

ITI8740/ITX8522: Software Development Team Project. 2025

## 04. Minimal Viable (Lovable) Product

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# Minimum Viable Product

Frank Robinson. CEO of SyncDev (2001):

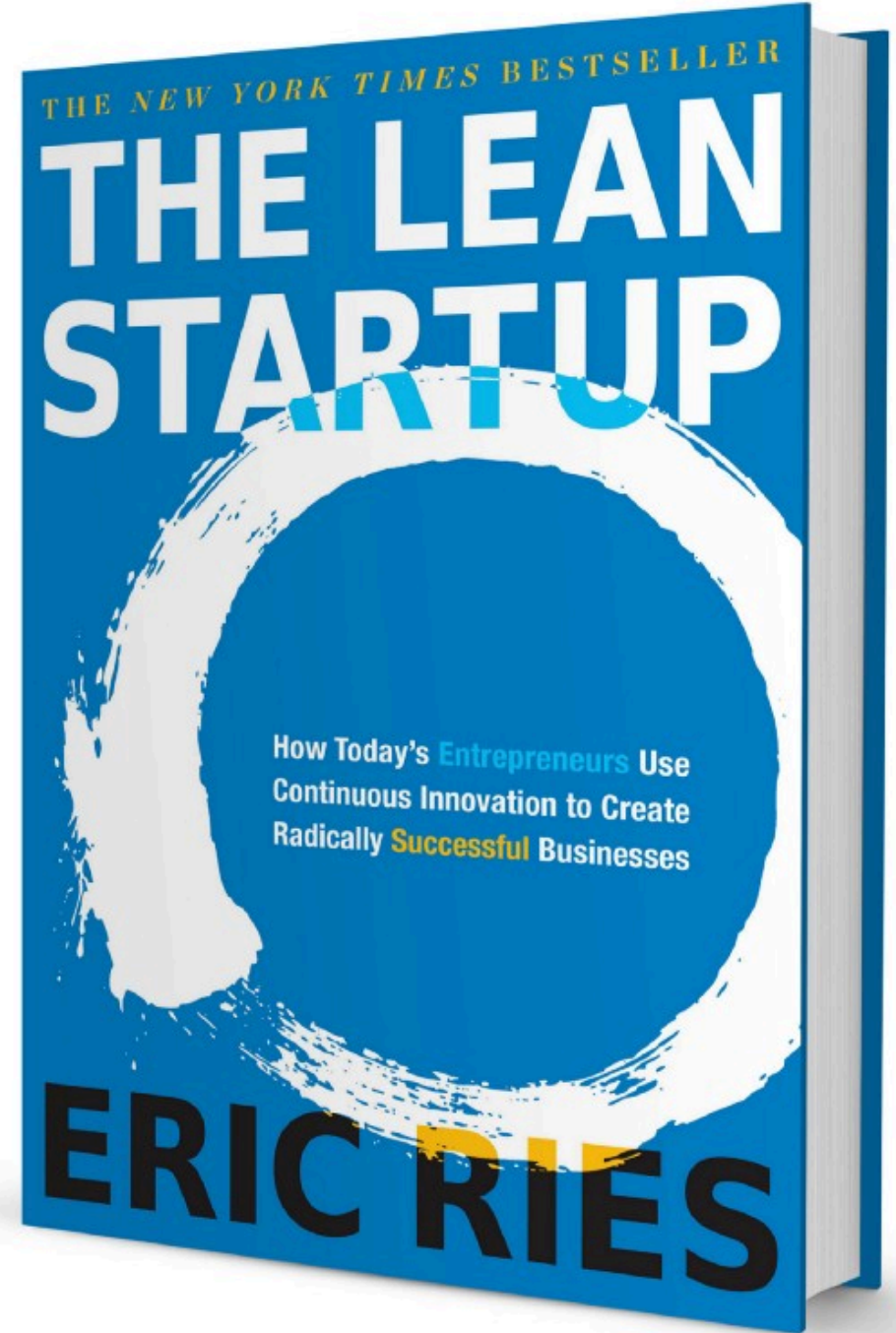
**Unique product that maximizes return on risk for the customer.**

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.**

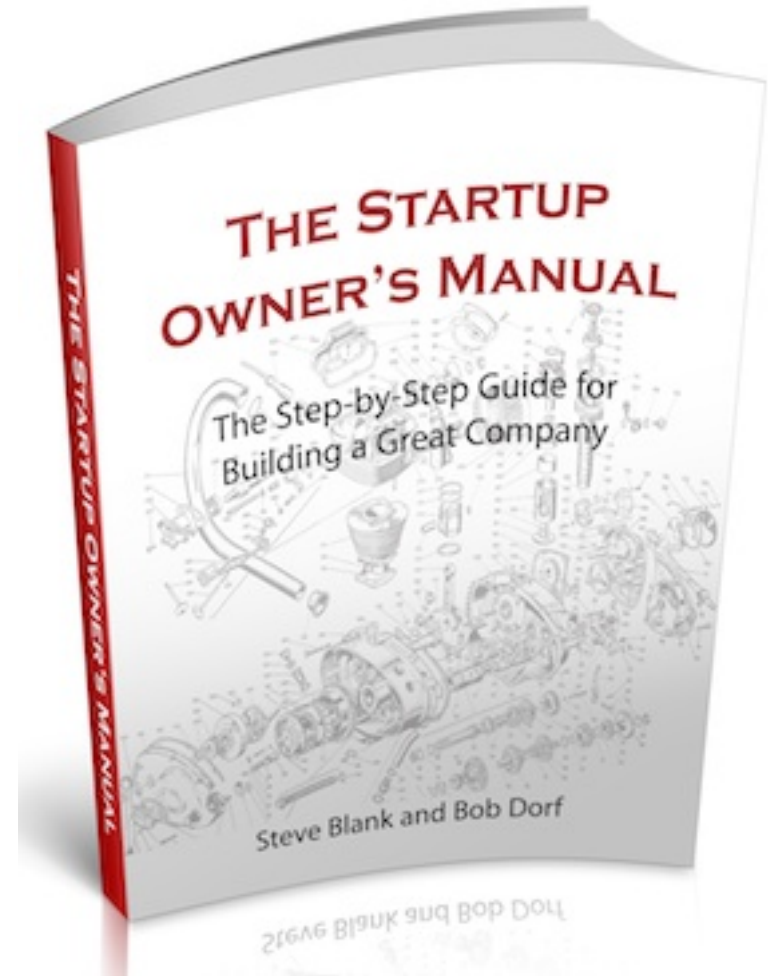
Jim Brikman. Hello Startup.



