



How your minimal
lovable product will
delight your users

Luiise
Freese
Princess

#SharingIsCaring



#ff69b4

Member of the
Microsoft 365 &
Power Platform
community team

It depends!

Let's connect!

Trouble
Maker

Changing the world
one app at a time ✨

sh e / h e r

Very
nerdy

Architect

Building cool stuff with Microsoft 365
& Power Platform & Azure

Loves to talk about

OPEN

DevOps • UI •
documentation

so(u)rceress. accessibility

healthy foodie

Mother of
dragons
teens

MVP

BizApps
& M365

M365princess.com

@LuiiseFreese

4 2

Once upon a time...

- Bloated products with not a lot of value
- Waterfall approaches
- Meh

7 Stages of Waterfall



1

PERFECT PLAN



2

WILD ENTHUSIASM



3

TOTAL CONFUSION



4

DEATH MARCH



5

THE SEARCH FOR
THE GUILTY



6

THE PERSECUTION OF
THE INNOCENT

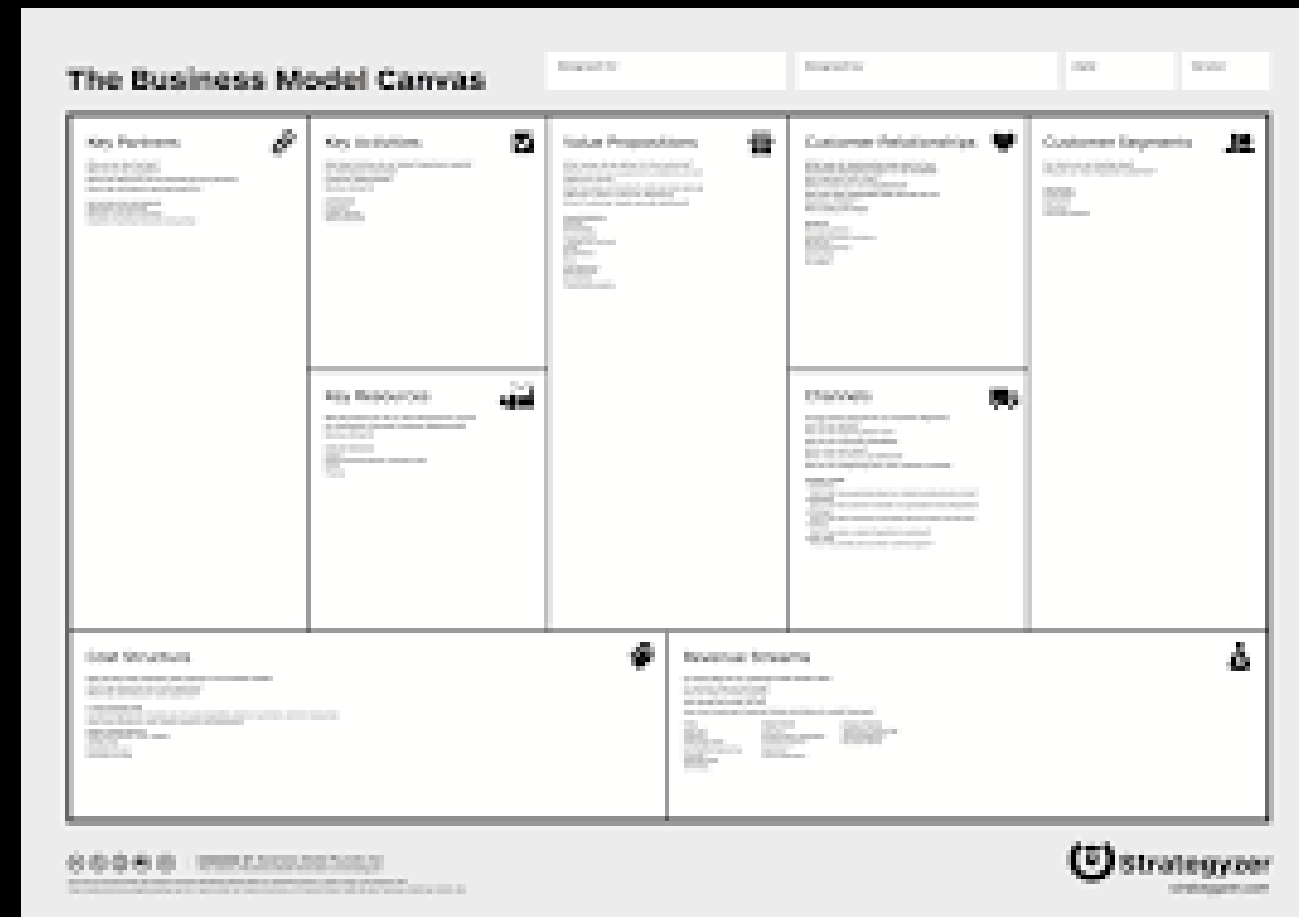
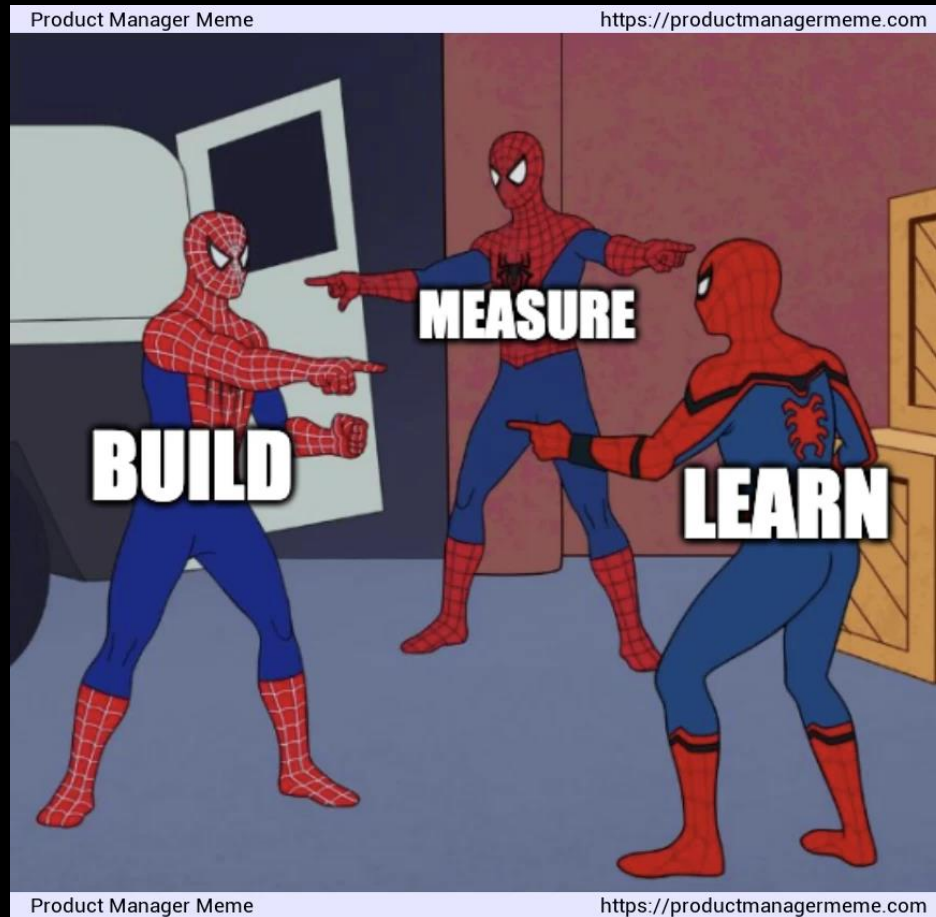


7

THE PROMOTION OF
THE INCOMPETENT



Then Lean Startup happens





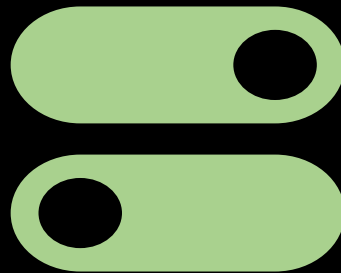
Minimal Viable Product

@LuiseFreese
#ExpertsLiveNL

Minimal viable product?



