

# MVP (Minimun Viable Product)



Source: <https://www.linkedin.com/pulse/5-awesome-minimum-viable-product-examples-digitalya-ops>

# MVP (Minimum Viable Product)

- Minimum version of a new product that includes the basic features to meet customer needs.
- "Better done than perfect".
- Focused on 20% of the functionality that will be used 80% of the time.
- **Minimum** = Basic features required
- **Viable** = These features meet the needs of users
- **Product** = Something tangible that will provide feedback for its evolution

"It can be a complex, wheeled one with ergonomic controls and an adjustable leather seat. Or it can come as a game chair with an extendable footrest and lumbar support pillows. Anyway, it all comes down to a simple four-leg chair in the most basic version you can imagine. So your MVP is your four-leg simple chair"

**Minimum Viable Product**

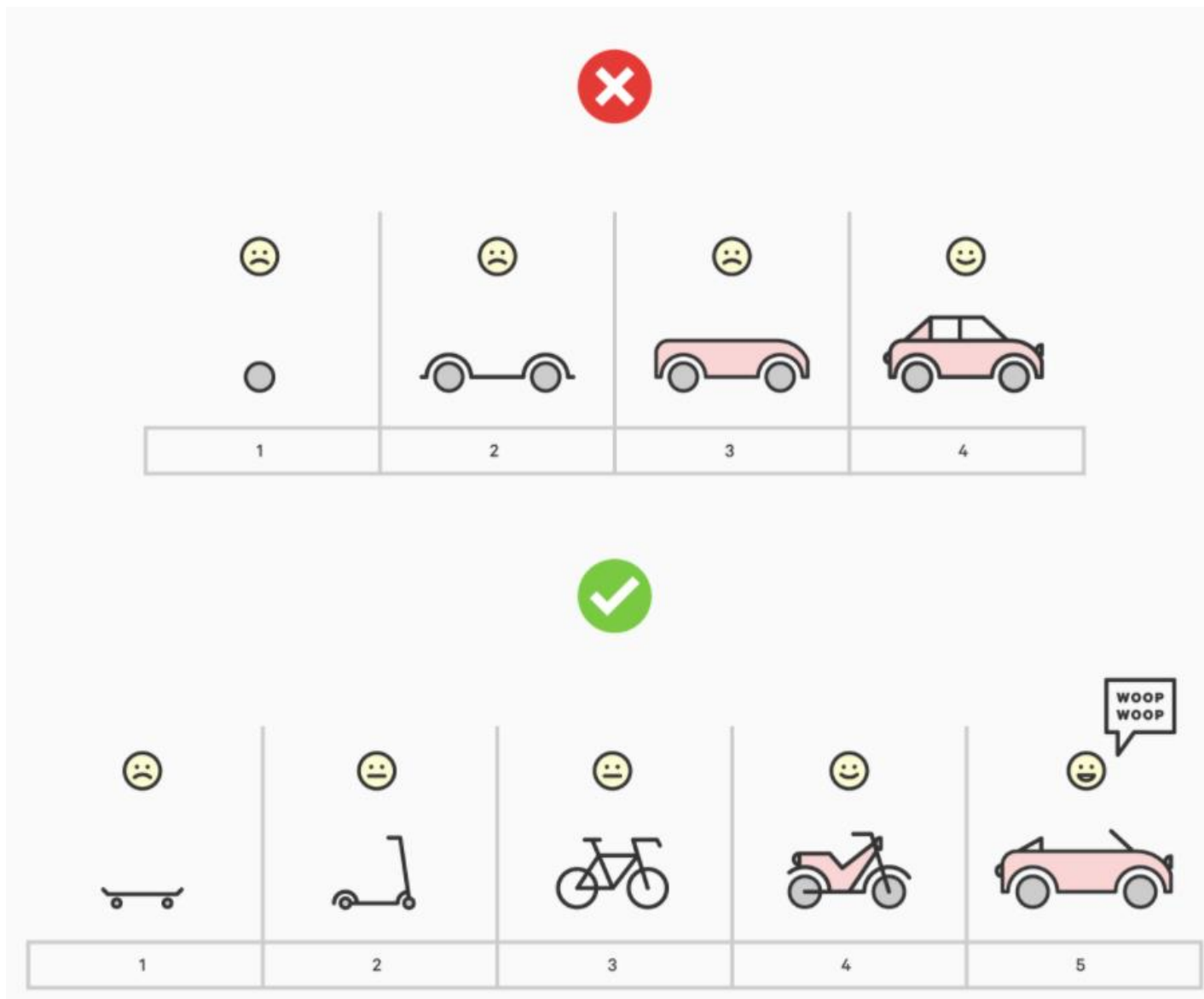


**Full Product**



up♦tech

Source: <https://www.uptech.team/blog/minimum-viable-product-example>



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# ★ Minimum Viable

## Minimum

food delivery app that allows you to **see a list of nearby restaurants** and **place orders**. It has a **slow** and **confusing** interface, so people prefer not to use it

