

ITI8740/ITX8522: Software Development Team Project. 2026

04. Minimal Viable (Lovable) Product

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Minimum Viable Product

Frank Robinson. CEO of SyncDev (2001):

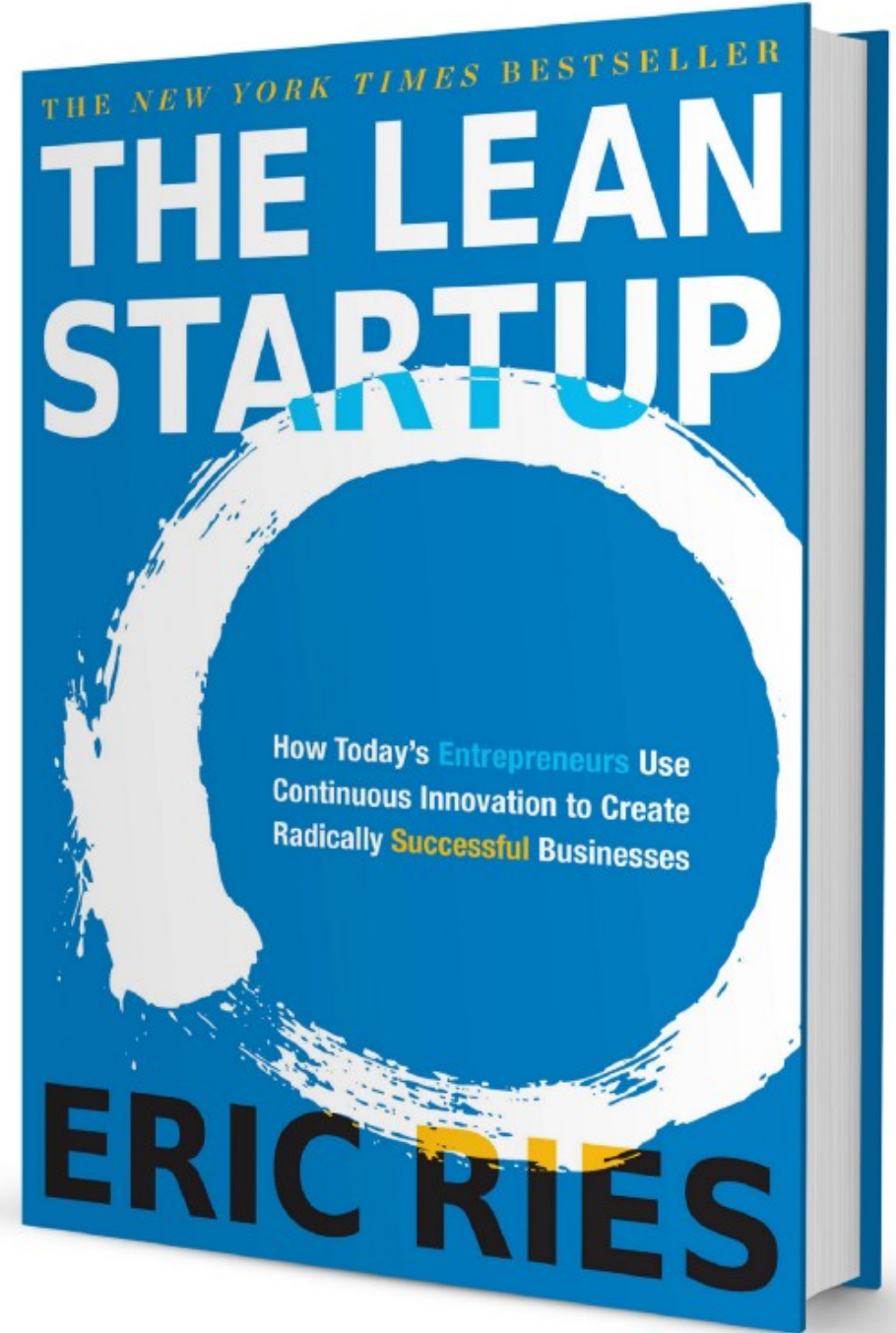
Unique product that maximizes return on risk for the customer.

or

A simplest version of a deployable product

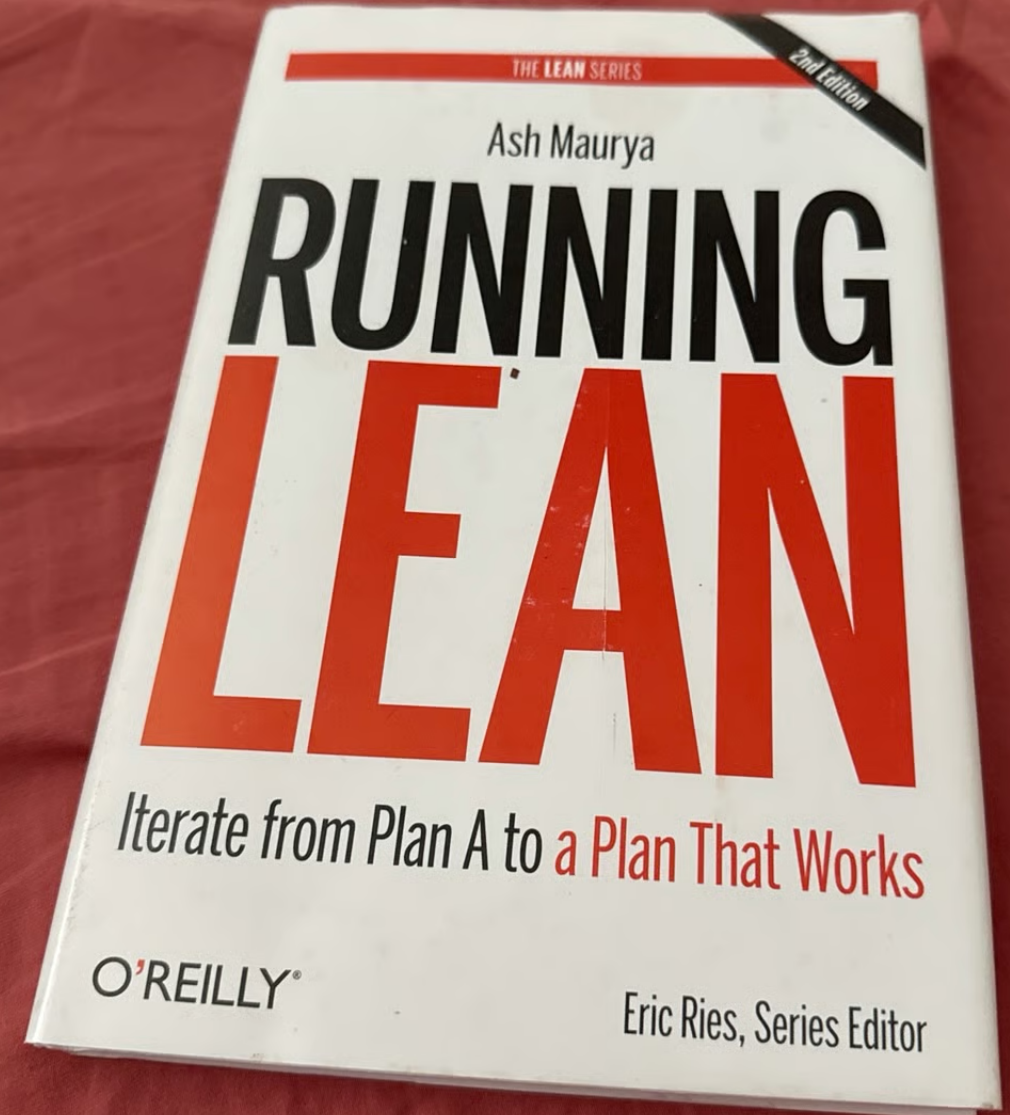
Minimum Viable Product is that version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least effort.

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 Maruya. 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.

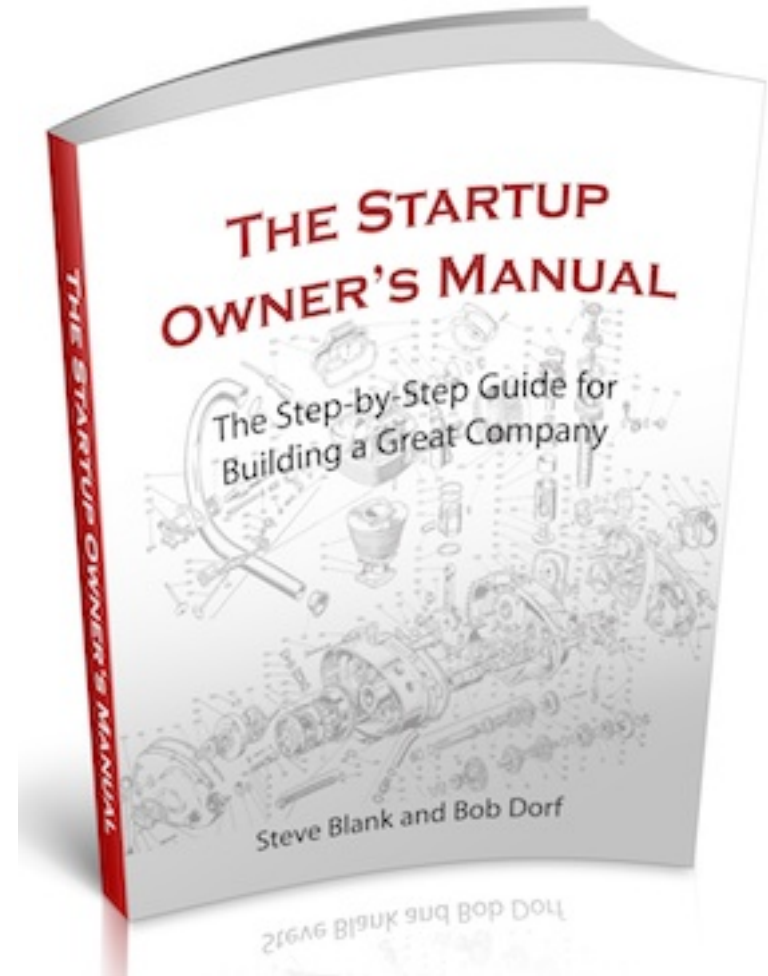
Jim Brikman. Hello Startup.



