How to build successful digital products.

Hello!

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Why Create?

2 main reasons:

1. Lead Gen
2. Value Add

founders workbench®

Building on your ideas.

Subscribe Search

We understand building a business can be daunting. Founders Workbench is a resource to help ease the process, and let you get started by providing you with free access to the Founders Toolbox ©

FORMING

FINANCING

OPERATING

HIRING

GROWING

PROTECTING

Document Driver

Generate free legal documents to help you get your business started.

Capital Calculator

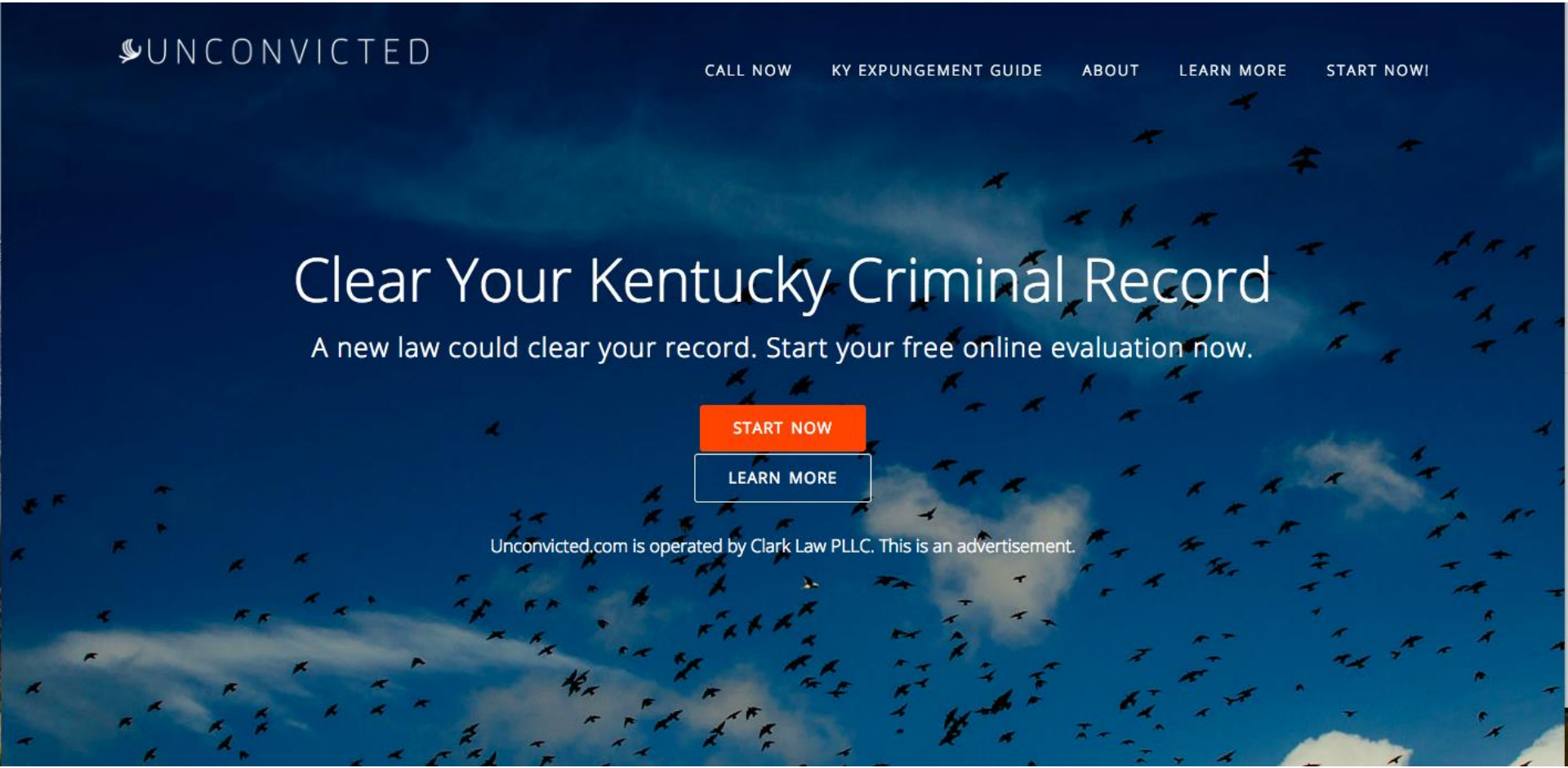
Now that you're growing, calculate liquidation and dilution scenarios.

Deal Dictionary

What's it all mean? Key financing jargon defined.

Founders Finder

Expand your knowledge and find answers specific to your business needs.


