

The types of MVPs (3)



LECTURE
SUMMARY

Covered in this lecture:

Listing out and explaining
the different types of MVPs

Taught by:



● Concierge service MVP

- Concierge service is a service where you get one on one support from someone who manually goes through a task
- Instead of making a feature/product, you can launch an informal offering to a small subset of users as a beta version
- You can manually help them accomplish the task and see if the customers like it

● Piecemeal MVP

- Instead of building your product, you take what's available in terms of out of the box software, you piece them together, and you can get the functionality you need to test your basic version
- There are tons of services out there for anything you want to do

- **Wizard of Oz MVP**

- From the front, this MVP looks completely made, but all the tasks that computers and automated systems should be doing are being done manually

- >> Zappos is a classic example of a company that used this type of MVP

See you next lecture!