# Launching an MVP

Presented by Nursultan Askarbekuly

# Arrive at a lean MVP

- Very fast to build
- Very limited functionality
- Appeal to a small set of users
- Base to iterate from

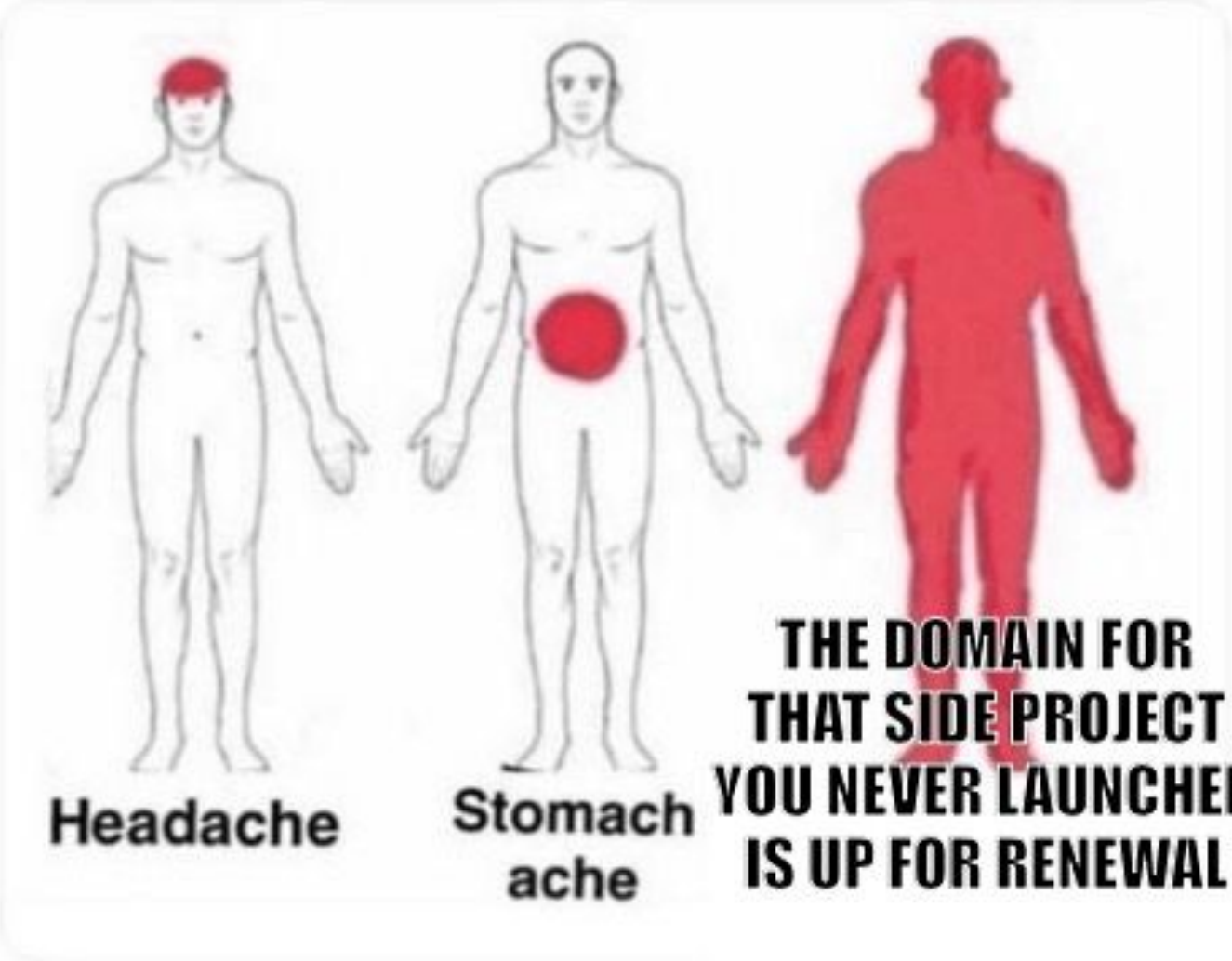
Earliest
Testable
Product

Earliest
Usable
Product

Earliest
Lovable
Product

If you are not embarrassed of your MVP, you launched too late

"Where does it hurt?"



# How to iterate quickly

- Time box your spec
- Write your spec
- Cut your spec
- Focus on doing one thing well.
- Don’t fall in love with your MVP!

# Resources

Examples of MVPS:
https://insanelab.com/blog/team-augmentation/mvp-startup-examples/

How to plan an MVP:
https://www.youtube.com/watch?v=1hHMwLxN6EM

Different ways to launch:
https://www.youtube.com/watch?v=3xU050kMbHM

Have you launched?

# Hypothesis Testing

Presented by Nursultan Askarbekuly

We expect
the product
to be used
in a certain way

Dev watching users use the product:

https://twitter.com/sanjazakovska/status/1352557733787152389

# What does hypothesis mean?

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true.

In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review.

(Merriam-Webster)

Design decisions are **opinions** about what will work.

Design should lead to **experiments & observation**.

Finalize based on **learning**.