Collect the max
amount of insight
with the least
effort



Only a rudimentary
functioning
version



Don't waste time,
money, effort
(and coffee)

Lean bs

“If You're Not Embarrassed By The First Version
Of Your Product, You've Launched Too Late”

YOU WANT YOUR COUSIN TO SEND YOU A FILE? EASY.
HE CAN EMAIL IT TO— ... OH, IT'S 25 MB? HMM...

DO EITHER OF YOU HAVE AN FTP SERVER? NO, RIGHT.
IF YOU HAD WEB HOSTING, YOU COULD UPLOAD IT...

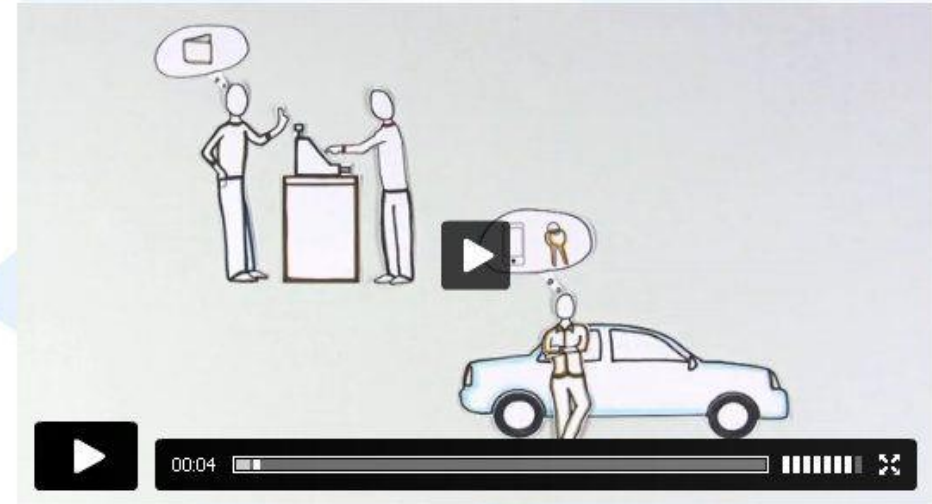
HMM. WE COULD TRY ONE OF THOSE MEGASHAREUPLOAD SITES,
BUT THEY'RE FLAKY AND FULL OF DELAYS AND PORN POPUPS.

HOW ABOUT AIM DIRECT CONNECT? ANYONE STILL USE THAT?

OH, WAIT, DROPBOX! IT'S THIS RECENT STARTUP FROM A FEW
YEARS BACK THAT SYNCs FOLDERS BETWEEN COMPUTERS.
YOU JUST NEED TO MAKE AN ACCOUNT, INSTALL THE—



I LIKE HOW WE'VE HAD THE INTERNET FOR DECADES,
YET "SENDING FILES" IS SOMETHING EARLY
ADOPTERS ARE STILL FIGURING OUT HOW TO DO.



It wasn't even a
product – yet!