UNCONVICTED
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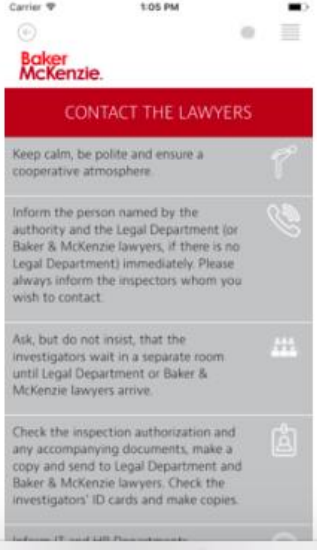
App Store Preview

Baker McKenzie Dawn Raid 4+

Baker McKenzie

Free

Screenshots iPhone iPad



Notice Generator

Step 1 of 2 - Prepare Your Notice

50%

Notice Type

5 Day

Landlord Info

Please enter all information with proper capitalization.

Landlord Name *

Please list the property owner's name, business entity, or management company

Contact Name *

If a business entity or management company, please enter a point of contact

Email *

Recent Posts

Louis M. Brown Award Meritorious Recognition!

Eviction Timewasters

Winter Is Coming

Five Common Landlord Pitfalls

Latest Tweets

Run a More Efficient Law Firm with Legal Project Management

rocketmatter.com/practice-manag...

5 days ago

lawyerist.com/law-firm-clien...

Build v. Buy

What makes sense for your project?

When to Buy

Products already on the market may be perfectly suitable to meet your needs

Options to buy your products

Typeform

Product Pricing Help Blog Login Sign up

How you ask is everything.

The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.

Sign up free See examples

Try our new conversational experiment

chatfuel

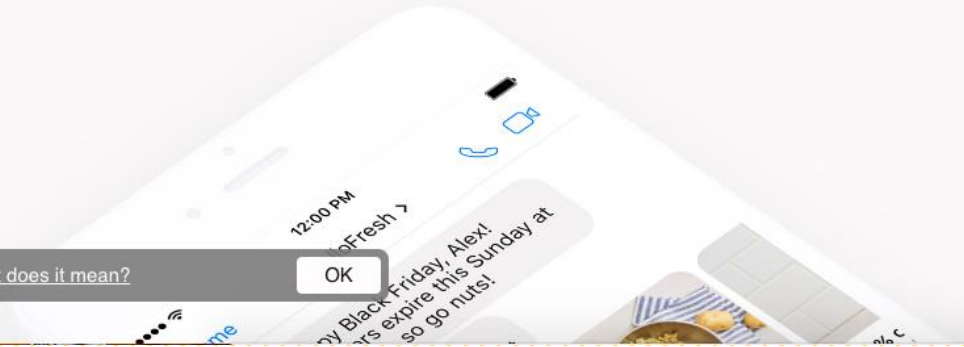
About Us Pricing Blog Get started

Relationship-based Messenger marketing

Create a Messenger bot for marketing, sales and support on the world's leading chatbot platform. 👉 Get started for free.

Continue with Facebook

no registration required



We use cookies. What does it mean? OK

SQUARESPACE

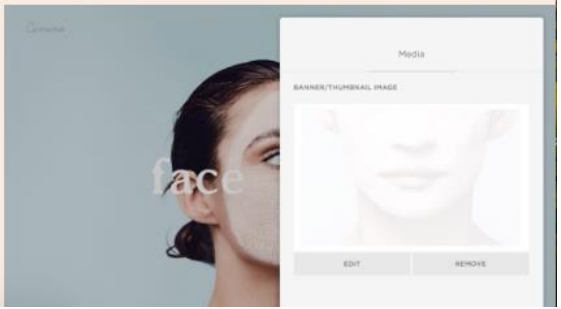
TOUR TEMPLATES OUR CUSTOMERS SUPPORT LOG IN CREATE A SITE

All you need to create a website.

From websites and online stores, to marketing tools and analytics,
Squarespace is the all-in-one platform to build a beautiful online presence.

START A FREE TRIAL

No credit card required.



When to Build

Sometimes custom is really what you need.

Primary Reasons

- You need a custom interface
- You have complicated data needs
- You want to sell to others
- You need other bells/whistles

2

What Does it Take?

What roles are needed to create a successful product?

Building Successful Digital Products is Really, Really Hard!

What roles do you need?

Product/Project Manager

UX Researcher/Designer

Visual Designer

QA Tester

Front-End Developer

Back-End Developer

Build resource models

Inhouse resources

This is often the most expensive option if you're going to maintain a full team

Outsource to Agency

Look at agencies with expertise in the space or with the technologies you're looking at using

Combination

Depending on the type of project and the goals, this may be the preferred model for many organizations

