

FEATURE PRIORITIZATION AND THE MVP

AGENDA

- Explain the importance of feature prioritization
- Apply prioritization techniques
- Design an MVP and a way to test it

FEATURE PRIORITIZATION AND MVP

WHY PRIORITIZE?

WHY PRIORITIZE?

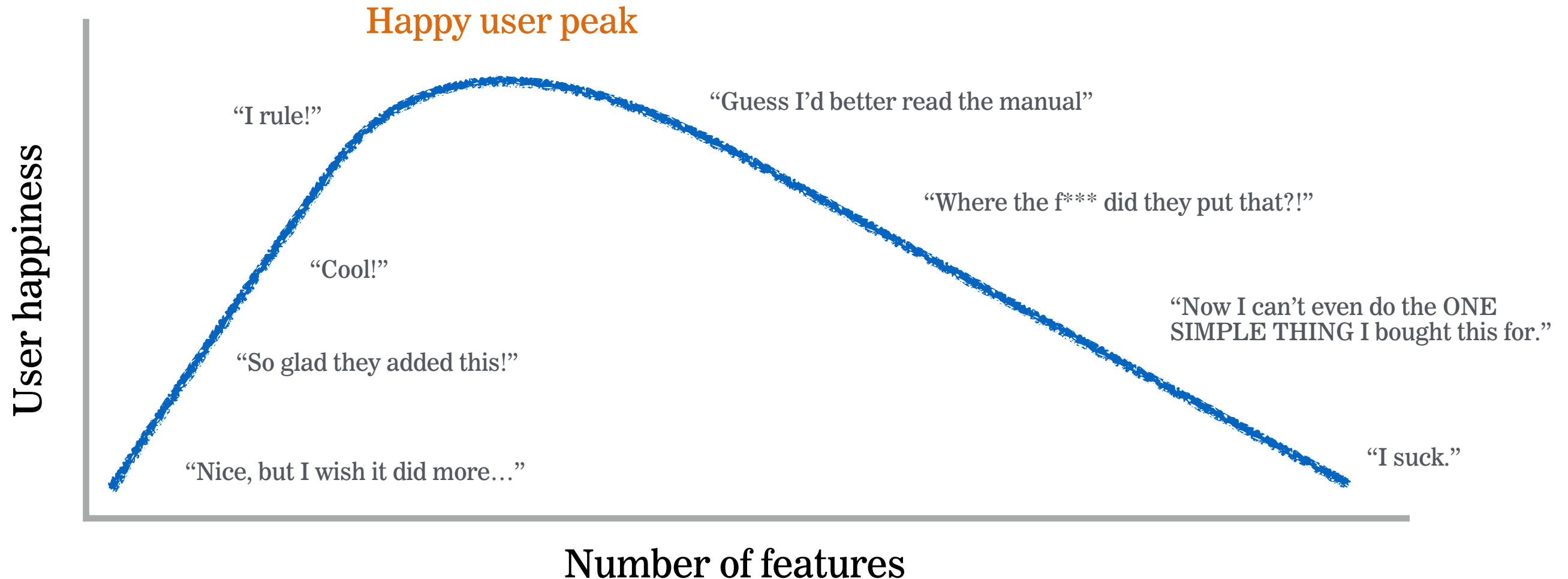
**TOO MANY FEATURES =
BAD USABILITY**

WHY PRIORITIZE?

You can't do it all.

WHY PRIORITIZE?

...AND YOU DON'T WANT TO.



Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing

A common way to enhance and differentiate a product is by increasing its number of features (Goldenberg et al. 2003; Mukherjee and Hoyer 2001; Nowlis and Simonson 1996), which provides greater functionality for consumers. This strategy has become especially popular as new developments in electronics and information technology (e.g., miniaturization and integration of electronic components) have enabled products to include more functions yet cost less and require less time to be manufactured (Freund, König, and Roth 1997).

Each additional feature provides another reason for the consumer to purchase a product (Brown and Carpenter 2000) and may add desired capabilities, but too many features can make products overwhelming for consumers,

leading to dissatisfaction and "feature fatigue." Anecdotal evidence suggests that consumers do not use all the features of the products they buy (Ammirati 2003), and even more significantly, empirical evidence indicates that consumers may experience negative emotional reactions, such as anxiety or stress in response to product complexity (Mick and Fournier 1998).

Why do consumers seem to make choices that do not maximize their long-term satisfaction? One potential reason is that consumers do not make a connection between increasing the number of product features and the difficulty of using a product. Another reason is that consumers understand that products with more features will be more difficult to use, but because features are bundled together, they are forced to buy features they do not want in order to obtain features they do want. Finally, consumers may understand that products with more features will be more difficult to use, but they may give ease of use too little weight in their purchase decisions.

