Story mapping

A highly effective tool for defining the uses of a solution and translating them into prioritised features
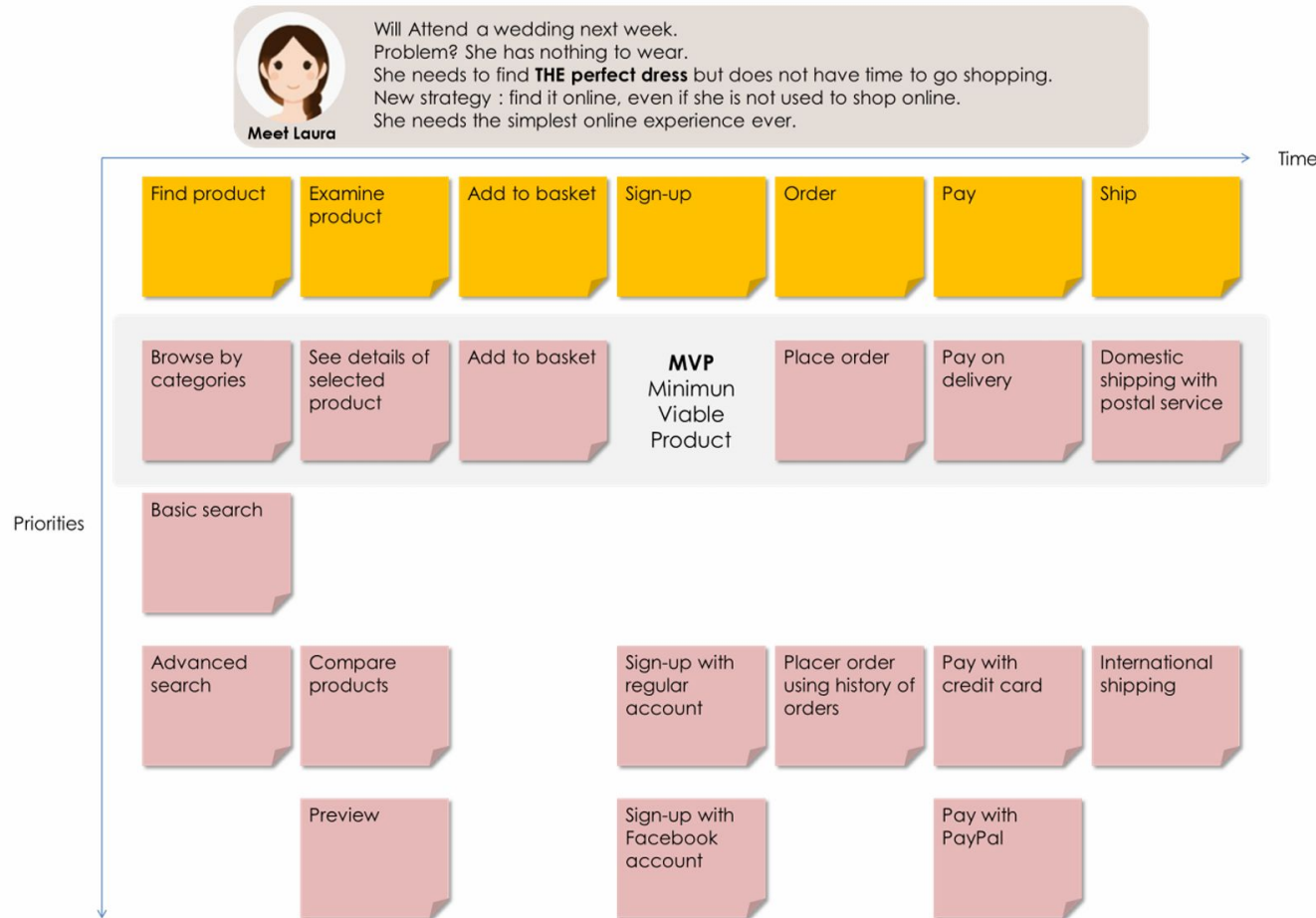
Story mapping

You can then extract the MVP of your product or service from the STORY MAPPING.

The MVP, or Minimum Viable Product, is the minimum achievement that allows a team to gather the maximum amount of validated information from customers with the minimum amount of effort.

The MVP allows you to test a concept, an initial version of a product, rather than all of a product's features.

Work with your future users to identify the key features to test in order to win over your target customer segment.

Minimum Viable Product   Product Vision

Design Thinking

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