3

Respective Benefits and Limitations

Of Insourcing v. Outsourcing

Insourcing

Strengths

- Subject matter expertise
- Understanding of clients

Limitations

- Time!
- Lack of resources
- Not knowing what you don’t know

Outsourcing

Strengths

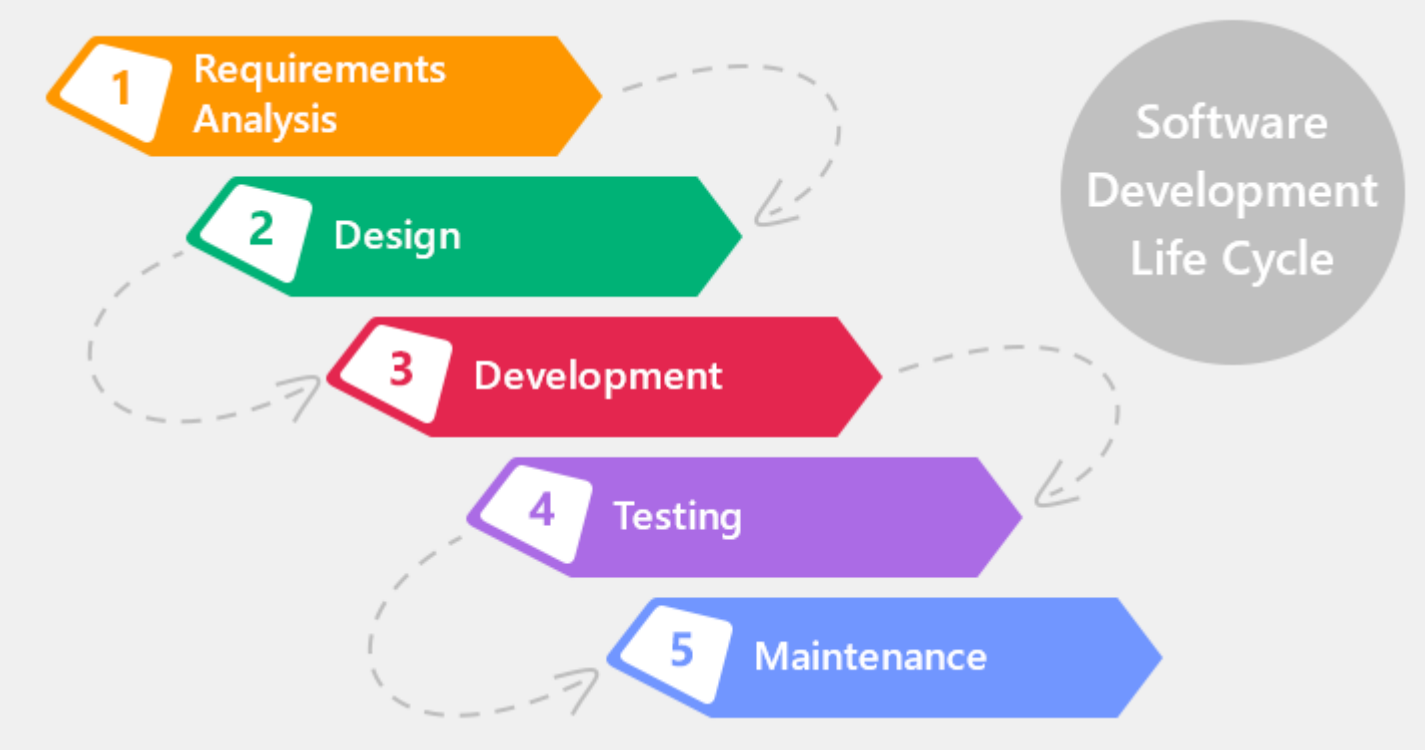
- Ability to scale
- Native expertise
- Resources
- Can teach processes that can be replicated

Limitations

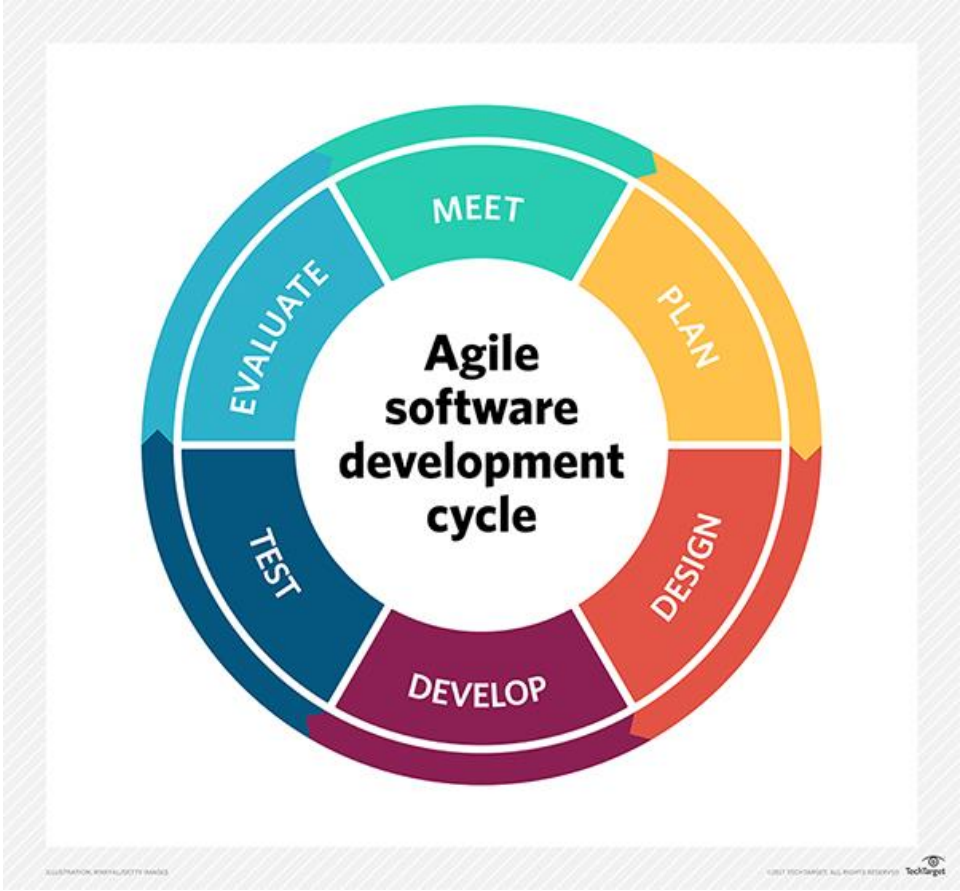
- Lack of subject matter expertise
- Over-reliance risks not building the skills internally