In this research, we examine how consumers balance their competing needs for functionality and ease of use when evaluating products. First, we measure the effects of

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FEATURE PRIORITIZATION AND MVP

WHY PRIORITIZE?

LIMITED RESOURCES

WHY PRIORITIZE?

EVERY PROJECT HAS RESOURCE LIMITATIONS



Time



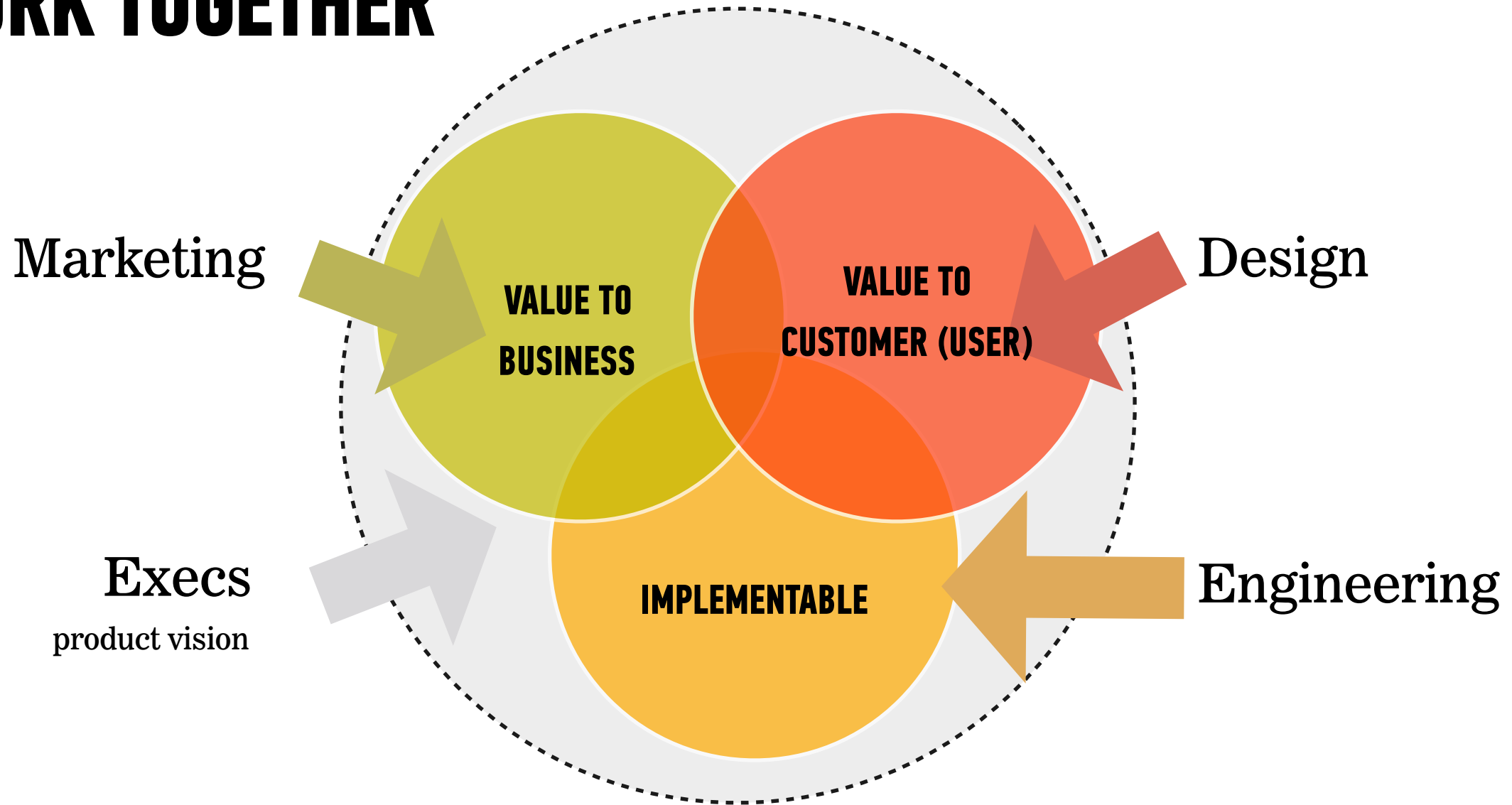
Money



People

WHY PRIORITIZE?

