Minimum Viable Products (MVPs)

And how to build your startup

iB●●st

What is a Minimum Viable Product?

*An example of a MVP would be Stephen Curry during the 2015/16 season

❌ ~~A MVP is the alpha version of your product.~~

✓ A MVP is the **product** or **service** you are building in your **first instance** that is delivered to customers.

MVPs have sufficient features to address the customer's **problems** and/or **needs**, but do not necessarily contain many features. MVPs are paired with a development process that incorporates **agile development** to **incrementally** and **iteratively** improve on itself.

MVPs are the basis of a successful startup business model.

VS

TRADITIONAL

MVP   0.1   0.2   1.0

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Why Use MVPs?

MVPs are beneficial for three main reasons:

1. Require less time for production

1. Use less resources

1. Allow for interaction with the customer during the developmental process

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Types of MVPs

<u>Manual</u>	The MVP is presented through direct contact with the potential customers
<u>Product Event</u>	The MVP is shown at an event with groups of potential customers
<u>Advertising</u>	The MVP is publicized through advertisements
<u>Other</u>	The MVP either falls into more than one category or none of the categories

Legend

▤	Represents the technical fidelity of the MVP on a scale of 1 to 3 (low to high)
$	Represents the customer acquisition cost (CAC) on a scale of 1 to 3 (low to high)
CPF	Customer Product Fit
PMF	Product Market Fit

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Table of Contents

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Manual MVPs

Get out of the building!

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Concierge

Where to find it?

➔ Online, social media, emails, phone

How does it work?

➔ Manually provides customers an experience that guides them through the solution to their problem.

➔ Focuses on generating ideas and hypotheses related to the problem solution

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Gathering comments and reviews from people whom you've interacted with

Technical Fidelity:

➔ ▤

Cost per customer:

➔ $

Example:

➔ Airbnb

◆ Started off with two people who wanted to rent out their apartment

airbnb

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In Person Random Reviews

Where to find it?

➔ The public

How does it work?

➔ Interviewing the general public

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Receiving instant opinions from people and how they like/feel about the product

Technical Fidelity:

➔ 🗃

Cost per customer:

➔ Free

Example:

➔ OpenSports

◆ Went to areas that contained large audiences who are also the target market (such as basketball games) for feedback

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Youtube Personality Reviews

Where to find it?

➔ MKBHD, Unbox Therapy, Kick Genius

How does it work?

➔ Send a YouTube personality something they can review

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Instant opinions from online reviews, amount of likes/shares/comments/views

Technical Fidelity:

➔

Cost per customer:

➔ Free

Example:

➔ Ticwatch

◆ A smartwatch manufacturer that sent out their first working model to Unbox Therapy, a video which now has + 1.5 million views

ticwatch

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Youtube Personality Recommendations

Where to find it?

➔ Youtube

How does it work?

➔ Pay a certain amount of Youtubers to either direct their viewers towards our website/app etc., then track the turnover rate (compare how many people visit vs. how many people watched the video)

➔ Provide a discount code that their fans can use, to incentivise potential customers

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Online comments/reviews, likes/shares, whether or not the Youtuber wants to review more

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ Crunchyroll, Bean Boozled

◆ Crunchyroll paid youtubers to sponsor their product and gave out discount codes/trials

crunchyroll

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Piecemeal

Where to find it?

➔ Online, web

How does it work?

➔ A combination of Concierge and Wizard of Oz methods

➔ Service is delivered through already existing tools

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Anonymous online reviews, amount of surveys completed, opinions from users

Technical Fidelity:

➔

Cost per customer:

➔ $

Example:

➔ Groupon

◆ Co-founders came up with the idea of building a platform what would support local merchants only for a limited time, on top of the already existing services-exchanging platform

GROUPON®

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Dead Links

Where to find it?

➜ Facebook, e-mails, YouTube comments/descriptions

How does it work?

➜ Links to products that are currently unavailable but the amount of clicks are tracked

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Number of clicks are recorded and used for analysis

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ Dropbox, YouTube

◆ Dropbox had dead links in the description of their demo youtube videos that counted number of visits

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Email Introductions

Where to find it?

➔ E-mail

How does it work?