The minimum possible effort. Bad products nobody wants to use

app that allows users to **search for restaurants, view menus** and **place orders**. There is still potential for improvement in usability and speed. Although **functional to test the main idea**, user feedback reveals **opportunities for improvement** to fully meet their needs

## Viable

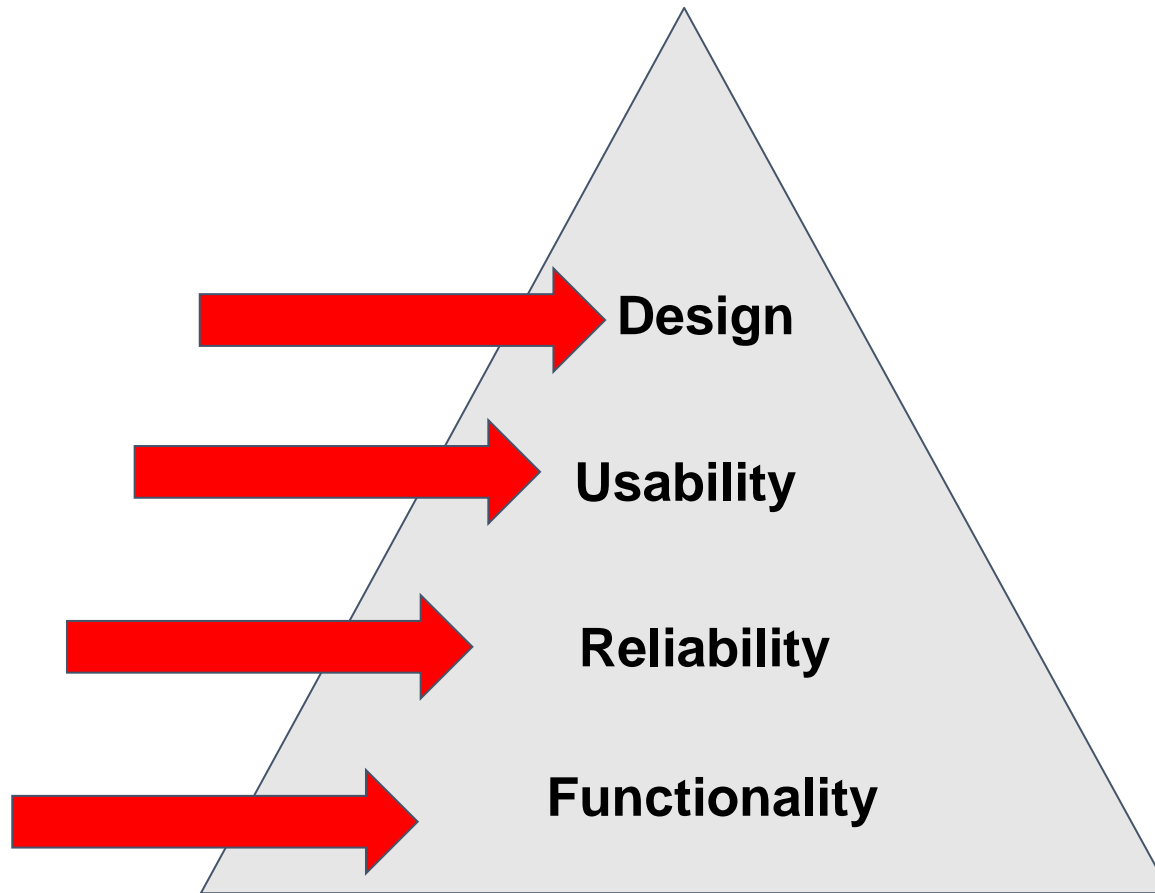
improved version that allows **real-time tracking** of order status. In addition, it has a **faster and more intuitive interface** and ensures **data security**

