Software Product Management

Create Minimum Viable Product (MVP)

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- What is MVP?
- Types of MVP
- When to use which MVP?

Introduction

- Product is a risky business
- We should not wait to develop all the features to launch it.
- Rather we should develop a product with just enough functionality for users to use it meaningfully and derive significant value from it.
- Such an approach will reduce risk

What is MVP?

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- Frank Robinson says ”The MVP is the right-sized product for your company and your customer. It is big enough to cause adoption, satisfaction, and sales, but not so big as to be bloated and risky

- Eric Reis says ““The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.”

What is MVP?...

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- A Minimum Viable Product helps entrepreneurs start the process of learning as quickly as possible. It is simply the fastest way to get through the build-measure-learn feedback loop with the minimum amount of effort.

- Its goal is to test fundamental business hypotheses
  - Is this the need?
  - Is there enough value? (Product–Market fit)
  - Does it make business sense?

MVP need not always be a product…

It can be a

- Prototype
- Video
- Anything that allows us to test the value

Different types of MVP

Facebook MVP

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- Facebook used a simple platform that connected students from the same classes by allowing them to post messages to shared boards.

- By introducing Facebook to a super-narrow segment of the market, Zuckerberg managed to validate his idea

Uber MVP

- When Uber (then called UberCab) launched in 2009, it only worked on iPhones or via SMS, and it was available only in San Francisco.

- Uber's MVP was enough to prove that the idea of a cheap ride-sharing service had a market.

Dropbox MVP

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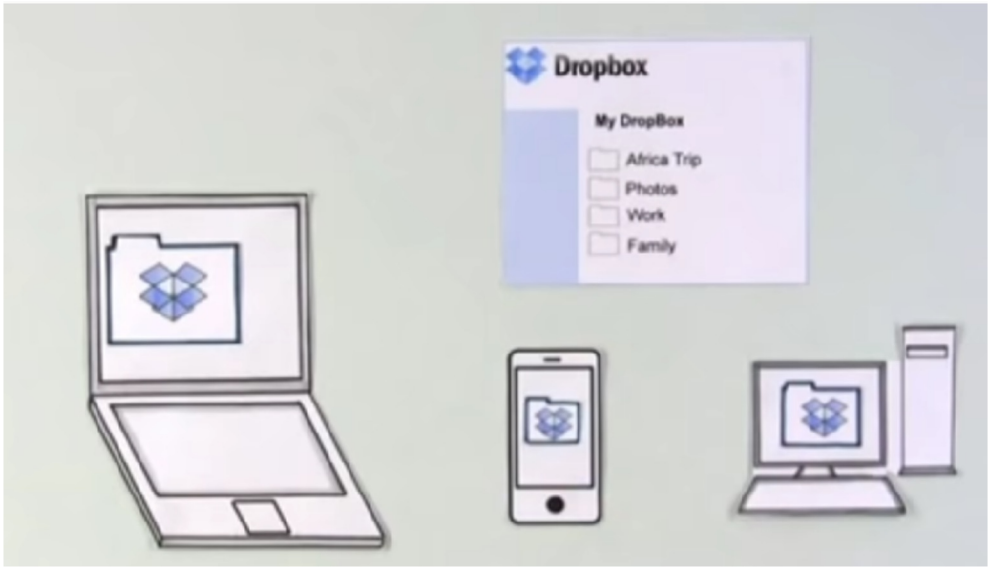
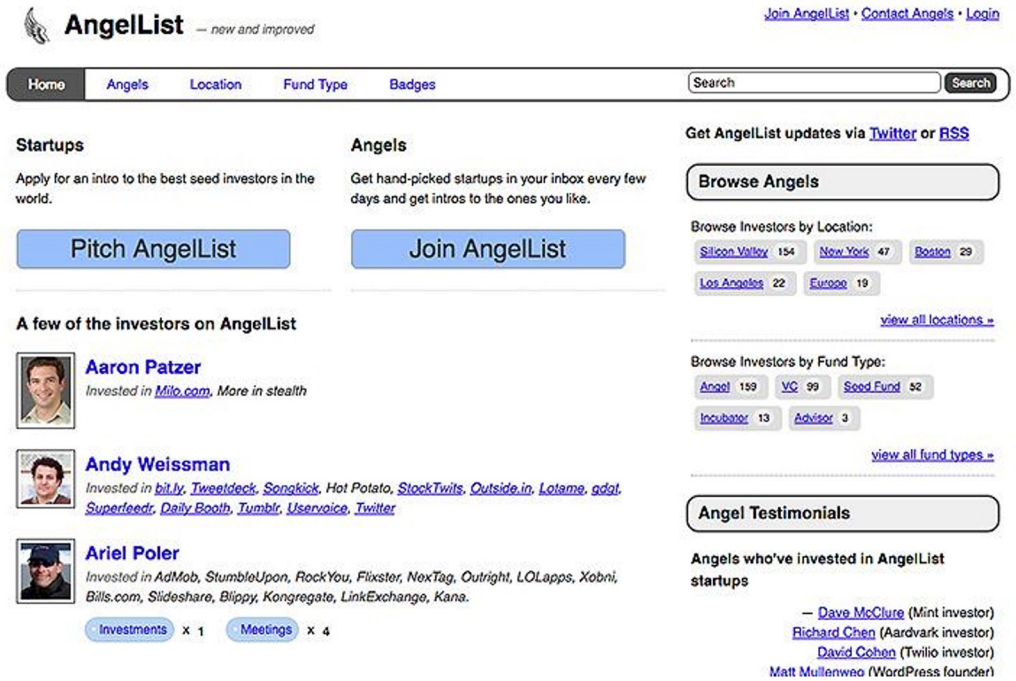
- Dropbox used a video to test hypothesis
- https://www.youtube.com/watch?v=xy9nSnalvPc&feature=emb_title
- The video led to 75,000 people waiting for a beta invite, literally overnight



