

1. Canvas

- 1.1 Customer Profile** 10
- 1.2 Value Map** 26
- 1.3 Fit** 40

2. Design

- 2.1 Prototyping Possibilities** 74
- 2.2 Starting Points** 86
- 2.3 Understanding Customers** 104
- 2.4 Making Choices** 120
- 2.5 Finding the Right Business Model** 142
- 2.6 Designing in Established Organizations** 158

3. Test

- 3.1 What to Test 188
- 3.2 Testing Step-by-Step 196
- 3.3 Experiment Library 214
- 3.4 Bringing It All Together 238

4. Evolve

- Create Alignment 260
- Measure & Monitor 262
- Improve Relentlessly 264
- Reinvent Yourself Constantly 266
- Taobao: Reinventing (E-)Commerce 268

- Glossary 276
- Core Team 278
- Prereaders 279
- Bios 280
- Index 282