It needs much more resources

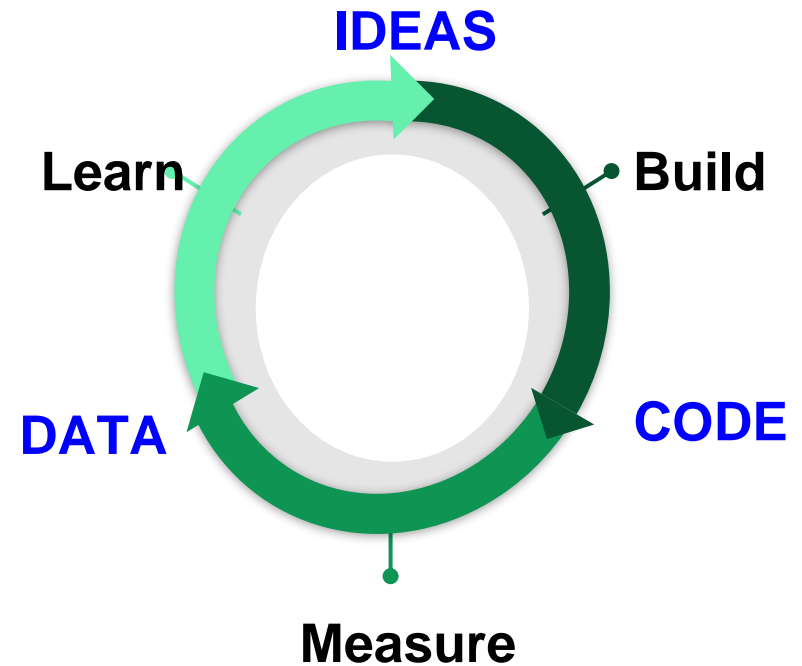
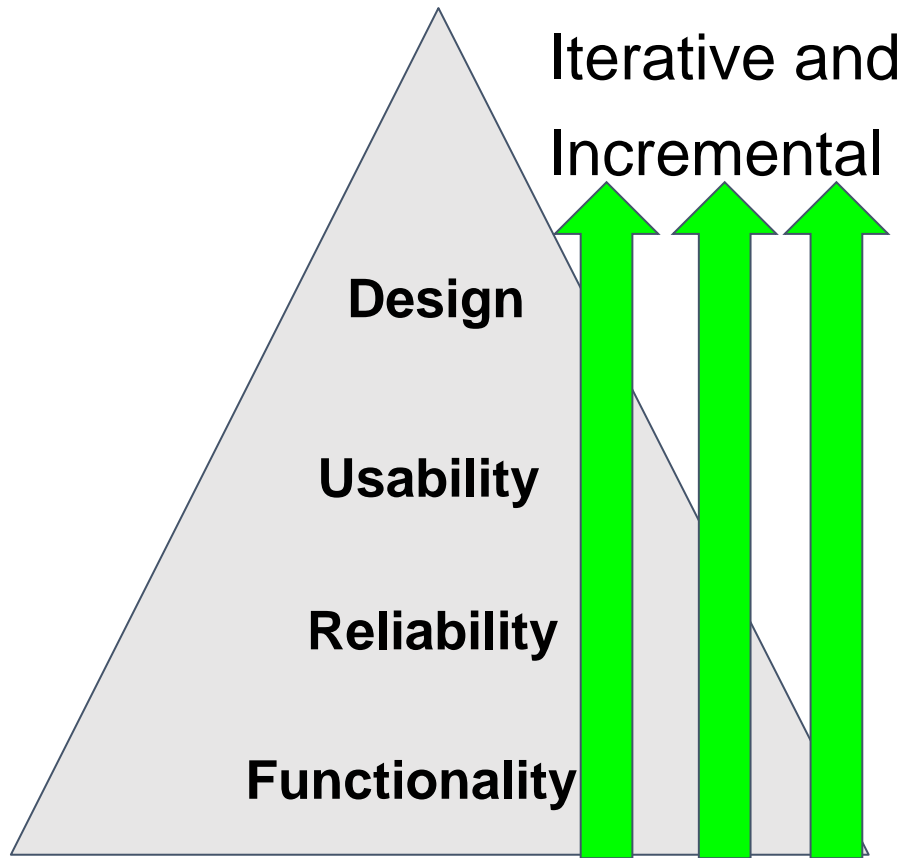
# What is the purpose?

- The sooner you know if the product is interesting for the target audience, the lower the investment in time and effort.
- Change direction if necessary.

