I'M DANIEL DEMMEL (@DAAAIN)

I work at

ustwo

We design and build digital products

THIS IS MY STANDING DESK MVP

@daaain

I'm a seasoned workplace hacker
previously made it acceptable to sit on pilates balls

BUT WHAT IS A GOOD MVP?

"the minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort."

Eric Ries

the key thing is not functionality but learning

PHYSICAL - A KLUDGE

SERVICE - WIZARD OF OZ / CONCIERGE

TECH - A NOVEL HACK

even if you do deliver functionality, start simple and dirty
find the cheapest way to learn both about the customers and about your solution

M - MINIMUM

- What can you take away from it?

- What risky assumptions you are going to be able to prove?

- How quickly can you ship it?

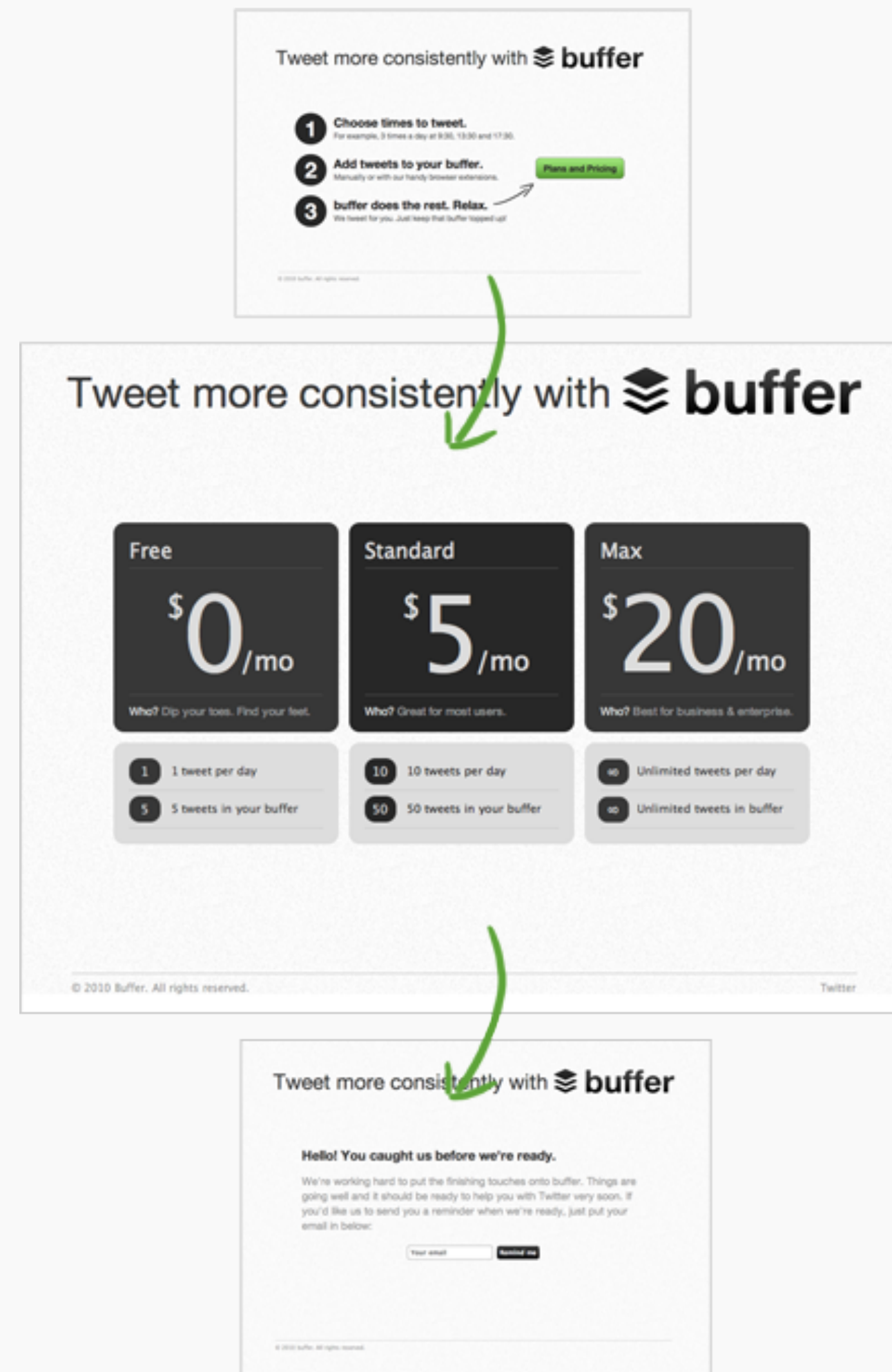focus on the basic value proposition
find the biggest pain of your customers you can solve
choose a medium you're familiar with

FUTURE USERS

the simplest MVP is just a page with a pitch and a box to collect emails
this can already give you a list of future users eager for you to get in touch

FUTURE CUSTOMERS

see who would pay
start by contacting these people
severity of pain

V - VIABLE

■ What core solution does your MVP deliver?

■ What criteria determine success or failure?

■ What will you learn from the performance of the MVP?

1. should get the job done for the customers
2. how many customers you need to financially support you to get started
3. what will 10 or 1000 signups tell you

5000 EMAILS

http://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/

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is there traction?
does your marketing work?
ready to invest in the next step?

75000 EMAILS

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the next step can be as simple as a video telling your product story
is there a jump in interest?

if your video is good enough it can make money and break Kickstarter's design
Pebble needed an ecosystem to make smartwatches viable and funds to make production on a scale possible

P - PRODUCT

- ■ Is your value proposition clear and understandable to your audience?

- ■ What trigger will prompt you to take the next step and what is it?

- ■ Will the knowledge gained be enough to iterate or refine?

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first product iteration must: express value proposition, gather data, prove assumptions

- Why not a stool on a desk?
- What is the right height?
- Do I even like standing?
- Why do my arms hurt?
- Will I get bored of it?
- Will the idea get stolen?
- Can I get a better desk?

at the cost of zero pounds and 5 minutes of cleaning the stool legs I can answer many questions

TL;DL

- Form key hypotheses – optimise for learning, not functionality

- Express your main value proposition

- Get it out – if you're not ashamed of it you wasted time

- Measure every user interaction

- Know where your audience hangs out

- Look for customers ready to pay

- Fake it, kludge it, hack it together

#HACKHUMANITY

THANKS!

https://speakerdeck.com/dain/building-your-mvp

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