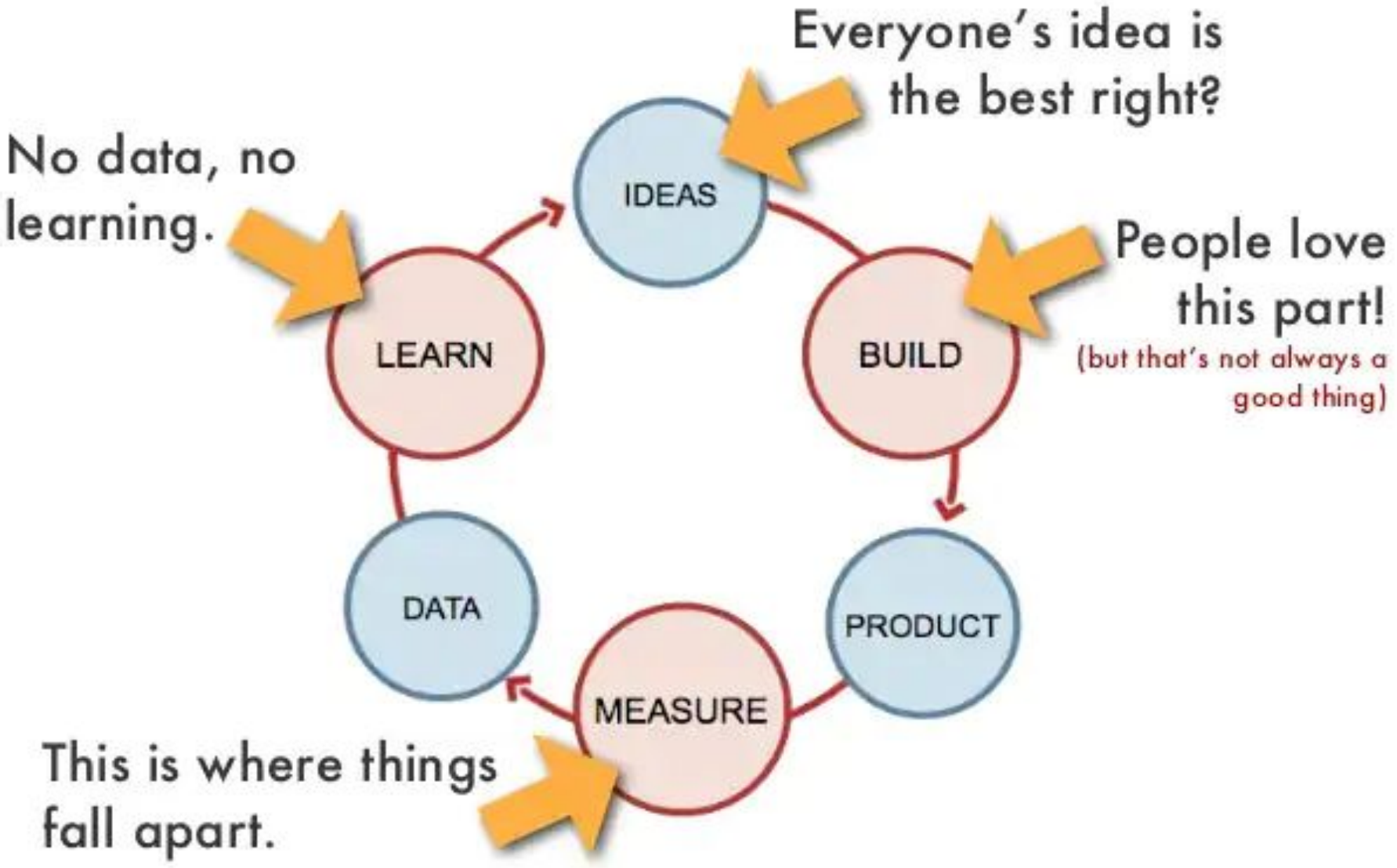



Image source: https://image.slidesharecdn.com/leananalyticsatleanstartupcircle-130516103710-phpapp02/95/introduction-to-lean-analytics-for-lean-startup-circle-sf-5-638.jpg?cb=1368701238

# Common hypotheses to check

**Clarity hypothesis**

**Value hypothesis**

**Growth hypothesis**

1. Is my product easy to understand
2. Is it easy to get started with my product
3. Are people coming back to my product
4. Are they telling other about it?

## Important questions

1. How can people discover my product
2. **Is my product easy to understand**
3. **Is it easy to get started with my product**
4. Are people coming back to my product
5. Are they telling other about it

Easy to understand?

“The enemy is back button”

Paul Graham

# Explaining the product to get the install/buy

Clear value proposition

- Descriptive names
- Good copywriting and visuals

Strong call to action

Social Proof

shopify

# Sell online with Shopify

## Trusted by millions of businesses worldwide

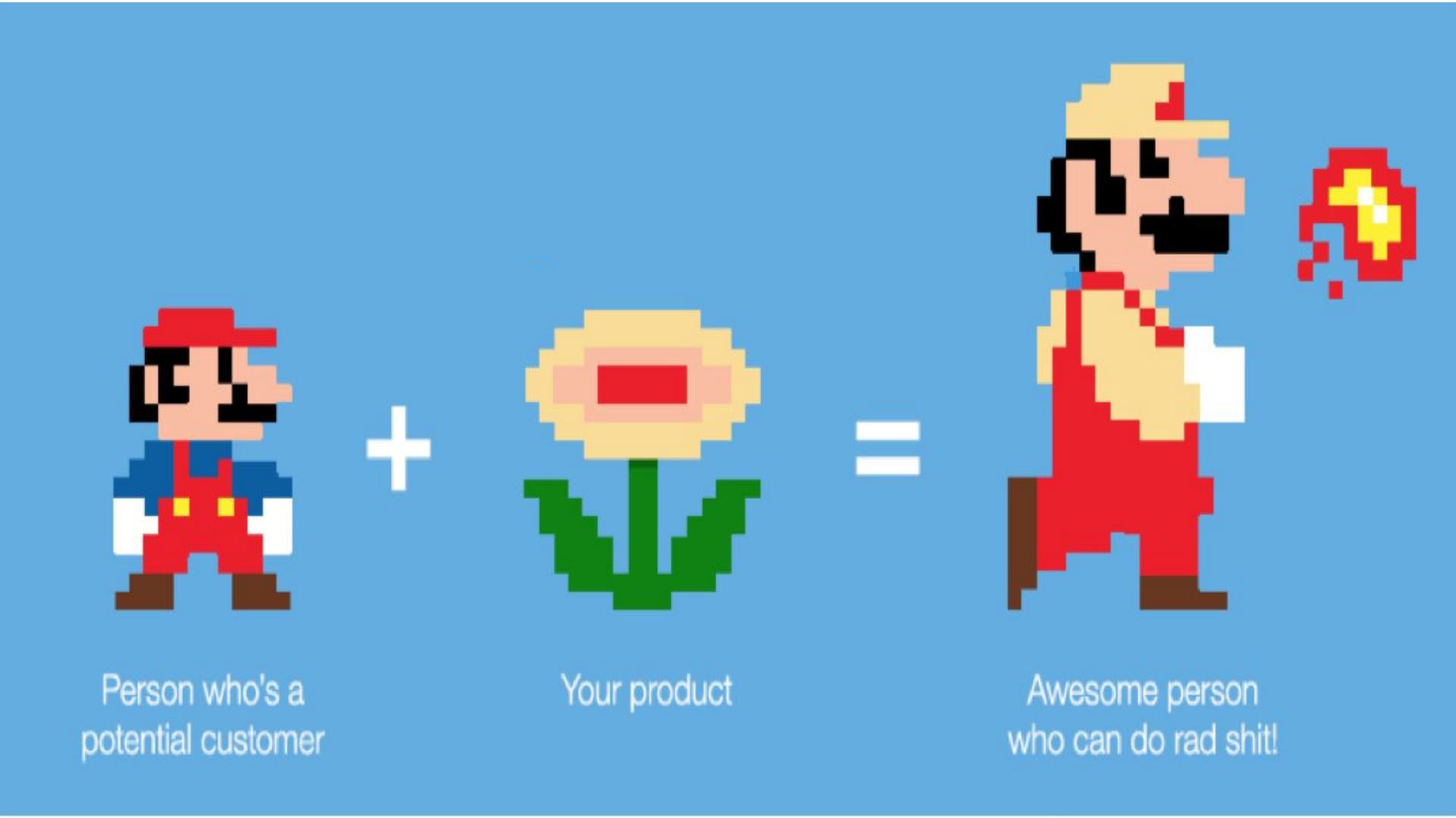
Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

