

ITI8740/ITX8522: Software Development Team Project

03. Minimal Viable Product

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Minimum Viable Product

2001. Frank Robinson. CEO of SyncDev:

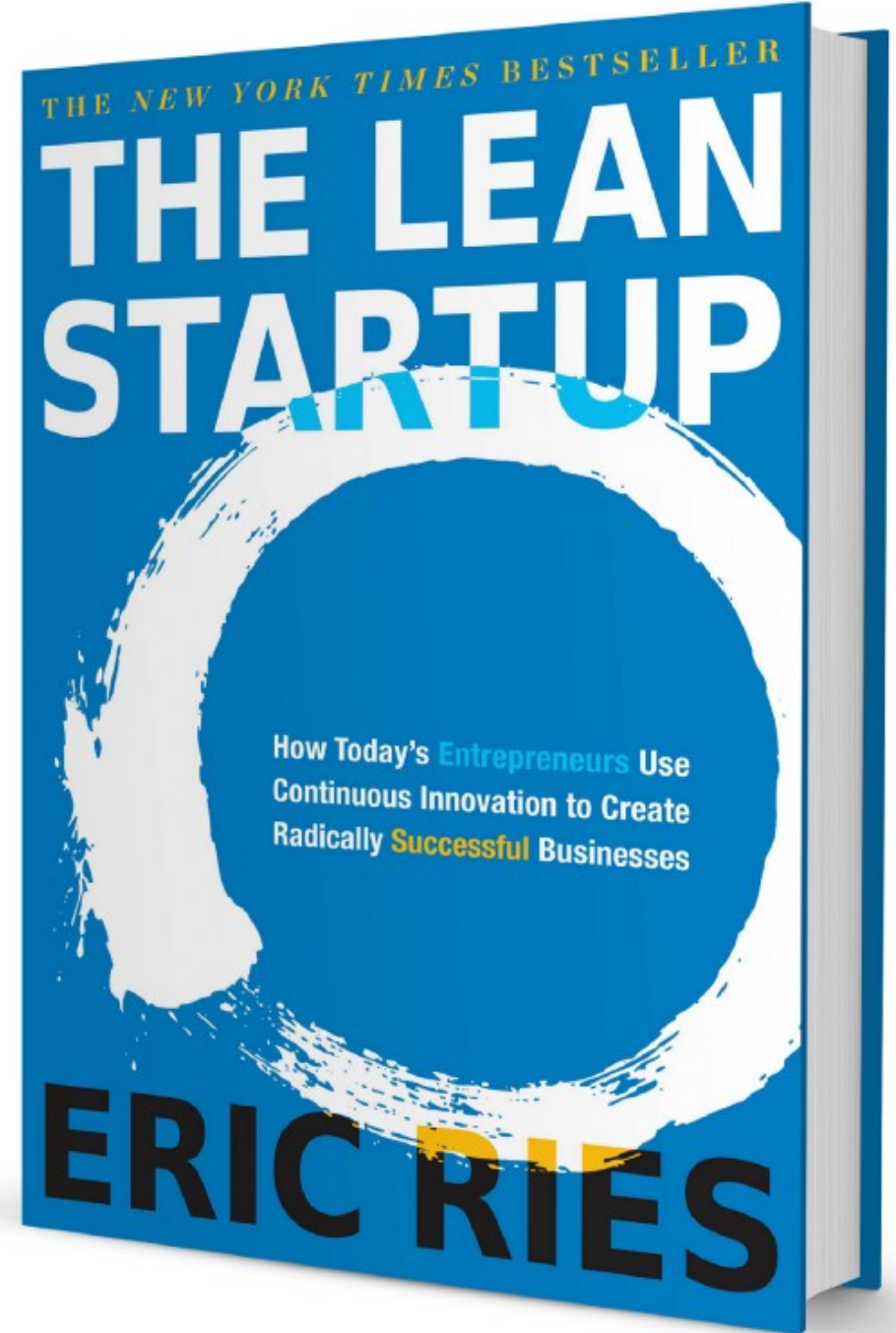
Unique product that maximizes return on risk for the customer.

or

A simplest version of a deployable product

Minimum Viable Product is that version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least effort.

Eric Ries. Lean Startup



A Minimum Viable Product is the smallest thing you can build that delivers customer value (and as a bonus captures some of that value back).

Ash Maurya. Running Lean



An MVP is a process that you repeat over and over again: Identify your riskiest assumption, find the smallest possible experiment to test that assumption, and use the results of the experiment to course correct.

