

# Minimum Viable Product Mastery: from concept to market

---

△ what is an MVP

- simplest version
- attract early users
- validate a product idea

△ why MVP matters

- risk reduction
- resource efficiency
- direct feedback loop
- faster time to market

△ How to craft an effective MVP

- define your core value proposition
- ideate and prioritize features
- design and develop
- launch and learn
- analyze and iterate

⚠ common pitfalls to avoid

- over complicating
- ignoring user feedback
- lack of vision

⚠ why MVP is important in product development

- saves time and resources
- feedback loop
- faster time to market
- flexibility
- prove your concept

⚠ what is a prototype

- preliminary version
- tangible representation
- assessing design options
- refining product specifications
- low fidelity to high fidelity
- user experience and design

## ⚠ techniques for mitigating risk

- market research
- prototyping and MRPs
- agile methodologies

## ⚠ tools and techniques for market research

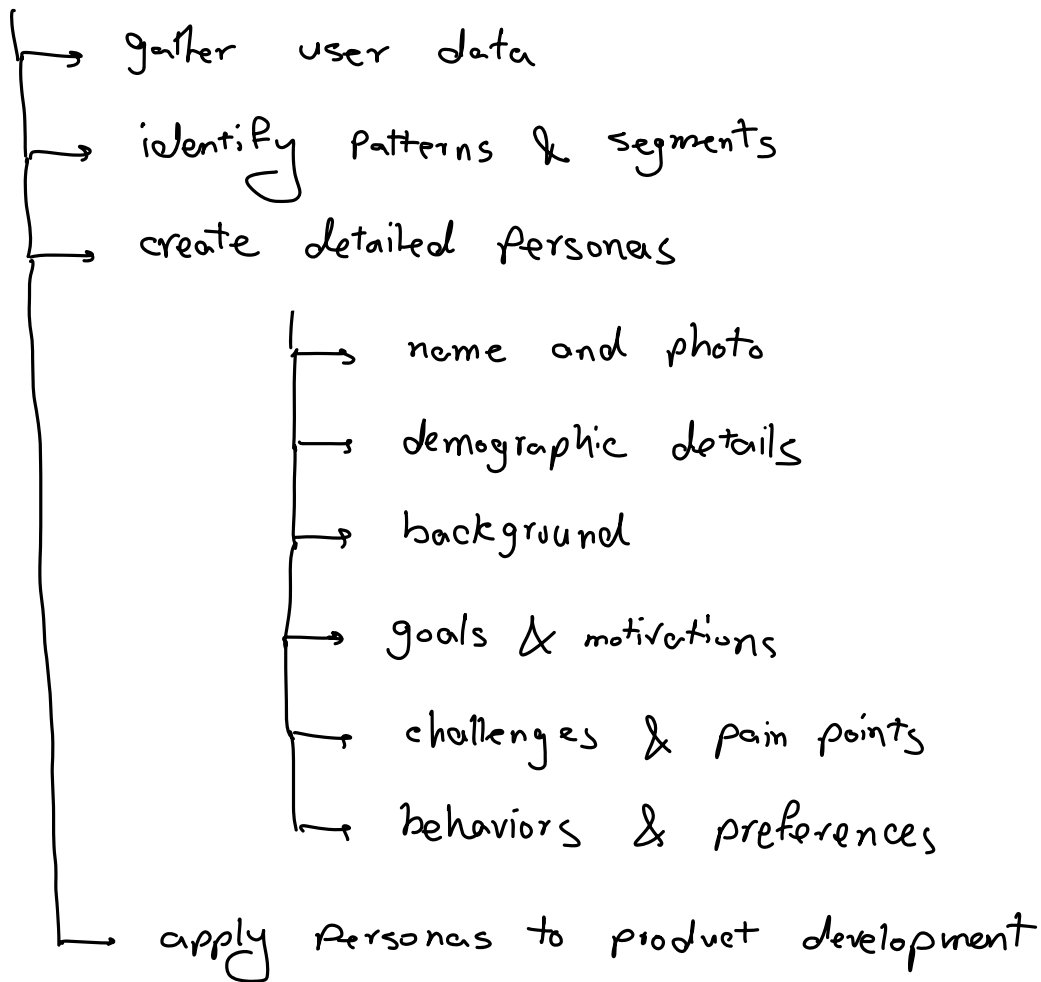
- surveys and questionnaires
- interviews
- focus groups
- social media & online forums
- competitive analytics
- data analysis