4

Development Process


1
Requirements Analysis
2
Design
3
Development
4
Testing
5
Maintenance
Software Development Life Cycle

DESIGN THINKING
LEAN
AGILE
Explore the problem
Build the right things
Build the thing right
by @jonnyschneider

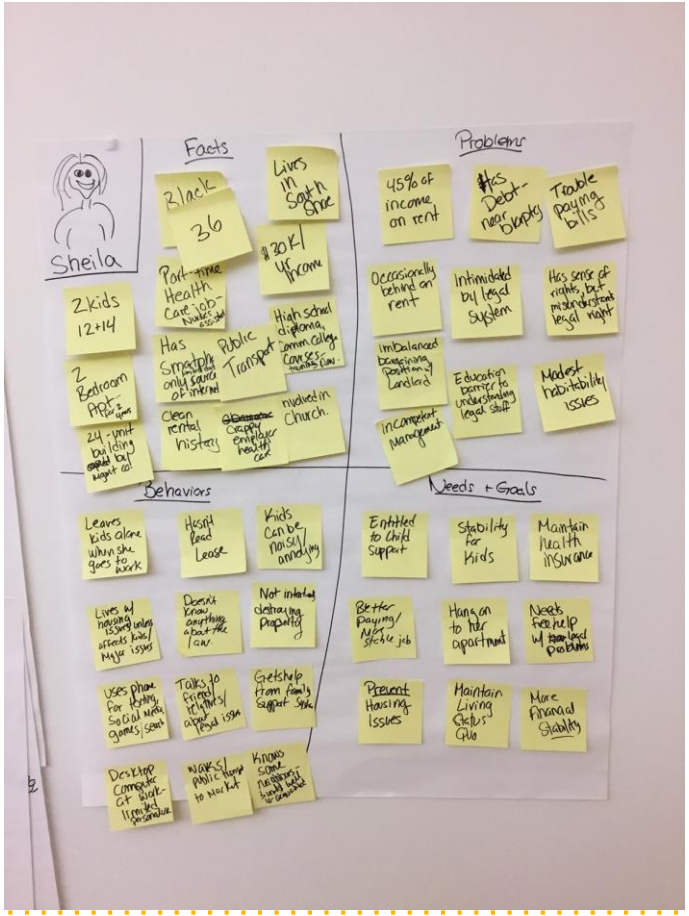

MEET
PLAN
DESIGN
DEVELOP
TEST
EVALUATE
Agile software development cycle

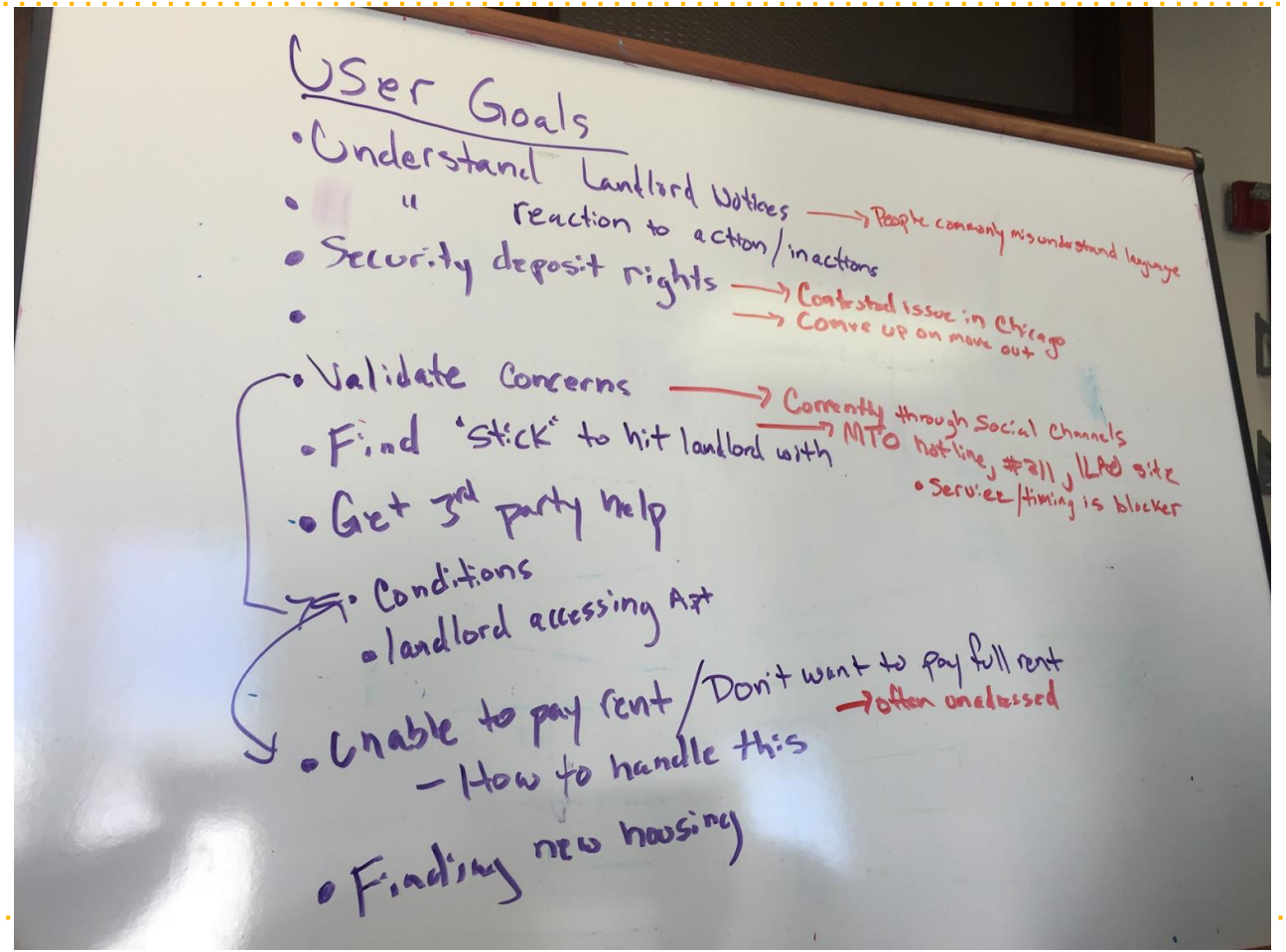
Define Goals

How do we define success?
How do we measure that?