# Features vs Benefits: Who is the product about?

Source: https://twitter.com/jasonfried/status/400733165964099584




Source: https://www.useronboard.com/features-vs-benefits/

# mixpanel

## User-behavior metrics just like the pros.

mixpanel takes information specific to your application and turns it into valuable information to help your business grow.

What's the best button color for more signups? → mixpanel → Your growth

sign up

## Small startup?

We built this for you. Let us help you figure out how to grow faster, retain more users, and figure out what makes your users happy.

From the color of a button to the average amount of times a user visits their profile, we can track it all.

Did we mention small enough startups get this for **free**?

## Big company?

Employees, servers, and time are likely large expenses so why not let us give you more for a fraction of the cost?

Our service was designed to be flexible from the bottom up, automated to provide instant results, and easy to learn for your whole team.

We offer opensource software to help integrate and get up and running as fast as possible. Try us out before committing to anything, we think you will end up staying.

## Application developer?

We know exactly where you're coming from. Infact we built applications too.

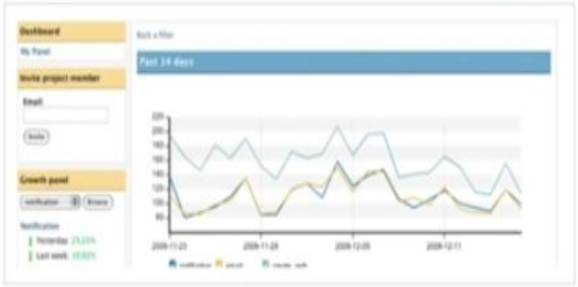
Whether your developing for Facebook, MySpace, or hi5 we can give you metrics analysis you wouldn't believe.

Find out how many notifications, emails, invites each user is sending out. Find out what parts of your application users are engaged in. Find out your viral growth trend.

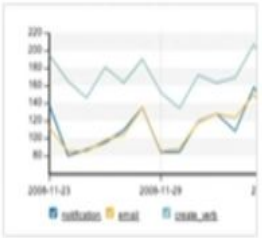
Slide, RockYou, Zynga, and other big name companies in your space all virally tune their applications with internal metrics software. Compete with the big boys faster and cheaper while you focus on making users happy.

## Metrics you will drool over

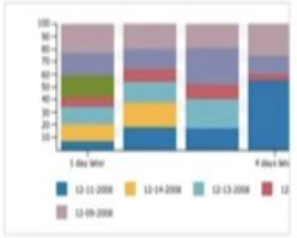
demo



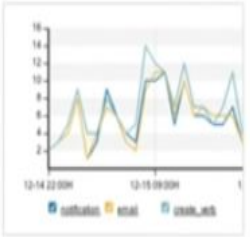
Extremely detailed user behavior metrics.



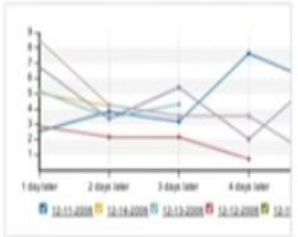
Find out why you're not growing now to beat your competition.



Increase conversions today, massive growth tomorrow.