# 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.

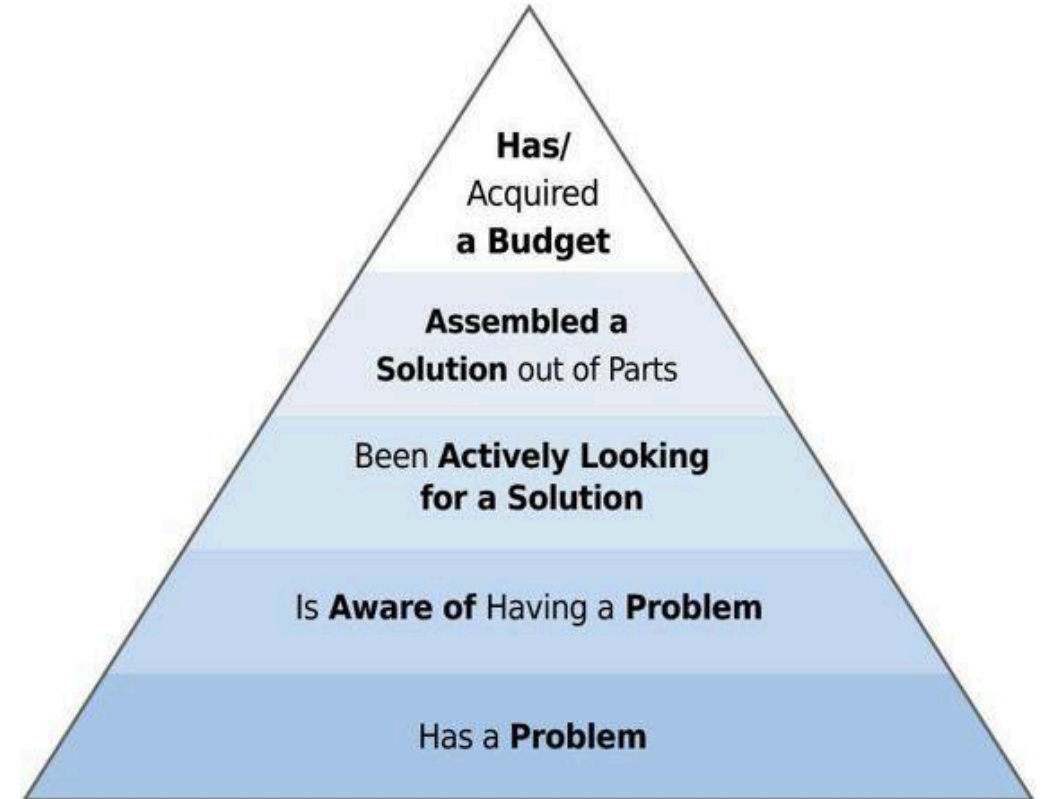
Most users want finished products, but **earlyvangelists** are the perfect target for the MVP. Tailor the initial product release to satisfy their needs. If no one thinks your MVP solution is interesting or sufficient, iterate or pivot until an adequate number say "yes."

*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. 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.

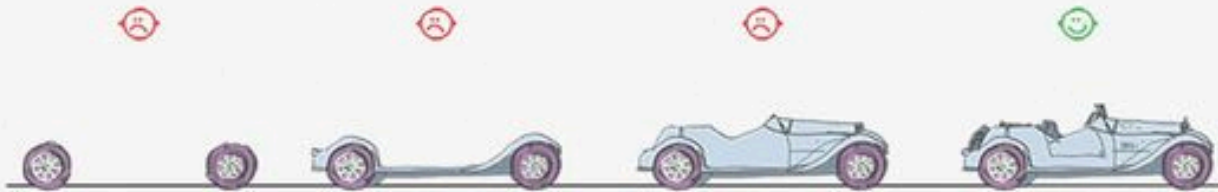
"What is the smallest or least complicated problem that the customer will pay us to solve"

**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...

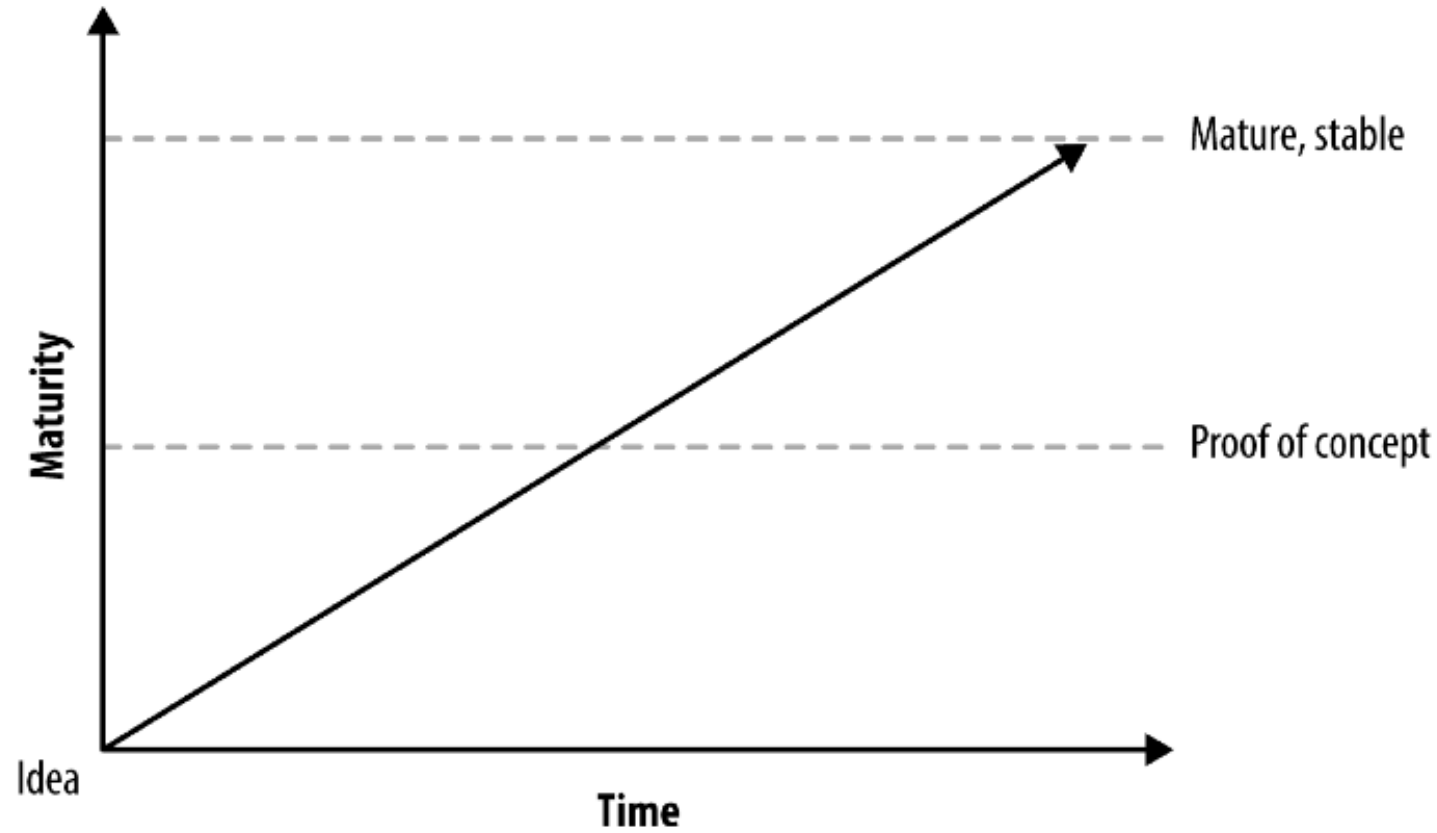


Instead like this!