Empathy/Discovery

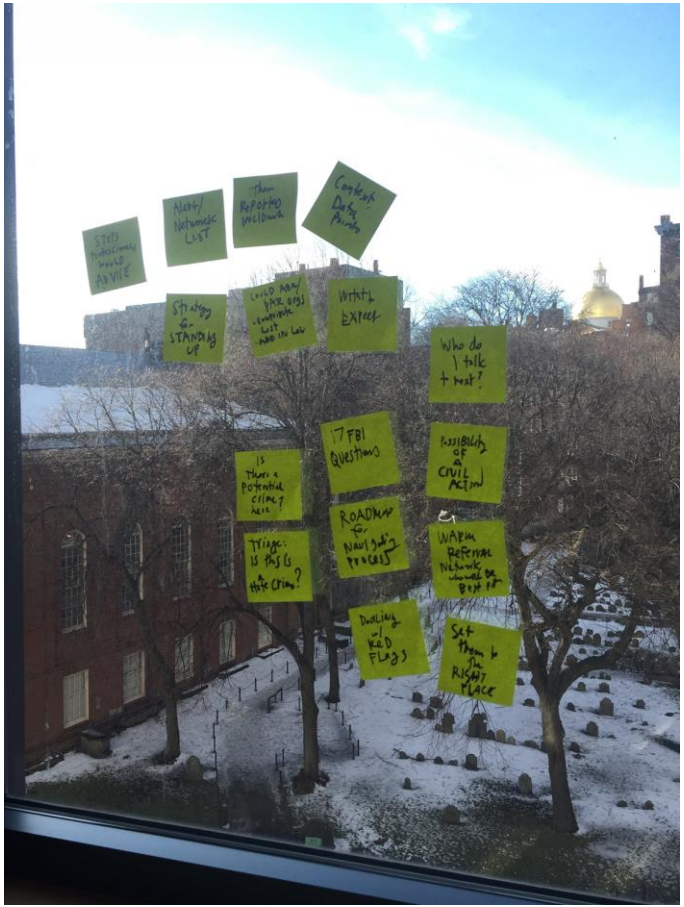
User research
User personas

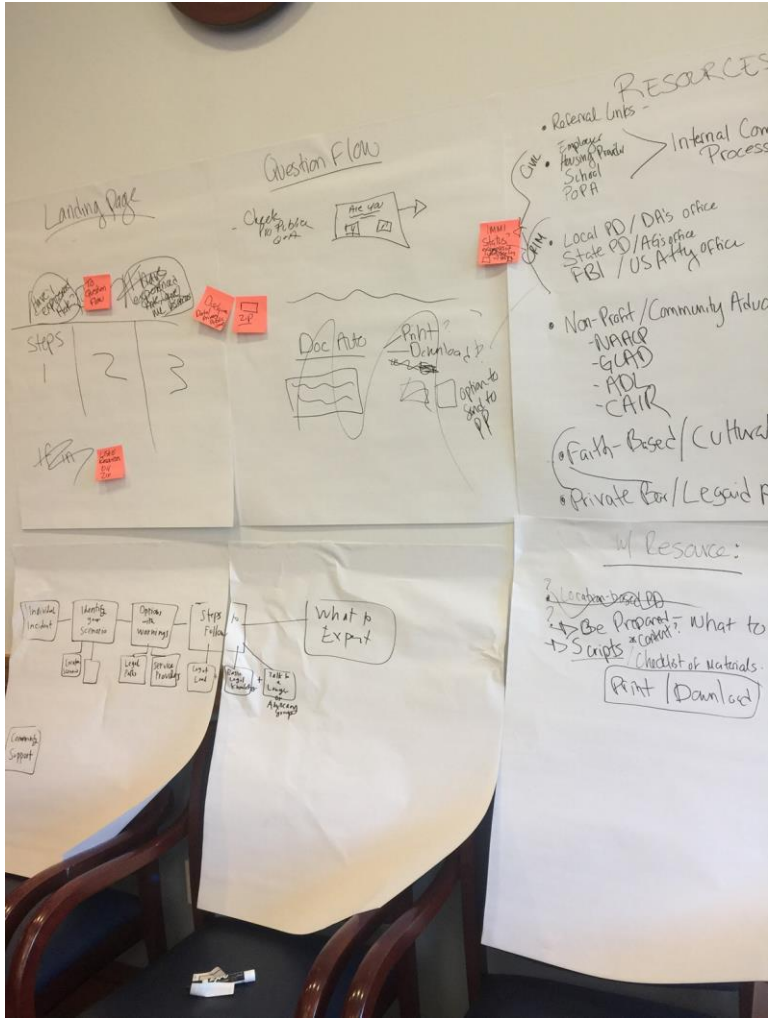

Sheila
Facts
Black
36
Lives in South Shore
$30K/ yr income
Part-time Health Care job-
2 kids 12+14
Has Smartphone only source of internet
Public Transport
High school diploma, Comm. College Courses
2 Bedroom Apt-
24-unit building by Mgmt co.
Clean rental history
Crappy employer health care
Involved in Church.
Problems
45% of income on rent
Has Debt- near Bkrpty
Trouble paying bills
Occasionally behind on rent
Intimidated by legal system
Has sense of rights, but misunderstands legal right
Imbalanced bargaining position w/ Landlord
Education barrier to understanding legal stuff
Modest habitability issues
Incompetent Management
Behaviors
Leaves kids alone when she goes to work
Hasn't Read Lease
Kids Can be noisy/ annoying
Lives w/ housing issues unless affects kids/ Major issues
Doesn't know anything about the law.
Not interested, destroying property
Uses phone for texting, Social media games, sports
Talks to friend/ relatives/ about legal issue
Get help from family support system
Desktop Computer at work- limited personalize
Walks/ public transport to Market
Knows some numbers, 3 until well up computed
Needs + Goals
Entitled to Child Support
Stability for Kids
Maintain health insurance
Better paying/ More stable job
Hang on to her apartment
Needs free help w/ legal problems
Prevent Housing Issues
Maintain Living Status Quo
More Financial Stability


User Goals
• Understand Landlord Notices → People commonly misunderstand language
• " reaction to action/inactions
• Security deposit rights → Contested issue in Chicago
→ Come up on move out
• Validate Concerns → Currently through social channels
• Find "stick" to hit landlord with → MTO hotline, #all, LAO side
• Get 3rd party help • Server/timing is blocker
• Conditions
• landlord accessing A/C
• Unable to pay rent / Don't want to pay full rent
→ often underdosed
– How to handle this
• Finding new housing

