J.P.Morgan

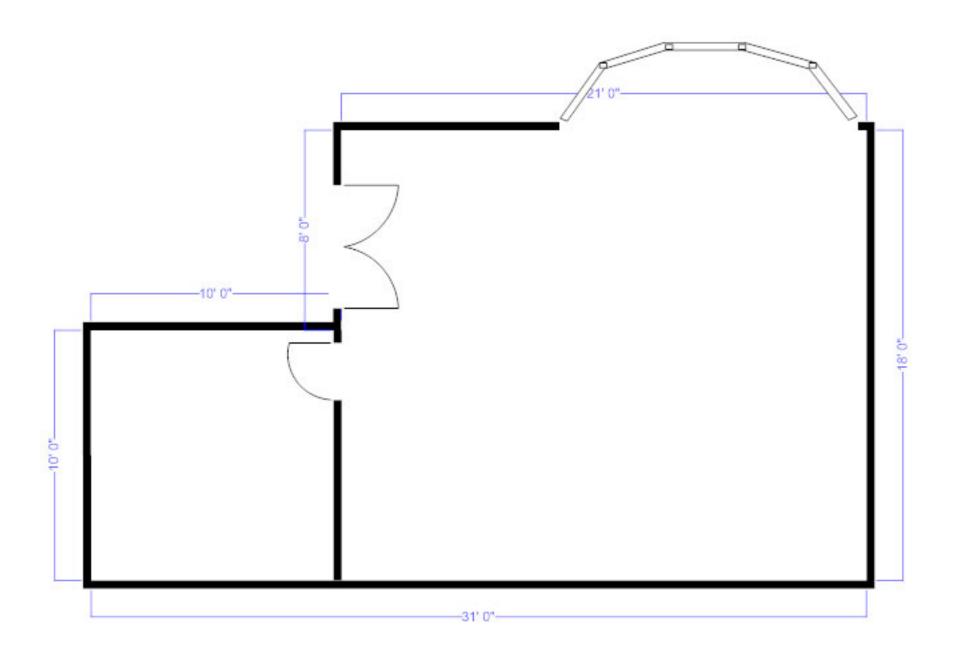
Agile & Minimum Viable Product

Adam Doughty + Jose Calderon



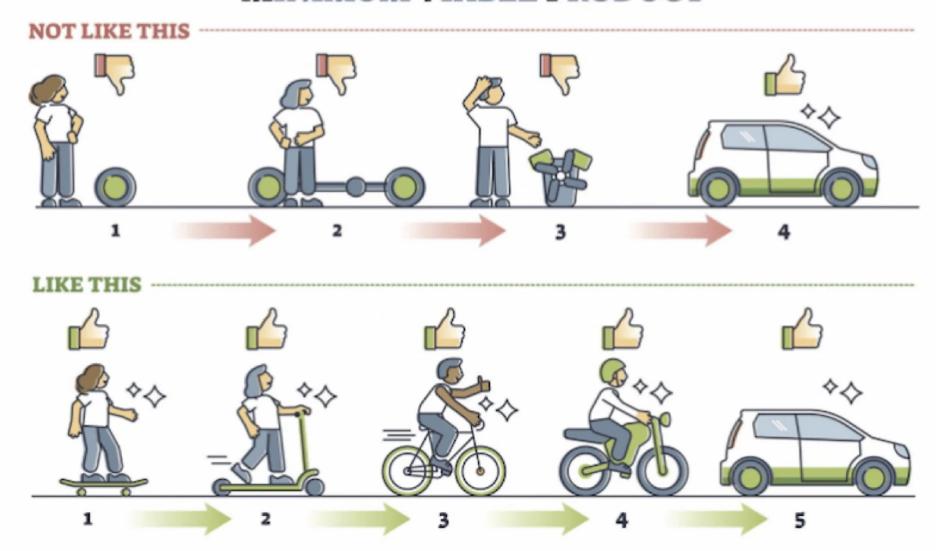
Raise the Roof, Inc.

You've just been hired as the head of a new construction startup. Your company has been asked to build a **house** for a client who urgently needs it. They need something that will meet their basic needs while you work on future improvements.



HOW TO BUILD A

MINIMUM VIABLE PRODUCT



How to build a restaurant like business with Minimal Viable Product

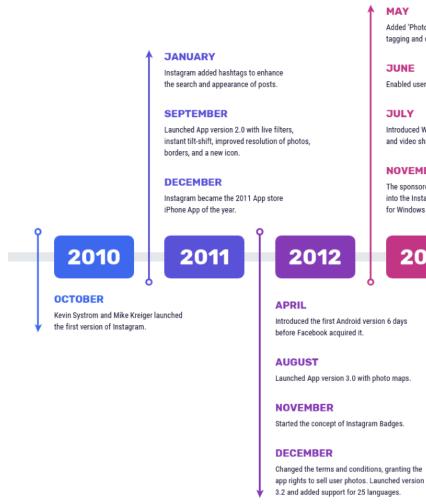


How to build a software product with Minimium Viable Product



MVP Iterations - Instagram Example

APRIL



Added 'Photos For you' feature that enabled tagging and created a separate profile section.

JUNE

Enabled users to upload and share videos.