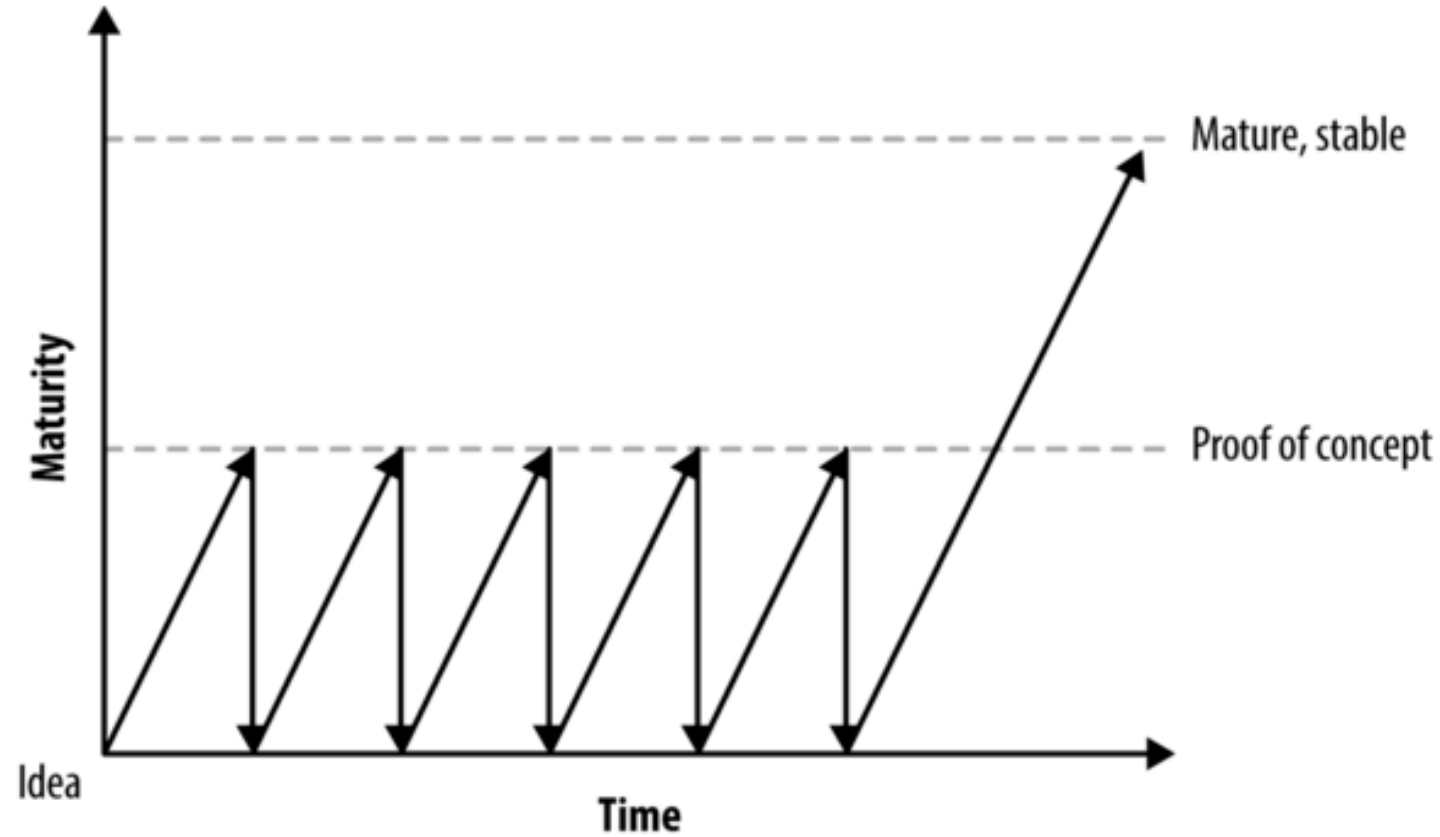


**... and even better one**

# 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.

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

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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

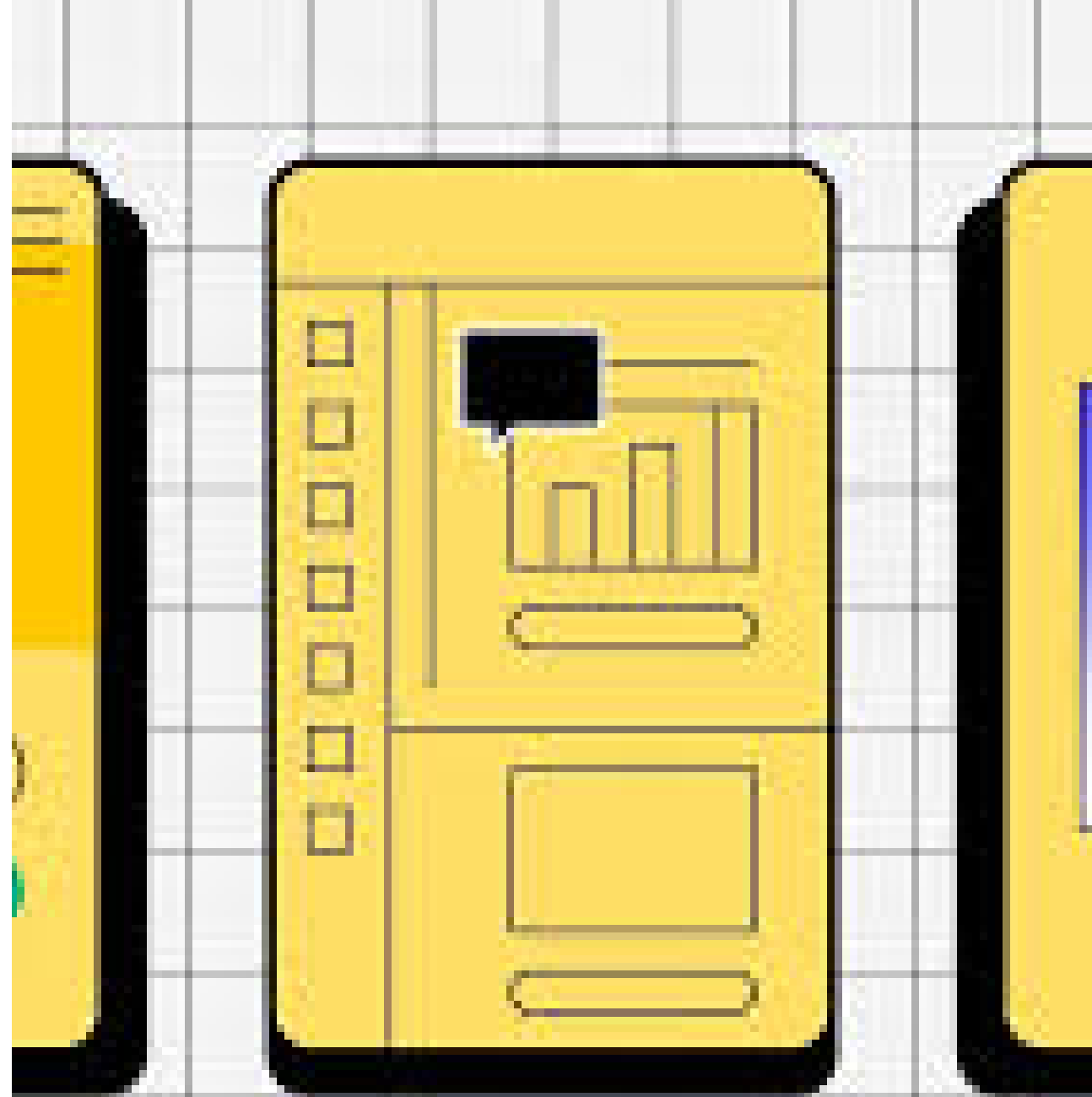
Low Fidelity MVP:

