

# Minimum Viable Product

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# Check-in Code

\_\_\_\_\_ for \_\_\_\_\_

**Mastering the MVP (Minimum Viable Pr..**

**MVP**

## **ACM at UCSD**

[members.acmucsd.com](https://members.acmucsd.com)

# Agenda

1 what is an mvp?

2 the process

3 mvp case study

4 building an mvp

5 activity

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# say hi

introduce yourself to friends around you!

- name
- pronouns
- year
- college
- What was the highlight of your day



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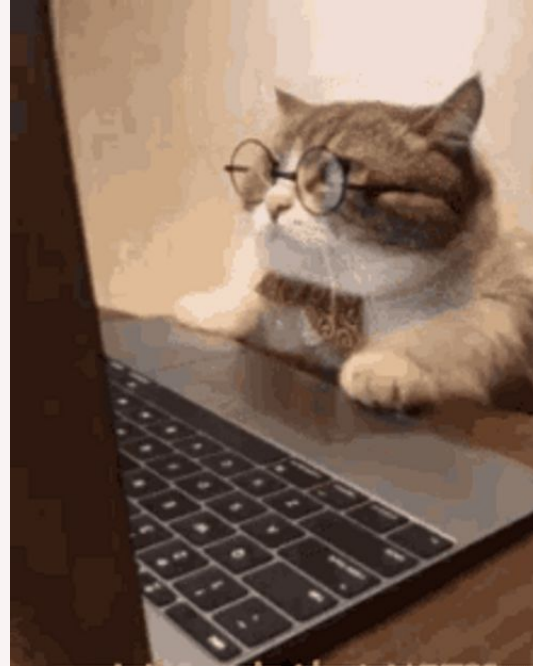


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# the entrepreneurial process

1. define the problem
2. ideation
3. form a team
4. market research
- 5. develop MVP & Iterate**
6. pitch



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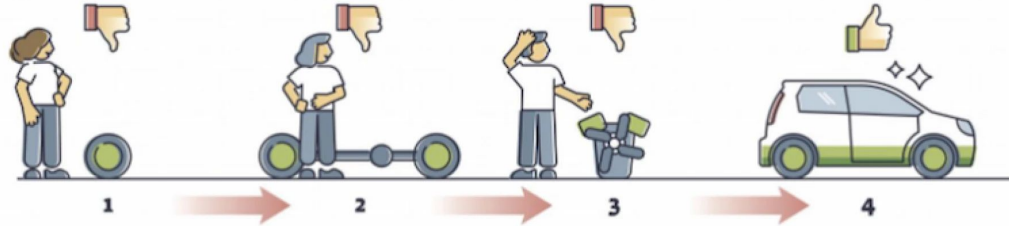
what is a minimum viable product (MVP)?

early version of a product with  
only **fundamental** components  
to remain **functional**

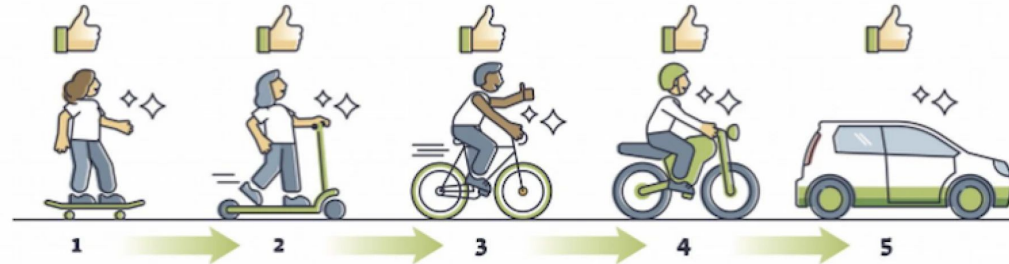


## HOW TO BUILD A MINIMUM VIABLE PRODUCT

NOT LIKE THIS



LIKE THIS



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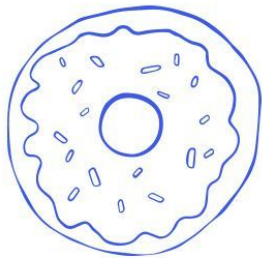
# MVP vs prototype