Most MVPs

- Low investment in UX and Design
- Low standards for reliability
- Low accessibility
- Low efforts on usability



WELL, THIS SUCKS

Danger

- Users don't feel addressed
- They don't consider this product to be solving their issue
- They don't feel connected

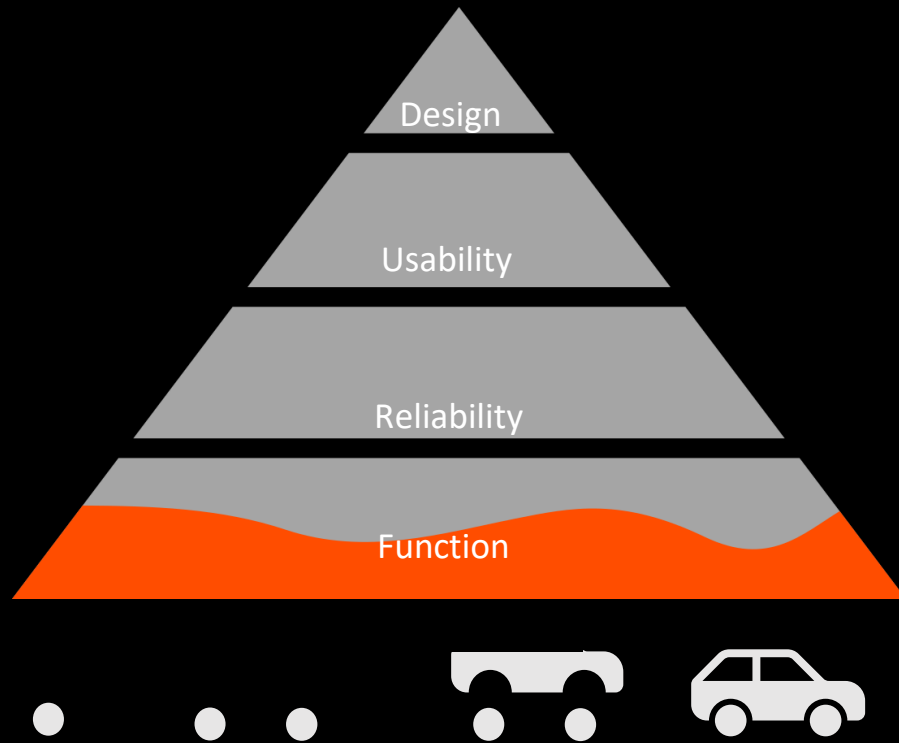
We 🙌 don't 🙌 want
🙌 likes 🙌 we 🙌
want 🙌 love 🙌 !

You created distance
between your product and
your user by design
(meh)