MVP is ..

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

Steve Blank. The father of customer development



The goal of the MVP is to build the smallest possible feature set.

The goal is to test your understanding of the customer's problem and see if your proposed solution will prompt him to use or buy the product based on its most important features alone.

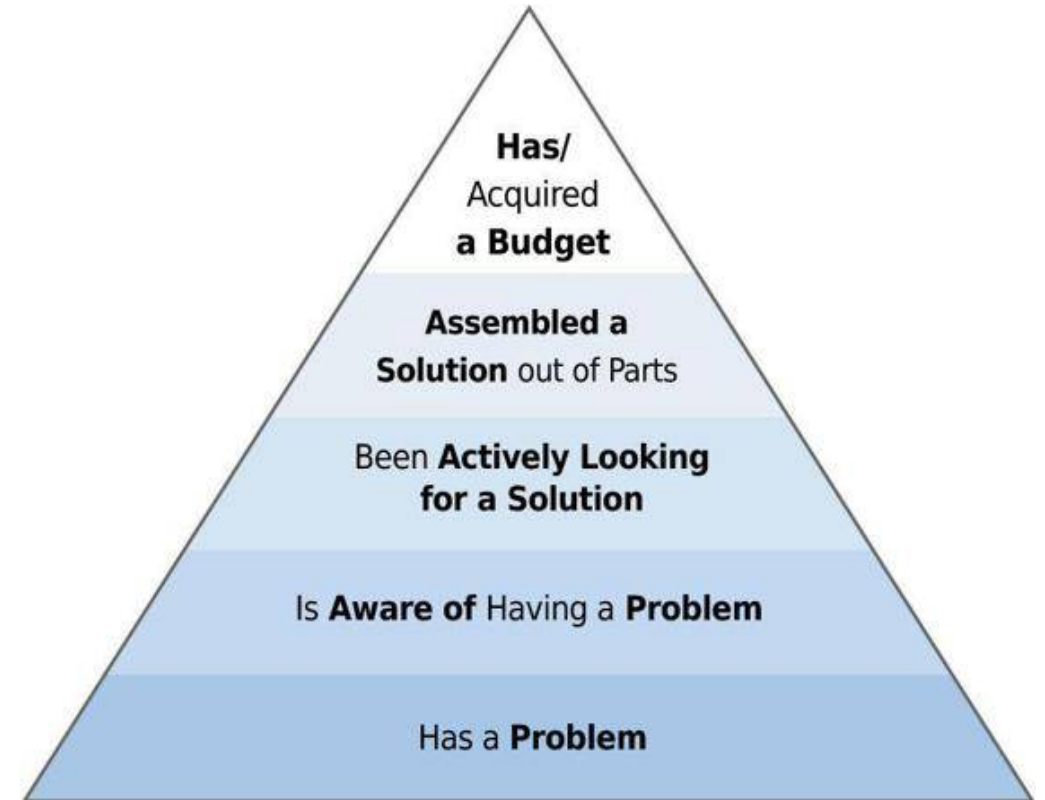
Most users want finished products, but **earlyvangelists** are the perfect target for the MVP. Tailor the initial product release to satisfy their needs. If no one thinks your MVP solution is interesting or sufficient, iterate or pivot until an adequate number say "yes."

Steve Blank. Startup Owner's Manual. 2020

Earlyvangelists

1. Have the problem
2. Know they have the problem
3. Have the budget to solve the problem
4. Have already cobbled together their own makeshift solution

**The real goal is learning,
revenue is a side-effect.**



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. And it's not something you build only once, and then consider the job done.

"What is the smallest or least complicated problem that the customer will pay us to solve"

A complex system that works is invariably found to have evolved from a simple system that worked. The inverse proposition also appears to be true: A complex system designed from scratch never works and cannot be made to work. You have to start over, beginning with a working simple system.