**"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

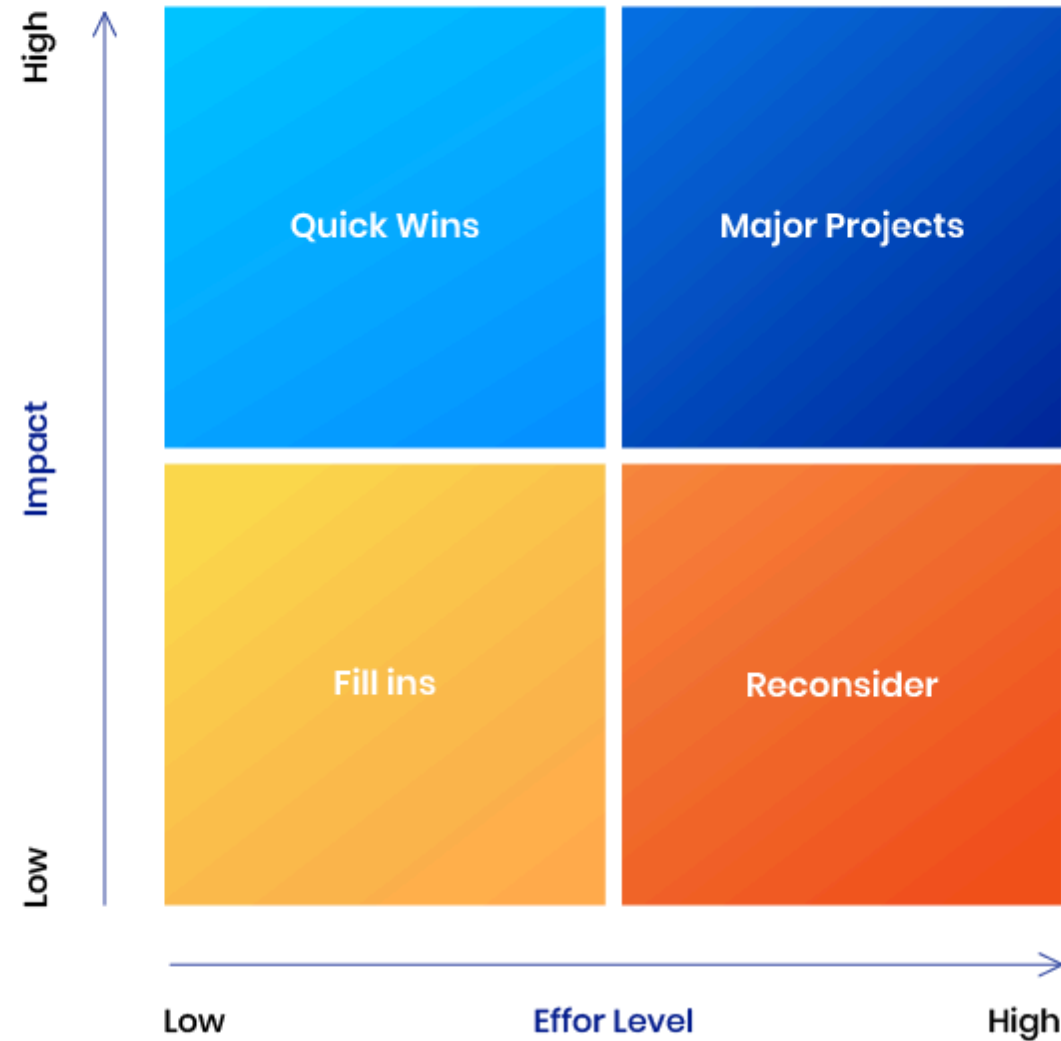
- Define your target audience.
- Find out their biggest issues.
- Decide how your product will solve these issues.
- Learn how customers solve these issues right now.
- Research who your direct competitors are.
- Research who your indirect competitors are.
- Define killer features.

## Scoping the Features

- *Business value*: Can we measure the cost of a feature?
- \_Relation between the feature cost and its [https://sloboda-studio.com/blog/how-to-decide-on-mvp-features/complexity:\\_](https://sloboda-studio.com/blog/how-to-decide-on-mvp-features/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



# The Problem: Customers hate MVPs.

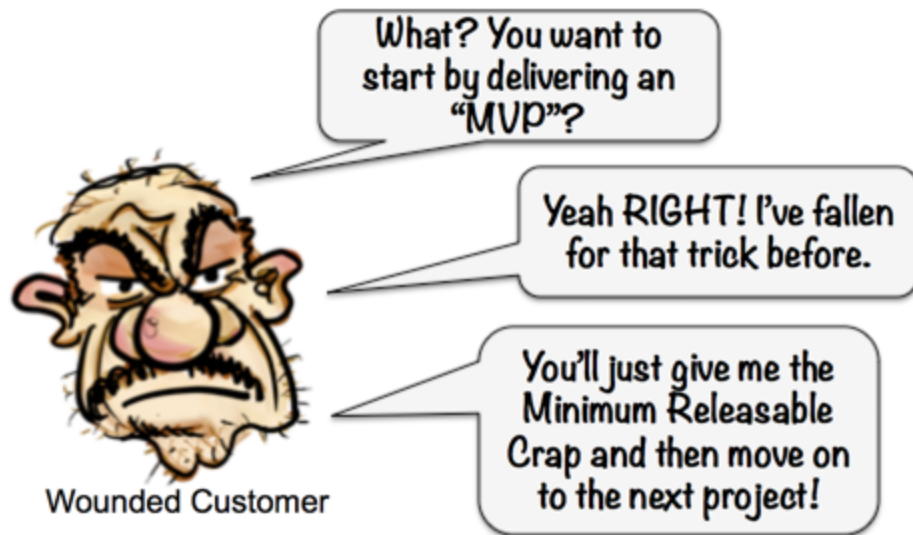
Startups are encouraged to “launch early enough that you’re embarrassed by your v1.0 release.” But no customer wants to use an unfinished product that the creators are embarrassed by. Customers want great products they can use now.