# How NOT to make an MVP?



# How to make an MVP?



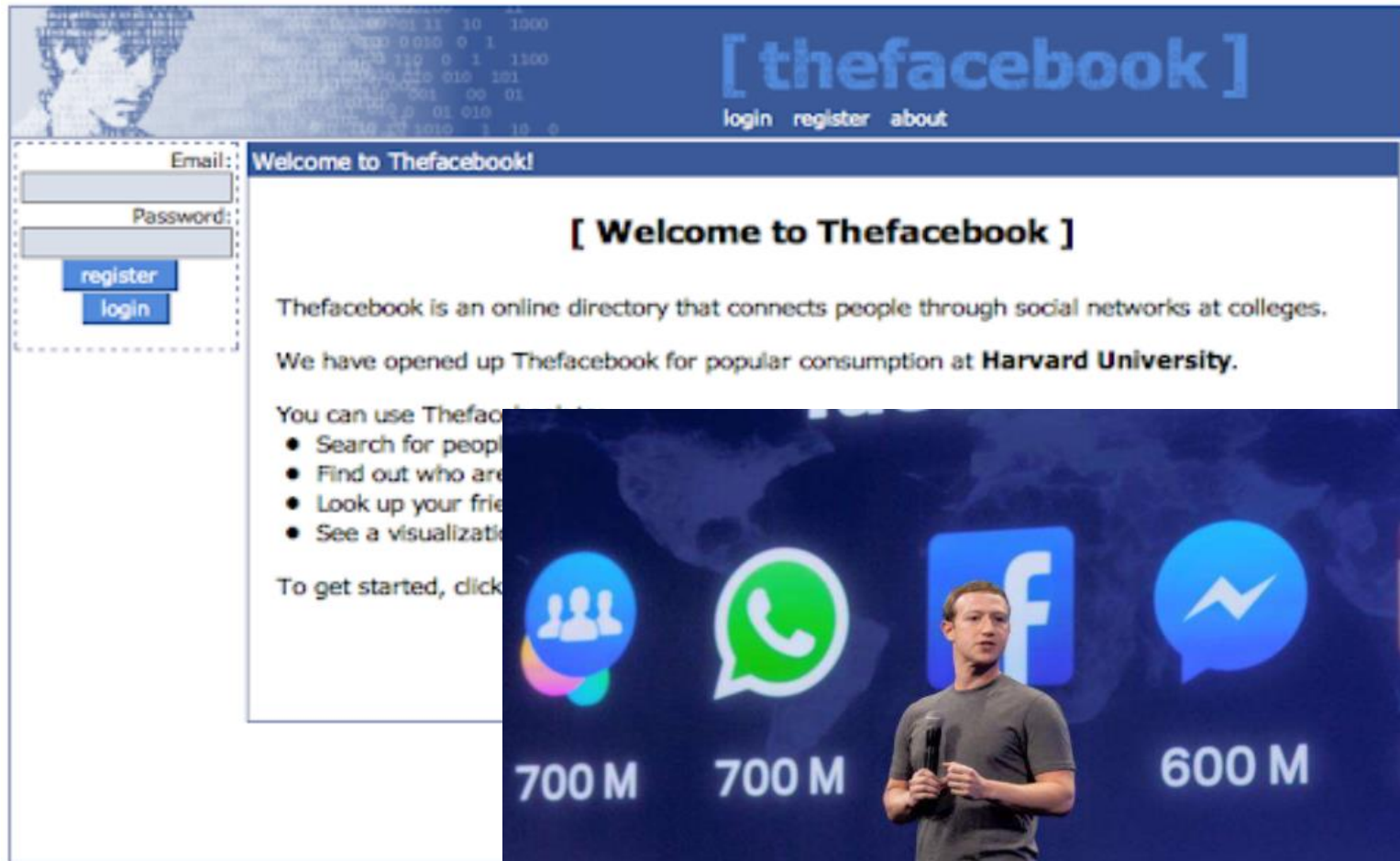


# Generic examples

- Landing page (sell before building)
- Test specific functionality
- Focus on a single functionality
- Simple product
- Demonstration video
- Elevator pitch
- Flintstoning ([video](#))
- Prototype



# Example – thefacebook



(PMV de Facebook)



# Example – air bed and breakfast

They used their apartment to start the business. People can live in other apartments at a cheaper rate than being at the hotel that made the start-up of Airbnb that is airbed and breakfast. The close-up interaction with first customers helps get them valuable insights about what they wish to have.