Ideation

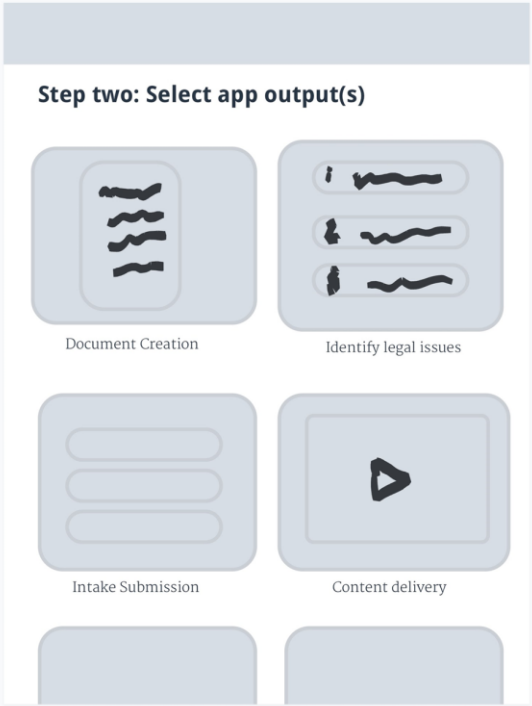
Design Thinking
Prioritization

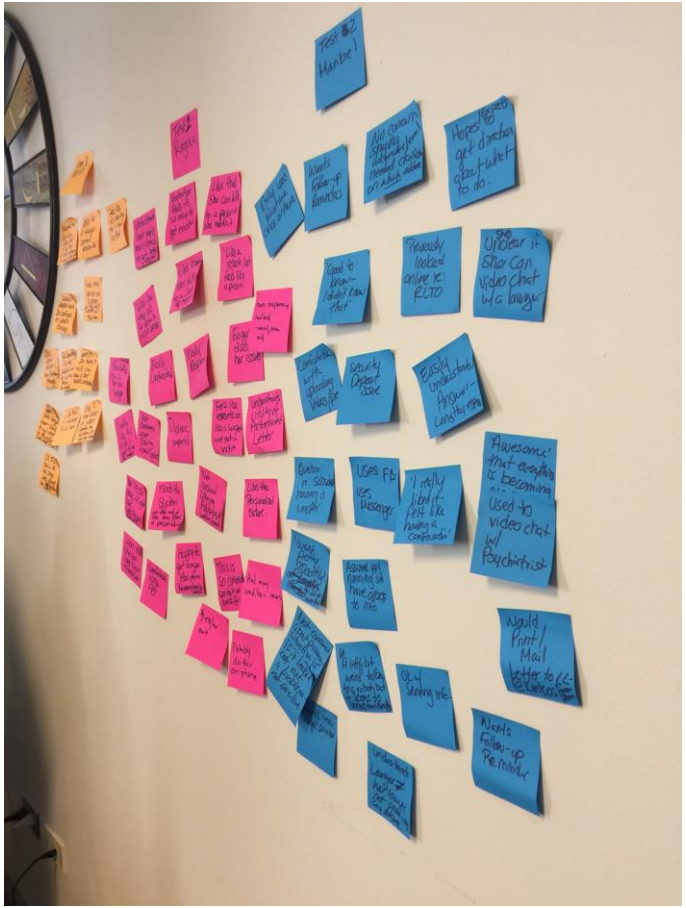

Alert/ Network List
Context Data Points
Strategy for STANDING UP
What to Expect
Who do I talk to next?
17 FBI Questions
Possibility of a CIVIL ACTION
Is there a potential crime? here
ROADMAP for Navigating process
Triage: Is this is a Hate Crime?
WARM Referral Network
Dealing w/ RED FLAGS
Set them to the RIGHT PLACE


Landing Page
Question Flow
Steps
1
2
3
Doc Auto
Print
Download
RESOURCES
Referral Links
Local PD / DA's office
State PD / AG's office
FBI / US Atty office
Non-Profit / Community Advo
-NAACP
-GLAD
-ADL
-CAIR
Faith-Based / Cultural
Private Bar / Legaid
W/ Resource:
Be Prepared
What to
Scripts
Checklist of Materials
Print / Download
What to Expect