**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.

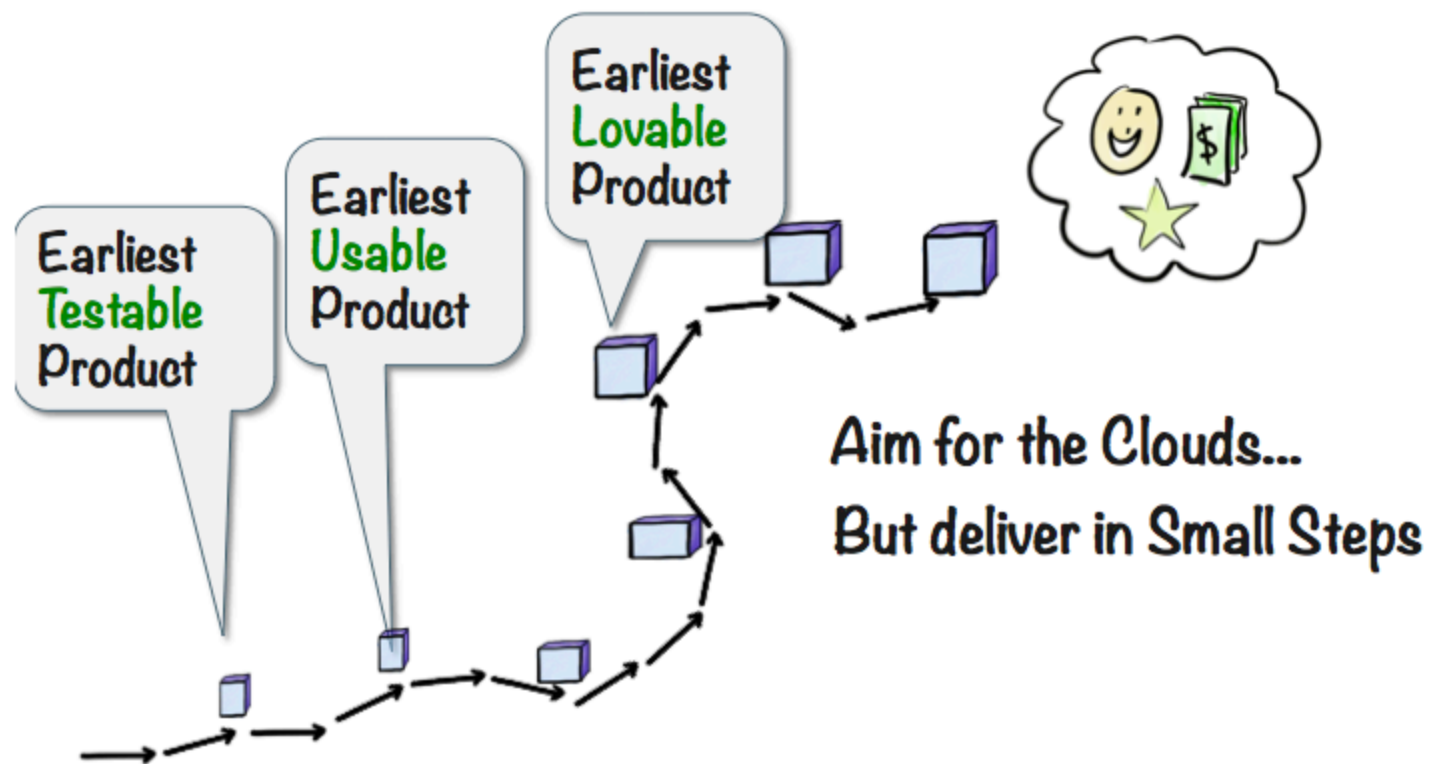


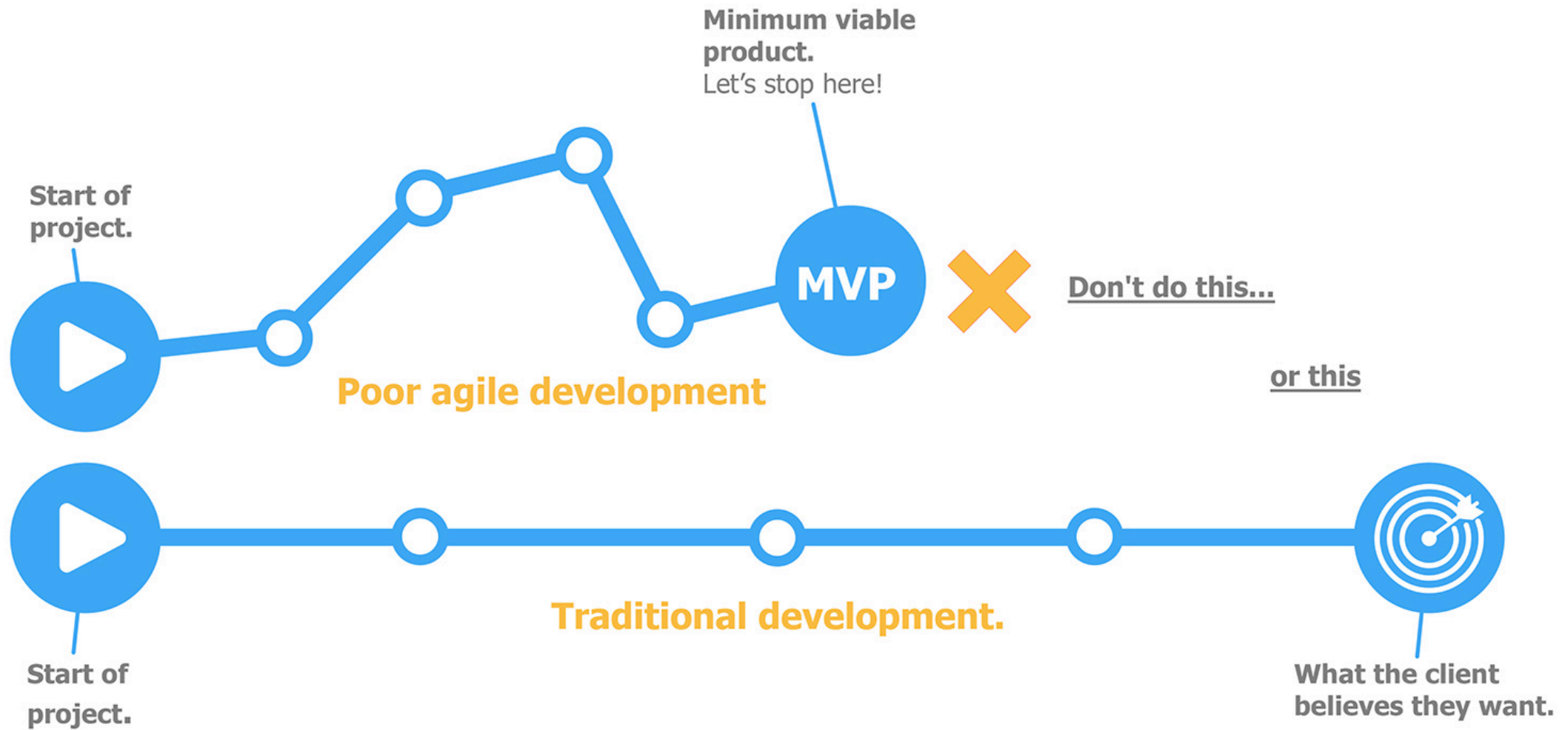
For some customers:

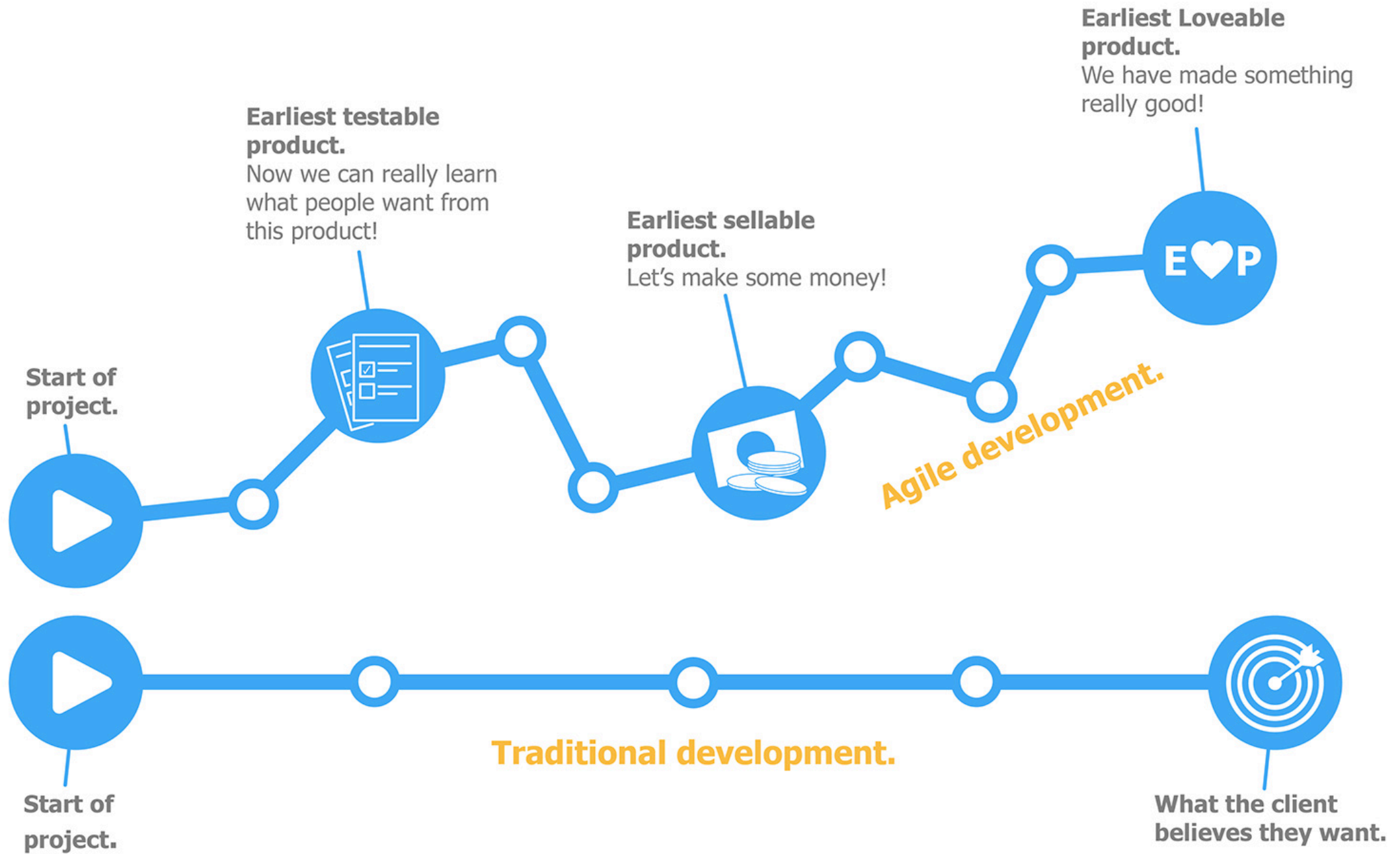
**MVP = MRC (Minimum Releasable Crap).**