# Example – amazon



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# Guide

- Reason for "purchase".
- Create a complete list of objectives and actions of potential users of the product (target, problems, actions).
- Analyze the market.
- Decide what to do and what not to do.
- Identify key metrics.

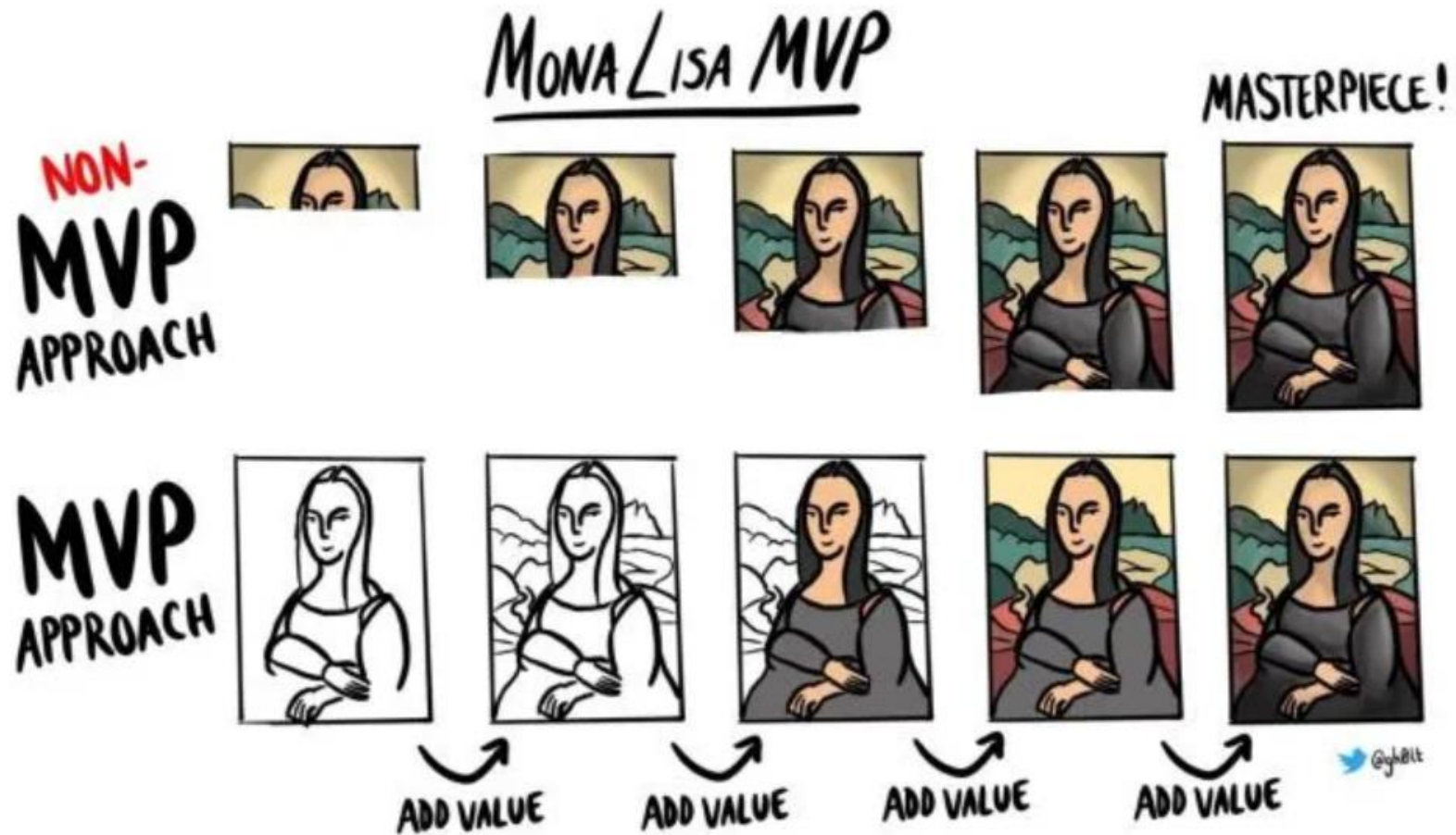
# Example – Coffee shop

Instead of investing a lot of time and money in building a giant store with fancy décor, an extensive menu and customized services, you could first start with something simple, like a coffee cart on a street corner. There they offer only the most popular drinks to see if people are interested. If it works and they like it, then they can invest more and grow it.