## ⚠ understanding user personas

- embodiment of potential users
- research & insights
- visualizing the user



## How to create user persona

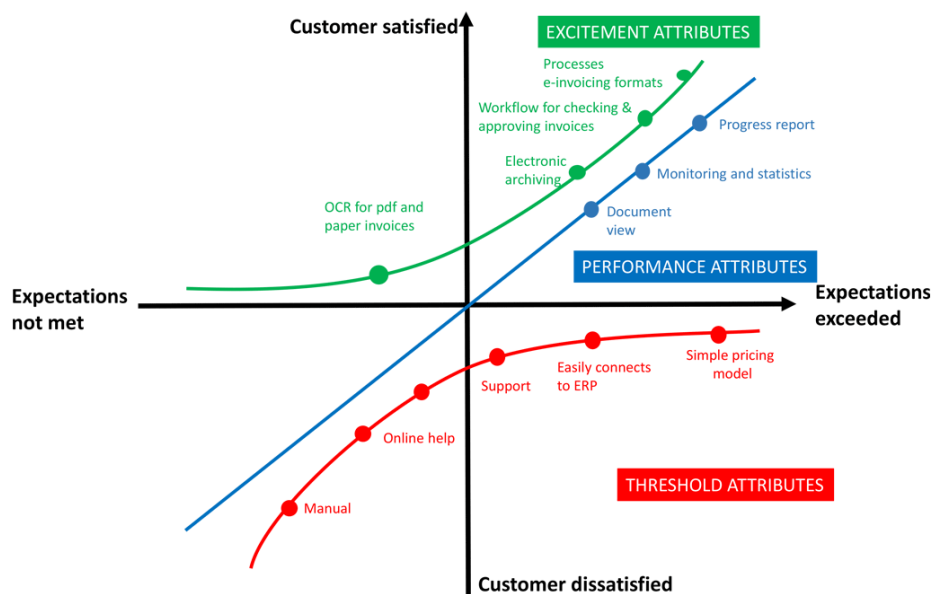


## Moscow method

→ Must / Should / Could / Won't



## Kano model



## ⚠️ S.M.A.R.T goal

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

## ⚠️ KPIs

- provides invaluable insights into market fit
- ① user acquisition ② Active Users ③ churn rate
- ④ user retention ⑤ Conversion rate
- ⑥ customer satisfaction (CSAT)
- ⑦ Net promoter score (NPS) ⑧ time on site/app
- ⑨ feature usage

## ⚠️ Design Thinking

- emphasize : understand your users
- define : state user needs & problems
- ideate : brainstorm solutions
- prototype
- test
- implement

## ⚠ Integrating agile and lean in MVP development

- focus on the MVP's core value
- implement agile sprints
- adopt lean principles
- embrace learning and adoption

## ⚠ Criteria for choosing right tools & platforms

- project requirements & compatibility
- scalability
- development speed
- community & support
- cost effectiveness
- security and compliance
- user experience and performance
- future-proofing

## ⚠ How to plan beta testing

- define objectives
- select your beta testers
- decide on the scale

## ⚠ Best practices for beta testing

- ensure privacy and data protection
- offer incentives
- be open to all feedback

## ⚠ Marketing & Launch plan

- define your marketing goals
- define your target audience
- develop your messaging
- choose marketing channels
- launch strategies
- monitor & adjust

## ⚠ Sources for gathering user feedback

- surveys and questionnaires
- user analytics and behavior tracking
- in-app feedback loops
- community and social listening platforms

## ⚠ Scrum roles

- product owner
- scrum master
- development team

## ⚠ Scrum Events

- sprint planning
- daily scrum
- sprint review
- sprint retrospective
- sprint refinement

## ⚠ How to scale your MVP

- recognize when to scale
- infrastructure and technology scaling
- scale your team
- market expansion
- enhancing product offerings
- operational scaling