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

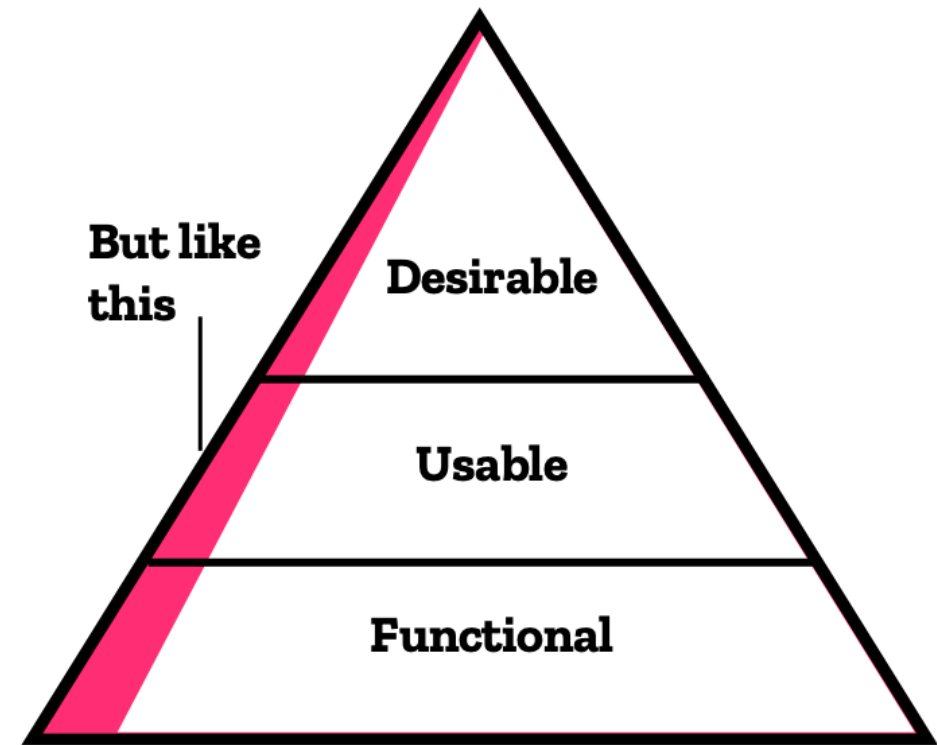
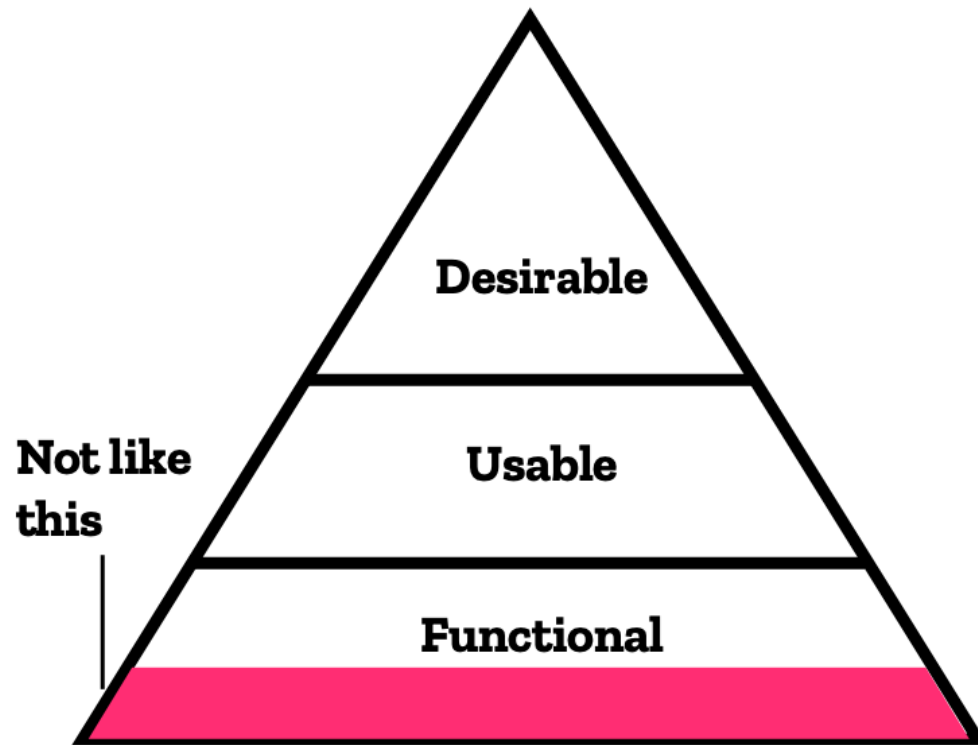






"The minimum viable product was appealing because it was cheap, and you could get it to market faster. But we've advanced past a world where products are 'the first of X.' Stiffer competition means that MVPs aren't going to cut it anymore. If startups truly want to stand out, they need to strive toward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