➔ Send e-mails to businesses who have similar problems

➔ Research is involved

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Opinions and reviews from both parties

Technical Fidelity:

➔ ▤

Cost per customer:

➔ §

Example:

➔ AngelList

◆ Wanted to find a way to connect with different businesses

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Facebook-hosted Product

Where to find it?

➜ Facebook

How does it work?

➜ Offer users who use your product incentives if they recommend to their friends

➜ Host your product on facebook to build customer interest, then branch off to become an independant product later

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Likes/comments, online reviews, amount of shares

Technical Fidelity:

➜ 🗄🗄🗄

Cost per customer:

➜ $ $

Example:

➜ FarmVille

◆ Farmville released their game on FaceBook to facilitate sharing of their product, as well as tracking of popularity

Free Samples

Where to find it?

➔ Online, events

How does it work?

➔ Customers are given a sample of the product

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Instant opinions, reviews, watch the user's reaction and whether or not they are enjoying themselves while playing the game

Technical Fidelity:

➔ 🗐🗐

Cost per customer:

➔ 💲💲

Example:

➔ GameLynx

◆ A game developer that gives out free accounts of their game *Wisecrack* to students

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Pitch Deck

Where to find it?

➔ Velocity Fund Finals

How does it work?

➔ Different companies pitch their ideas or products and receive funding or sponsorships for their products/services

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Instant opinions, reviews, amount of people, reactions from people who are participating

Technical Fidelity:

➔ 🖥 - 🖥🖥

Cost per customer:

➔ 💲

Example:

➔ EcoPlace Organics

◆ Local, organic food delivery service

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Lite Apps

Where to find it?

➔ Platform app-stores

How does it work?

➔ Devs launch apps to the store, improves from the feedback of customers

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Number of downloads, online reviews, comments/likes/shares

Technical Fidelity:

➔ 🖿🖿🖿

Cost per customer:

➔ $

Example:

➔ Mojang

◆ Distributed a limited content version of their video game *Minecraft* for users to test

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Companion Apps

Where to find it?

➜ Platform app-stores

How does it work?

➜ Devs launch apps to the store that contain information about the product, interest is gauged from amount of downloads, time spent on app

What is being tested? (CPF/PMF)

➜ PMF

Feedback Mechanisms

➜ Number of downloads, online reviews, time spent on app

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ Pebble

◆ Has a companion app for their smartwatches that has links to community boards, and have an option to share suggestions

pebble

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Customer-Lead Interviews

Where to find it?

➜ One-on-one or group interactions

➜ Online (reddit) or in person

How does it work?

➜ Customers interview companies to ask them about products and the future of the company

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ In-person reviews, opinion/comments

Technical Fidelity:

➜ ▤

Cost per customer:

➜ 💲

Example:

➜ DuckDuckGo

◆ An internet search engine that focuses on user privacy

◆ Hosted an AMA (ask me anything) on the social news and media aggregation website Reddit

Potential Customer Interviews

Where to find it?

➜ Offline or online Events

How does it work?

➜ Discuss with several individual customers who are interested in purchasing your product, and ask them about potential changes

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ In-person review, opinion/comments

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ SARA

◆ Snapchat access and research agency

◆ Ask interested customers what they would like to see changed about the service they provide

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Existing Customer Interviews

Where to find it?

➔ On the startup website

➔ Startup approaches customers

How does it work?

➔ Founder interviews a customer after they bought the service or product

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Online reviews/comments, the customers attitude towards the product

Technical Fidelity:

➔ 🗄

Cost per customer:

➔ 💲

Example:

➔ Amazon

◆ Effectively used customer opinions through interviews to improve service during their early developmental stages

amazon.com
★★★★★

iB⟩⟩st

A/B Testing

Where to find it?

➔ Online

How does it work?

➔ Two versions of a product are displayed, the version that attracts more attention is used to provide customer preferences

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Recording either A or B based on interest and appeal

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ Obama08

◆ Launched multiple versions of President Obama's campaign webpage

Crowdfunding

Where to find it?

➔   Online, kickstarter, go fund me

How does it work?