## MVP:

- designed for real-world usage
- focuses on features
- **fully functional**

## Prototype:

- designed to test basic ideas
- focuses on concept
- **doesn't have all features**



**Prototype**



**MVP**

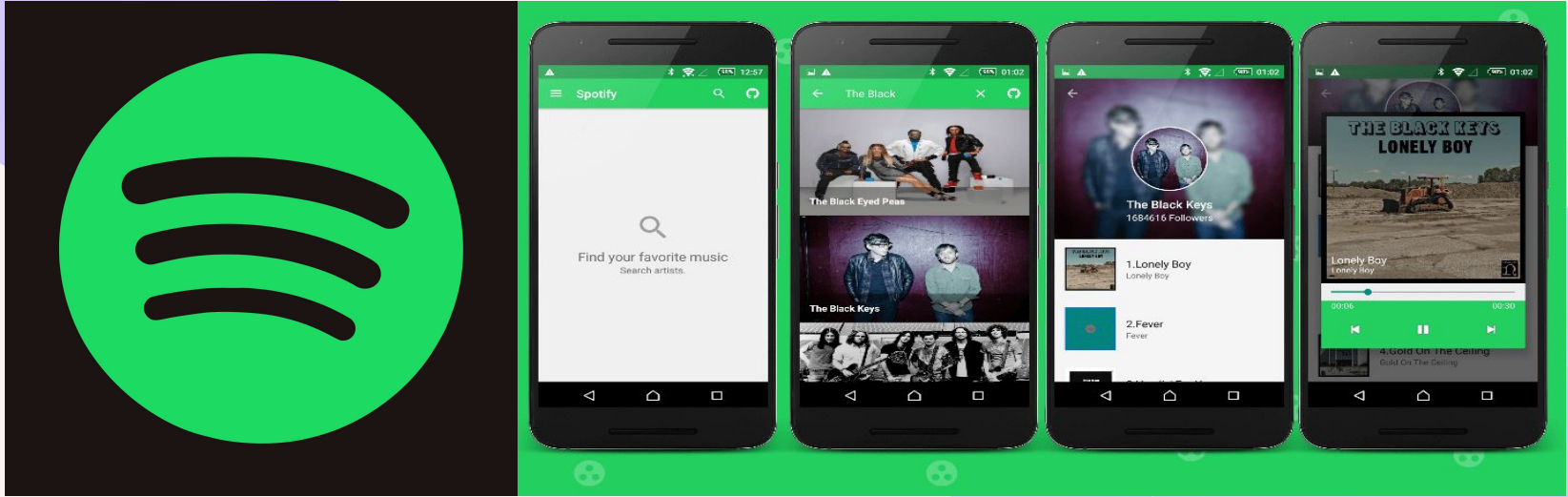


**Product**

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# why build an MVP

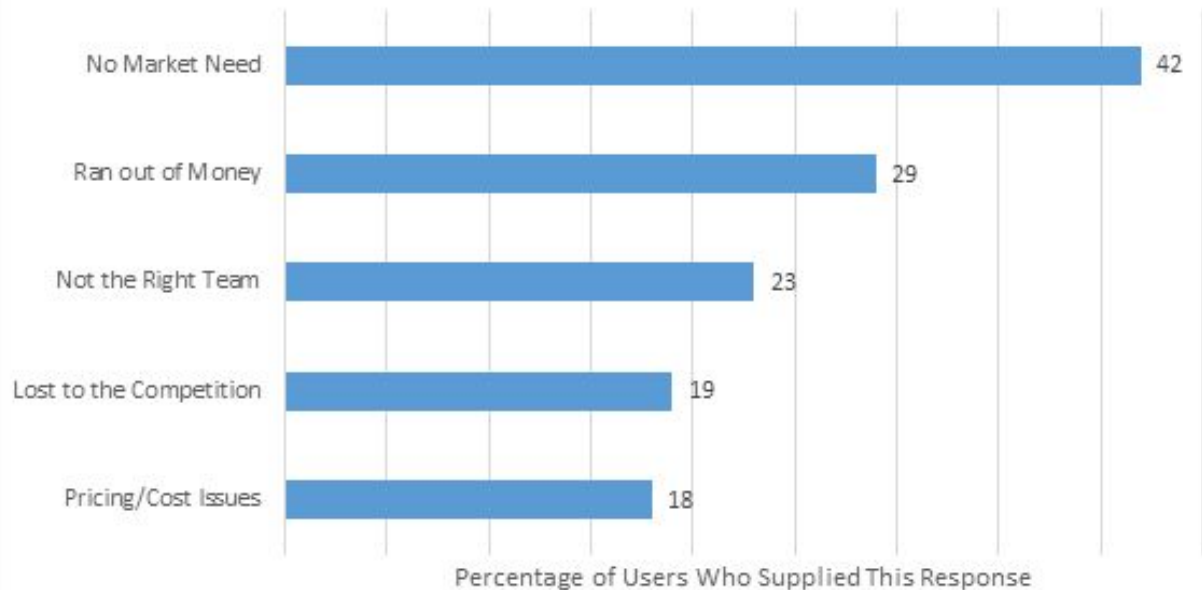
- evaluate **product demand** before committing to the product
  - can save money & time if product won't sell
- release the product as quickly as possible