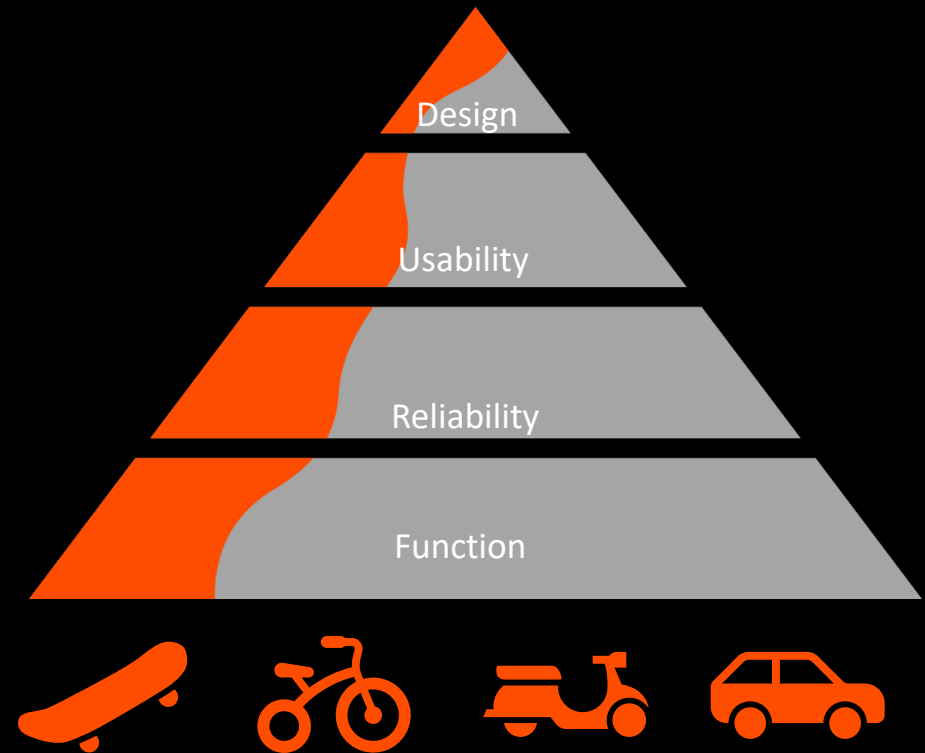
MVP

- Goal is to learn about a business model
- Not necessarily a viable product that solves a customer problem
- Not even necessarily a product at all

Don't do this



Also don't do this



F.R.I.E.N.D.S



“It was pink and it had rainbow-colored tassels hanging off the handle grips and a bell and this big white basket with those plastic daisies stuck”



@LuiseFreese This is minimal lovable product
#ExpertsLiveNL

So tell me what you want
what you really really want



Emotional response

You can't have it all – Pick 2



FAST



GOOD



CHEAP

Don't boil the ocean?!*

- Complicated (= mechanistic):
100% solvable with the right expertise/technical skill
- Complex (= interconnected, dynamically changing, non-deterministic):
solutions may only be guessed at and shown to work in retrospect

Let's level up

- technical core + promising of the product
- Get the audience hooked



* Are you old enough to recall that sound?

Build a minimal l♥vable product

- Have a viable product to extend it
- Focus on what users will love
- Find that tiny little detail
- Timebox your efforts

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Don't fall into
the
“Marketing can
fix that later”
trap!

Emotional response needs to be baked into our product

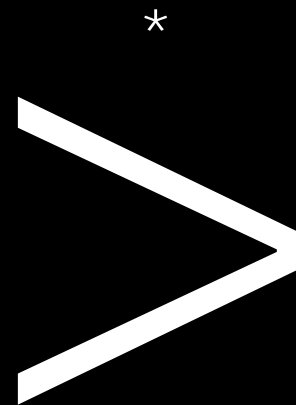
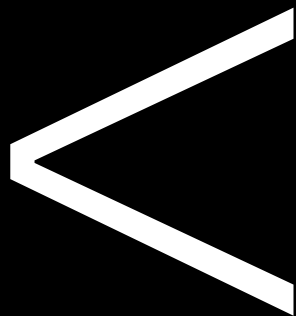
- It's not the icing on the cake.
 - Not the sprinkles.
 - Not the whipped cream.
 - Not the cherry on top.
-
- It's in the quality of the recipe, the art of manufacturing, and the secret ingredient love.

Also don't fall
into the
“let's add
another feature”
trap!

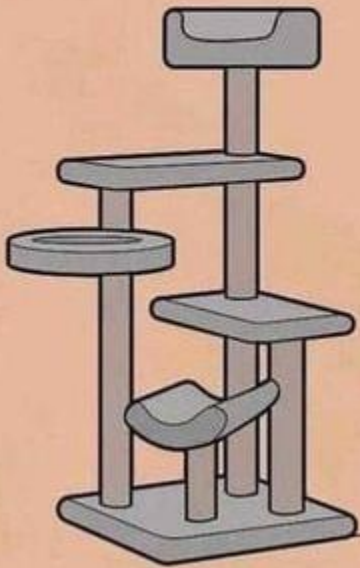
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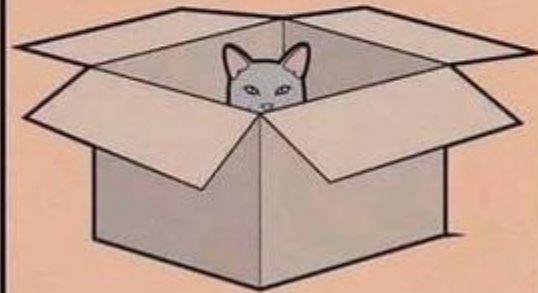




Product features



User needs



We buy on emotion and justify with logic



Better chances for

- Higher price point
- Organic growth
- Access their data
- Emotions are recession proof

What happens if we want to deliver an MLP instead of an MVP?