WORK TOGETHER

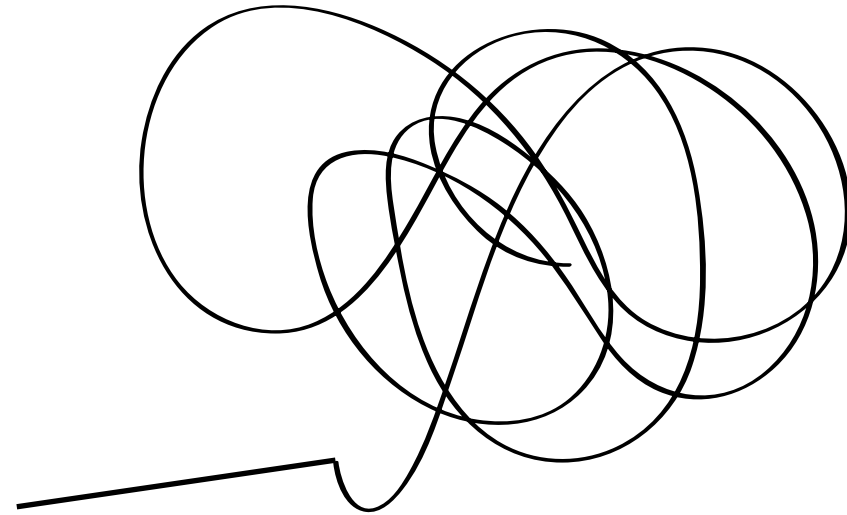


WHY PRIORITIZE?

WE ARE PART OF THE PROBLEM



Business Planning



Design Process

WHY PRIORITIZE?

WAYS DESIGNERS INCREASE SCOPE

- “Yes, and...”
- “Wouldn’t it be great if...”
- “How does Facebook do it?”
- “We just showed it to some users and...”

FEATURE PRIORITIZATION AND MVP

HOW DO WE PRIORITIZE FEATURES?

HOW DO WE PRIORITIZE FEATURES?

WHERE TO START?

Business Goals

- Stakeholder interviews
 - Business model
 - Success metrics
 - Most important metric

User Goals

- User research
 - Persona development
 - Primary persona
 - Most important scenario

HOW DO WE PRIORITIZE FEATURES?

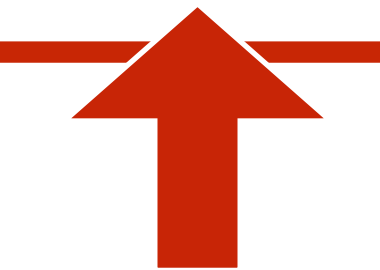
WHERE TO START?

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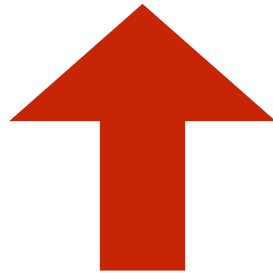
- User research
- Persona development
- Primary persona
- Most important scenario



Start here

HOW DO WE PRIORITIZE FEATURES?

What is the simplest way to satisfy the business need and the user need?



Start here

FEATURE PRIORITIZATION AND MVP

HOW DO WE PRIORITIZE FEATURES?

2 TIPS

HOW DO WE PRIORITIZE FEATURES?

THE MOSCOW METHOD

Must have


Should have

Could have

Won't have

HOW DO WE PRIORITIZE FEATURES?