- establish a **user base**

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### Top 5 Reasons Tech Startups Fail



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# small activity break

We can have a quick activity here where maybe we show some well known products/services and in their groups they have to describe what the mvp would be

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# small activity break

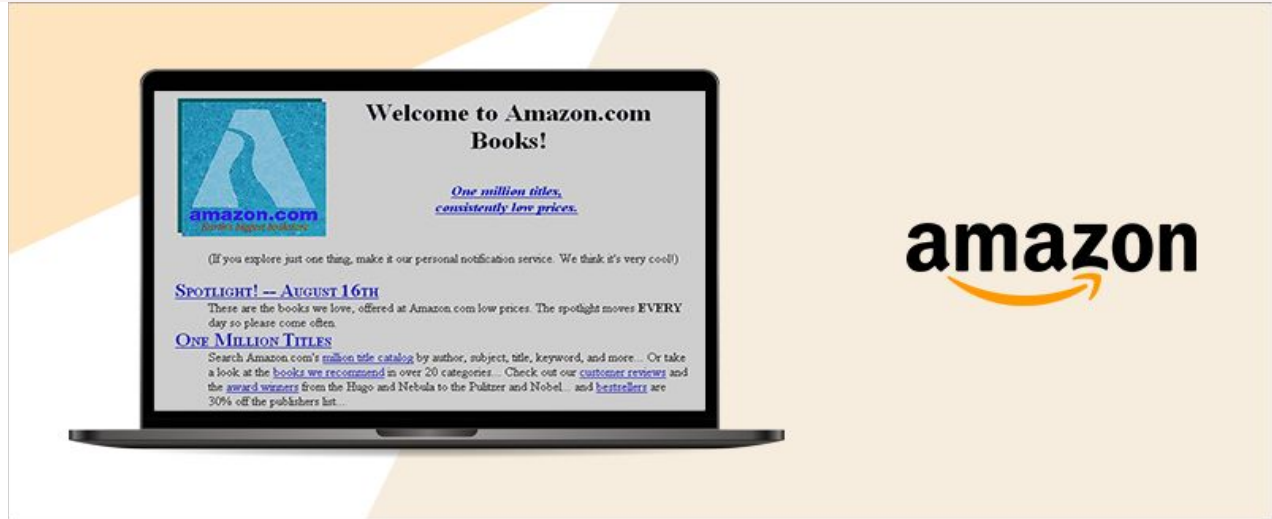
In your groups describe what the MVP of the following services/apps would be!