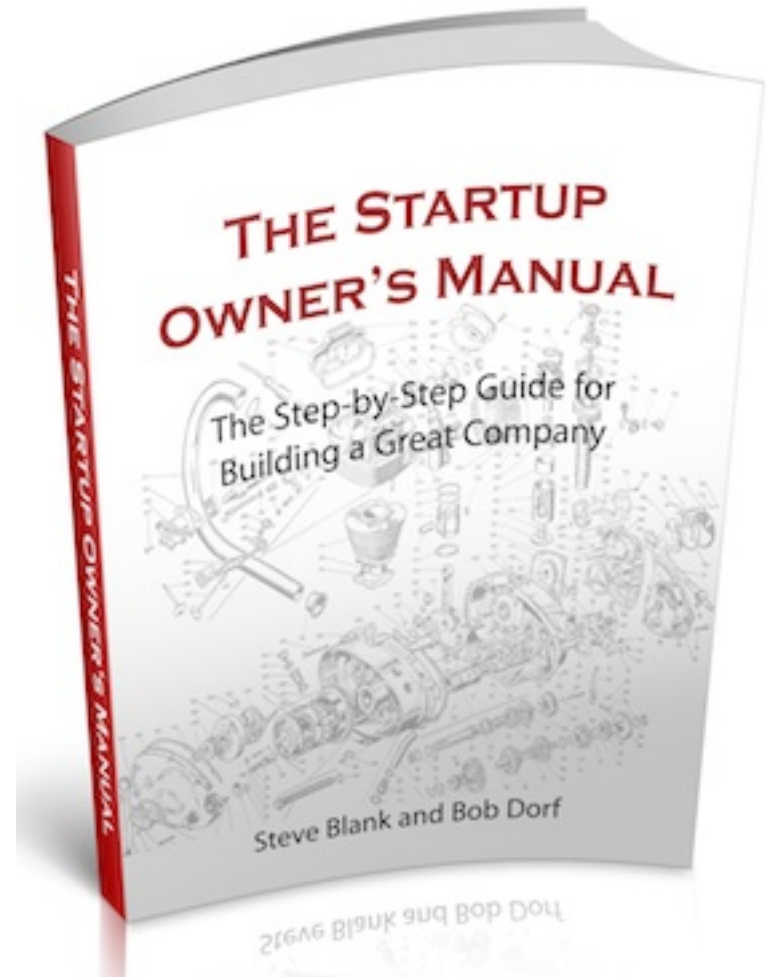
Jim Brikman. Hello Startup.



MVP is ..

- A *tactic* for cutting back wasted engineering hours
- A *strategy* to get the product into earlyvangelists hands as soon as possible
- A *tool* for generating maximum customer learning in the shortest possible time.

Steve Blank. The father of customer development



MVP is not just a product with half of the features chopped out, or a way to get the product out the door a little earlier. In fact, the MVP doesn't have to be a product at all. And it's not something you build only once, and then consider the job done.

Examples: Spotify & Minecraft

<https://blog.crisp.se/2016/01/25/henrikkniberg/making-sense-of-mvp>

Good Way to build MVP

Not like this...



Instead like this!