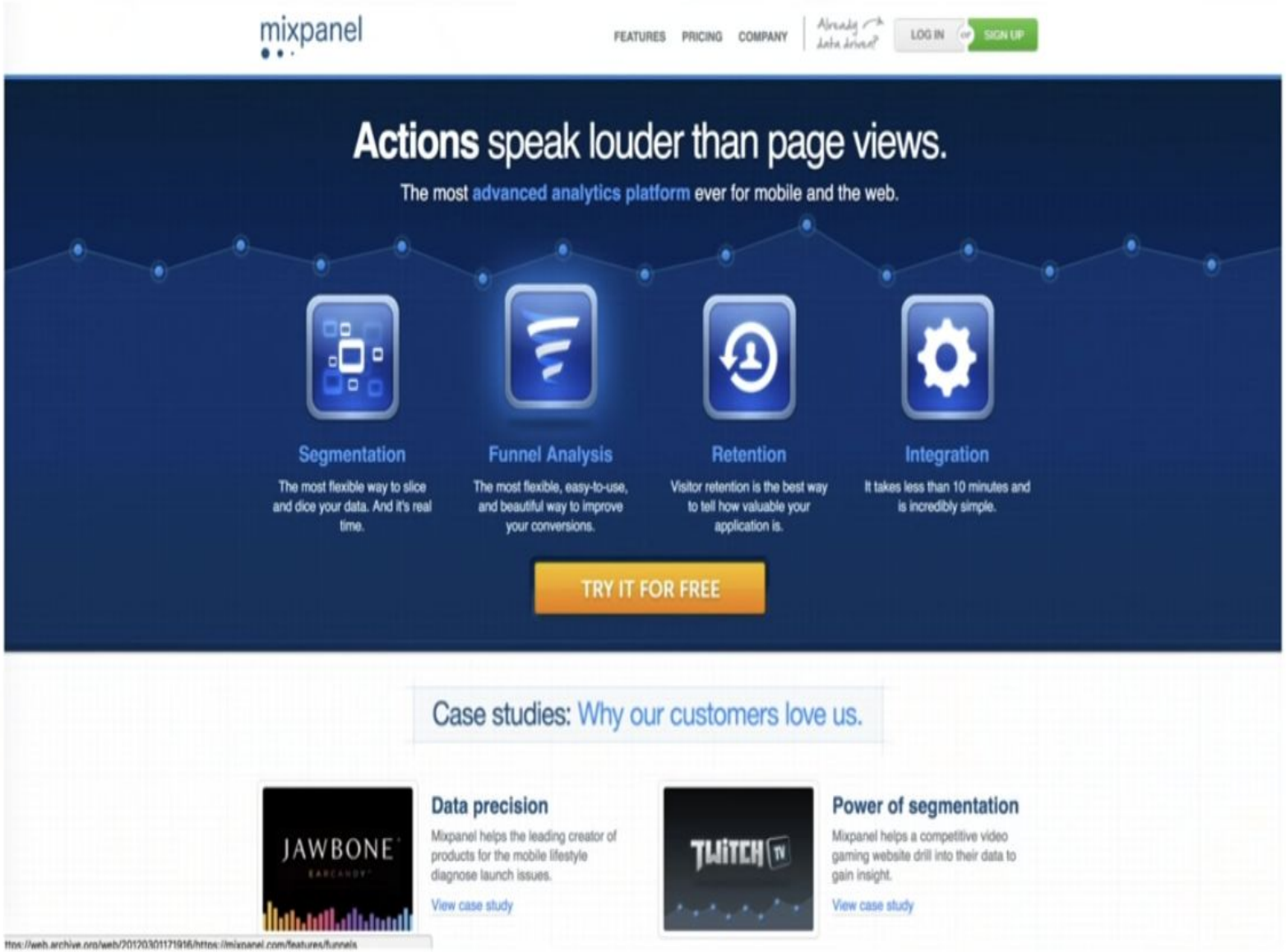


Give users what they want, find out what they like today.



2009

Source: https://www.youtube.com/watch?v=MABmQhOlmJA&t=2840s




Source: https://www.youtube.com/watch?v=MABmQhOImJA&t=2840s

2012

mixpanel

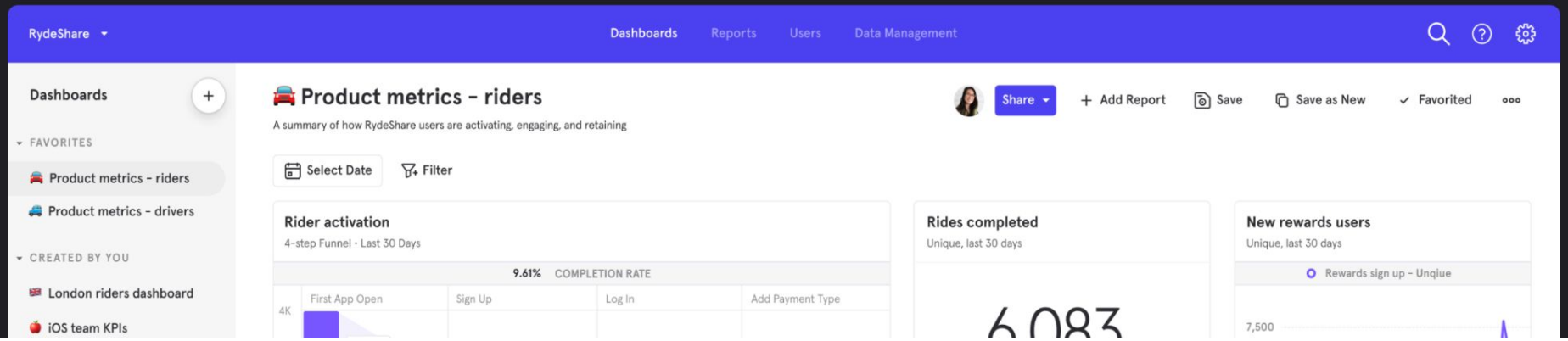
Why Mixpanel Solutions Resources Pricing

Contact Sales Log In Sign Up

# Build Better Products

Powerful, self-serve product analytics to help you convert, engage, and retain more users.

Watch Demo Sign Up




2021

# General principles of graphic design

# Visual hierarchy

Guide the eye to the **most important elements** of the screen.

1. Scale
2. Grouping
3. Color and contrast
4. Animation

# YOU

*At some point you may come back to read this line or maybe not.*

# WILL READ THIS FIRST.

## And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

**You'll probably read this before the paragraph.**

# Color, contrast, font

ЛЕНГИЗ
КНИГИ
ПО ВСЕМ ОТРАСЛЯМ ЗНАНИЯ
ЛЕНГИЗ

ЛУЧШИХ СОСОК
не было и нет
ГОТОВ СОСАТЬ ДО СТАРЫХ ЛЕТ
ПРОДАЮТСЯ ВЕЗДЕ
РЕЗИНОТРЕСТ

ПРО ЭТО
МАЯКОВСКИЙ

ВСЕМ...ВСЕМ...ВСЕМ..
ТОТ НЕ ГРАЖДАНИН СССР КТО ДОБРОЛЕТА НЕ АКЦИОНЕР
ДОБРОЛЕТ

НА ДНЯХ
БРОНЕНОСЕЦ ПОТЕМКИН
В ЛУЧШИХ
ТЕАТРАХ
1905
МОСКВЫ

# Recommendations on Font

**Mobile**

H1 font size: 38px+
H2 font size: 36px
H3 font size: 23px
Body text font size: -16px
Input font size: ~16px at least
Secondary text font size (captions, labels etc): -14px

**Desktop**

H1 font size: 42px+
H2 font size: 38px
H3 font size: 25px Subhead text font size: 22px
Body text font size: -18px
Nav link font size: -16px
Input font size: ~18px at least
Secondary text font size (captions, labels etc); -16px

# Copywriting

The main characteristics of a good text is that it facilitates for the reader to understand what is being said.

A good text facilitates for the reader.

A good text helps the reader.

Simplify the task of making an informed choice.