➔   Provide people with a product description and based on feedback and interests, start getting people to pay before launching the product

What is being tested? (CPF/PMF)

➔   CPF, PMF

Feedback Mechanisms

➔   Amount of money raised, suppliers, comments/shares, link clicks

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔   Pebble, MVMT

◆   Used resources above to launch product description

MVMT

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Blogging

Where to find it?

➔ Online

  ◆ Tumblr, Blogger

How does it work?

➔ Providing customers a description of your product, and gauge interest based off of blog visits

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Comments, likes, shares, views

Technical Fidelity:

➔ ▤

Cost per customer:

➔ $

Example:

➔ Oneplus

  ◆ Created a blog with weekly updates about their products and features, and forms of customer interaction

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Sign-Up Webpage

Where to find it?

➔ Online

How does it work?

➔ A brief description of the product

➔ Includes an opportunity for customers to sign up for a mailing list

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Amount of people signed up, views, link clicks, time spent on website

Technical Fidelity:

➔ ▤▤

Cost per customer:

➔ $

Example:

➔ Humble Bundle

◆ Included an opportunity to sign up for future releases on their webpage

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Door-to-Door

Where to find it?

➜ At your door

How does it work?

➜ Business try to sell or convince you to buy an idea or product

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ In person feedback and review

Technical Fidelity:

➜

Cost per customer:

➜ $$

Example:

➜ Tinder

◆ Co-Founder Whitney Wolfe toured the sororities at different universities and convinced women to download the app when it first started

◆ Men quickly followed suit with little to no advertising

tinder

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Anonymous Surveys

Where to find it?

➜ iClicker, REEF app, Youtube

How does it work?

➜ Use a service to receive anonymous feedback, develop based off of feedback

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Amount of people who participated and what their answers correlate to

Technical Fidelity:

➜ ▤

Cost per customer:

➜ 💲💲

Example:

➜ Machine Zone

◆ Youtube asks before certain videos if viewers have heard of a list of new mobile games, including the mobile strategy game *Mobile Strike*

MOBILE STRIKE

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Online Surveys

Where to find it?

➔ SurveyMonkey, Google Forms, Google Rewards App

How does it work?

➔ Use pre-existing services or make your own to gather responses

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Feedback and review, amount of people who completed/attempted/viewed the survey

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ Groupon

◆ Based on your location or the places you've visited, the app asks for feedback about how your experience was

Limited Quantity Testing

Where to find it?

➔   Online, in person

How does it work?

➔   Pop-up shops, exclusive items

What is being tested? (CPF/PMF)

➔   CPF, PMF

Feedback Mechanisms

➔   Sales, demand, feedback through forums facebook pages etc.

Technical Fidelity:

➔   🖥🖥🖥

Cost per customer:

➔   💲💲

Example:

➔   Snapchat, Oneplus

◆   Snapchat is releasing their new sunglasses product exclusivity through pop-up shops

◆   The OnePlus One phone was exclusively sold through invite only because of limited quantity.

Smoke Testing

Where to find it?

➔ Online, in person

How does it work?

➔ Form of testing that aims to ensure that the most important and crucial functions of the product work

➔ Results from this test determine whether the product will go through further testing

What is being tested? (CPF/PMF)

➔ PMF

Feedback Mechanisms

➔ Number of users, revenue generating over a period of time

Technical Fidelity:

➔ 🖥🖥🖥

Cost per customer:

➔ 💲

Example:

➔ Electronic Arts

◆ Launched a bare-bones computer game called *DawnGate*, that was later shut down due to lack of interest

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Product Event MVPs

Time to bust out your nicest suit 😎

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Cheap Physical Render

Where to find it?

➔ Booths, events, demo videos

How does it work?

➔ Create a very limited version of a product for display for customers

➔ Allows for easy imaging of the completed product

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Likability and how well it attracts people, interest, compliments

Technical Fidelity:

➔

Cost per customer:

➔ §§

Example:

➔ Axent Wear

◆ Created models of their cat ear headphones before production

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Game Demos

Where to find it?

➔ E3, video game events

How does it work?