THE MOSCOW METHOD

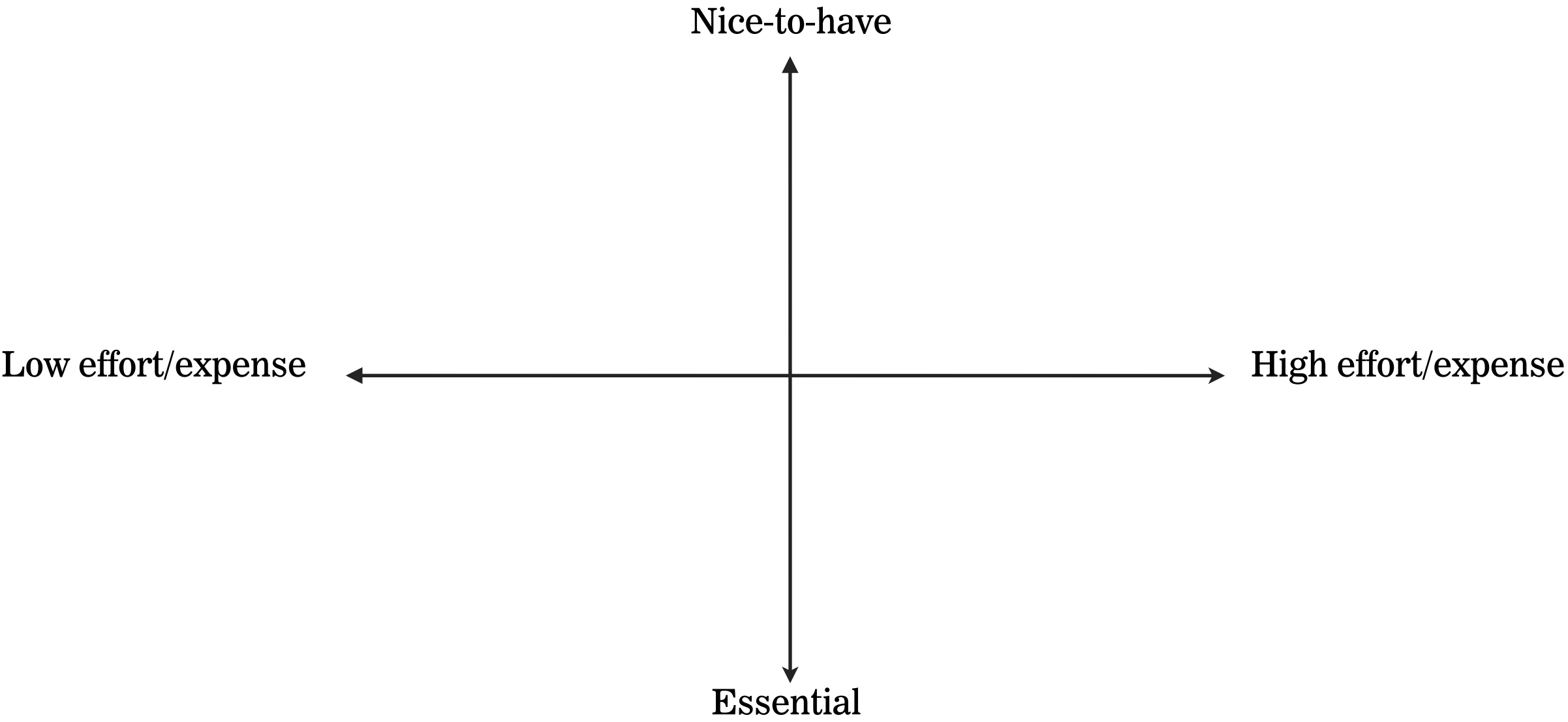
Must have  **Start here**

Should have

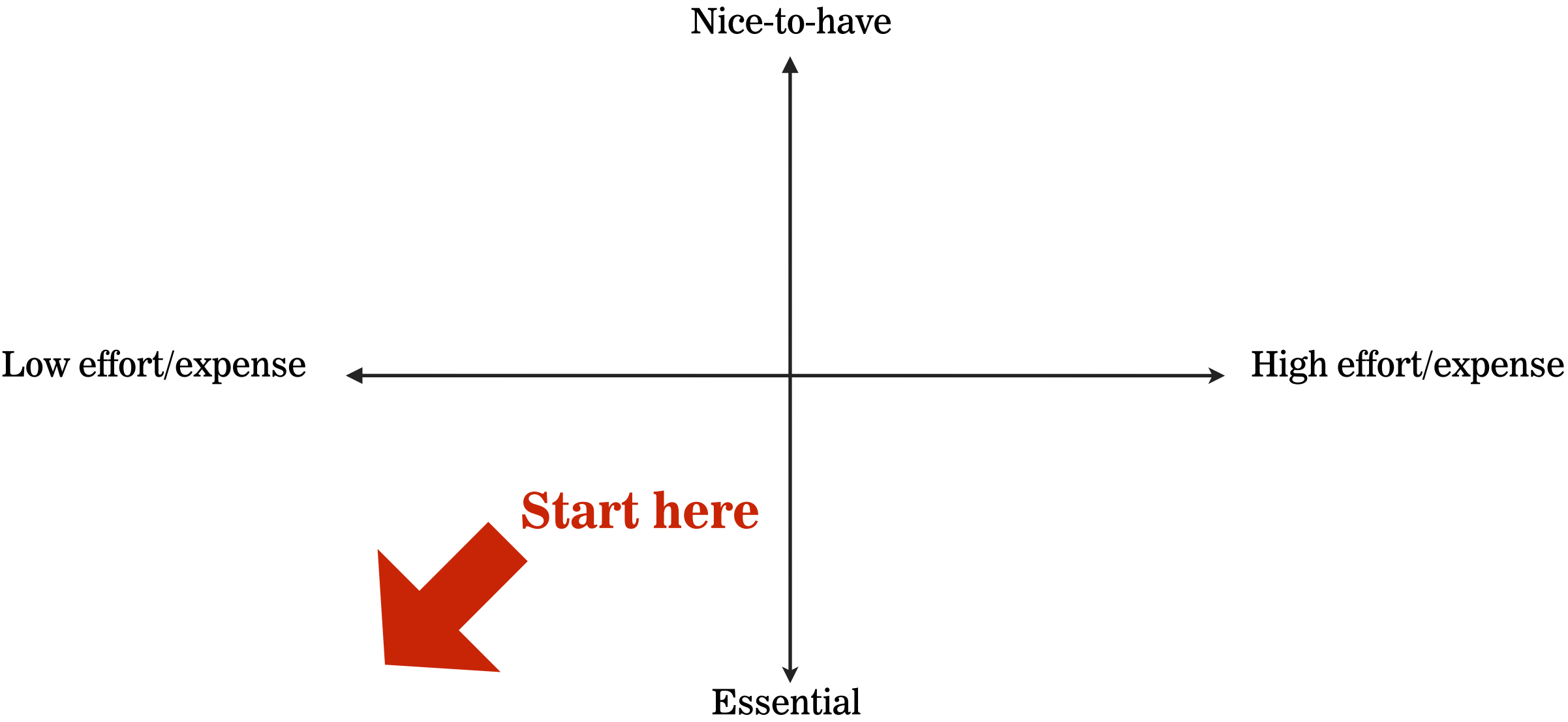
Could have

Won't have

HOW DO WE PRIORITIZE FEATURES?



HOW DO WE PRIORITIZE FEATURES?



ACTIVITY 20 min



PRACTICE

KEY OBJECTIVE(S)

- Identify the highest priority features for your Scrum project.

TIMING

5 min

1. List out the features being considered for your project

10 min

2. Use one of the previous methods to identify the most important features to focus on

5 min

3. Share your approach with class

FEATURE PRIORITIZATION AND MVP

MVPS



MINIMUM VIABLE PRODUCT

WHAT IS IT?

- › The most basic way to test a product idea
- › A tool for learning