AngelList MVP

- AngelList is a vast directory of startups and investors, powered by intelligent match-making algorithms and search functionalities.
- Babak and Naval were doing manual email intros between startups and investors using their broad network of contacts.
- Only after they saw a potential in their idea, did they build their first website.

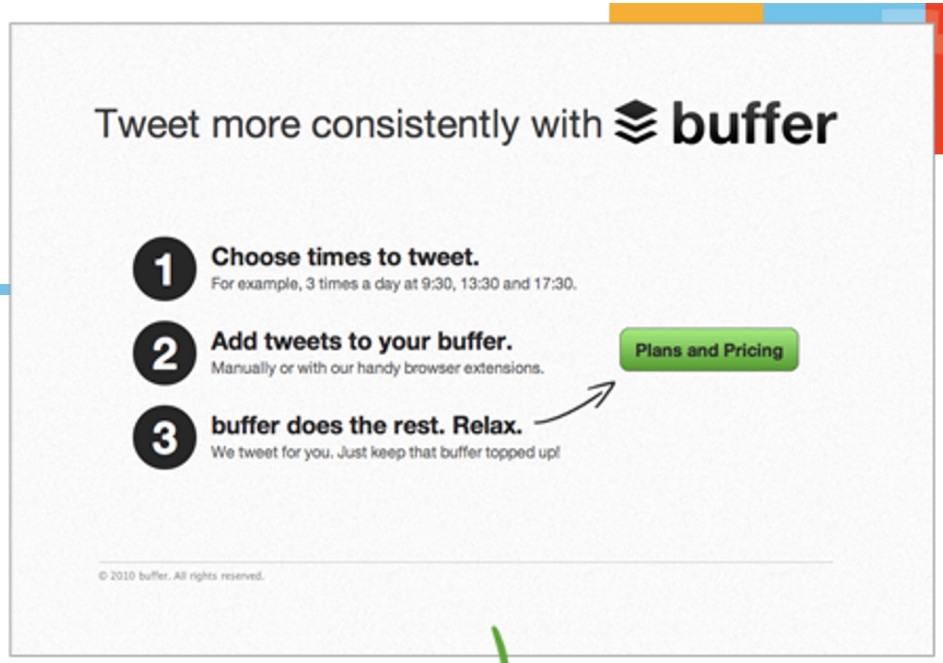


‘Buffer’ MVP

Buffer:

- Buffer is tool that allows scheduling your Tweets
- The founder Joel Gascoigne did something similar to Dropbox’s MVP.
- However, instead of a video, the smoke test was a minimal landing page.