Source: <https://www.intercom.com/blog/start-with-a-cupcake/>

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

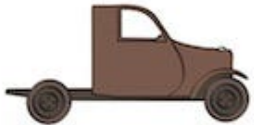


3



4

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT



1



2

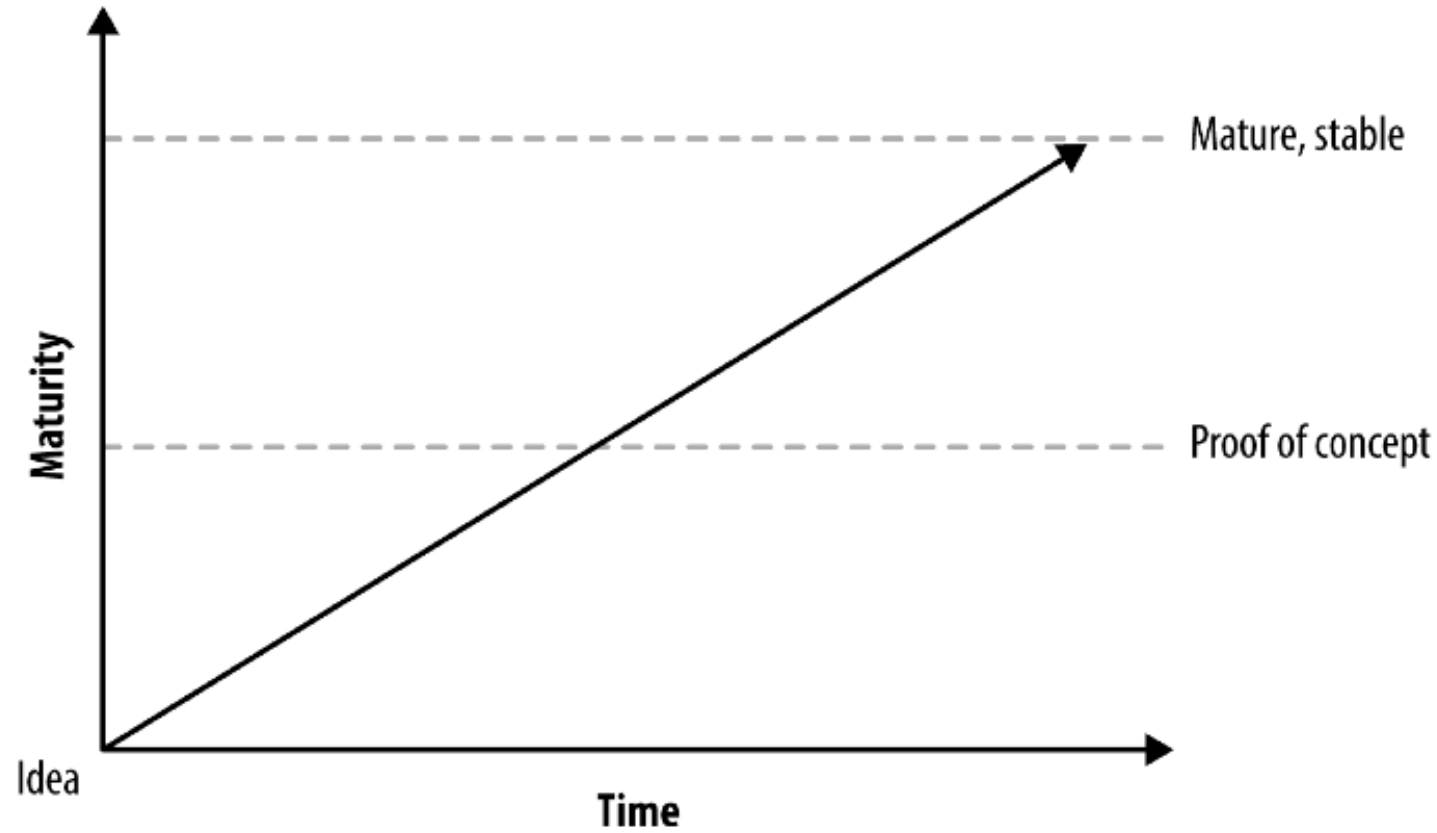


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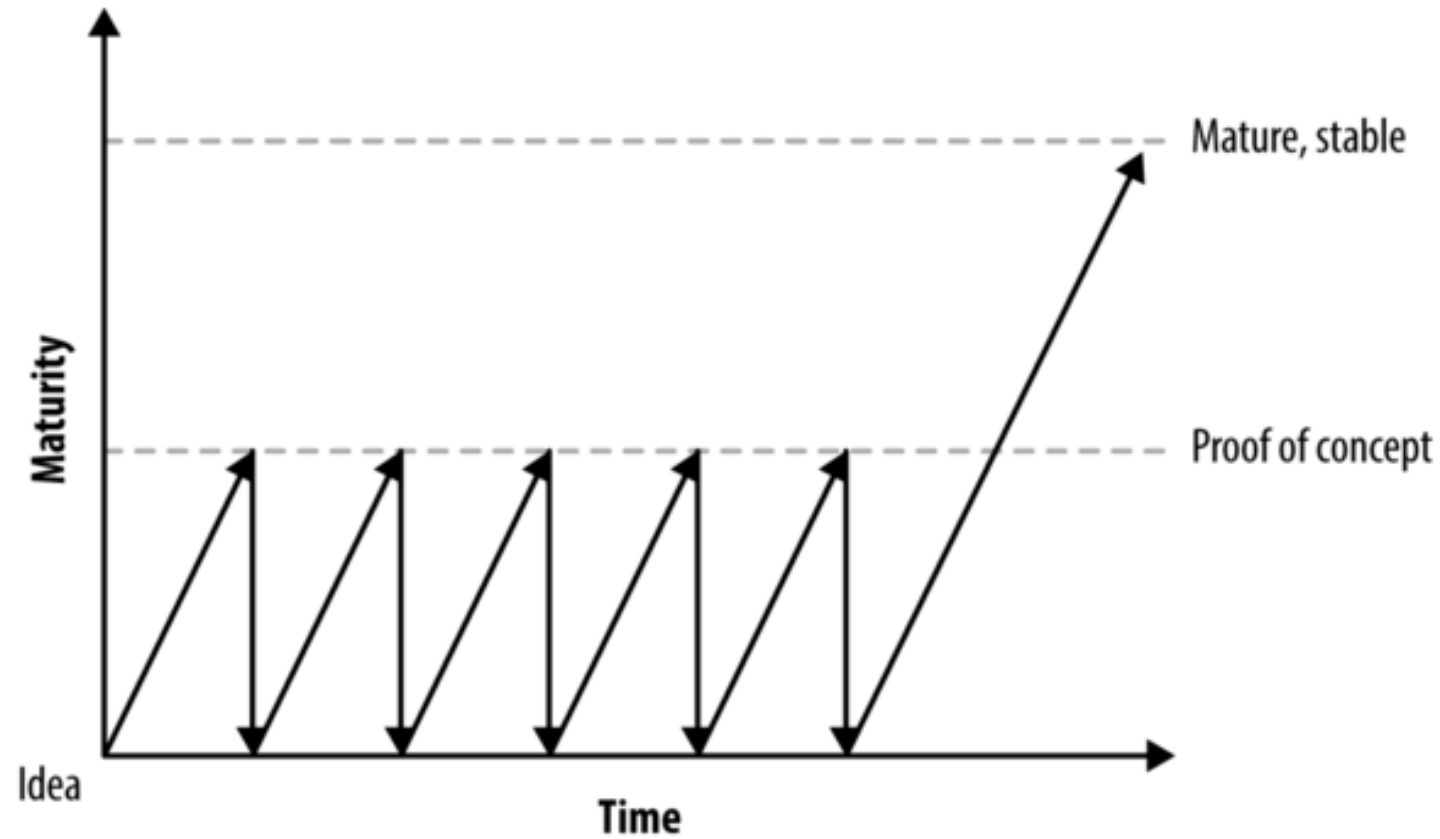


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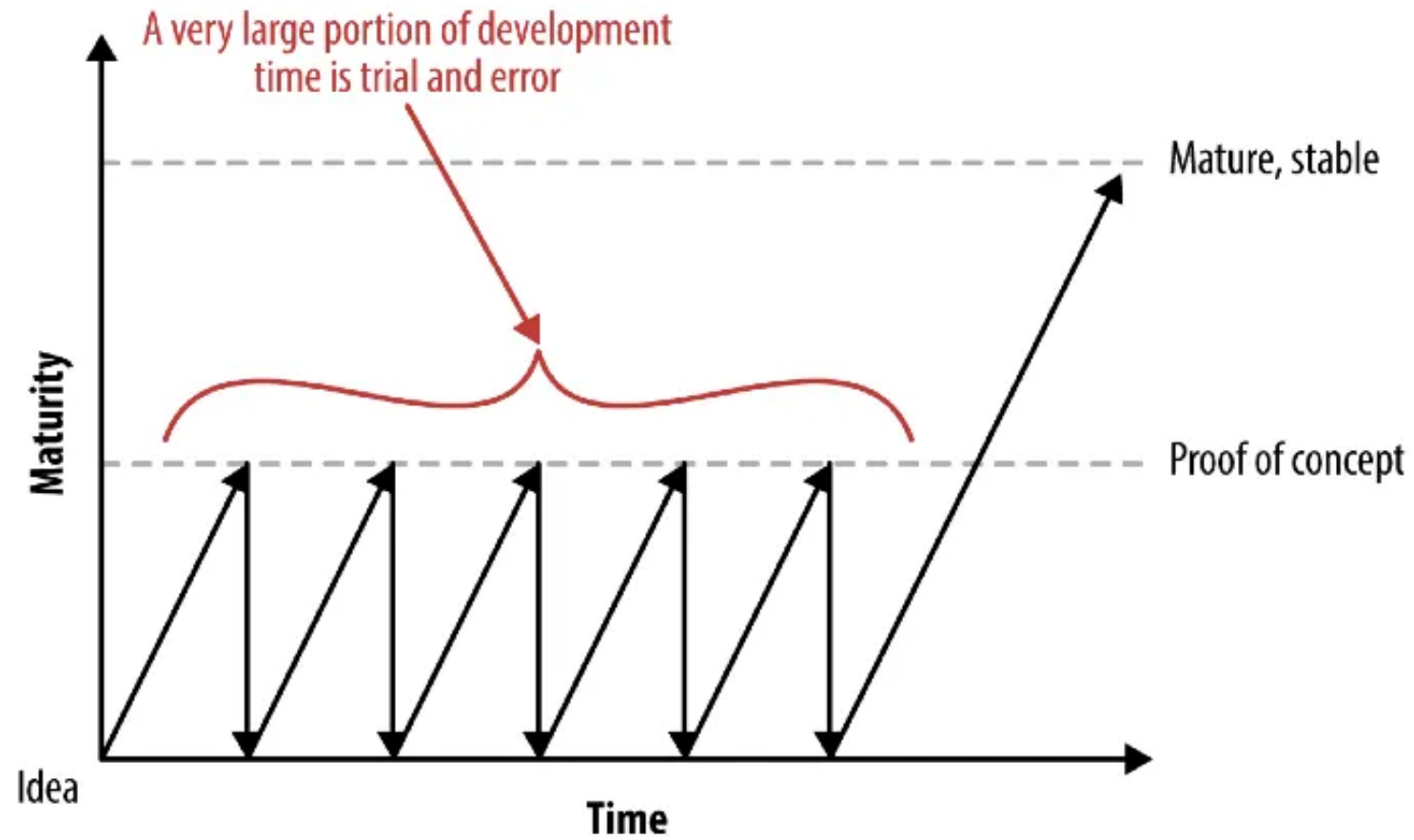
Regular Product Development



MVP Development



MVP 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

Low and High Fidelity MVP

- **Low-fidelity.** Quickly validate a idea or new product features with minimal effort. Gauge the interest and needs of customers and define the core features for product.
- **High-fidelity.** Typically the next stage of development, a much more detailed representation of your product. You could think of this as a path to defining *minimum marketable product* – one to launch to an initial customer base once you've validated your app idea.

have already
a company by building
a light bulb and a vacuum cleaner
are perfect earlyvangelist candidates. They can
sales; they'll tell others about the product and spread the
Moreover, they can be potential advisory board candi
boards in Chapter 6).

Build a Minimum Viable Product (MVP) F
The idea that a startup builds its product for a small
rather than devising a generic mainstream spec is rad
revolutionary.