- › Not necessarily fully functional

MINIMUM VIABLE PRODUCT



Lean UX

MINIMUM VIABLE PRODUCT



Jared Spool

@jmspool



Following

Minimal Viable Product does not mean "Ship anything without regard to how crappy it is."

RETWEETS

41

LIKES

40



10:45 AM - 9 Feb 2015



Christina Wodtke

@cwodtke



Follow

.@stephenanderson I've replaced the word MVP with the phrase "what's the smallest thing we can do to learn what we need to learn?"

RETWEETS

7

LIKES

5



11:07 AM - 27 Sep 2015



MINIMUM VIABLE PRODUCT



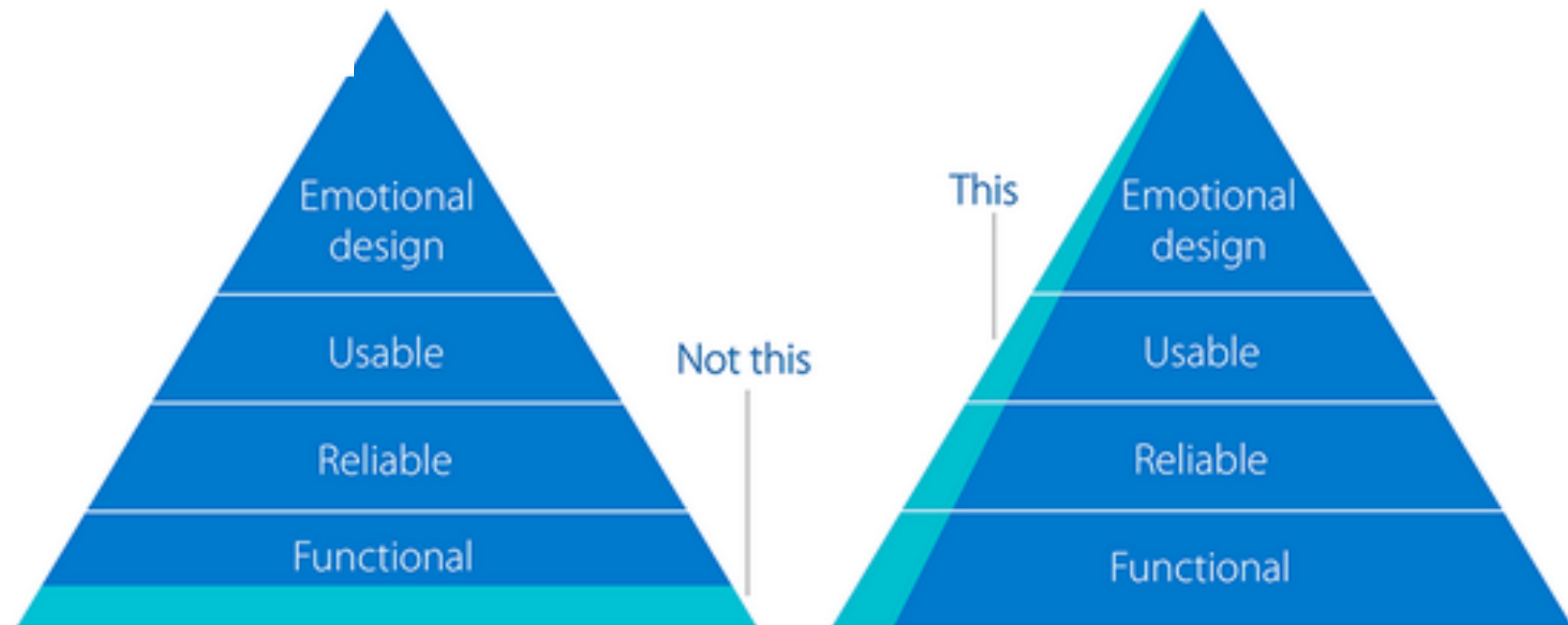
AnneBB

@AnneBB

RT @scott_kerr Great illustration for Minimum Viable Product: Build a slice across instead of one layer at a time #UX