Buffer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1
Choose times to tweet.
For example, 3 times a day at 9:30, 13:30 and 17:30.
2
Add tweets to your buffer.
Manually or with our handy browser extensions.
Plans and Pricing
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buffer does the rest. Relax.
We tweet for you. Just keep that buffer topped up!
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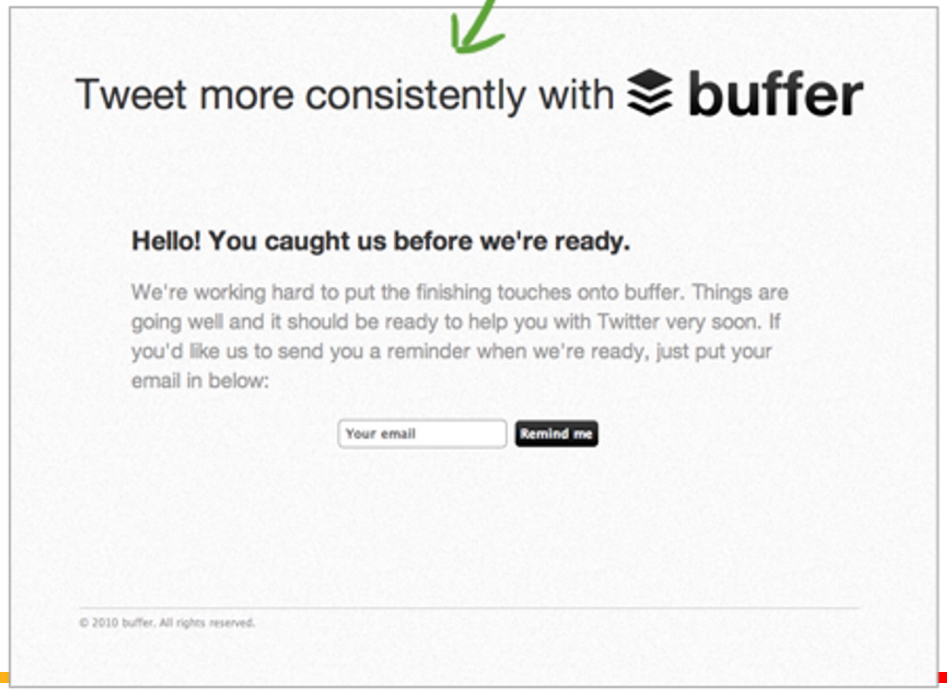
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Hello! You caught us before we're ready.
We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:
Your email
Remind me
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AirBnB MVP