➔ Launch game demos before the final product is released, ask users and customers for feedback and make changes accordingly

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Likes/comments, reviews, time spent playing, reaction of customers while playing, number of downloads

Technical Fidelity:

➔ 🗄🗄🗄

Cost per customer:

➔ $$$

Example:

➔ Re-Logic

◆ Their video game *Terraria* was first released as a demo for players to test

◆ Was iteratively improved with frequent updates

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Event Demos

Where to find it?

➜ CES

How does it work?

➜ Set up a booth for your company and product and display a demo of the product

➜ Track direct consumer interest

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Direct in person reviews, comments, amount of people around your booth, reactions from the people who look interested in your product
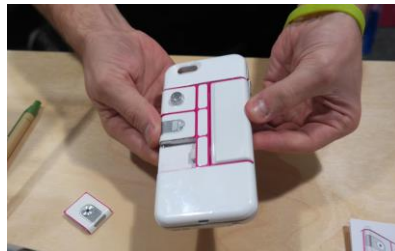
Technical Fidelity:

➜ 🖥🖥🖥

Cost per customer:

➜ §§§

Example:

➜ Nexpaq

◆ Creates a phone case that makes your phone modular (upgradeable)

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Rapid Prototyping

Where to find it?

➔ Events

How does it work?

➔ Creating a 3D working rendition of a product for testing

➔ Based off of CAD designs or ideas/concepts

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Enjoyment from users, comments, direct reviews, questions about the product

Technical Fidelity:

→ 📇📇

Cost per customer:

→ 💲💲

Example:

➔ Google - Cardboard VR

◆ First simple rendition of a virtual reality device, built from simple materials and design

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Paper Prototyping

Where to find it?

➜ Phones, devices

How does it work?

➜ It is a method that quickly tests various possible user interfaces cheaply

➜ Usually the first step of rapid prototyping, but can stand alone as its own method

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Comments and reviews from users, likes, shares, watch time (if video), time spent viewing images (if it's an image), demographic viewing it

Technical Fidelity:

➜ 🗄🗄

Cost per customer:

➜ 💲

Example:

➜ Daum

◆ A South Korean web mail service, used paper prototyping in 2007 to help design their user interface when they were first launching

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Pretotyping

Where to find it?

➜ In person, videos, webpages, social media

How does it work?

➜ Testing ideas in an inexpensive and quick way to help validate the idea of 'if we build it, they will use it'

➜ Creating the solution to your problem, without actually creating the model

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Reviews and comments from users, interest from customers, hype it creates, questions asked about the product

Technical Fidelity:

➜ 🗄

Cost per customer:

➜ $-$$$

Example:

➜ IBM

◆ In the late 1980's, IBM didn't have the means to create speech-to-text software, but they wanted to test if it would actually be useful

◆ They had customers speak into a microphone then have a typist type out the words on a screen

A/B Testing Without Branding

Where to find it?

➔ Public spaces, research centre

How does it work?

➔ Potential customers are brought into a testing area. The product, along with a few competitors, are tested by the customers without them knowing the manufacturer of the products

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Opinions of the customers, percentage of users that guess the correct brand, sales after doing the test

Technical Fidelity:

➔ ⊟⊟⊟

Cost per customer:

➔ §§-§§§

Example:

➔ Dollar Shave Club

◆ Compare their razors with other brand names

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Advertising MVPs

Spend that 💸

iB**∞**st

Wizard of Oz

Where to find it?

➜ Online website

How does it work?

➜ Set up a website as if you have your product ready to sell, but you manually carry out the procedure

➜ This method is used to evaluate a solution hypothesis

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Interest from customers, comments/likes, sales, demographic of users, time spent on platform (website, app)

Technical Fidelity:

➜ ▤

Cost per customer:

➜ ⑂

Example:

➜ Zappos

◆ Posting pictures online, purchase and sell only when people want to buy

Zappos
.com
POWERED by SERVICE®

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Google AdWord Campaign

Where to find it?

➔ Google, Youtube

How does it work?

➔ See the statistics of your product/service advertisements. This is also a type of A/B testing

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Amount of users clicking on the ad, time spent on the website, what time the link was clicked and on what dates, who clicked it (if they are linked to their gmail account)

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ FlightHub

◆ FlightHub uses Google AdWord to show their ad when users try to search for flight ticket

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Explainer Video/Demo

Where to find it?