# Hypothesis Testing: Part 2

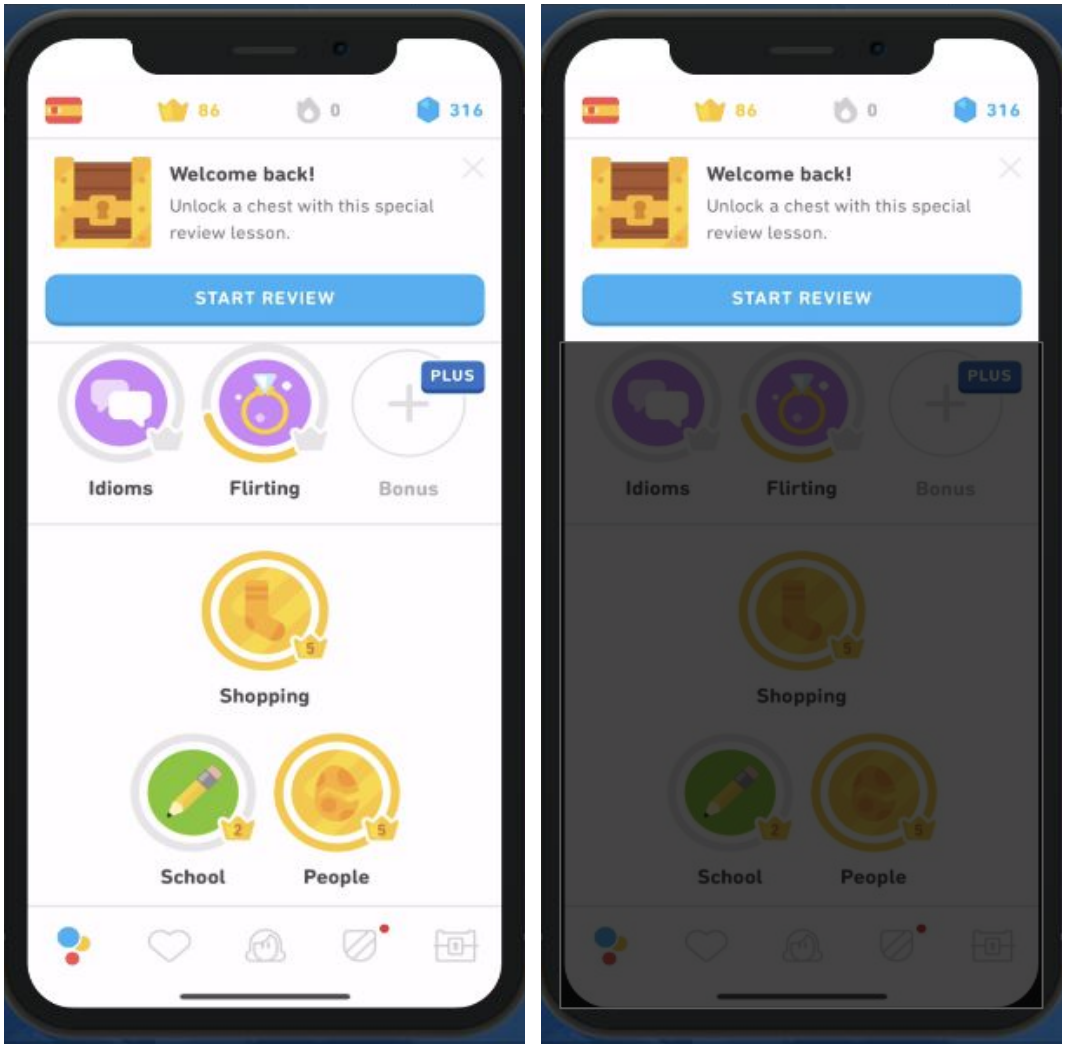
Presented by Nursultan Askarbekuly

# Easy to get started?

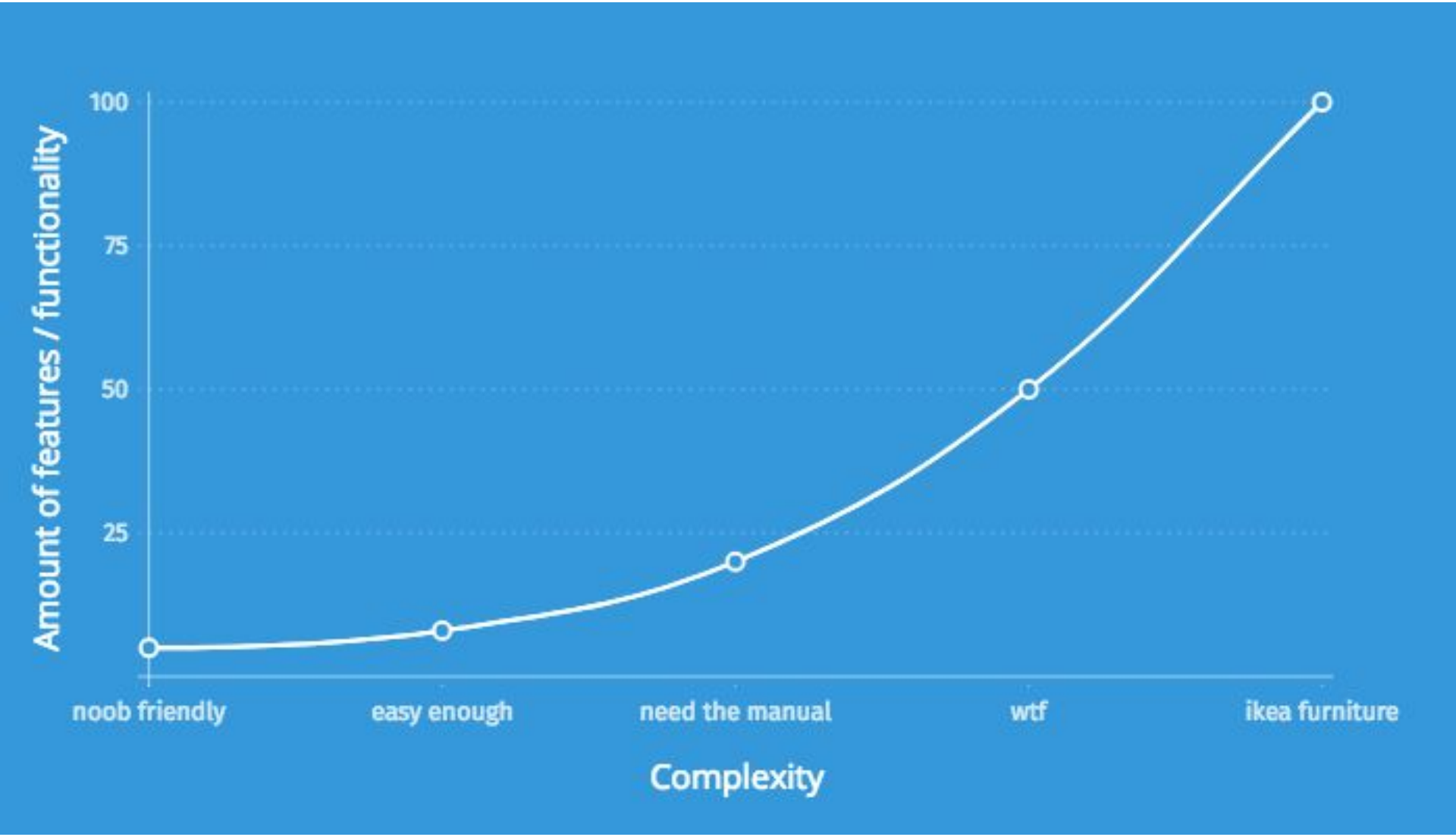
Understanding requires attention

Attention requires focus

Less is more



# How to add product features without making it more complex

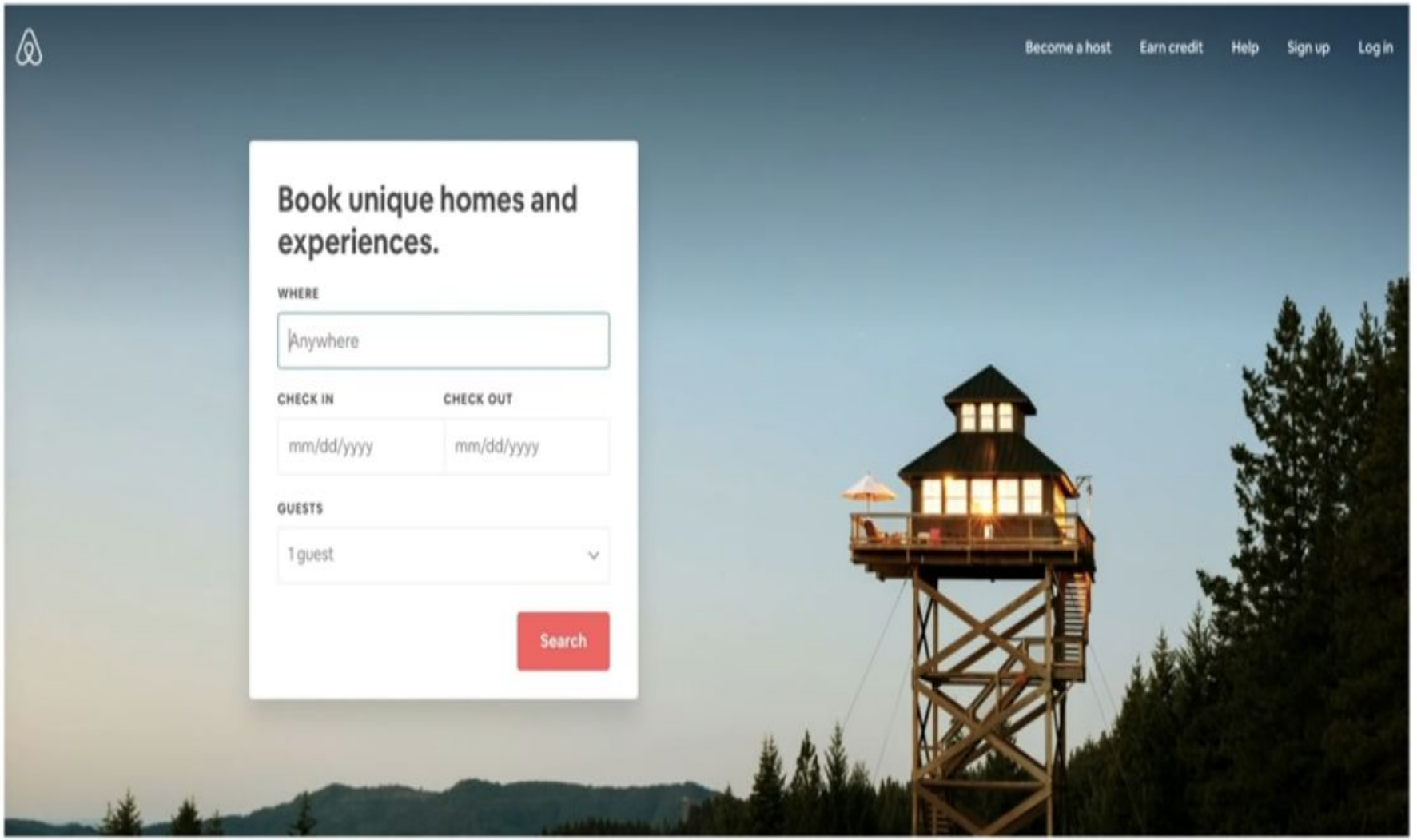