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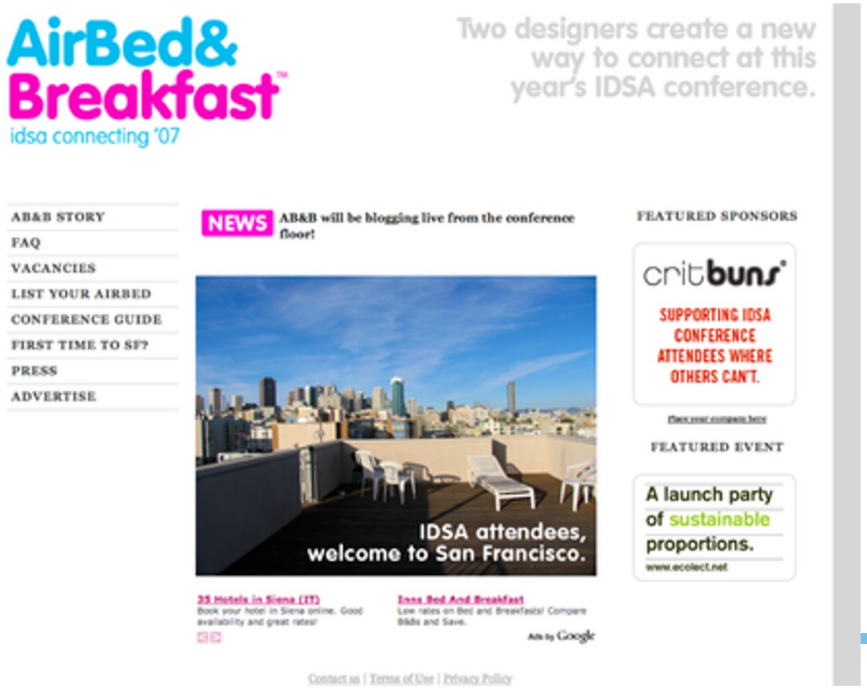
- Back in 2007, there was a great design conference in San Francisco. Hotels were over booked
- The Airbnb team decided to offer their house on rent
- They hacked together a website to advertise.
- They got 3 guests.
- This supported the market insight that potential customers would be willing to pay to stay at someone else's home rather than in a hotel.



Aardvark MVP

- Wanted to develop a product which will answer questions like ”What is a good place to have Italian food?”
- They developed a front-end to ask questions, but these were answered by humans. There was no software in back-end.
- Once they found that there was a demand, they automated it. (Lean Startup)

Oculus VR MVP

Oculus VR

- **Founder/s:** Palmer Luckey was 20 years when he got the idea
- **The Idea:** Oculus Rift was created with a simple idea of bringing VR experience to passionate gamers
- **Crowdfunding:** Kickstarter campaign started in 2012
- **Funded:** $2,437,429 USD
- **Backers:** 9,522 people
- **Business Today:** Revenue from Oculus Rift is forecasted to amount to 4.95 billion U.S. dollars worldwide in 2019 and that's only from hardware
- **Website:** https://www.oculus.com/

PopSocket MVP

PopSocket

- **Founder/s:** David Barnett, professor of philosophy in Colorado
- **The Idea:** First version of PopSocket was created to keep the cables from the earphones organized and tied to the smartphone
- **Crowdfunding:** Campaign started in 2012 on Kickstarter
- **Funded:** $18,591 USD
- **Backers:** 520 people
- **Business Today:** In 2018, PopSocket LLC's revenue was over $200 million U.S. dollars, with a profit of over US$90 million.
- **Website:** https://www.popsockets.com/

Summary of MVP types

Video	: DropBox
Simple product	: Facebook, Uber
Concierage	: AngleList, AirBnB
Landing page (Fake door)	: Buffer
Wizard of Oz	: Aardwark
Crowdfunding	: Oculus

Have you come across any other types of MVP?

When to use which MVP?

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MVP type	When to use
Video (Dropbox)	When product is simple and when it is easy to explain using Video
Simple product (Facebook)	When investment is hot high and when experiencing the product is important to get a feel
Concierage - do it manually (AngleList, AirBnB)	When the concept is very new and when developing a simple version is time consuming
Landing page (Buffer)	When you do not have money to develop
Wizard of Oz - do it manually behind the scene (Aardvark)	When developing the product is time consuming
Crowdfunding (Oculus, Popsocket)	When investment is high
Prototype - clickable	When product has many features

What do you think?

Exercise

Which type of MVP would be suitable for these products?

- Online library
- Software product finder / advisor
- Apna – job finder for blue collar workers

Possible solution…

Product	MVP type	Justification
Online library	Video, crowd funding	Expensive to develop – storage, data management, tie up with publishers
Sw product finder / advisor	Do consulting to check demand (Concierage)	New concept. Not sure if there is demand
Apna - job finder for Blue collar	Prototype	Need to feel the product Blue collar workers need to see the product before they can say if it is useful & usable

Experience sharing…

What was the MVP of your product?

Appendix