ALTO

Welcome to the Alto Product Innovation Training

We hope you enjoy the course and that you go on to build great products!

WELCOME TO THE INNOVATION PARTY

Greetings friend and welcome to the innovation training. We hope it will help you develop and deliver some amazing products!

What are you going to learn?

You'll learn a step-by-step process to develop and validate novel product concepts that address meaningful problems. It's a good starting point if you're unsure of where to start when building a product.
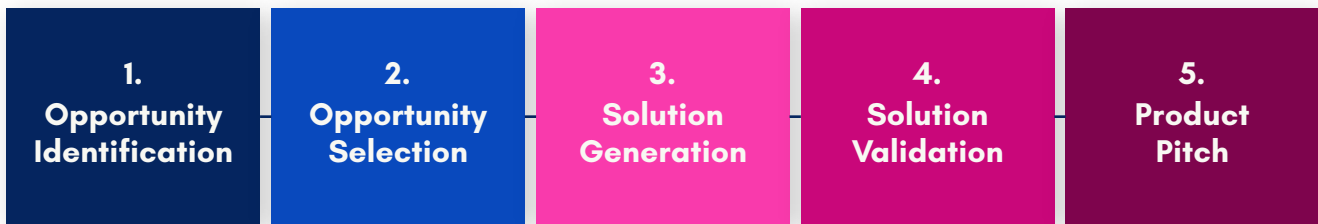
WTF is Alto?

Good question! We're a team obsessed with innovation and our job is to help clients build their product innovation capability.

This training was built by Andy – based on his personal learning and experience developing product innovation processes for clients. Mostly, this program contains methods validated through our products or with clients. We don't claim it's the best, it's simply the best way we found so far of approaching product.

TRAINING DETAILS

The Alto approach to product innovation

We separate product innovation into five phases:

1. Opportunity Identification	2. Opportunity Selection	3. Solution Generation	4. Solution Validation	5. Product Pitch

You can see a detailed breakdown of these phases in the "Alto Product Innovation Process" document.

Mindset and business model

In addition to teaching you our process, we have included content on the behaviours of an entrepreneur as well as how to approach key business decisions such as partnerships and profit models.
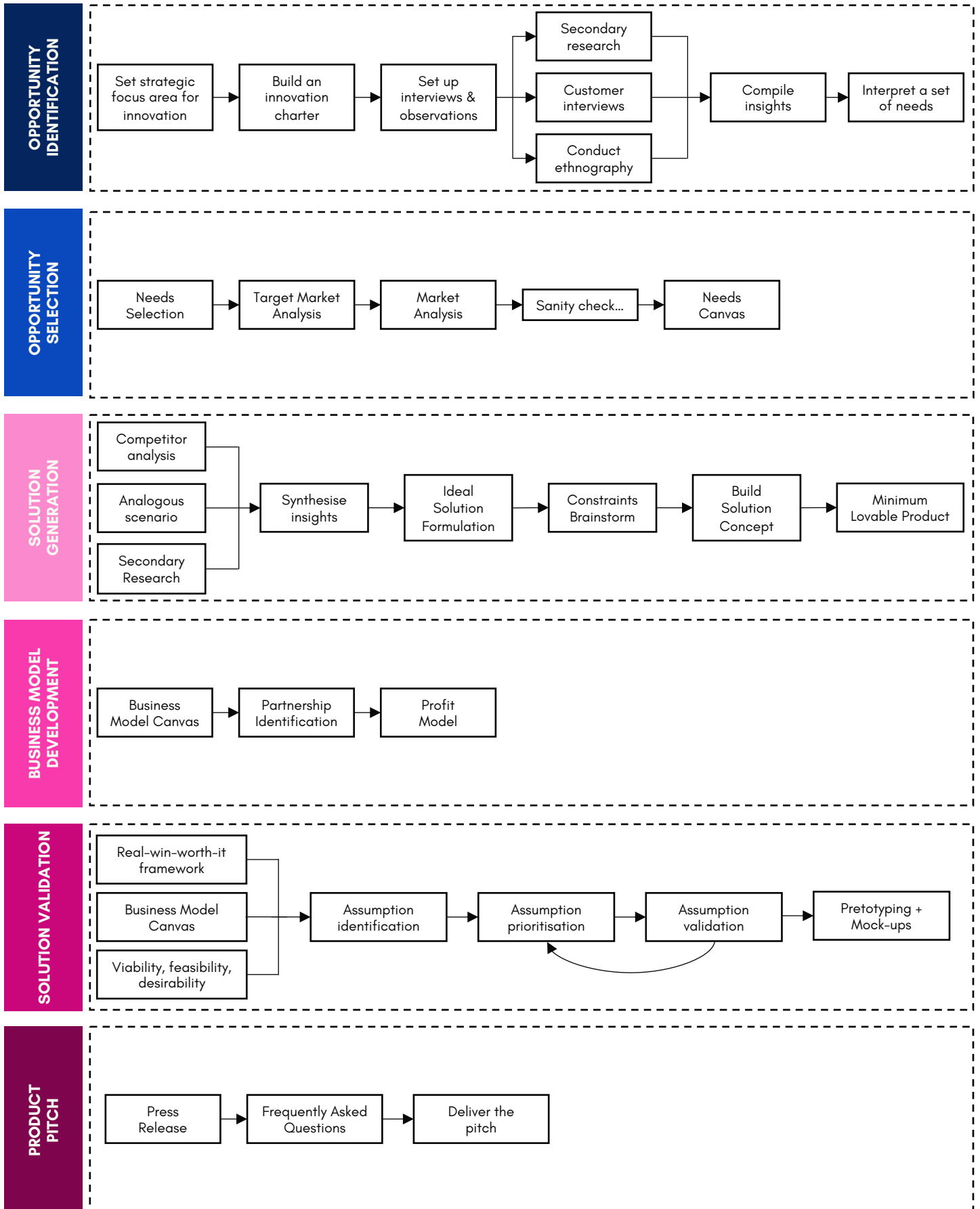
How the course works