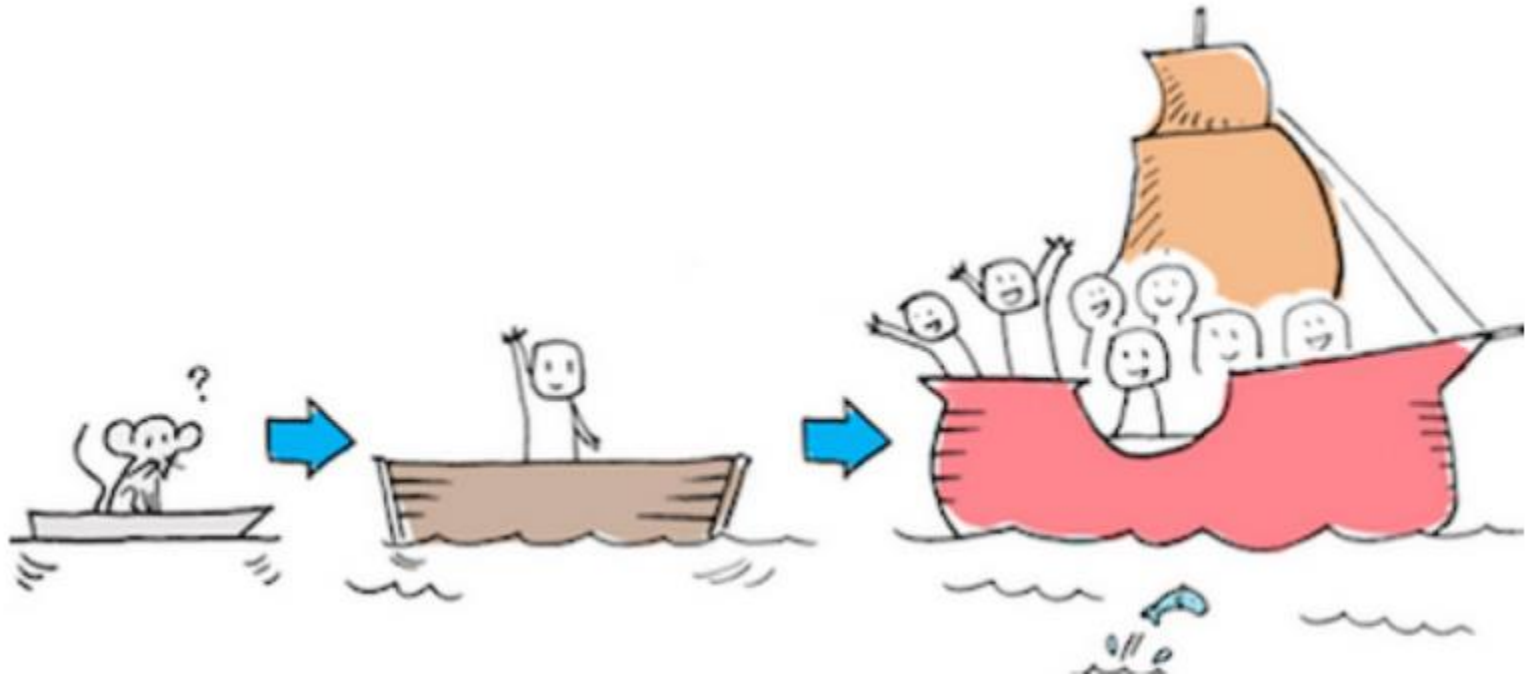
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# Example – Mona Lisa



Source: <https://productmindset.substack.com/p/1736-minimum-viable-product-playbook>





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# References

- **3 MVP MVP CASES TO LEARN FROM:**  
[HTTPS://WWW.UPTECH.TEAM/BLOG/MINIMUM-VIABLE-PRODUCT-EXAMPLE](https://www.uptech.team/blog/minimum-viable-product-example)
- **5 AWSOME MVP EXAMPLES:**  
[HTTPS://WWW.LINKEDIN.COM/PULSE/5-AWESOME-MINIMUM-VIABLE-PRODUCT-EXAMPLES-DIGITALYA-OPS](https://www.linkedin.com/pulse/5-awesome-minimum-viable-product-examples-digitalya-ops)
- **Minimum Viable Product Playbook:**  
<https://productmindset.substack.com/p/1736-minimum-viable-product-playbook>