... and even better one

HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT



1



2

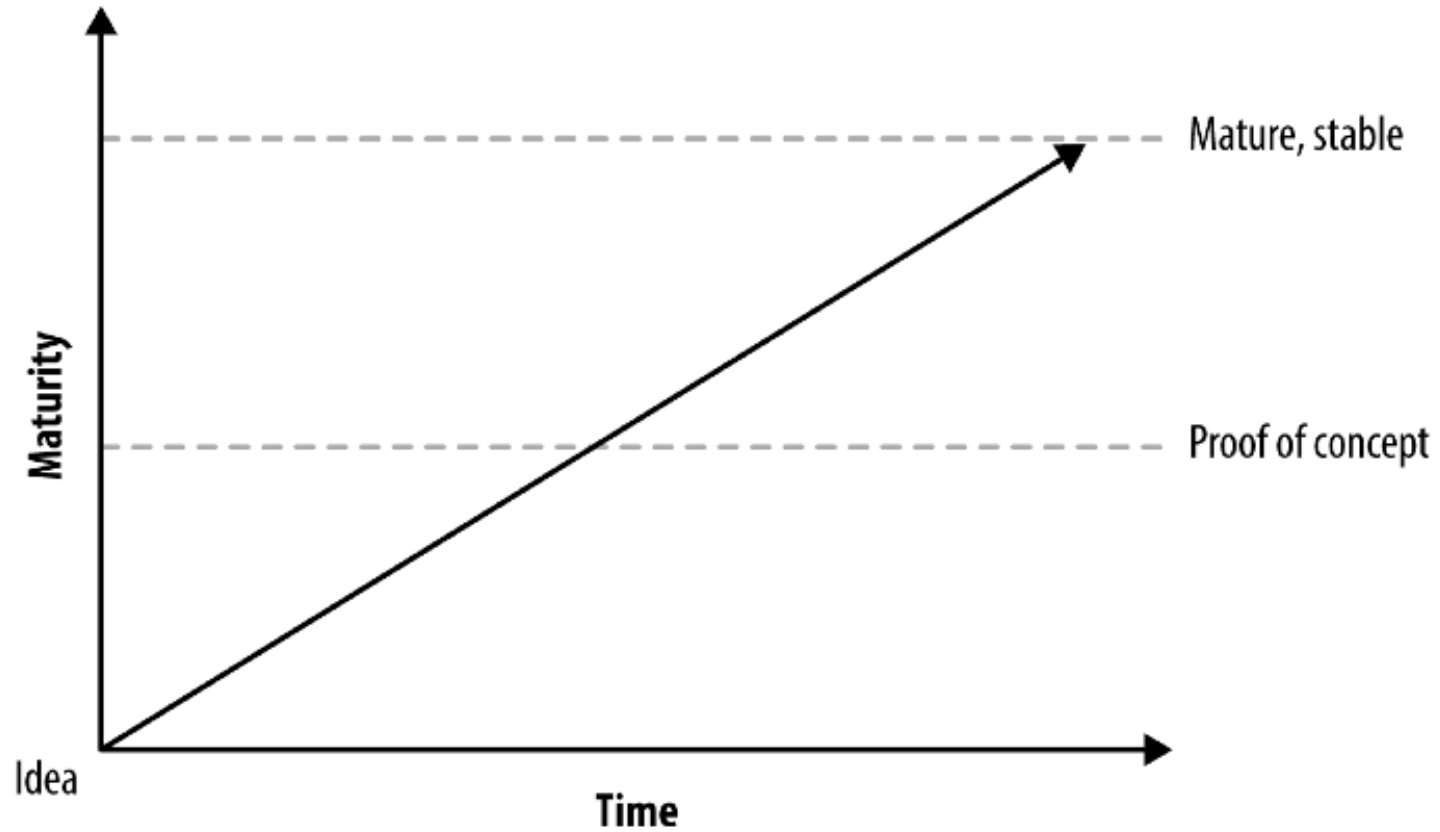