JULY

Introduced Web Embeds to simplify the image and video sharing process.

NOVEMBER

The sponsored post advertisement got integrated into the Instagram app and launched Instagram for Windows phone.

APRIL

Color and tone tool became a part of Instagram, along with three new filters and Emoji Hashtags.

JUNE

Bolstered advertisement capabilities with 'See the World As It Happens' search and explore tools.

AUGUST

Added support for landscape and portrait formats.

SEPTEMBER

Improved Instagram direct and achieved 400 million users.

JANUARY

Live stories launched internationally.

FEBRUARY

Introduced carousel post that allows sharing of up to 10 photos and videos in a single post.

MAY

Introduced Face filters, fun phrases, new stickers, and tags (location and hashtags) for stories.

JUNE

Added new creative tools for post enhancement and retouching.

AUGUST

Introduced the hyper-lapse video post.

NOVEMBER

Enabled new options for discovery and caption editing.

DECEMBER

Attained 300 million users and added five new filter types.

FEBRUARY

Announced new options to count views on the Instagram videos.

MARCH

Announced the increase of Instagram video length for all users.

AUGUST

Adapted the 24-hour story system in the Instagram app and enabled the zooming feature.

DECEMBER

Enhanced safety tools, started 'save posts,' and added new stickers for Instagram stories.

Common Mistakes

There are many common mistakes when developing a MVP, this includes:

- Choosing the wrong problem to solve
- Poor validation of concepts
- Aiming for perfection over progress
- Focusing too far in the future
- Overloaded or sparse functionality



LightSpeedy Delivery

You've just been hired to solve a pressing problem: Your customers need a simple, reliable way to deliver important documents by air over a short distance. However, you have limited time and resources to get your product to market.

Your goal is to design and build the **simplest airplane** that can successfully fly a short distance and carry a small payload.

J.P.Morgan

Design Team
Construction Team
Quality Control (QC) Team
Testing Team
Customer Feedback/Product Owner Team

Design Team (10 min)

Create a detailed blueprint of the paper plane. This includes the shape, folding method, and any other specifications required to build the plane.

Task:

Create detailed instructions and drawings for the Construction Team, but you are **NOT allowed to build or test** the plane.

The design must include a plan for the payload and how it will be carried by the plane. Once finish, hand over the instructions to the Construction Team.



Construction Team (5 min)

Take the design from the Design Team and build the plane exactly as specified.

Task:

Fold and assemble the paper plane strictly according to the design document, without making any changes or modifications, even if the design may not work.

Once finish, pass the completed plane to the QC Team.



Quality Control (QC) Team (3 minutes)

Inspect the plane to ensure that it meets the design specifications.



Task:

Review the plane to check for any deviations from the original design (e.g., incorrect folds, structural errors, or incorrect payload placement).

Only asses the conformance to the design, not whether the plane will actually fly.

Planes that do not meet the design specs are flagged as defective, but they will still be passed to the Testing Team.

Testing Team (5 minutes)

Responsible for conducting a flight test of the completed paper plane.

Task:

Test the plane by throwing it and observing its flight distance and stability. Document the results (e.g., distance flown, flight quality) and report any failures.



Customer Feedback/Product Owner Team (3 minutes)

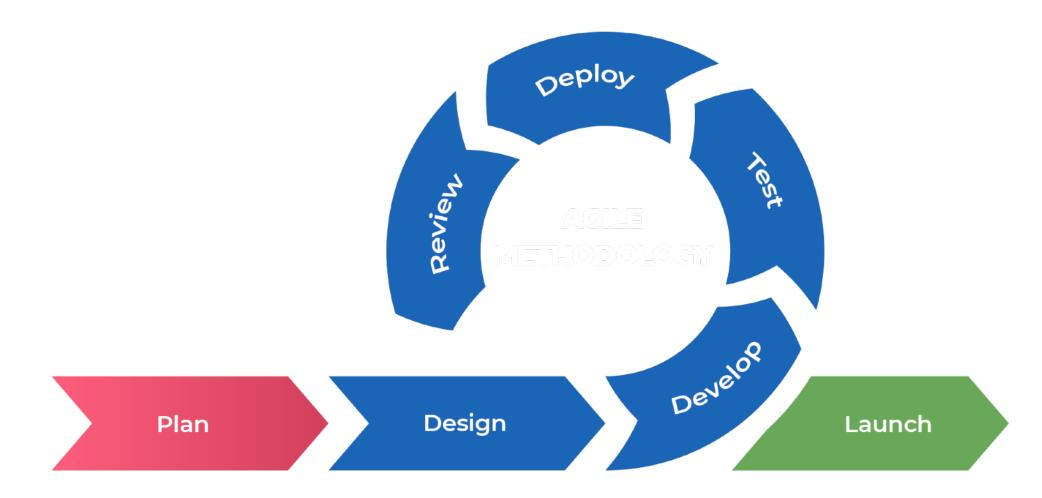
Acting as the "Product Owner" or end customer, provides feedback based on the test results.

Task:

Evaluate whether the final product meets their expectations and fulfills their needs.



Iterations and Agile





Something to keep in mind

"Perfect is the enemy of good"

- Voltaire