➜ Online via links, references, social media

How does it work?

➜ Explains how the product works, what it does, and why people should buy it

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Amount of likes, shares, comments, watch time, email inquiries, number of new subscribers if hosted on a site like youtube

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ Dropbox

◆ Started off with videos only explaining how DropBox works

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Hashtagging via Celebrities

Where to find it?

➔ Social media

How does it work?

➔ Create a hashtag, pair it with a description of the product

➔ Track popularity and frequency of hashtag

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Number of shares, reposts, likes, website views, phone or email inquires, questions through website or social media

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ Biosteel - #DrinkThePink

◆ Company created a hashtag to help promote products through certain celebrities such as the Toronto Raptors who would use the hashtag

BIOSTEEL

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Popups

Where to find it?

➜ Online, video streaming sites, zippyshare, Mediafire

How does it work?

➜ Pay website owners to have pop-ups display when people visit their website

➜ Track how many people visit the link

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Time spent on link, number of people visiting link, time spent on the popup after the 'skip time' (the mandatory time before you can skip) has passed

Technical Fidelity:

➜ 🖥🖥

Cost per customer:

➜ §-§§§ (varies on domain)

Example:

➜ Game of War

◆ Paid other apps to have a interactive pop-up of their game. Was on Manga Rock for a period of time, where users had to play a small MVP version of their game before closing the app

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Brochure/ Flyer

Where to find it?

➜ In store, shops, etc

How does it work?

➜ Gives customers a scope of what the product is and what it can do for them

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Views to a linked website, email inquiries, sales,

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ Fitbit

◆ Created a flyer of the features their product displays

fitbit

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Freemium

Where to find it?

➜ Depends

How does it work?

➜ Offer a trial/limited version of your product, and see how it is received. This is also an easy opportunity to track churn rate, as you can see how many users proceed to the complete version

What is being tested? (CPF/PMF)

➜ PMF

Feedback Mechanisms

➜ Amount of people signed up, shares, time spent using product, conversion rate, how many stay after a certain period of time,

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ Spotify

➜ Netflix

◆ Granted limited time free trials of service during their early stages, then continued the trials to advertise their product

NETFLIX

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HTML Boilerplate

Where to find it?

➔ Advertisements

How does it work?

➔ The barebones of a webpage, just (or mostly) HTML

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Peer-to-peer comments, discussions, time spent on website

Technical Fidelity:

➔ 🖥🖥

Cost per customer:

➔ 💲💲

Example:

➔ Youtube

◆ During their early stages, the video streaming website was minimalist

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Billboarding

Where to find it?

➜ Everywhere

How does it work?

➜ States factual problems that a majority of people have and provides a simple solution for that problem

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Emails, hashtags, website views,

Technical Fidelity:

➜ 昌昌

Cost per customer:

➜ §§§

Example:

➜ Twitter

◆ Advertising company to track progress and feedback from people who visit site after

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Isolated launch

Where to find it?

➜ Flyers, Emails, Advertisements

How does it work?

➜ Target demographics like area or age through services they use and see if it generates interest in your product

What is being tested? (CPF/PMF)

➜ PMF

Feedback Mechanisms

➜ Number of sales and feedback from customers through emails, conversion rate, hype generated in areas without access to the launch,
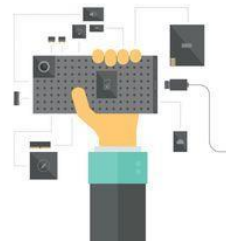
Technical Fidelity:

➜

Cost per customer:

➜ $$

Example:

➜ Google

◆ Planned to launch project ARA in Puerto Rico

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A/B testing coupled with isolated launches

Where to find it?

➔ Advertisement (Online, flyers, coupons)

How does it work?

➔ Offer different options in testing for different areas or demographics

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Time spent on website and per page, what they first click when landing on the site, how this launch compares to the other instances of the launch

Technical Fidelity:

➔ 🖳 - 🖳🖳

Cost per customer:

➔ 💲💲

Example:

➔ Xiaomi

◆ Has different landing pages for different regions, displaying different products

iBoost

Commercials/Infomercials

Where to find it?