# Minimum viable product



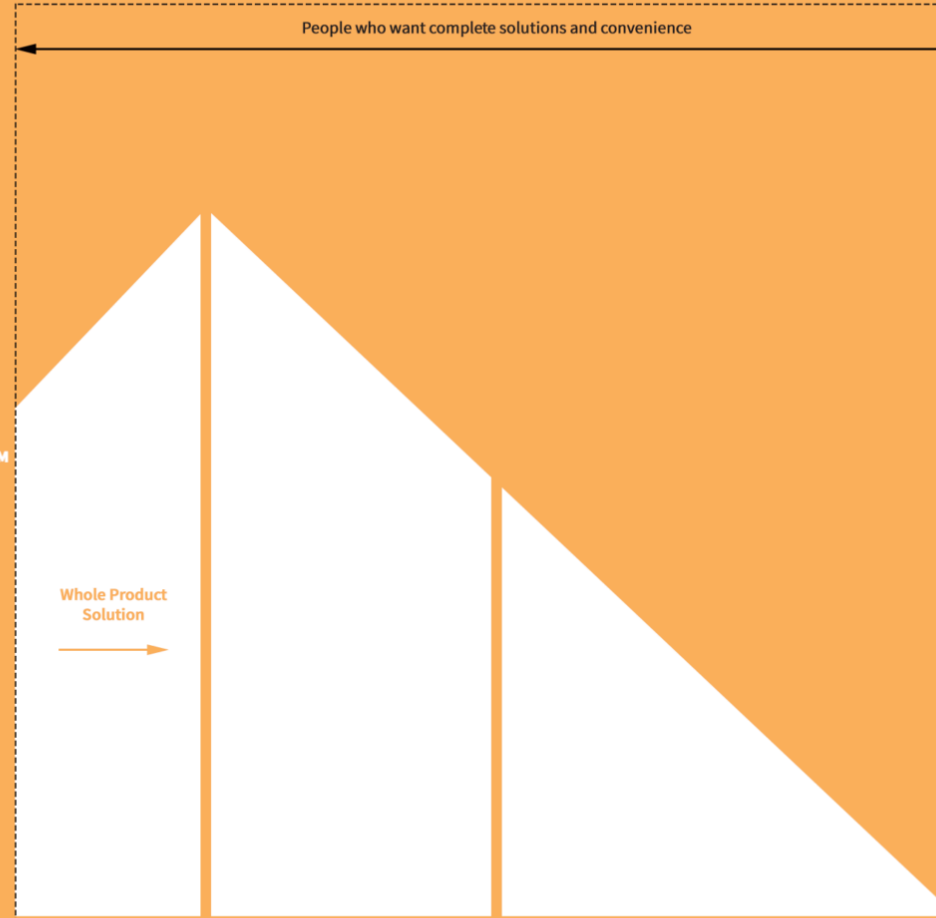
## Early Market



Innovators: 2.5%

Early Adopters: 13.5%

## Mainstream Market



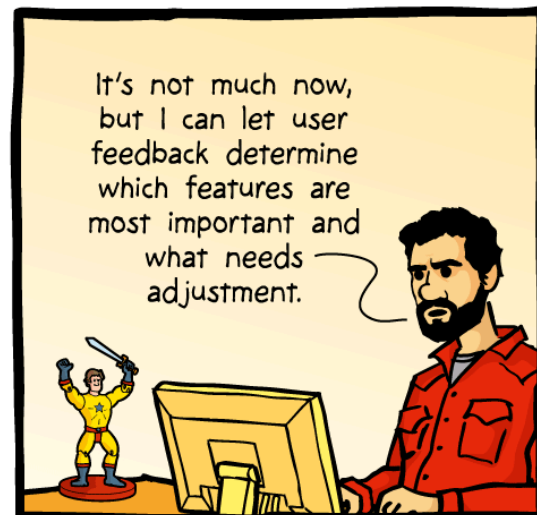
Early Majority: 34%

Late Majority: 34%

Laggards: 16%

The  
CHASM

# 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.

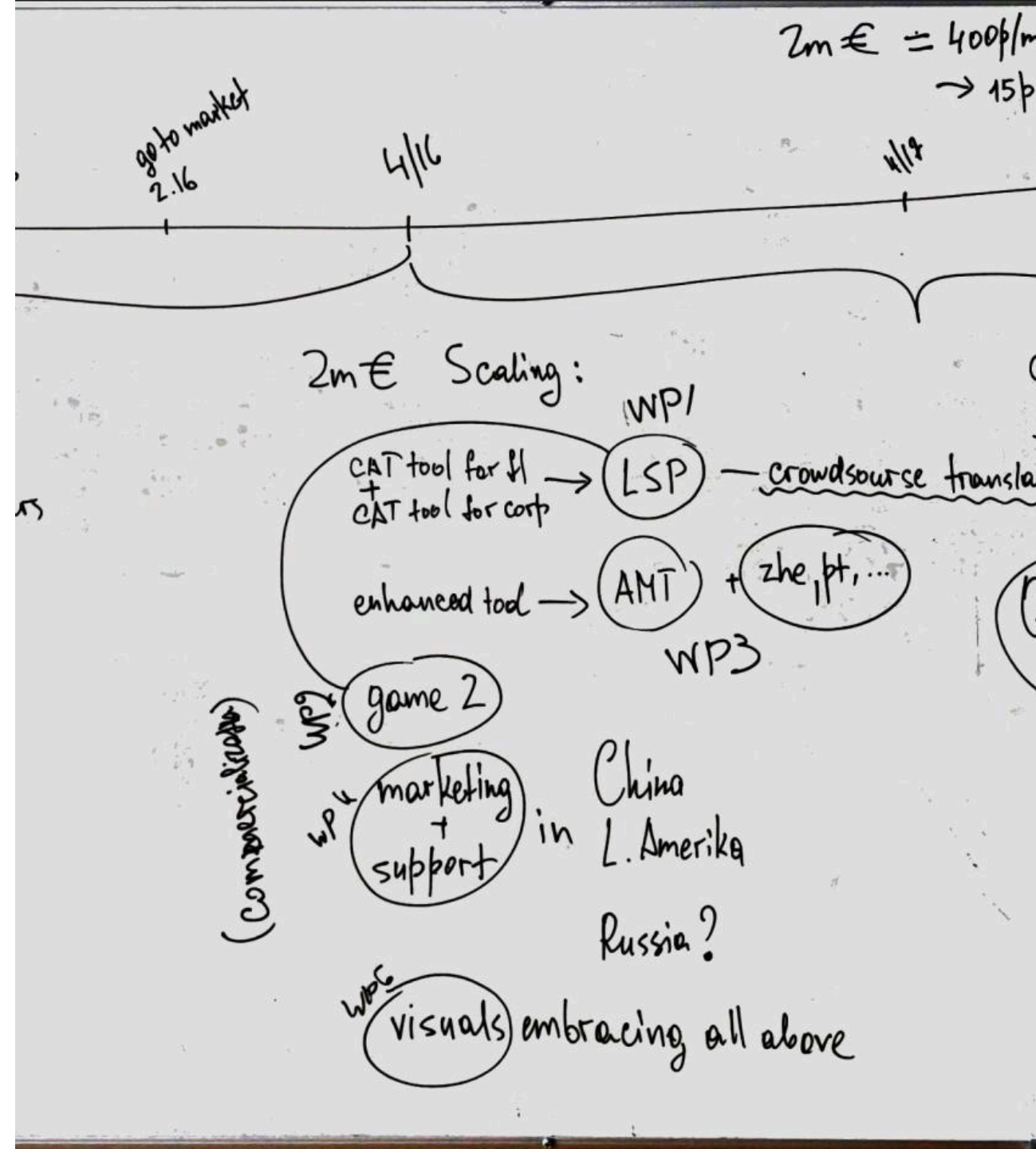
# Key takeaways

- 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

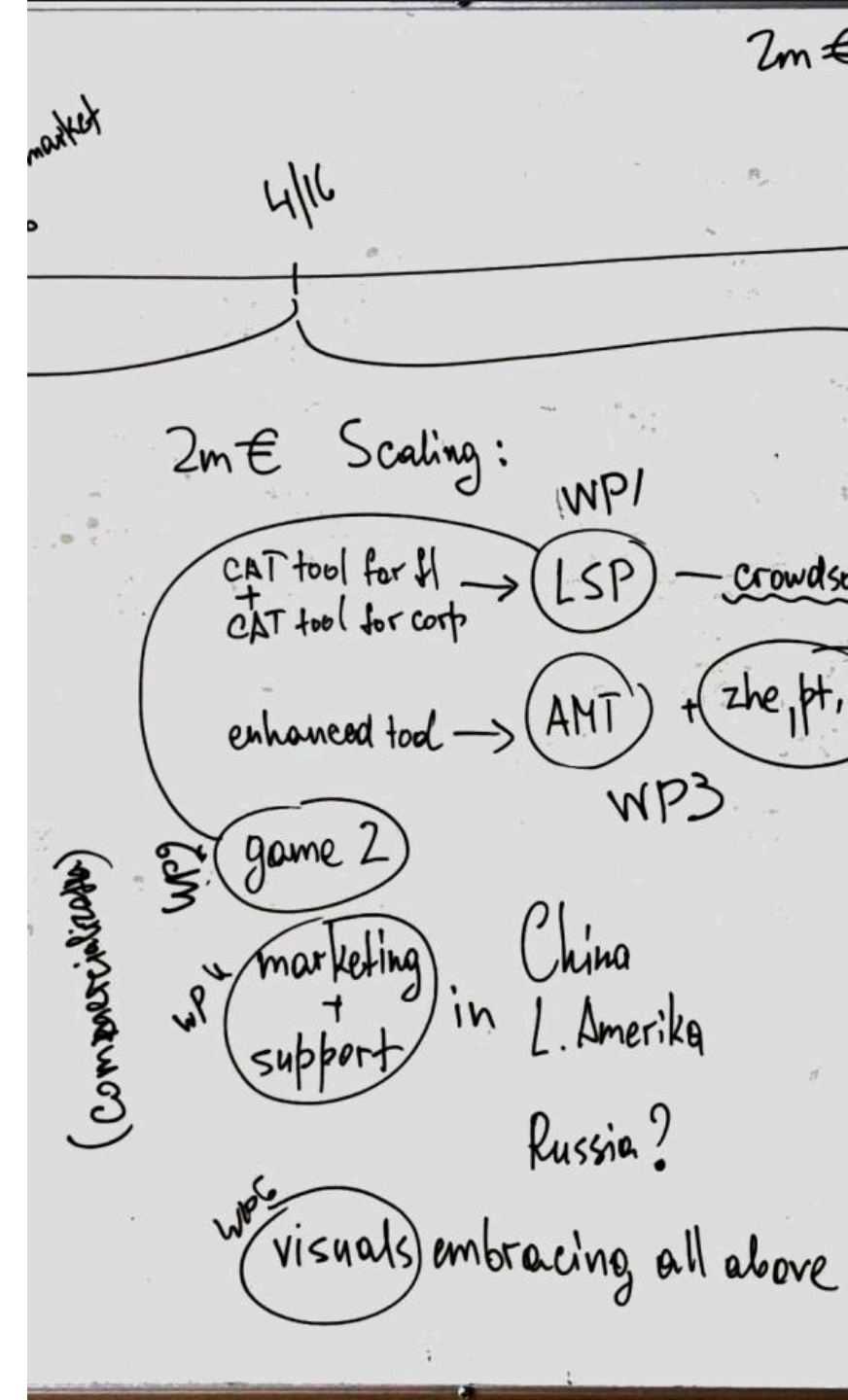
- Describe the desired end result in general terms.
- Define the sprint cycle length.



# 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/  
HOLDS GAME  
GIF REPOSITIVE

1998

January

IF TIME < 1/4 MIN

458