- Focus shifts from feature centered thinking > user centric perspective
- Still it stays minimal – which means we want to touch base with users asap

A comparison

MVP – explains what it could do

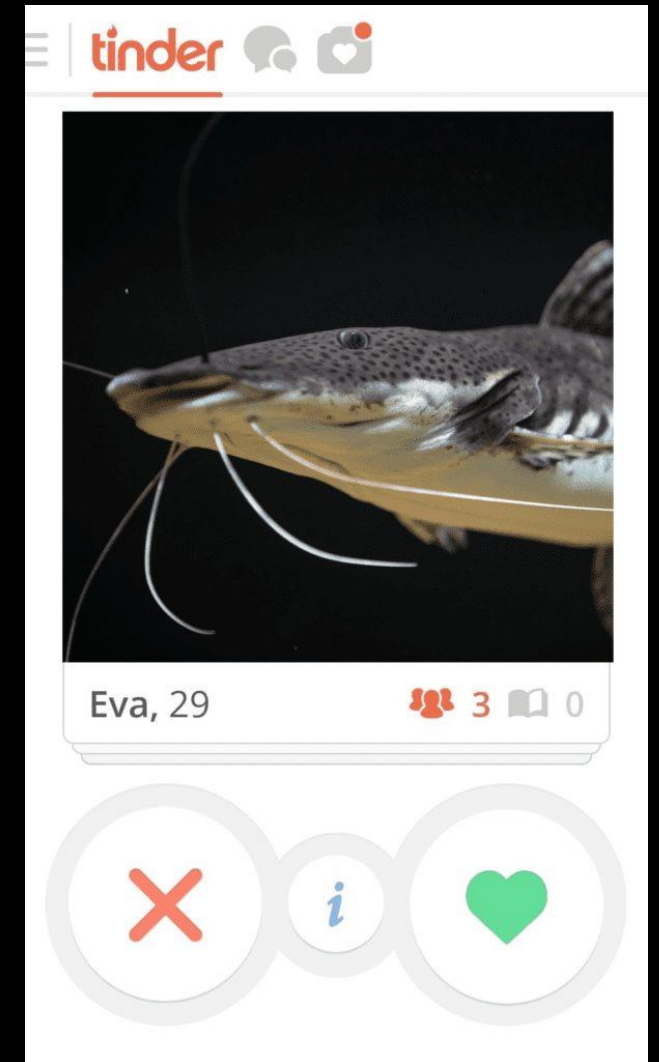
- Go live of the idea of a product
- Validate the need of a product
- Focus on product and its core features

MLP – invokes the emotion to be needed

- Go live of the promise of solving a problem
- Trigger the need for the product
- Focus on target audience and its needs