➔ Advertisement (Online, flyers, coupons), online, TV

How does it work?

➔ Engages with customers and viewers in an appealing way

➔ Introduces function and purpose of product, "sells" it to you and tracks interest based on time watched

What is being tested? (CPF/PMF)

➔ PMF

Feedback Mechanisms

➔ Watch time, visits to website/app directly after commercial is played, conversion rate during the time of the infomercial

Technical Fidelity:

➔ 🗄🗄 - 🗄🗄🗄

Cost per customer:

➔ §§§

Example:

➔ Shamwow

◆ Successfully aired an eye-catching commercial demonstrating the function and abilities of the product

iBoost

Pilot

Where to find it?

➜ Online, TV

How does it work?

➜ Releases a one shot product and its reviews will determine whether the show continues or not

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Views, comments, downloads, watch time, ratings, reviews,

Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ Chillabit

◆ Was first launched in a couple schools in Western Canada and has since been spread to the East

chillabit

iBoost

Viral Videos

Where to find it?

➜ Online, TV, social media

How does it work?

➜ Engineering and creating a well-thought video based on current trends in society

➜ The platform for your product is still presented, so interest can still be gauged

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Views, likes, comments, number of new subscribers, Conversion rates after video goes viral,

Technical Fidelity:

➜ 🗄🗄 - 🗄🗄🗄

Cost per customer:

➜ §

Example:

➜ Dollar Beard Club

◆ Viral video about their product and service garnered +2.4 million views (as of January 2017)

iBoost

Other MVPs

Extras just for you! **BONUS!**

iBoost

Landing Page

Where to find it?

➔ Online, web

How does it work?

➔ Takes all information gathered from interviews, surveys in order to build your page

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Comments, time spent on site, what do they click first, shares,

Technical Fidelity:

➔ 🖥️🖥️

Cost per customer:

➔ $-$$$

Example:

➔ Uber

◆ Entire page is influenced by customer support and is aimed to provide great UX

"Mad Libs" Surveys

Where to find it?

➜ Online, In person

How does it work?

➜ Have a sentence or two talking about your product, but the adjectives are blank

➜ Customers choose from a list of drop-down options

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Google Forms, In-Person, amount of surveys completed compared to amount of surveys sent out
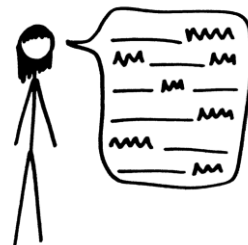
Technical Fidelity:

➜

Cost per customer:

➜

Example:

➜ ???

iBoost

Single Feature MVP

Where to find it?

➜ Online, web

How does it work?

➜ Keeps the product limited to a single feature and tests usability and customer interest

What is being tested? (CPF/PMF)

➜ CPF

Feedback Mechanisms

➜ Online reviews, comments, number of users, number of recommendation and conversion rate

Technical Fidelity:

➜ 🖥🖥

Cost per customer:

➜ §§-§§§

Example:

➜ Google

◆ Had a single feature when they first launched which was searching

◆ Searching is still the main feature of Google

Time-Sensitive Releases

Where to find it?

➔ Apps, games, software in general

How does it work?

➔ Pushes out experimental features for a limited time to generate feedback for a later full release

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Reviews, ratings, number of users using the product, time using new features, discussions

Technical Fidelity:

➔ 🖥🖥

Cost per customer:

➔ 💲

Example:

➔ Riot Games

◆ Released an alternate game type for their game *League of Legends* a limited time often during the early stages of the game

◆ Still use this method to test possible additions to the game

iBoost

Content-Limited Releases

Where to find it?

➔ Online, in store

How does it work?

➔ Offer a small amount of content to customers for a limited time, promising more content later

➔ If enough interest is garnered, more content is created

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Reviews, ratings, sales, time spent on the site, who the average user is (through built in profile system)

Technical Fidelity:

➔ ▤▤▤

Cost per customer:

➔ §

Example:

➔ Udacity

◆ Certain Udacity courses only have a small amount of lessons at first before the full course is created

UDACITY

iBoost

Research Based Products

Where to find it?

➜ Online, web, retail

How does it work?