**The goal of the MVP is to build the
smallest possible feature set.**

On the day the company starts, there is ver
startup has is a vision of what the problem, p
Unfortunately, it's either a vision or a hallucina
who its initial customers are or what features t
developing an entire full-featured first release
the founders can think of. We now know this
and each, as customers don't use, want or

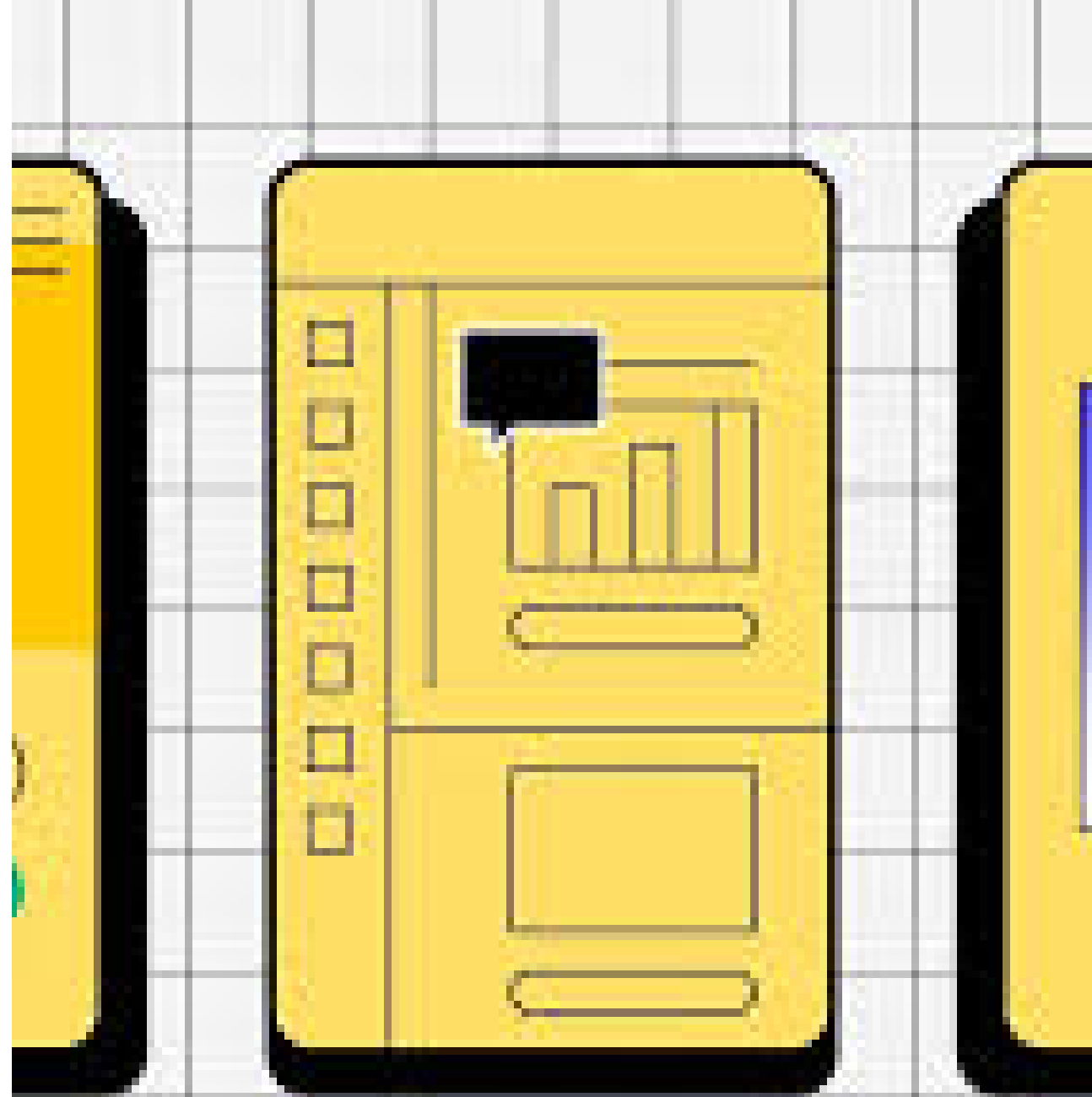
Low Fidelity MVP:

"What is the cheapest and fastest way we can start learning?"



Low-Fidelity MVP: Examples

- Landing-Page
- Social Media
- Explainer video
- Email



High-Fidelity MVP: Examples

- Single-feature
- **Piecemeal:** use existing third-party tools for product features.
- **Concierge:** Emulates a solution with multiple functions while a human performs its main functions.
- **"Wizard of Oz":** As before, but user is not aware of human assistance
- Crowdfunding



Define the Features

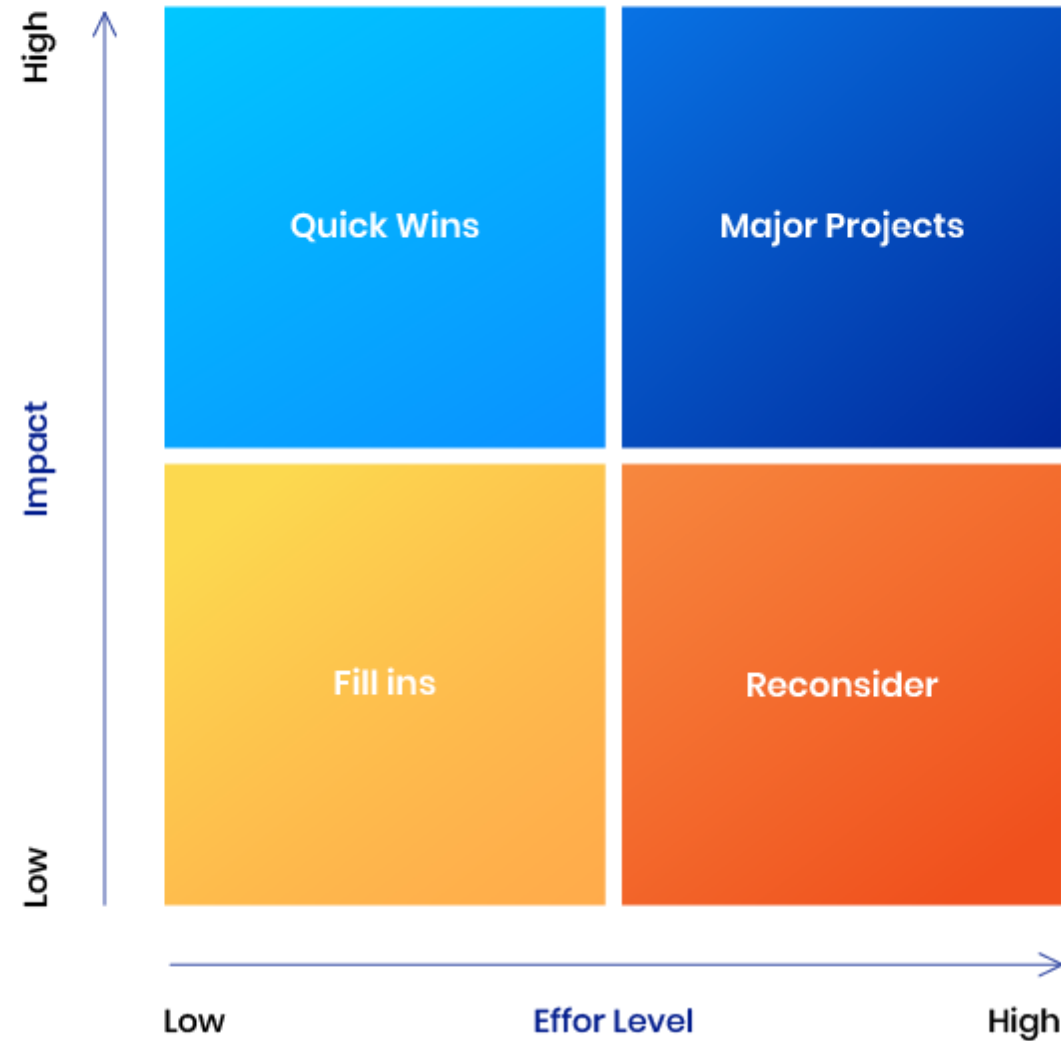
- Define your target audience.
- Find out their biggest issues.
- Decide how your product will solve these issues.
- Learn how customers solve these issues right now.
- Research who your direct competitors are.
- Research who your indirect competitors are.
- Define killer features.

Scoping the Features

- *Business value*: Can we measure the cost of a feature?
- *Relation between the feature cost and its complexity*: How complex is a new feature?
Can we use a simpler one?
- *Timing*: How much time do we need to create a new feature?

See: <https://sloboda-studio.com/blog/how-to-decide-on-mvp-features/>

Effort and impact prioritization



Feature Priotization

- **Must-Have:** Non-negotiable features. Without these, the product does not function (e.g., a payment gateway for an e-commerce app).
- **Should-Have:** Important but not vital for launch. These can be the first items in the next sprint.
- **Could-Have:** "Nice to have" features that add polish but don't solve the core problem.
- **Wont-Have:** Features that are explicitly excluded from the first release to prevent scope creep.

What to cut immediately

Most startups can launch without:

- Advanced admin dashboards (use database viewers instead).
- Multi-language support (start with one).
- Complex social sharing integrations.
- "Perfect" automated onboarding flows (manual support works at scale 1).