subpage to support  
an content / design

Hester  
James  
Paul

CAT TOOL - (HOLD  
TABLET VIEW)  
MOBILE VIEW - STEADY  
OF CAT SAME

LANGUAGE PAIRS  
INSTEAD OF COUNTER

REDS ON WINDOWS  
(COMBINATION)  
(COVERED)  
TRACE (100) 10

*Lactuca*



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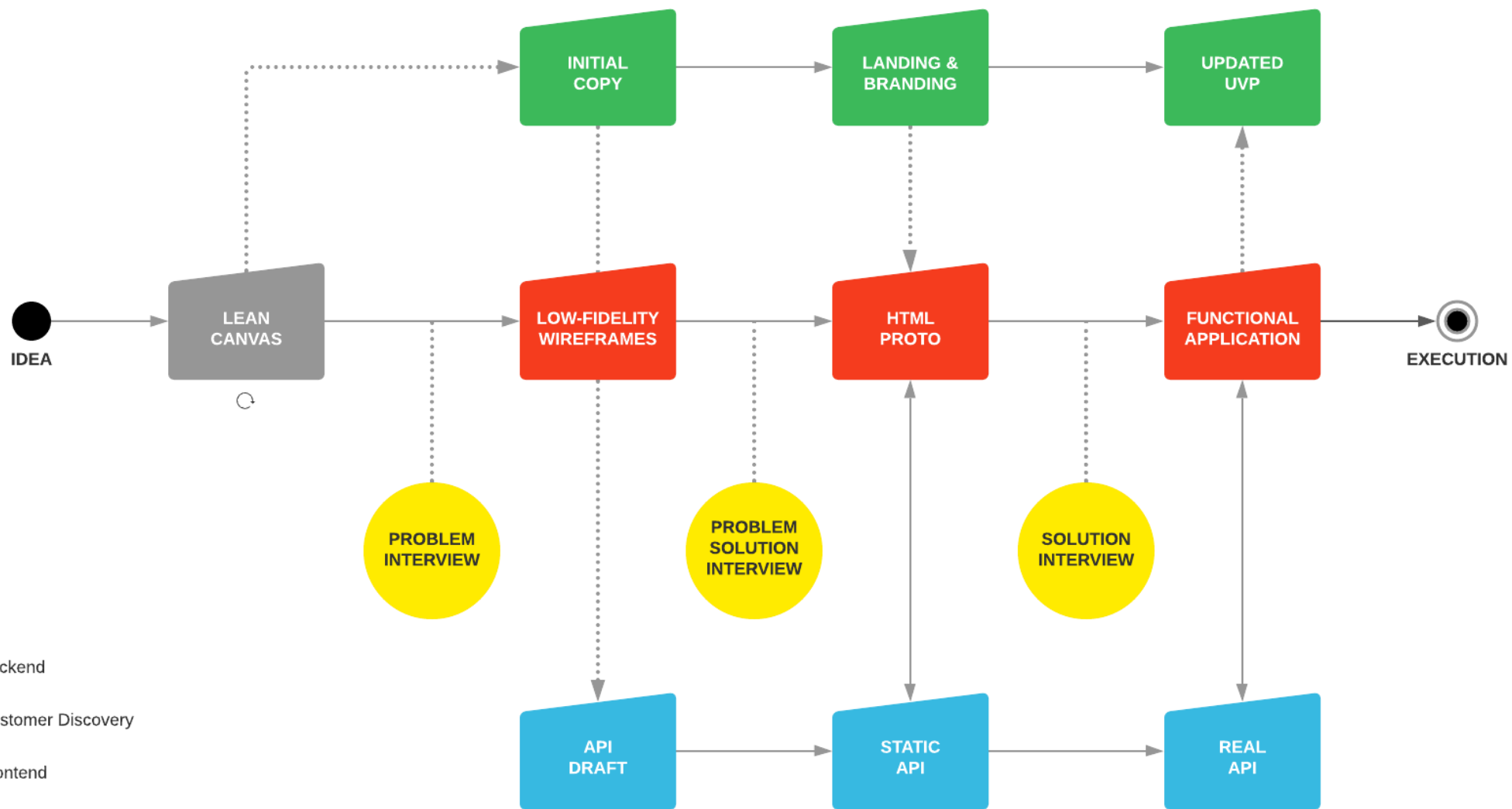
AUTH

Response

Mauri =

EDIC TRANSLATED  
TEXT

## HOW IT WORKS



- Backend
- Customer Discovery
- Frontend
- Marketing
- Single Source of Truth

# References

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- Minimum viable product (MVP): From basic validation to MAP mastery. <https://slickplan.com/blog/minimum-viable-product>



**Thank you!**