they face as a product owner in the small paper squares.

- After each person has completed their ideas, share them with the table.

- Each table chooses three problems they believe have the most potential to be expanded upon.

- Break into 3 groups per table

- Each group is assigned one problem to expand on during the 6-minute follow-up round. Teams should use the time to explore their problems further and generate additional ideas.

- At the end of the 6 minutes, each pair/triad should present their problem to be solved to the larger group.

- The group should choose one problem they believe is the most worthy to be solved.

Postcard from the Future

The Spell

✦ Fold your paper in half

✦ Create the front side of the postcard (top) by drawing a picture of the product as it exists in the future, showcasing its success and all its benefits.

✦ On the right back side (bottom) of the postcard, have teams create an address to their future selves.

✦ On the left side of the back of the postcard, write a message to their current selves, focusing on problems it has solved, highlight what customers love about the product and the impact it has had on their lives.

Scrum Alliance

Ingredients

1 Problem (Worthy of being solved)

Handful of vision

Dash of outcomes

1 Solution (testable)

Directions

ScrumAlliance®

Product Box

Design a box for the product you imagined

Front:
- Product Name
- Brand
- Images that best represent the product

Right Side:
- Key Features (list or bullet points)

Left Side:
- Benefits (list or bullet points)

Top:
- Unique Selling Proposition (USP) - a short, catchy statement that highlights what makes this product unique

Bottom:
- Target Customer - a description of the ideal customer for this product

Back:
- Detailed description, including prerequisites and conditions of use

Ingredients

?

1 Problem
(Worthy of
being solved)

**Handful of
vision**

**Dash of
outcomes**

1 Solution
(testable)

Directions

1. Combine ingredients
to brew prototype

🧪 Rapid AI Prototyping: Why It Matters

- ᚠ Turn fuzzy ideas into something real in minutes

- ᚱ Get user feedback before you build the expensive thing

- ᚠ Explore multiple options without heavy investment

- ᚱ Reduce risk by learning fast

- ᚠ Make conversations concrete instead of theoretical

The 15-Minute AI Prototype Loop

Generate it

Prompt it

Review it

Refine it
Generate and change

Test it
Combinence of and dillogue

Build → Learn → Adjust → Repeat

Prompt it: With your product box information

Generate it: Application or Mockups,

Review it: What's clear? What's confusing?

Refine it: Adjust prompt, regenerate, repeat

Prototype, Validate, Measure, Iterate

- **Prototype**: Quickly create a first version to test assumptions and learn.
- **Validate**: Get **real** customer feedback to learn how it meets their needs and where it could do better.
- **Measure**: measure usage, impact, and learn.
- **Iterate**: Refine and improve based on data and feedback.

Ingredients

?

1 Problem
(Worthy of being solved)

Handful of vision

Dash of outcomes

1 Solution
(testable)

Directions

1. Combine ingredients to brew prototype

2. Validate with real customers

3. Mix in Customer Feedback and Data

4. **Iterate** and Improve

5. Repeat steps 1-4

The Magic Recipe Unveiled

Empathy: *Understand the user's needs and pain points.*

Clarity: *Define the problem and the outcome.*

Ideation: *Brainstorm solutions, embrace diverse perspectives.*

Experimentation: *Build, test, iterate, and learn rapidly.*

Metrics: *Define success, measure impact, and learn.*

Connect with Me

More Games from me
www.agiletoybox.com

Connect with me!

https://twitter.com/emibreton

https://www.linkedin.com/in
/emiliabretonlake/