A well-built MVP has:

- A few core features
- A clear flow
- A simple UX



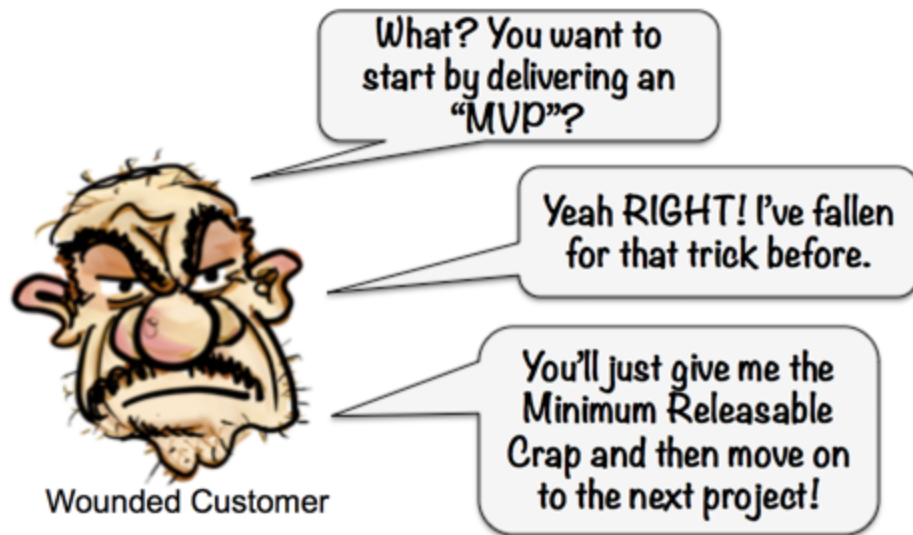
The Problem: Customers hate MVPs.

Startups are encouraged to “launch early enough that you’re embarrassed by your v1.0 release.” But no customer wants to use an unfinished product that the creators are embarrassed by. Customers want great products they can use now.

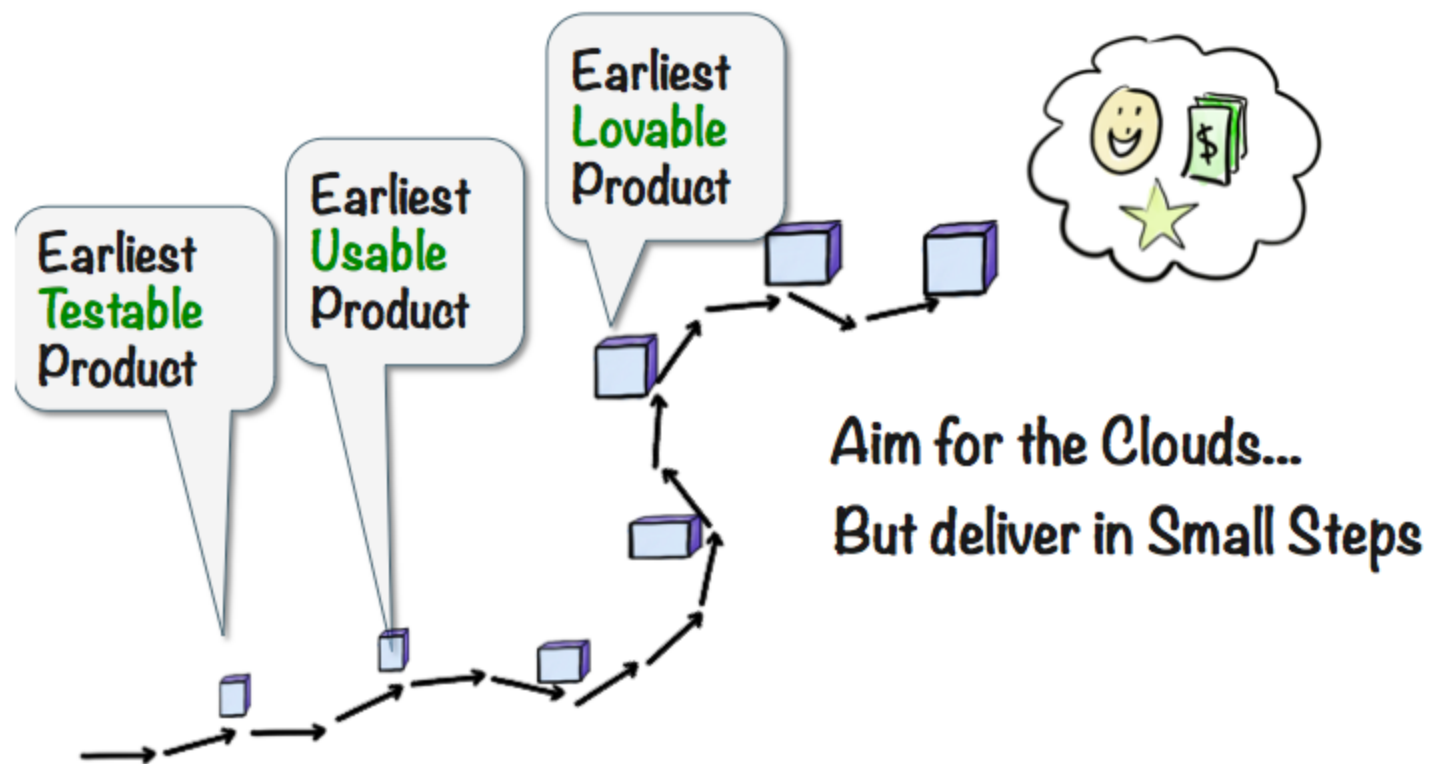
MVPs are too **M** and rarely **V**. Customers see that, and hate it. It might be great for the product team, but it’s bad for customers. And ultimately, what’s bad for customers is bad for the company.

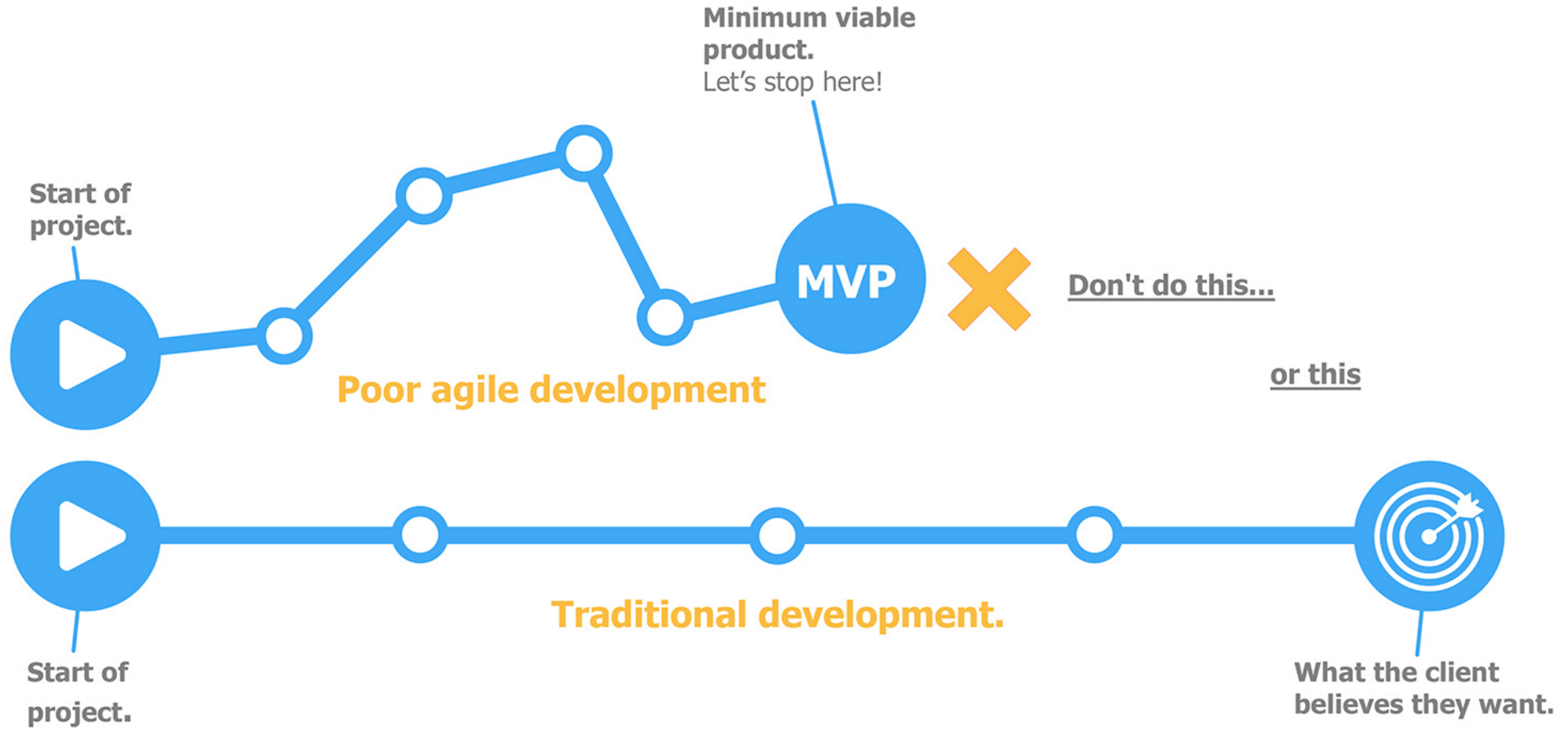
For some customers:

