The types of MVPs (1)

Covered in this lecture:

Listing out and explaining
the different types of MVPs

► When you run MVP experiments, you're always going to present in some way something that implies that your new feature or product is already real of coming soon, because you need validated learning from real feedback

► The extent to which you need to fake it will determine which type of MVP you need to use

● **The email MVP**

- All you need is an email client, an email list, and some writing skills
- By pitching them on a new product, you can see how they react in a simulated scenario
- If you don't have an email list, you can gather emails from potential customers
- Take a more personal tone to avoid getting into Spam

- **Shadow button MVP**

  - Instead of building a new feature, you can show a button that supposedly links people to that specific feature
  - The link might work and get them to another page, saying the feature is coming soon, or it might just look broken
  - The number of clicks you get will signal the amount of interest

- **404 and coming soon page**

  - You act like you're adding a new feature, and when the user navigates to the page, it either displays a 404 error message, or a page that says the product is coming soon and that will ask you to sign up
  >> Amazon.com is using this type of MVP very frequently

See you next lecture!