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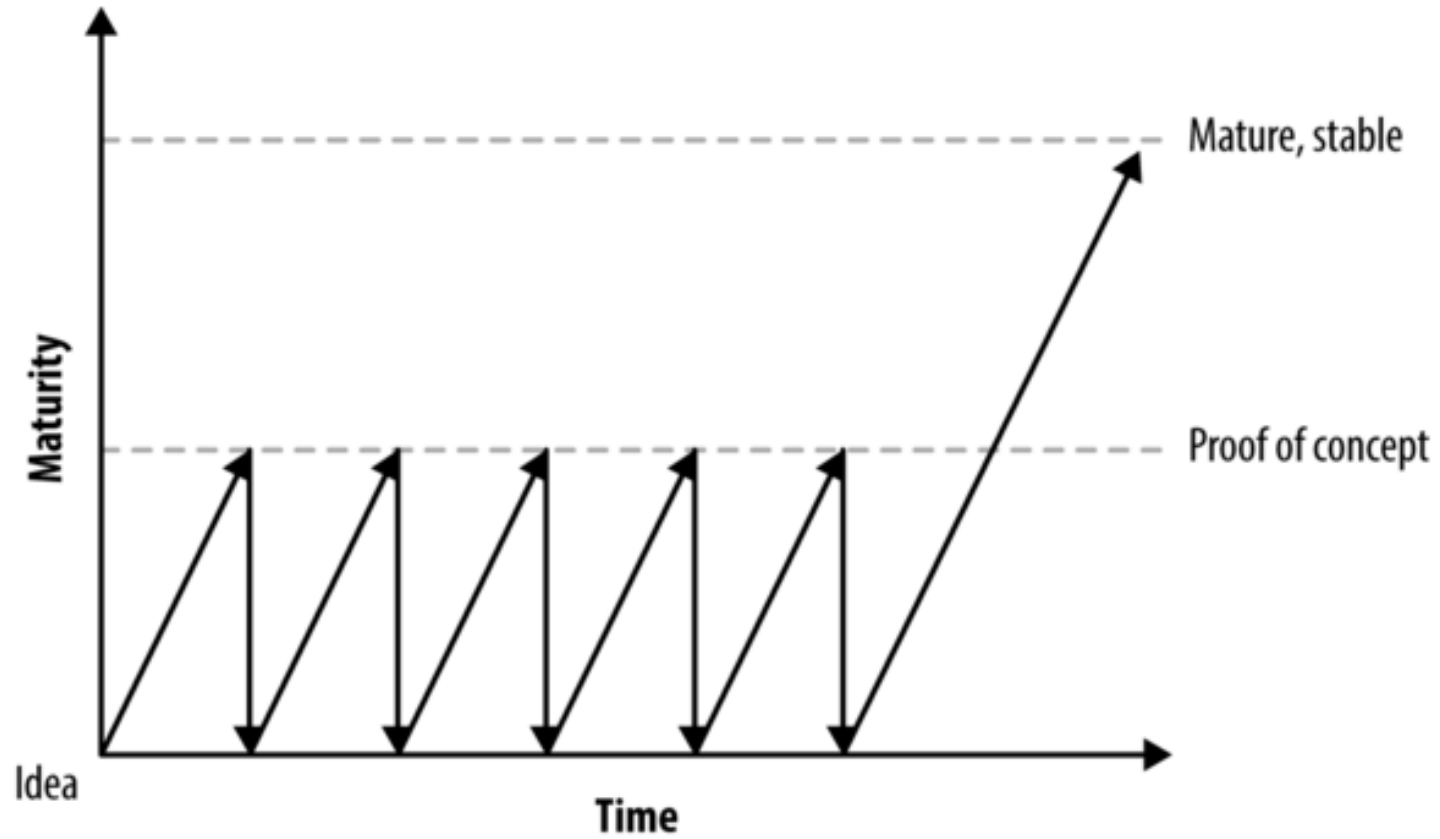