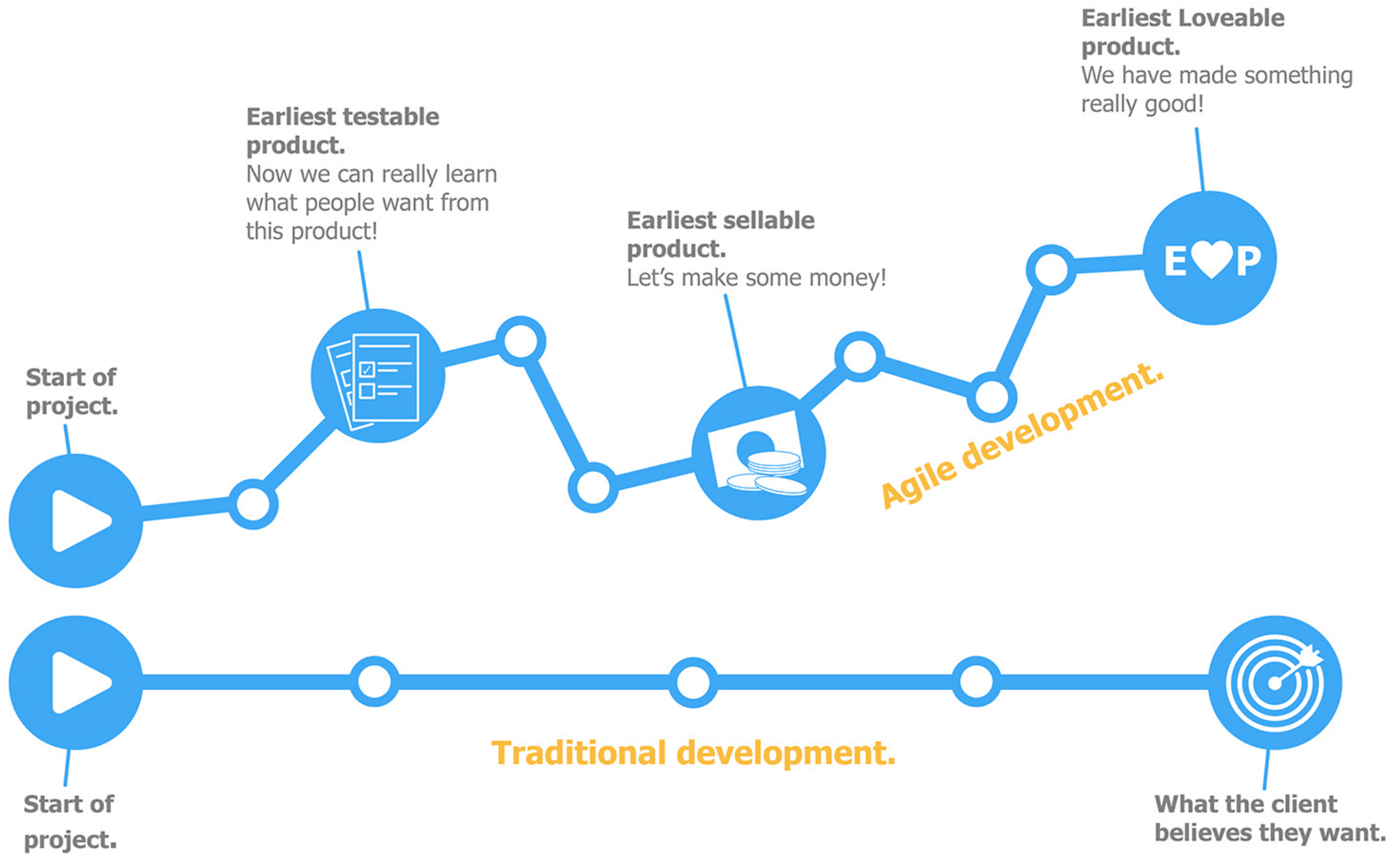
MVP = MRC (Minimum Releasable Crap).



Minimum viable $\Rightarrow$ Earliest testable/usable/lovable

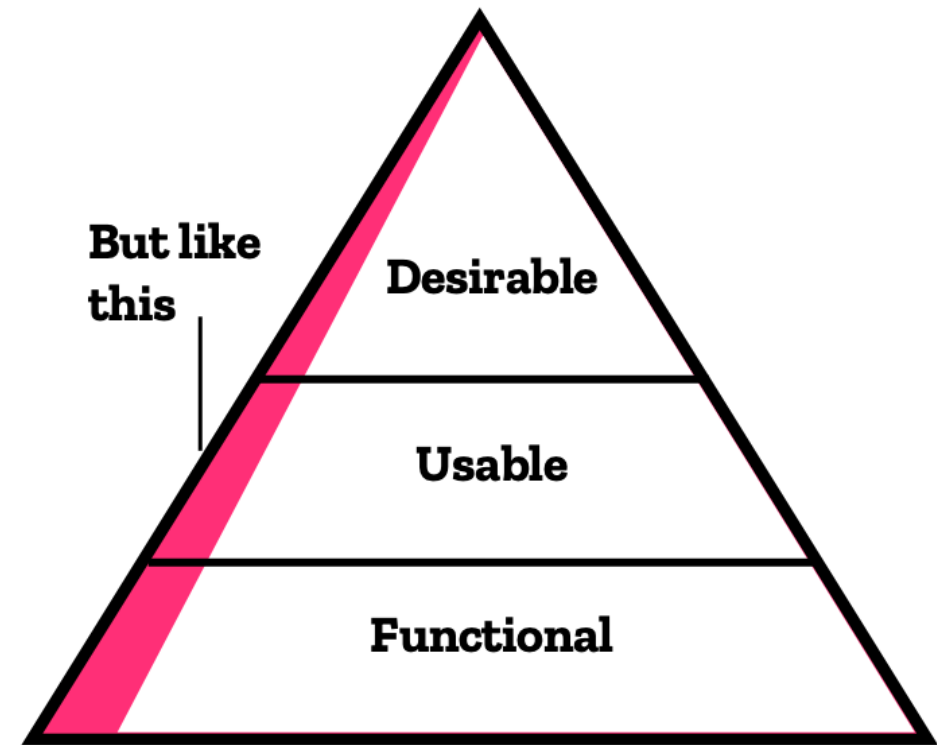
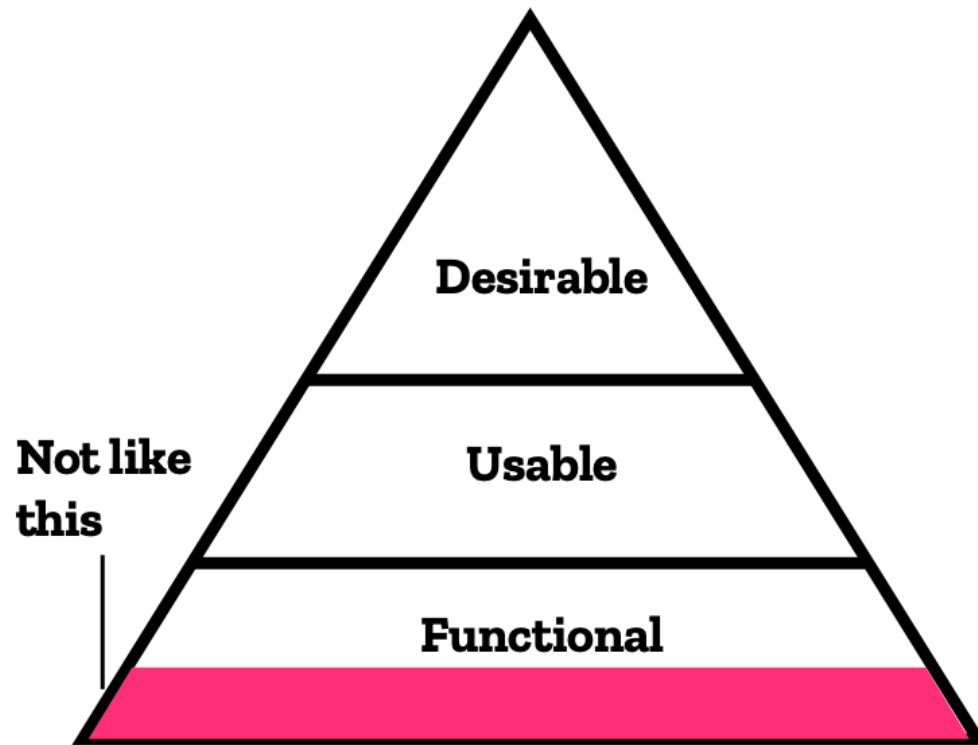






"The minimum viable product was appealing because it was cheap, and you could get it to market faster. But we've advanced past a world where products are 'the first of X.' Stiffer competition means that MVPs aren't going to cut it anymore. If startups truly want to stand out, they need to strive toward creating a minimum lovable product instead."