Validation

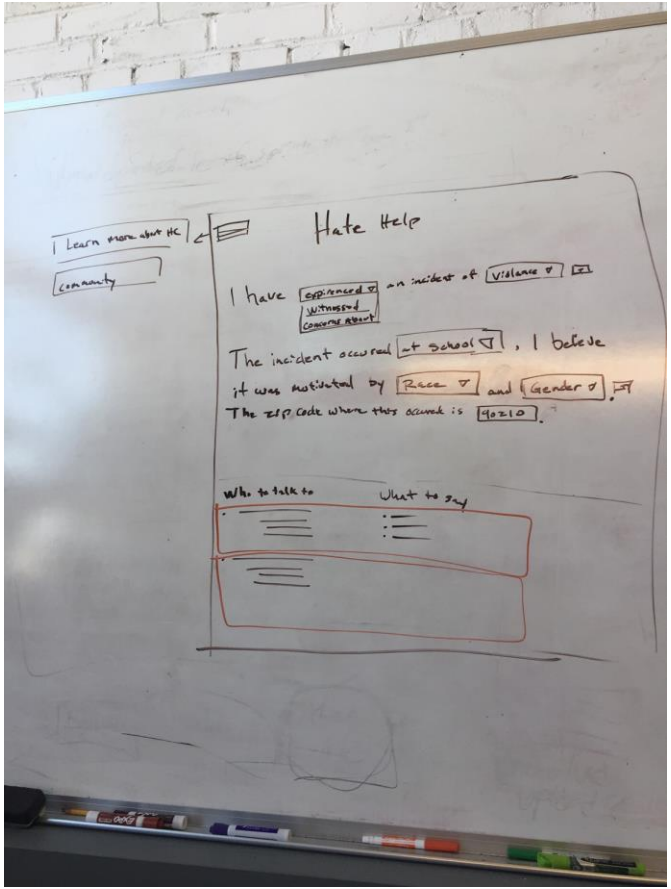
Prototyping
Define and Test Assumptions

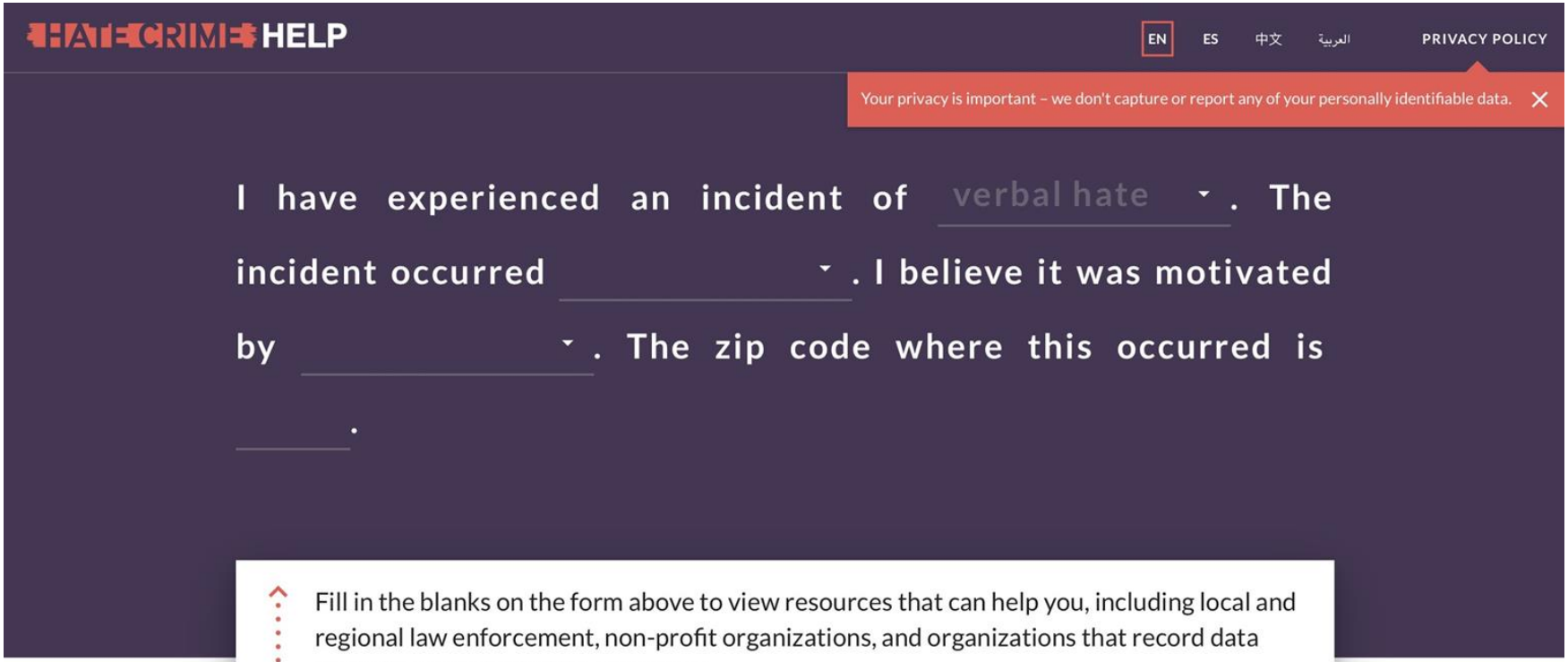

Step two: Select app output(s)
Document Creation
Identify legal issues
Intake Submission
Content delivery


Test #2
Maribel
Hopes to get direction about what to do.
Wants follow-up Reminder
Good to know - I didn't know that
Previously looked online re: RCTO
Unclear if Sher Can Video Chat w/a lawyer
Security Deposit issue
Easily understand Answer - Lengthy
'Awesome' that everything is becoming ... Used to video chat w/ Psychiatrist
Uses FB
Uses Messenger
'I really liked it - felt like having a Confessor'
Would Print/Mail letter to CC-
Wants Follow-up Reminder

Rentervention

Design/Build


Learn more about HC
community
Hate Help
I have experienced witnessed concerns about an incident of violence
The incident occurred at school, I believe
it was motivated by Race and Gender
The zip code where this occured is 90210
Who to talk to
What to say


HATECRIME HELP
EN
ES
中文
العربية
PRIVACY POLICY
Your privacy is important – we don't capture or report any of your personally identifiable data.
I have experienced an incident of verbal hate . The incident occurred . I believe it was motivated by . The zip code where this occurred is .
Fill in the blanks on the form above to view resources that can help you, including local and regional law enforcement, non-profit organizations, and organizations that record data about hate crimes and bias incidents.
KNOW YOUR RIGHTS

Iterate

Testing
Backlog Management

Things Nicole wishes new builders knew

- Understand your **goals/metrics** for success
- Think about **marketing**
- Think about **maintenance**
- **Validate!**
- **Design.**

Thanks!

Want to discuss more?

You can find me at

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