The training is broken into what we call 'chapters', you are in chapter 1 – foundations. Each chapter is built around a phase of the process, teaching you the step-by-step process we follow with complementary materials where we thought they could help.

There is a case-study that runs through the full training program to give you more real-world context.

Who is this course for?

Really anyone who wants to build great products. Entrepreneurs, employees in organisations who want to take more initiative, or product professionals. You don't need to use our process, take the parts you like. I do recommend considering how you'd approach each of the five phases if you don't follow our process – as all 5 are fundamental to building and delivering a product.

OVERVIEW OF PROCESS YOU'LL LEARN

OPPORTUNITY IDENTIFICATION

Set strategic focus area for innovation → Build an innovation charter → Set up interviews & observations → [Secondary research / Customer interviews / Conduct ethnography] → Compile insights → Interpret a set of needs

OPPORTUNITY SELECTION

Needs Selection → Target Market Analysis → Market Analysis → Sanity check... → Needs Canvas

SOLUTION GENERATION

[Competitor analysis / Analogous scenario / Secondary Research] → Synthesise insights → Ideal Solution Formulation → Constraints Brainstorm → Build Solution Concept → Minimum Lovable Product

BUSINESS MODEL DEVELOPMENT

Business Model Canvas → Partnership Identification → Profit Model

SOLUTION VALIDATION

[Real-win-worth-it framework / Business Model Canvas / Viability, feasibility, desirability] → Assumption identification → Assumption prioritisation → Assumption validation → Pretotyping + Mock-ups

PRODUCT PITCH

Press Release → Frequently Asked Questions → Deliver the pitch

ALTO

FINAL WORDS FROM ANDY

Practise, practise, practise
Theory is great, but practice is key. If you want to be successful at building products, you must practise. Literally, from a neuroscience point of view, this is how a skill develops.

Use your noggin
I'm not going to hold your hand while building a product and just because there is a process it doesn't mean you blindly follow it.

This training has been created with the intent that you reflect and think, otherwise, it would require a textbook amount of content.

Scrutinise our steps and our approach – we don't claim it is the best. In fact, I am hoping to see criticism and better ways of doing things, so get in touch if you have any ideas!

Your likely point of failure
If I had to guess, regardless of if you are a novice/expert, your likely point of failure will be rushing to a solution too early, so don't if you can help it.

Content style
This training is written in an informal style, mostly because formal writing can be pretty boring and hard to follow.

I'll try to remain concise, clear and avoid innovation jargon. Speaking of – so we have a definition going forward: innovation is the ability to develop and deliver novel solutions to problems.

Here's to building your innovation skillset!

Andy

Andy Wetherell