Minimum viable product



Early Market

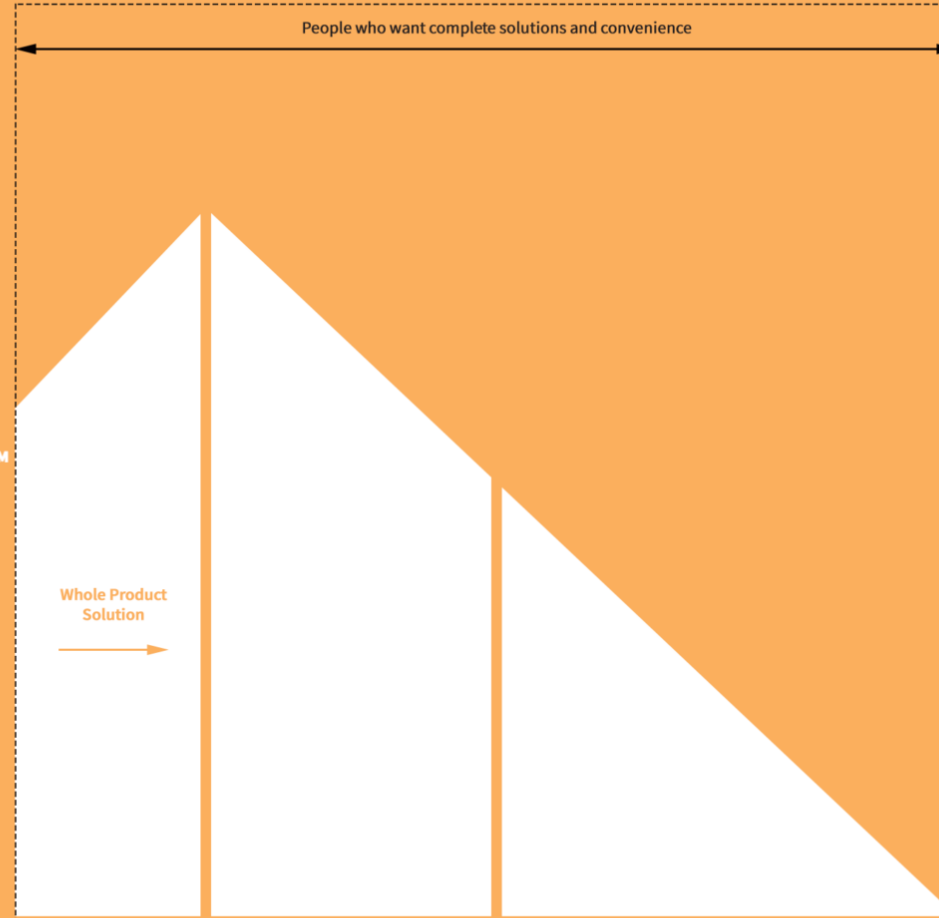


Innovators: 2.5%

Early Adopters: 13.5%

The
CHASM

Mainstream Market

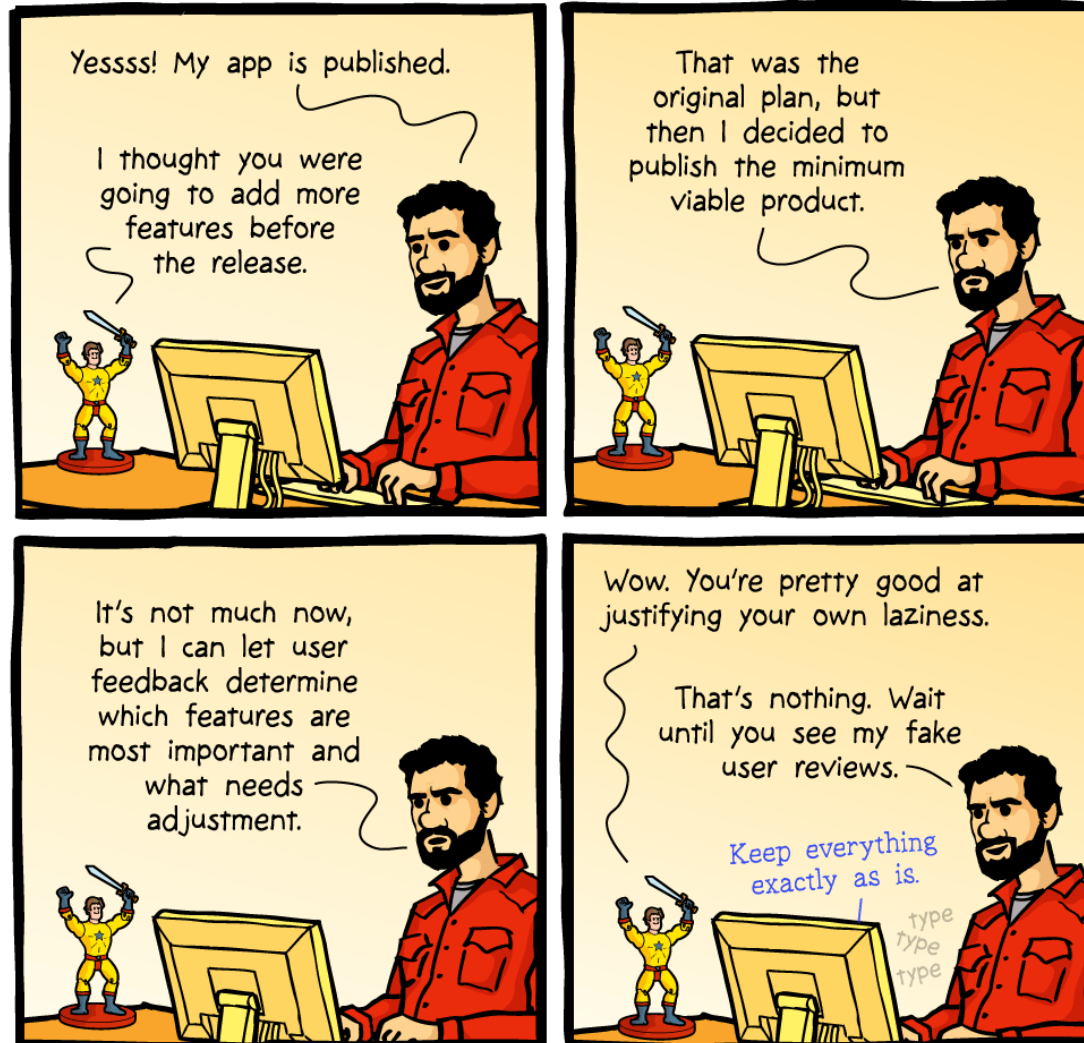


Early Majority: 34%

Late Majority: 34%

Laggards: 16%

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.

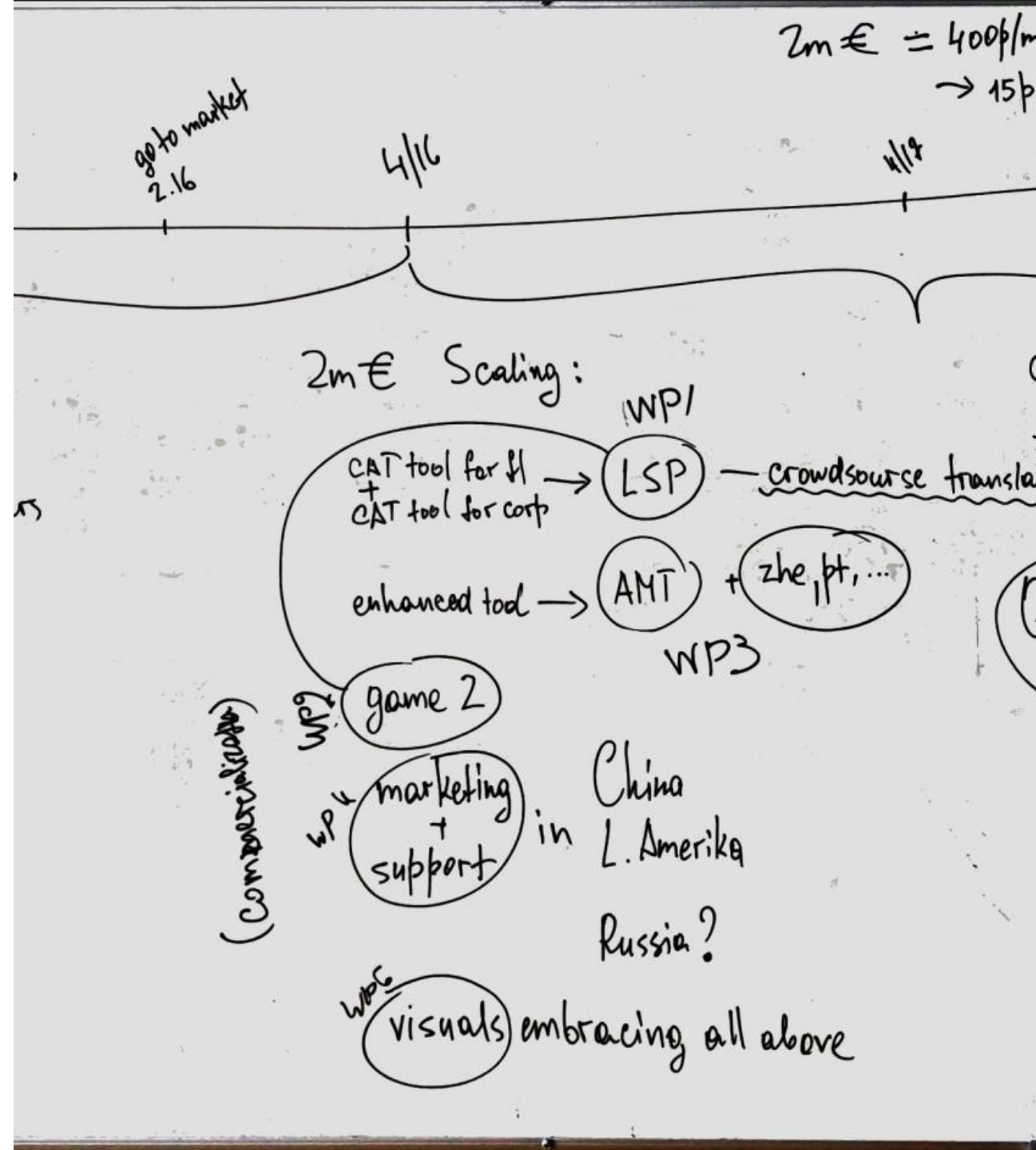
Key takeaways

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

Building: How does it work in practice?

