

# The types of MVPs (2)



LECTURE  
SUMMARY

## Covered in this lecture:

Listing out and explaining  
the different types of MVPs

*Taught by:*



### ● **Explainer videos**

- You use videos that explain what the new features will do
- There are 2 types of explainer videos: tutorial style and sales style
- In tutorials, someone explains how he uses that specific feature, even if it's not real yet, by adding video effects that make it look real
- In sales related videos, you are making a fake promo that pitches the product by explaining its benefits

### ● **Fake landing page pitch experiment MVP**

- You create one singular page that pitches the benefits of the product, and that has a call to action somewhere on the page, and then you drive traffic to the page
- Landing pages are web pages that consist of just one page

- A pitch experiment is when you have an online experiment where you pitch for a new product/feature to an online audience, and you see what they do
- Landing pages are a natural fit for running pitch experiments

*See you next lecture!*