

In depth: Email based MVPs



LECTURE
SUMMARY

Covered in this lecture:

Taught by:



Pros and cons of using an email MVP

► Pros:

- You can do it quickly
- You can limit your testing group to a small but statistically significant group of people
- You can segment your users
- If you already have a user base, it's easier to select your power users in order to test a new feature

► Cons:

- It may come off as sloppy
- You might dent your brand

● Tips:

1. Be aware of what your audience expects from you
2. Try to match the production value of the emails your company uses, in terms of design and images
3. Try to pair this with a landing page or a concierge service

See you next lecture!