Prerequisites

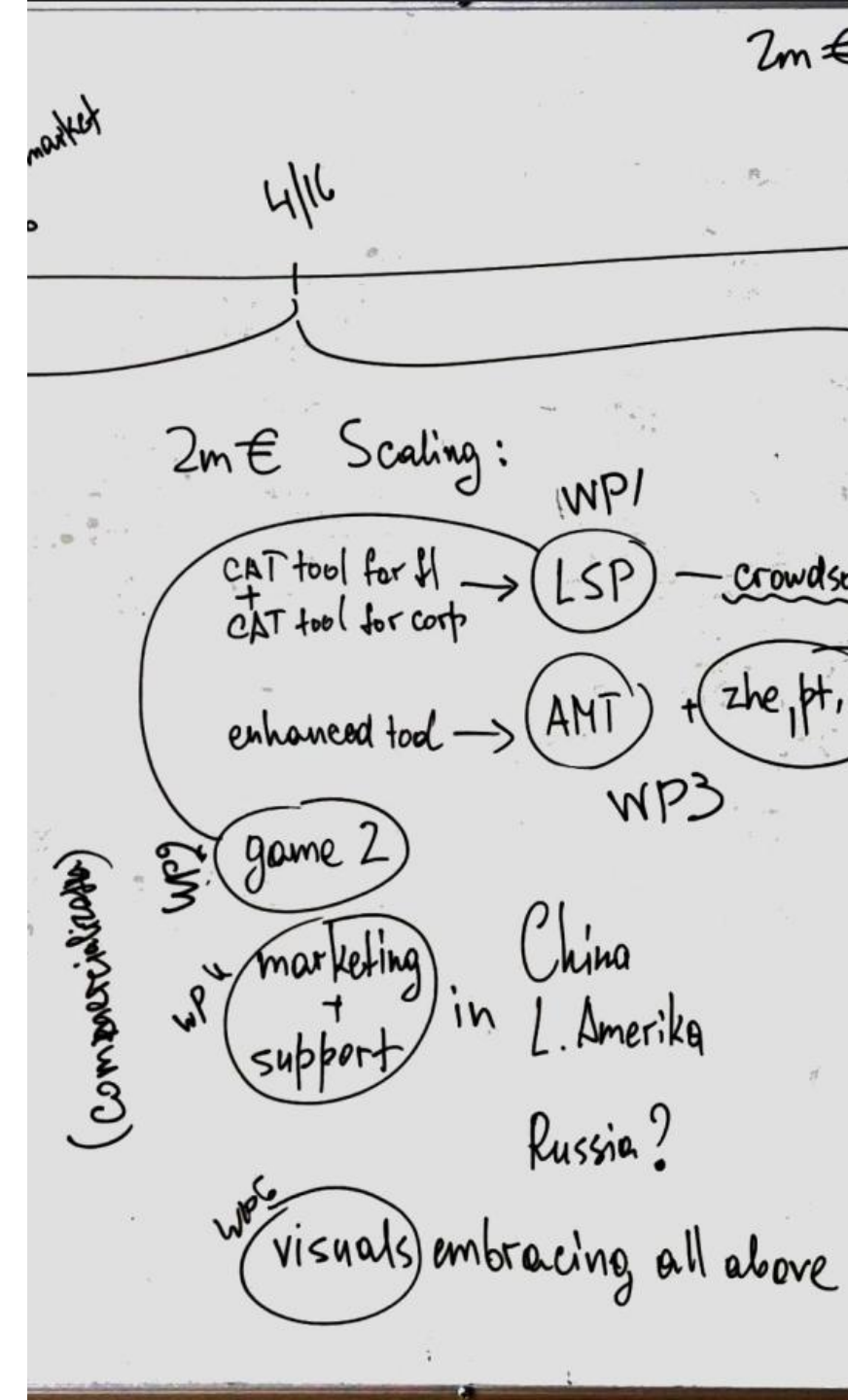
- Describe the desired end result in general terms.
- Define the sprint cycle length.



Building: How does it work in practice?

Running the sprint

- Set general goals for next sprint
- Brainstorm
- Build consensus what to build next
- Define clear tasks and clear measure of success
- ... work ... and share the testing load
- Evaluate the results



CLEANUP/
HEDGE GAME
GIP KOFOLIBBY

1999

Unpublished

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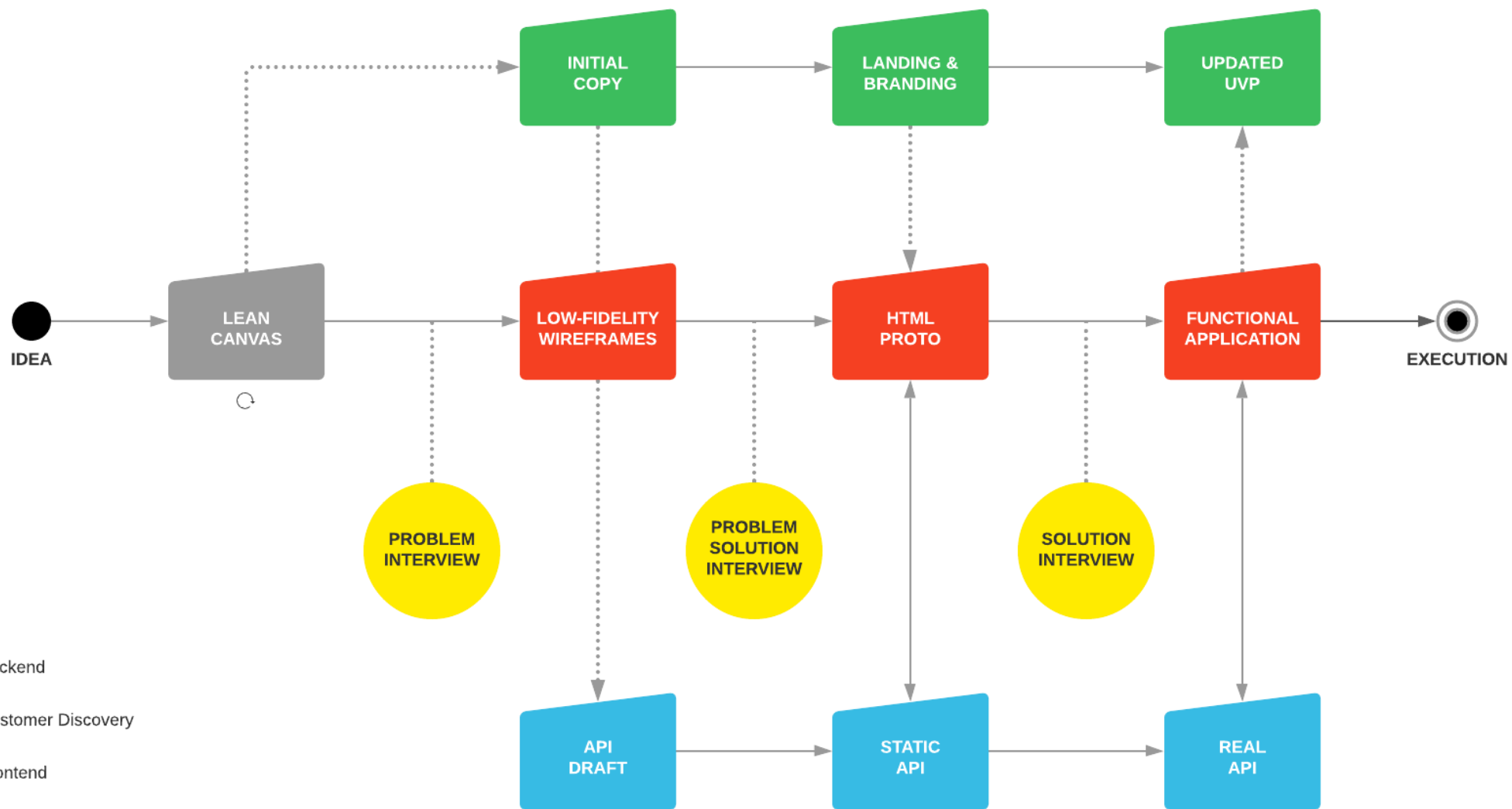
GAME
AUTH
FIX

Response
Web

10.11
Hardin

Alex James

HOW IT
WORKS
(anim?)
FIX 



References

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Thank you!