➜ Companies use the base idea of an already existing product and uses research/ergonomics to create a new and improved product

➜ Ask customers of the previous product how they would improve the product

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

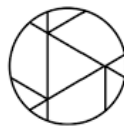➜ Tests, reviews, ratings, discussions,

Technical Fidelity:

➜ 🖥🖥🖥

Cost per customer:

➜ §§§

Example:

➜ Sienci Labs

◆ Combined research and innovation to create an efficient and effective CNC machine

SIENCI LABS
DESKTOP CNC MILLING
www.sienci.com

iBoost

Publicizing Storyboards and Concept Art

Where to find it?

➔ Social Media

How does it work?

➔ Presents the gist of the product, in this case a cartoon or movie

➔ Quality of final product will depend of the customer feedback from the storyboard

What is being tested? (CPF/PMF)

➔ PMF

Feedback Mechanisms

➔ Likes, shares, comments,inquiries, views,

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ Team Meat

◆ Shared concept art of their game, *Super Meat Boy* on social media

iBoost

Wireframe

Where to find it?

➜ Online

How does it work?

➜ Creating a quick representation of a user interface in a system, website, or app

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Appstore rating and reviews after new updates, comments, emails, time spent per update (average), activity changes between users

Technical Fidelity:

➜ 🗎🗎

Cost per customer:

➜ $

Example:

➜ Twitter, Mario run, YouTube

◆ Twitter creates wireframes for each of their new layout designs before they're launched

iBoost

Integrating Successful Ideas (Hardware)

Where to find it?

➔ Online, Web

How does it work?

➔ Combining two products or services to enhance efficiency of the solution towards the customer's problem

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Units sold, reviews, discussions, ratings, demand and demand for future iterations

Technical Fidelity:

➔ 🖥🖥 - 🖥🖥🖥

Cost per customer:

➔ 💲

Example:

➔ Microsoft

◆ Took customer reviews and feedback and incorporated different features into one, the *Microsoft Surface*

iBoost

Integrating Successful Ideas (Software)

Where to find it?

➜ Internet forums, word of mouth

How does it work?

➜ Research and find subtle features from existing successful products and incorporate them together into one product/service, or add on to your existing product

What is being tested? (CPF/PMF)

➜ CPF, PMF

Feedback Mechanisms

➜ Number of downloads, ratings, reviews, time spent on app, shared posts, growth of users per unit time

Technical Fidelity:

➜ 🖳🖳🖳

Cost per customer:

➜ 💲

Example:

➜ Instagram, Facebook

◆ Subtly takes ideas from other places and incorporates into product (Messaging feature, stories)

iBoost

Gimmick

Where to find it?

➔ Internet forums, word of mouth, Facebook pages like Hackathon Hackers

How does it work?

➔ Founders create an idea/product/service for one purpose, but as a result of the users/investors change to something else

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Time spent on the site, shares, clicks via shares, activity on site, reviews

Technical Fidelity:

➔ ▤

Cost per customer:

➔ §

Example:

➔ Facebook

◆ FaceMash was created while the founder was tipsy and was later made into Facebook after it generated lots of interest

iBoost

End of Service

Where to find it?

➔ Online

How does it work?

➔ Sending out a test version of a product and once an ideal amount of users are interested, take the product away and watch for reaction

What is being tested? (CPF/PMF)

➔ CPF

Feedback Mechanisms

➔ Time spent on website after end-of-service, Discussions on web forums, social media

Technical Fidelity:

➔ ▤

Cost per customer:

➔ §

Example:

➔ Google

◆ Created *Google ARA,* and hyped it up at events and with demo videos but never released publicly

iBoost

Q&A, Frequently Asked Questions

Where to find it?

➔ Online, blogs, websites

How does it work?

➔ Through Q&A forms, the most common questions are displayed through the website for any new customers with concerns

What is being tested? (CPF/PMF)

➔ CPF, PMF

Feedback Mechanisms

➔ Comment section next to FAQ, commonly asked questions, track number of views per FAQ question/answer

Technical Fidelity:

➔

Cost per customer:

➔

Example:

➔ Yirego

◆ Created a dedicated section for common questions and concerns on their website for their laundry device *Drumi*

YiREGO

iBoost