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Regular Product Development



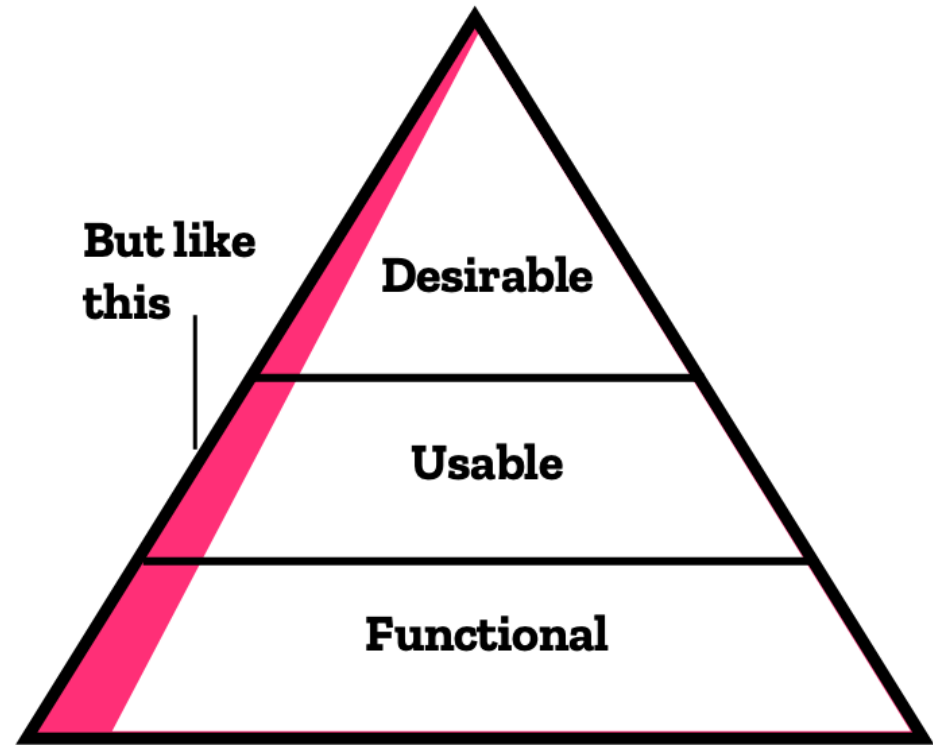
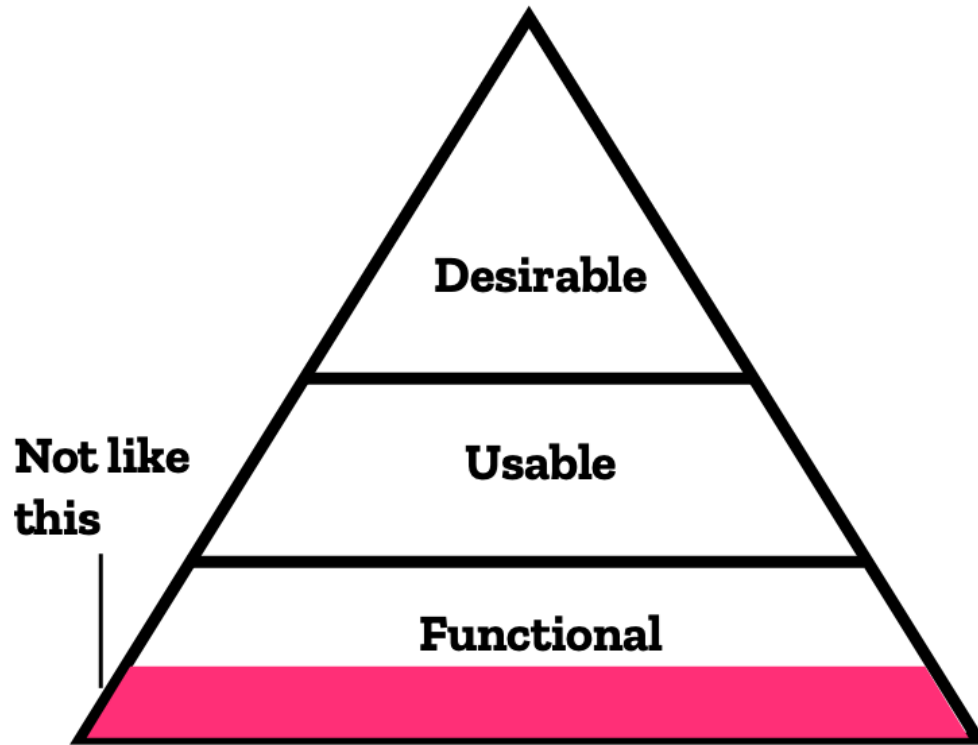
MVP Development



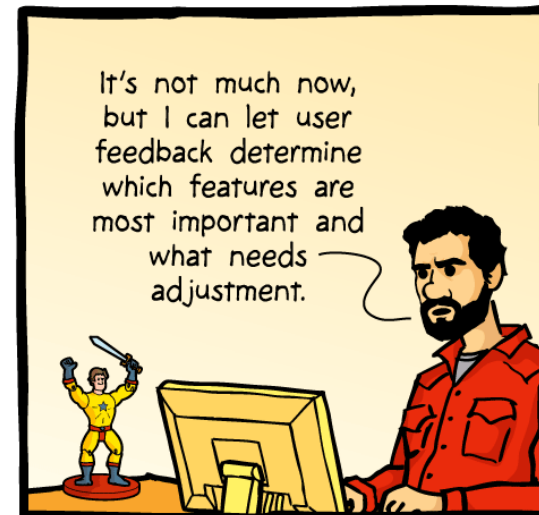
MVP is a prototype that focuses on the most important part of a product or service.

Typically offered to a group of potential customers, the most important aspect is viability in order to test the core of the value proposition; to learn from it; and to be able to replicate the idea

Minimum viable product



Sometimes little is too little



Outcomes of MVP

- The hypothesis is **completely correct**: development continues
- Hypothesis is **partially true**: customer feedback helps to refine the idea
- Hypothesis is **refuted**: at least most of the funds are retained that would have been used or implementation.

Key takeaways

- MVP is a process not a one-off thing.
- Figure out the minimal for your specific case.
- MVP is not an excuse for a s***y product.
- Frontend-oriented for especially business-to-customer cases.

References

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- A Minimum Viable Product Is Not a Product, It's a Process. <https://www.ycombinator.com/library/4Q-a-minimum-viable-product-is-not-a-product-it-s-a-process>

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- Making sense of MVP (Minimum Viable Product) – and why I prefer Earliest Testable/Usable/Lovable. <https://blog.crisp.se/2016/01/25/henrikkniberg/making-sense-of-mvp>
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Thank you!