Building an MVP: India Hikes

By: Ananya Nandan

The Problem Statement revolved around designing an MVP and recommending monetization strategies for a company named India Hikes is one of the largest and safest trekking organization in India. What do we mean by an **MVP**? To explain in simpler terms, A Minimum Viable Product, or MVP, is a product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle. According to the ISO 134007 standard (DCU), processes it was possible to identify in the document identify the people to whom the product is directed, what they will use it for and under what conditions since it is said that two essential factors were defined (user people and addressable market).

User people are basically the profile of a customer typical of our product. It helps to understand the traits, behaviors, goals, responsibilities and key needs of a specific type of user. The second stage, which is to identify the objectives of the user and the supplier of the product, is fulfilled, as it is concluded that their approach should focus mainly on two people: young hiking enthusiasts and mature hiking enthusiasts, as they seem to be aligning more with India Hikes product offerings.

In the phase of producing design solutions, they have opted for the wireframes are the backbone of the design and contain the functional elements of the final mobile or web product. In other words, it is the preview version of the application. One downside is that wireframes don't provide full product details, but it does have the advantage that they provide a robust representation of the final design, so no important pieces are missed.

By creating a wireframe, you establish a path for the entire project and for the people: developers, visual designers, project managers. In the evaluation phase, a tool is used for the design of MVP that is Balsamiq that serves to create simple and basic wireframes to give an idea of how the MVP should look and what characteristics it must include so that users provide them with a perfect experience.

Metrics were used by stakeholders, marketing specialists and the product management team to detect problems, set goals and make informed decisions, this is important for the monetization some of the metrics used where the following:

- Download and Launch Rate
- User Ratings & Store
- Customer Acquisition Cost
- Number of new sing ups
- Percentage of active users and Churn.

Source: https://medium.com/products-demystified/building-an-mvp-india-hikes-4e7c34c4edff