The 7 steps of the MVP process

Covered in this lecture:

Listing out the seven steps of
an MVP experiment

► The process that a product manager will go through in
order to run the MVP experiment has seven steps:

1. Figuring out what your problem/solution set is
2. Identifying your assumptions and find the riskiest
3. Building testable hypotheses around your assumptions
4. Establishing your minimum criteria for success
5. Picking what type of MVP you are going to run and your
   strategy
6. Executing the MVP experiment
7. Evaluating and learning from the experiment

See you next lecture!