

# In depth: Coming soon and 404 MVPs



LECTURE  
SUMMARY

## Covered in this lecture:

*Taught by:*



### Using coming soon and 404 pages

---

- ▶ When choosing between these two, you need to think about which one is the least evil for you: getting an error or seeing a coming soon page
- ▶ Clothing companies might use this type of MVP by adding clothes that are out of stock
- **Tips:**
  1. Think about your users expectations and which of the two MVP types will result in the least negative outcome
  2. Put some effort into your landing pages, or make your 404 pages look funny in order to minimize the negative effects
  3. Websites you can check out for creating landing pages: Launchrock, Kickoff Labs

*See you next lecture!*