https://uxdesign.cc/default-valid-vs-default-invalid-641570ae2fec

Google

Google Search I'm Feeling Lucky

Google offered in: русский

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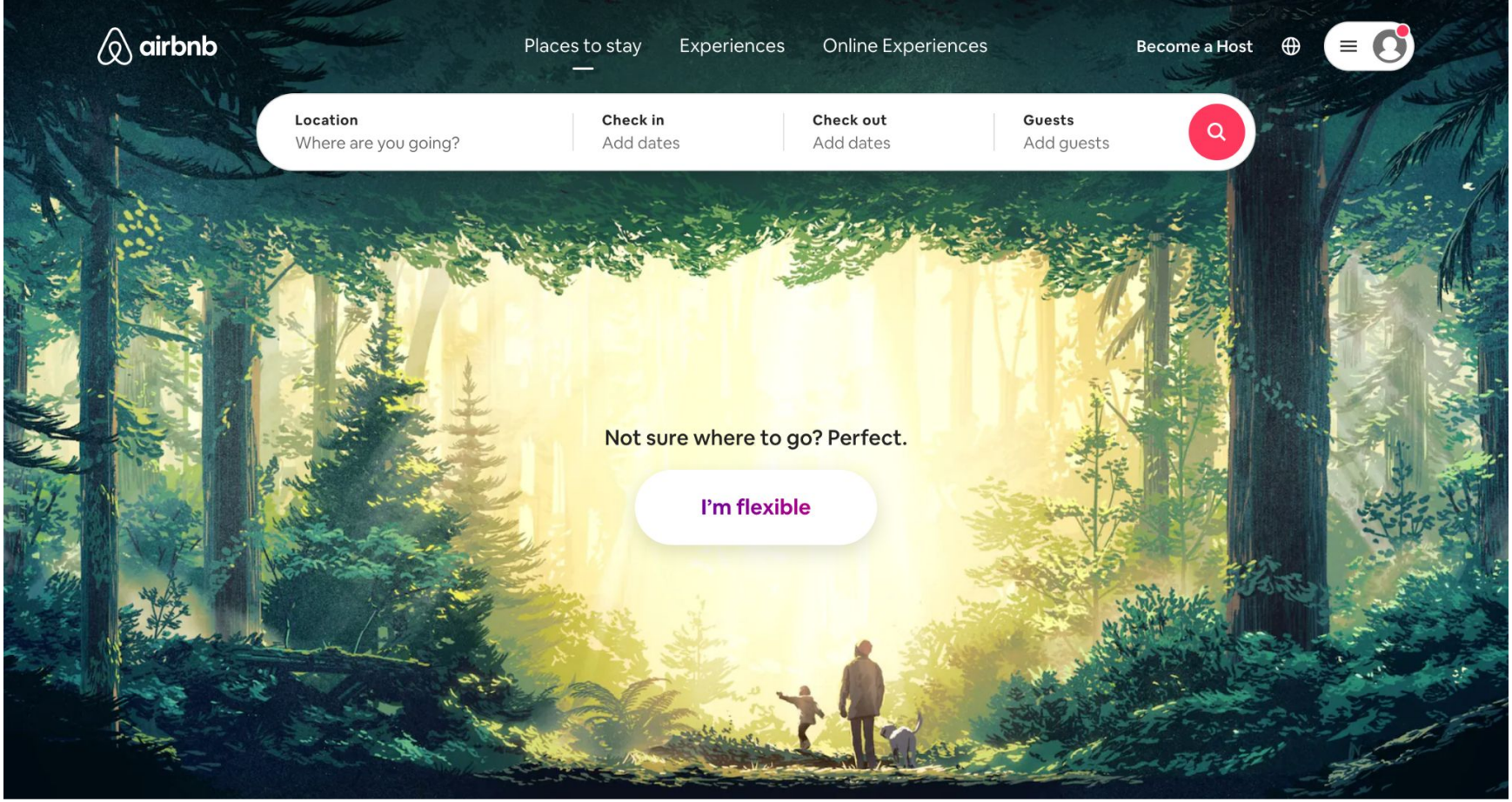


## Explore nearby

Nizhny Novgorod

Samara

Saransk

Ufa

# The “Aha” or “Magic” moment

It is when user realizes / experiences the core value your product delivers.

Ideally, we want to see excitement.

**Simplify/shorten the path to this moment.**

3. Are people coming back to my product?

# Poor retention is like a leaking bucket

Retention is important at keeping your product alive.
This metric is often ignored at the early stages.

Eventually, most products run out of new users.

