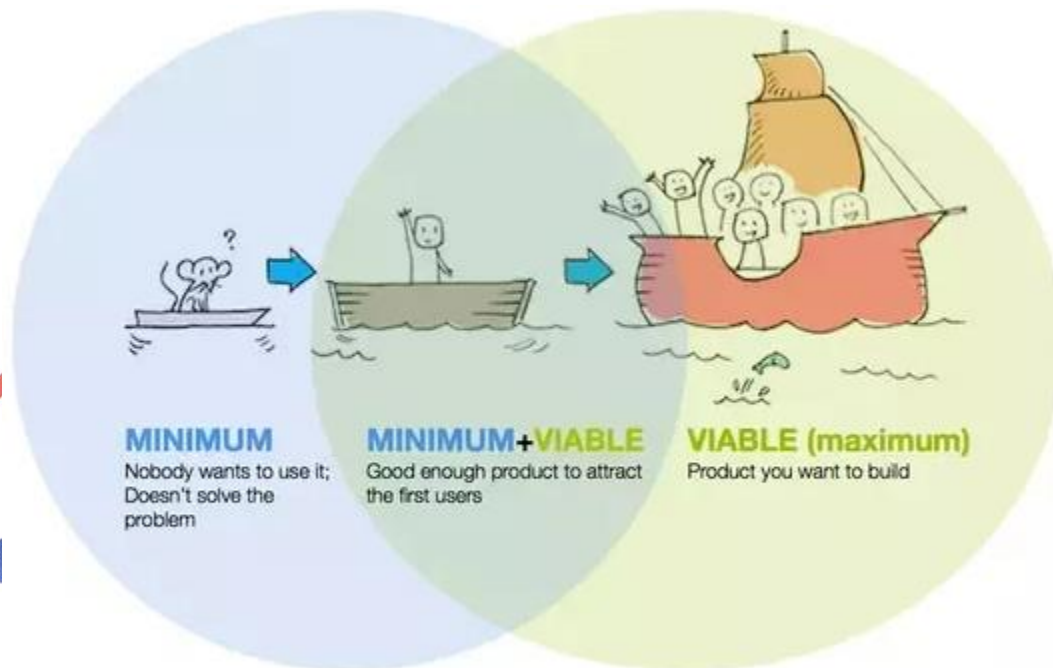# Minimum Viable Product

A **Minimum Viable Product** is that version of a new product which allows collecting the maximum amount of validated learning about customers with the least effort in least time frame.

An MVP product is a product with only a basic set of features, released in order to test a new business idea and gauge people's reactions. The idea of an MVP is to get your audience's feedback first – before releasing a full-fledged product. MVPs can help you avoid failures and large capital losses.
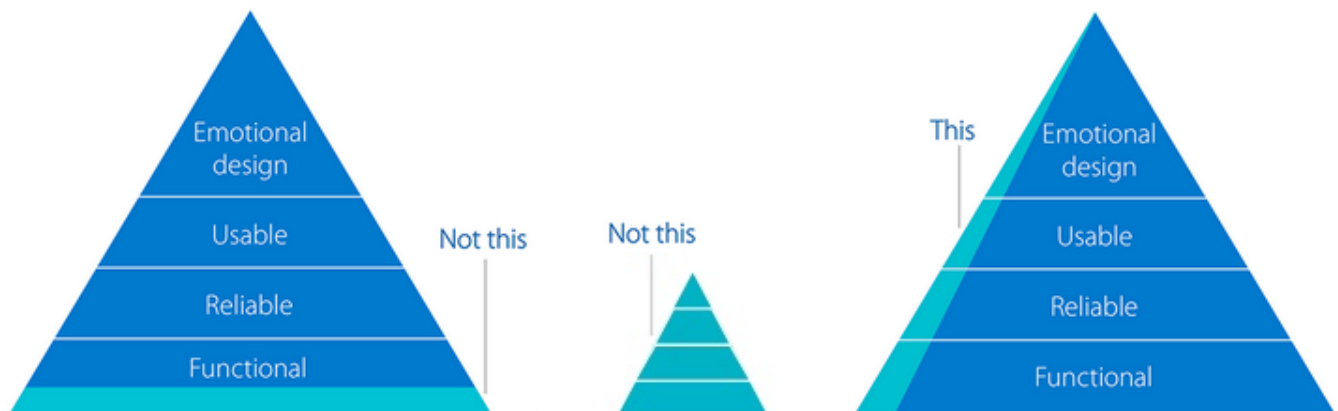
The big challenge is scope of MVP – What go include and what not to exclude. To decide scope of MVP, one simple thumb rule is – Is my customer will buy it and give the feedback.

MVP has three critical characteristics:

- **Valuable** - people choose to use it or buy it;
- **Usable** - people can figure out how to use it;
- **Feasible** - team can deliver it when needed with the available resources

HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT

ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT

Because of the wide variety of products and services, MVPs can differ quite a lot.

Piecemeal MVP

A piecemeal MVP is a way to introduce a product to customers by investing a minimum amount of money (or even nothing) in a product. The idea of a piecemeal MVP is to use existing tools and solutions to deliver your product or service. A piecemeal MVP literally consists of components from multiple sources which are put together to create the foundation for your product. For example, if you build a wedding dress rental marketplace, you might take advantage of popular marketplace platforms like Sharetribe and Marketplacer instead of building your own marketplace from scratch.

Concierge MVP

Let's imagine that we want to launch a new beauty-box service which sends samples of cosmetic products based on your age and skin type. What kind of MVP should we create for this service?

Probably, an effective solution would be to find people willing to test your service and start by analyzing data and selecting samples by hand. Once you've validated your idea, you can then build an application that collects people's responses, analyzes the data, and selects matching products automatically. This type of MVP is called a "Concierge MVP," because you validate your business idea by first providing services manually.

Wizard of Oz MVP/ Manual-first MVPs/ Flintstoning MVPs

While a Concierge MVP concentrates on delivering an experience powered by real people – and doesn't hide the fact that the product isn't finished yet – a 'Wizard of Oz' MVP focuses on creating the impression that your product is the real deal when in reality it's actually still under development.

The best example of a Wizard of Oz MVP is Zappos, whose founder Nick Swinmurn took pictures of shoes at brick-and-mortar stores and posted them on the internet to figure out if people wanted to buy shoes without trying them on.

Example

MVP

Product

Ref: http://agileanswer.blogspot.com