Minimum Viable Product



MINIMUM VIABLE PRODUCT

WHAT IS IT?

- The most basic way to test a product idea
- A tool for learning
- Not necessarily fully functional

MINIMUM VIABLE PRODUCT

SITE SMOKE TEST

That thing you want is
coming soon.

We'll let you know when we launch it:

Send

MINIMUM VIABLE PRODUCT

VARIATION: FEATURE SMOKE TEST



MINIMUM VIABLE PRODUCT

CROWDSOURCED

- Pre-order platform
- Gauging demand while receiving funding!
- Also serves as a PR tool.
- But! How do you create a compelling reward?



MINIMUM VIABLE PRODUCT

EXPLAINER VIDEOS



MINIMUM VIABLE PRODUCT

WIZARD OF OZ

- “Pay no attention to that man behind the curtain.”
- Gauging demand with little investment
- Gets your product to market before infrastructure exists



MINIMUM VIABLE PRODUCT

CONCIERGE

- Substitute a manual service for a digital product.
- Validate service while gathering requirements, learning about pain points, & opportunities
- Grow your business organically through referral until it reaches a tipping point

RENT**THE**RUNWAY love. wear. return.



Nicole Miller
Keyhole Goddess Gown

rental \$100 retail \$630 ♥



Camilla And Marc
Simeon The Proud Dress

rental \$75 retail \$500 ♥



Proenza Schouler
Kaleidoscope Cut Out Dress

rental \$150 retail \$1,390 ♥



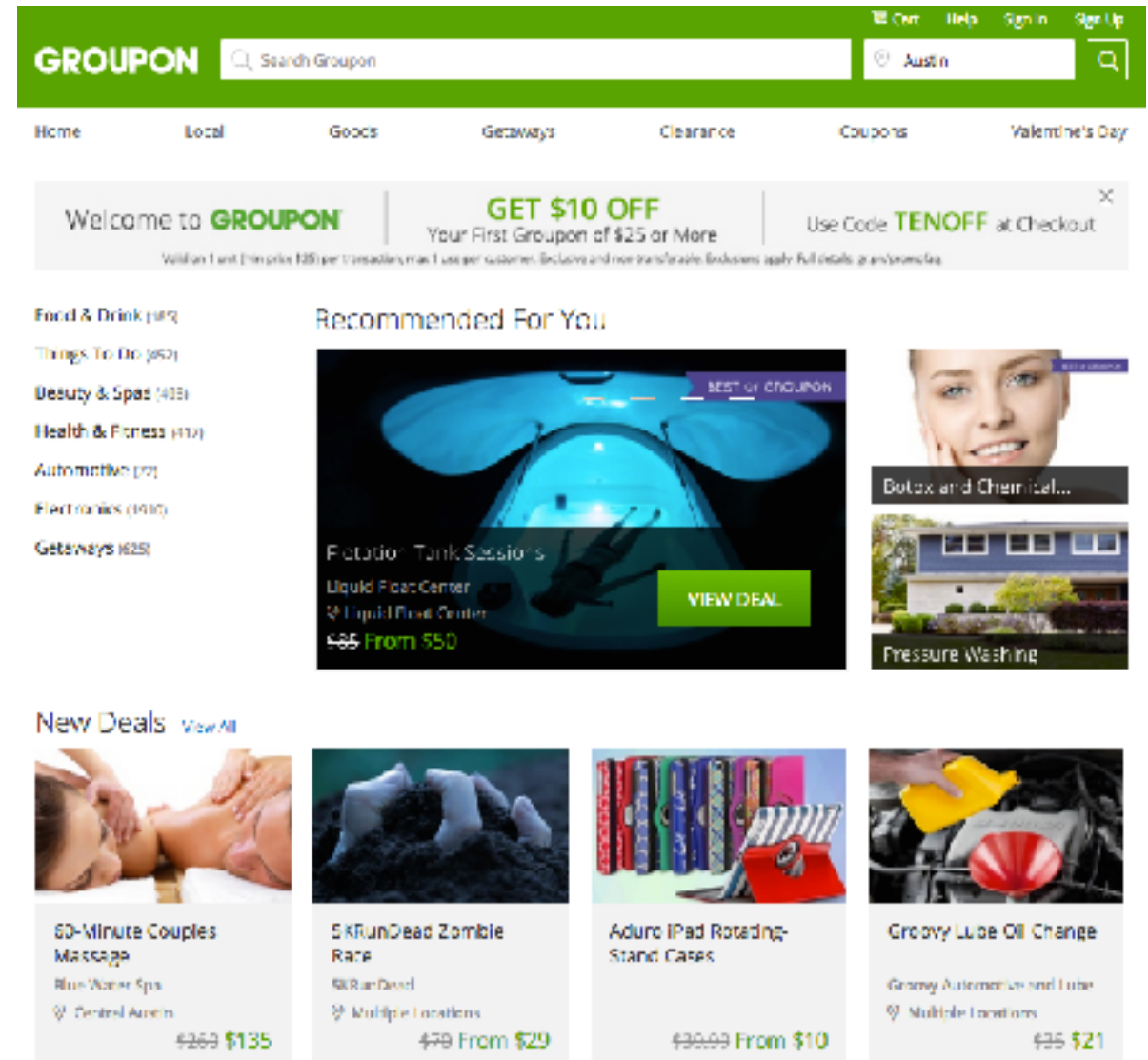
Nicole Miller
All Laced Up Dress

rental \$50 retail \$400 ♥

MINIMUM VIABLE PRODUCT

PIECEMEAL

- ▶ Putting together different technology that already exists
- ▶ Instead of delivering services manually, repurpose existing tools.
- ▶ Validate your solution, then build the features.



MINIMUM VIABLE PRODUCT

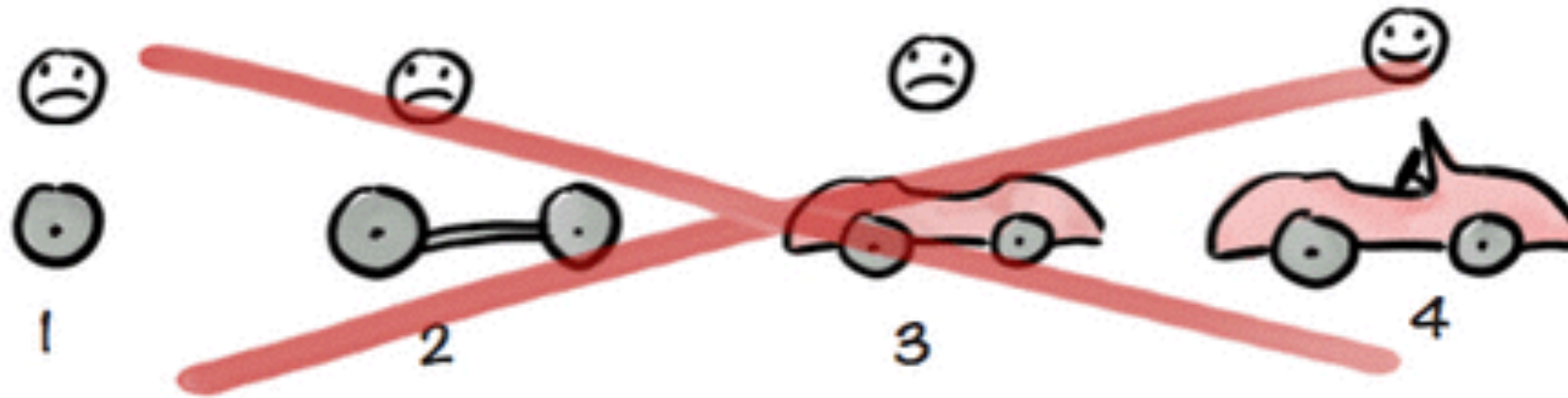
PAPER & INTERACTIVE PROTOTYPES

You got this.