**Retention is a direct testimony to the value of your product.**

# The shark fin effect

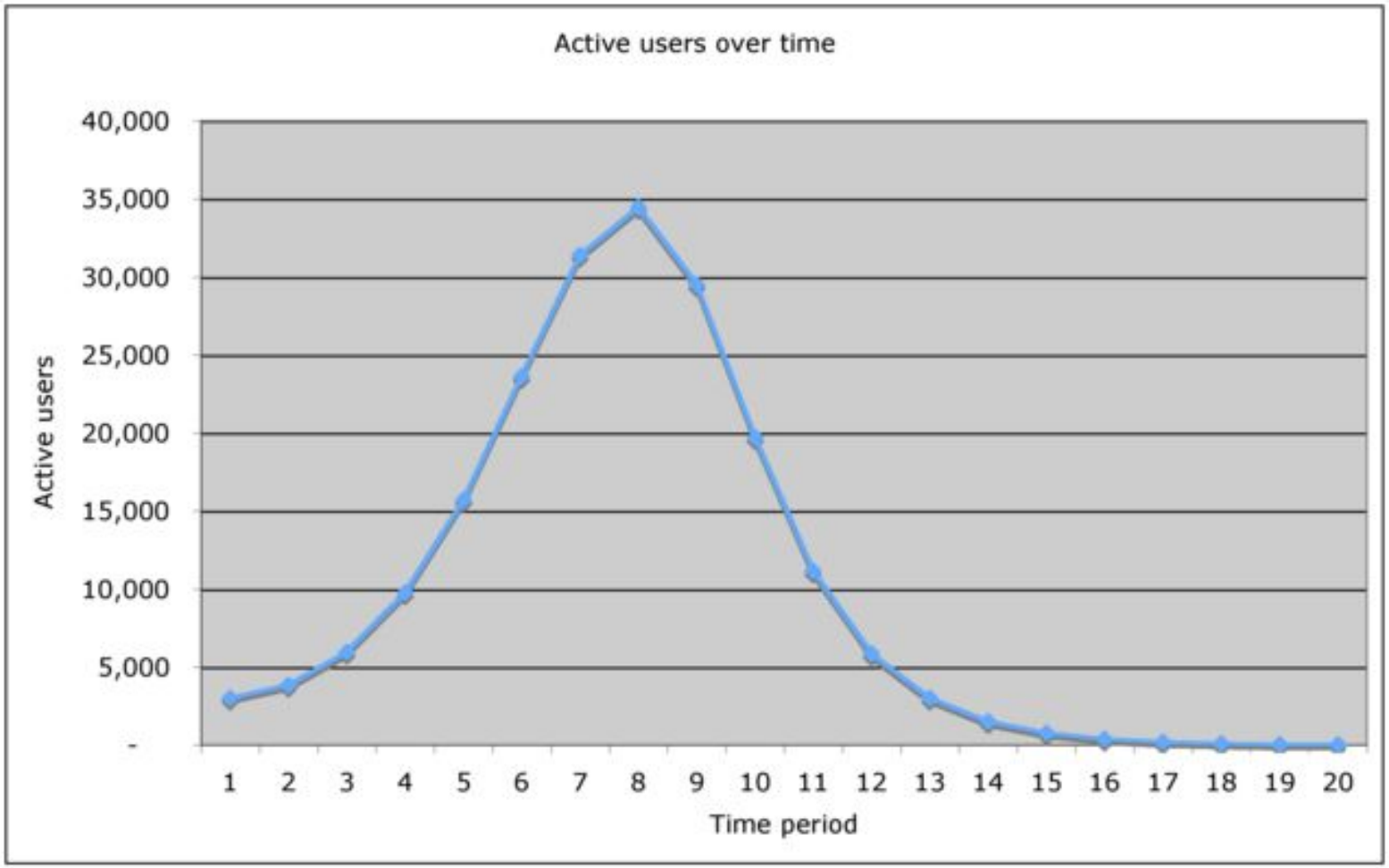


Image source: https://www.appcues.com/blog/engagement-rate

Forbes

# The Drop-In Audio App Clubhouse Is Dying. It Was Fun While It Lasted

**John Brandon** Contributor

Social Media

*John Brandon covers social media trends. @jmbrandonbb*

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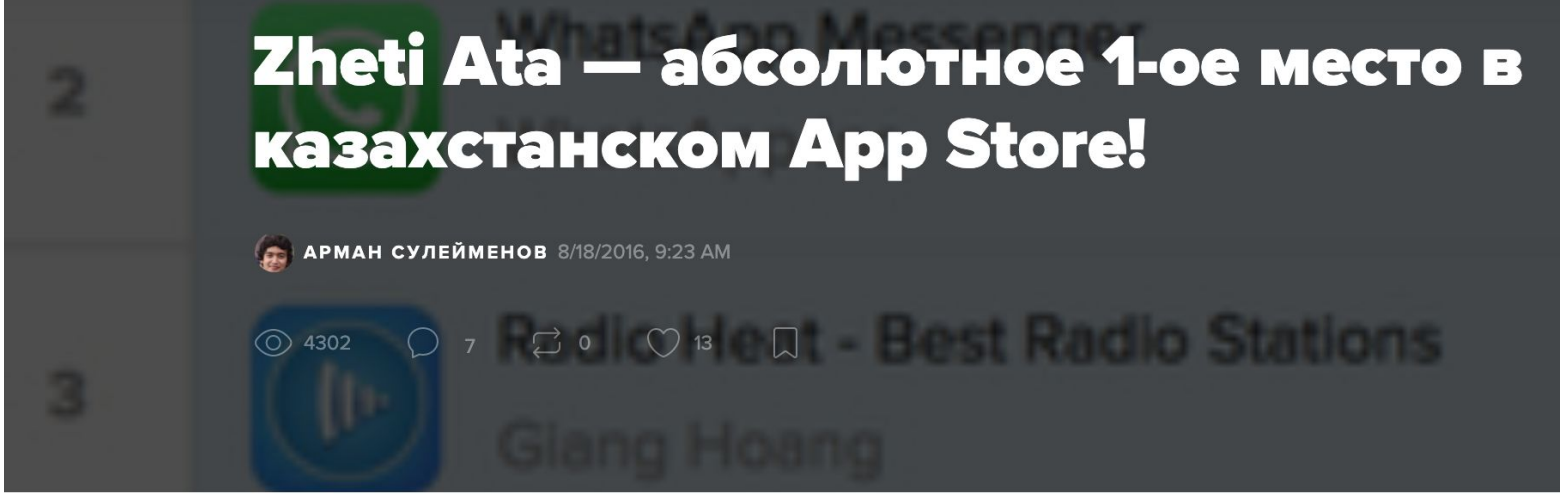
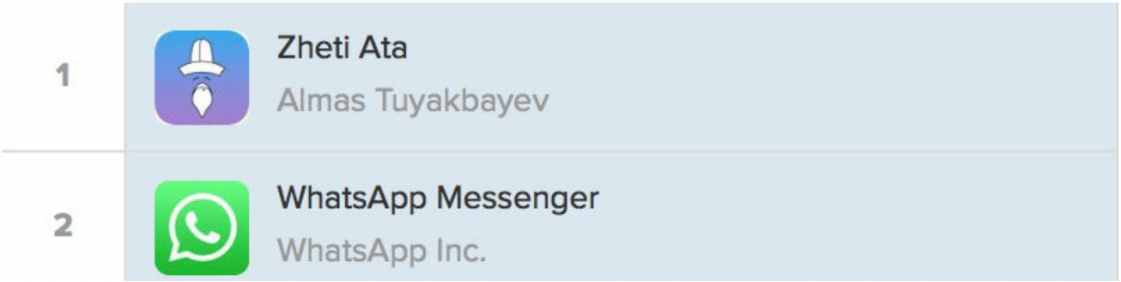
https://www.forbes.com/sites/abrambrown/2021/09/23/in-bid-for-growth-a-new-clubhouse-feature-aims-to-increase-private-chats/




Zheti Ata - хранение своей родословной с целью объединения всех казахов планеты. Сейчас эта проблема решается через большие справочники, которые издаются тиражом 1000 экземпляров, через сложные...




Source: https://yvision.kz/post/707655

**Ways to measure people coming back:**

1. *New users* who came back 1 week + 30 days later to do a valuable thing again.

2. Number of people who use the product *every day* (DAU instead of MAU)

3. B2B: Revenue churn - monthly $ lost in a given month

Once you know why you're not growing, then you should able to **take action** on a lever & *fix it*.

For how long do we need to retain the users?

| Hypothesis | Web Funnel | Mobile Funnel |
| --- | --- | --- |
| Easy to understand | # visited landing page | # visited app page |
| | # who then sign up | # who then install |
| Easy to get started | # who do the thing the product was made for | |
| People come back | # who come back to do that valuable thing again | |
| Telling others | # who want other people who share, word-of-mouth, refer | |

What is better than interviews?

Give your customers something to play with;

**Observe them.**

# Offline: unmoderated usability testing

- Goal: find out whether the product and its value propositions are clear to the user.
- Give them the product, ask them to figure it out.
- Mostly observe, don’t pitch or defend.
- Some things you can fix on the go (usability, texts, positioning of UI elements).

# Online: Moderated testing

Traditional usability tests are tasks you want your users to complete, while observing them.

Some tools allow you to observe user interactions with your product.

You give them tasks, and ask questions in between.

Example: https://t.maze.co/52791794?guerilla=true

# Take notes

*What was good*

*What was bad*

Observing users is the fuel for creativity!

Aim to benefit your user

# Resources

Examples of MVPS:
https://insanelab.com/blog/team-augmentation/mvp-startup-examples/

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