Some more examples

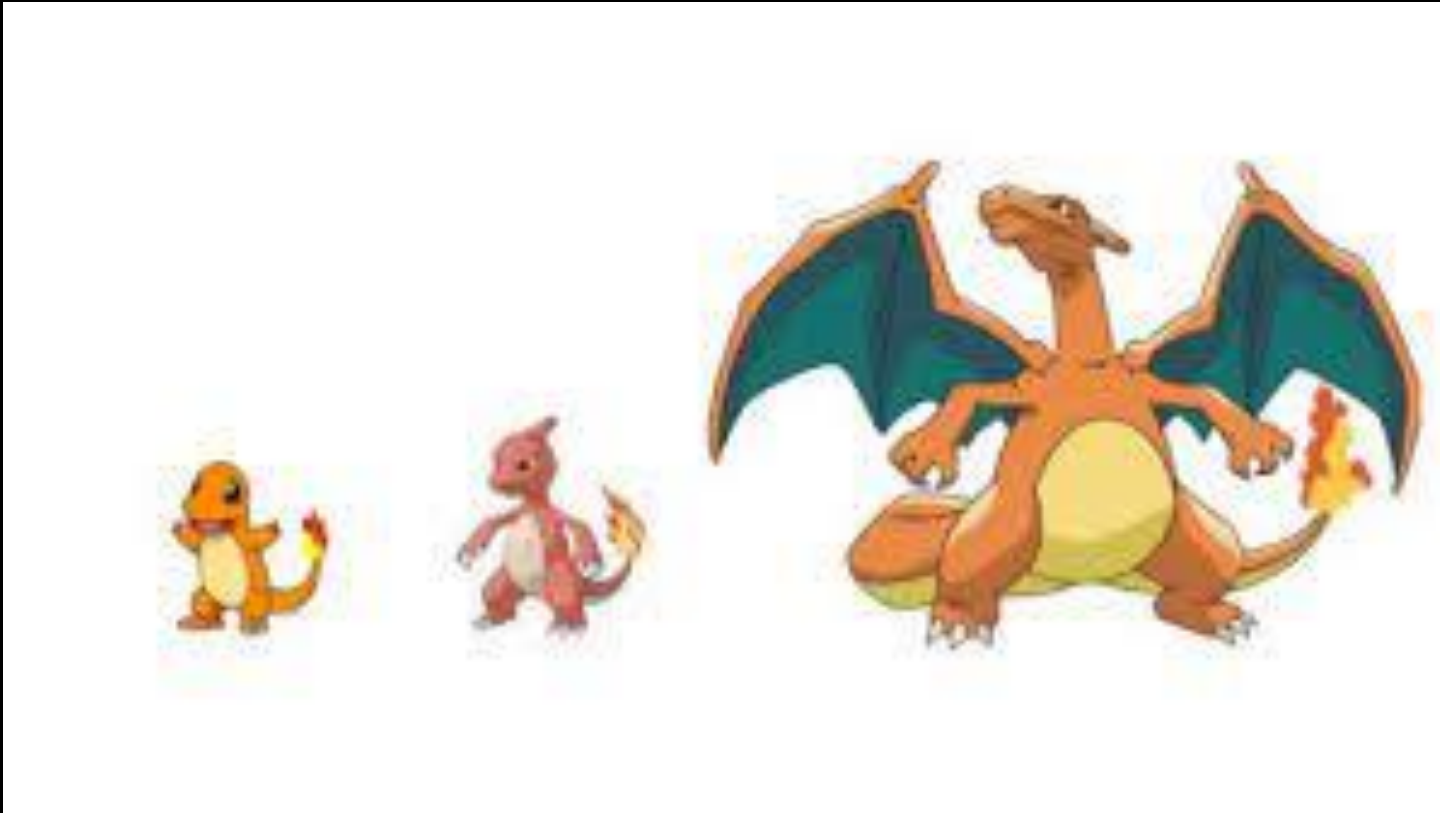
- The swipe-right on tinder*
- Infinite scroll (everywhere)
- Unsend button on gmail
- Google.com



* Yeah I know, nobody is on Tinder, but everyone knows that experience 😊

What's
better?

IT DEPENDS!



Do you want to build a solution or THE solution?

- $MLP = MVP * \text{💖}$
- Empathy is key
- Find balance between what people will love and the urgency to enter the market asap

Recap

- Go find that smallest, simplest add-on to your already viable product that makes users fall in love with it!
- Constraints are an opportunity to be creative!
- Add the tassles, flowers, glitter to the bike!
- Have fun!

Thank you! Enjoy the rest of the conference, see you tonight at the party.

Don't make customers happy, make happy customers!

And now go find a cupcake 🧁 *

Homework

- Rate the session – I'd love to come back next year!
- Download the slides!
- Share on socials what you liked the most about this session #ExpertsLiveNL