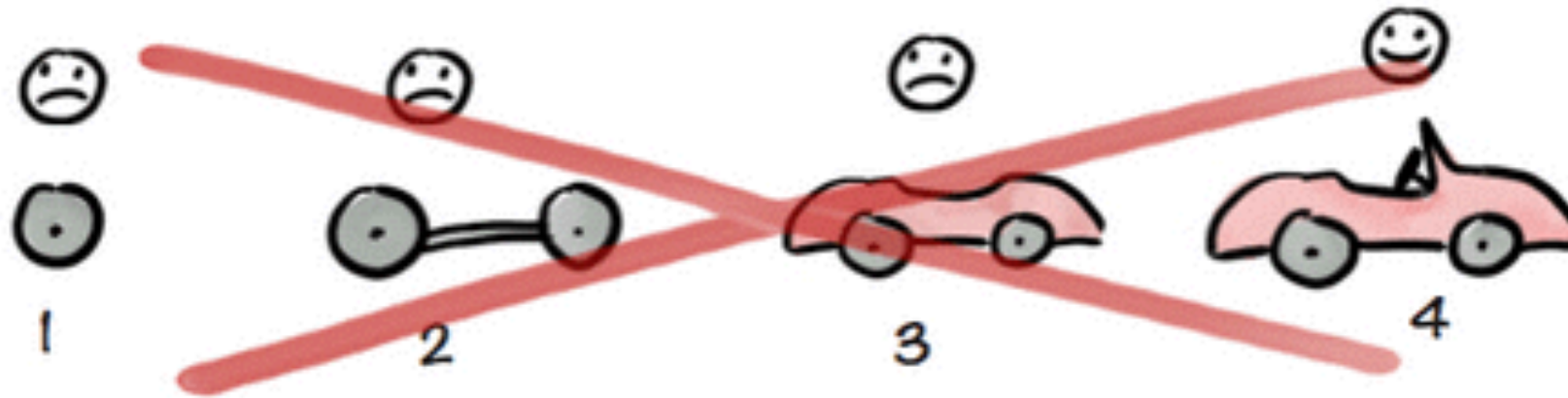
MINIMUM VIABLE PRODUCT

Not like this....

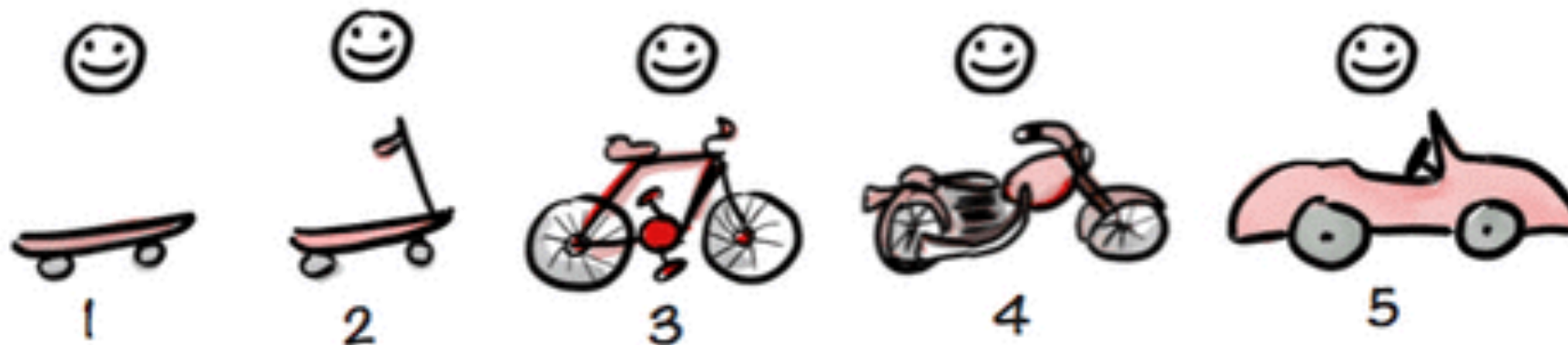


MINIMUM VIABLE PRODUCT

Not like this....



Like this!



MINIMUM VIABLE PRODUCT



William Lidwell
@williamlidwell

Minimum viable product (MVP) focuses on the wrong problem(s). Better to think in terms of minimum viable experience (MVE).



rasmusskjordan @rasmusskjordan · May 20, 2014

@williamlidwell I think most people building MVP's are definitely thinking about the experience all the time. I don't really see the diff?



William Lidwell @williamlidwell · May 20, 2014

.@rasmusskjordan MVP is feature-centric. MVE is more holistic—includes brand, service, packaging, support, etc. critical for success.



[View other replies](#)



rasmusskjordan @rasmusskjordan · May 20, 2014

@williamlidwell That distinction might be useful for some but I think you're out of business if "product" is not planned holistically anyway



William Lidwell @williamlidwell · May 20, 2014

@rasmusskjordan You *will be* out of business ... the idea is to frame the problem correctly before natural selection takes over.





Karl Smith

CEO Paradigm Interactions Inc. | Founder and Director, The User Centered Design Society | Futurist | Interim Director

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Minimum Viable Experience (MVE), because the viability in an MVP is not Customer Centered

Apr 29, 2016

298 views



31 Likes



5 Comments



ACTIVITY 15 min



PRACTICE

KEY OBJECTIVE(S)

- Identify your MVP for your Scrum project

TIMING

- 10 min* 1. Identify the core feature(s) that should comprise your MVP.
- 5 min* 2. How would you test this?

Site smoke test

Wizard of Oz

Concierge

Piecemeal

Crowdsourced

Other prototypes

FEATURE PRIORITIZATION AND MVP

Q&A