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# small activity break



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# small activity break



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# small activity break



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# the mvp process

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# before we begin...

let's do some ideation !

- **brainstorm ideas** for a software application
- feel free to work with the ppl around you!

we will be using this idea as we build our mvp throughout the workshop



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# mvp process

1. make a plan
2. build it
3. user testing
4. iterate and adapt

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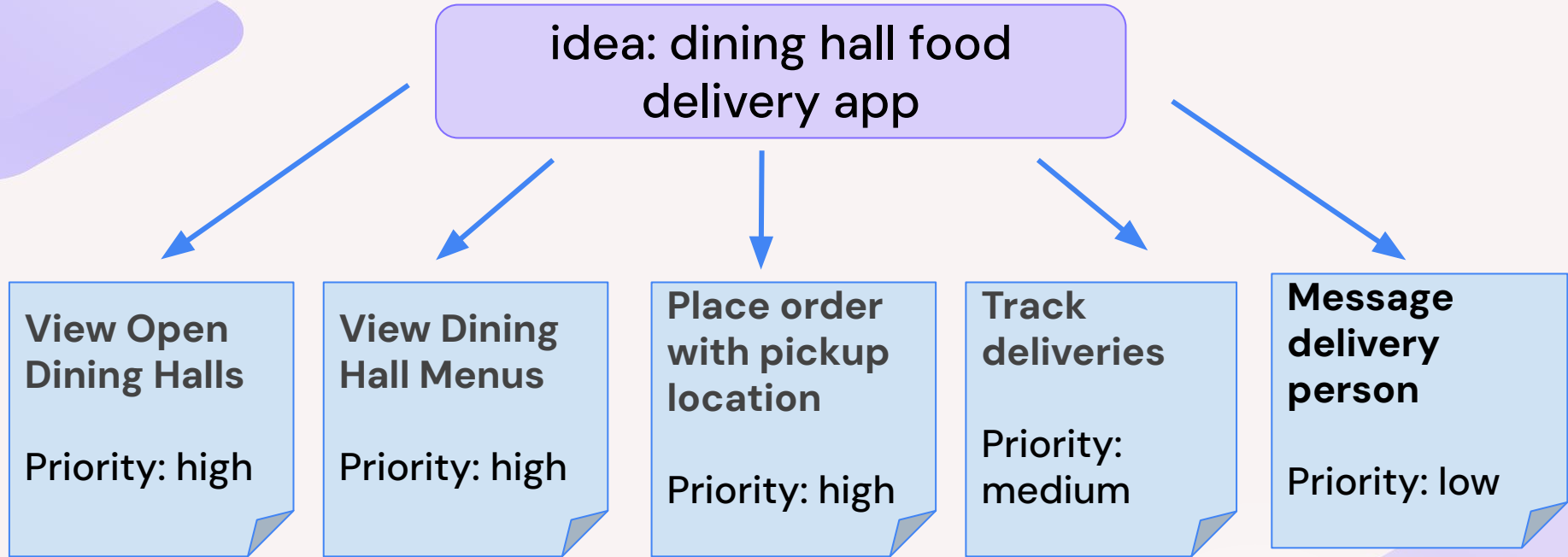
# make a plan

1. break a big idea into smaller pieces – **user stories**

what is a **user story**?

- concise description of a **feature** and its **functionality**
- written from perspective of **user**
- no technical language

Note: These are just a few examples of user stories. This project would actually need more than this.



user stories

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# write a user story

**title**

**description**

As a [type of user]

I want [action/feature]

So that [benefit]

**priority** (high/medium/low)

**time estimate** (hrs or work days)

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# write a user story

**title:** View Open Dining Halls

**description**

As a **student**

I want a **to be able to view a list of dining halls that are currently open**

So that **I can easily see my options for ordering food**

**priority** high

**time estimate** (hrs or work days)

**View Open Dining  
Halls**

**Priority: high**

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# activity: user stories

come up with **simplified user stories** for your idea

- just need title and priority

example:

**View Open Dining  
Halls**

Priority: high

# organize user stories into iterations

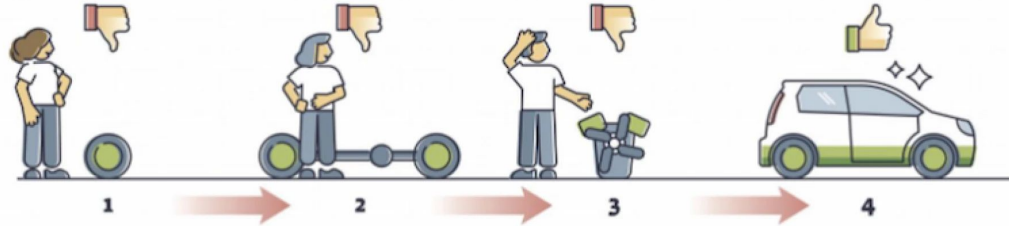
what is an **iteration**?

- **plan, design, code, test** user stories
  - could also include bug fixes & other improvements
- **deliver** a potentially shippable product increment

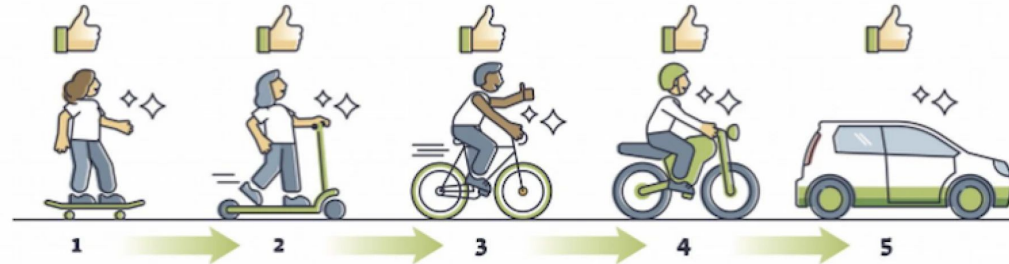


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# organize user stories into iterations

iteration 1

**View Open  
Dining Halls**

**Priority:  
high**

**View Dining  
Hall Menus**

**Priority: high**

**Place order  
with pickup  
location**

**Priority: high**

iteration 2

**Track  
deliveries**

**Priority:  
medium**

**Message  
delivery  
person**

**Priority: low**

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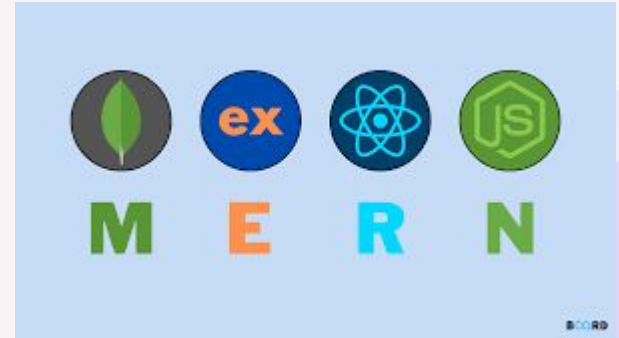
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# activity: iterations

- **organize** your user stories into **iterations** based on priority
- keep in mind the mvp framework

# build it

- relatively easy to build in terms of code
- mobile app, web app, etc?
- choose suitable tech stack



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# break user stories into tasks

what is a **task**?

- more **specific** than user stories
- describes what dev team needs to do to **implement user story**
- uses technical language

## tasks

### user story

**View Open  
Dining Halls**

**Priority: high**

implement ui for initial list of dining halls with cards displaying name, logo, open/closed

implement ui for page where user can view more details on a specific dining hall displaying menu, hours, etc

set up database to store relevant data about dining halls (name, hours, menu, etc)

implement api route to get all open dining halls

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# activity: tasks

come up with tasks  
for one of your user  
stories / features



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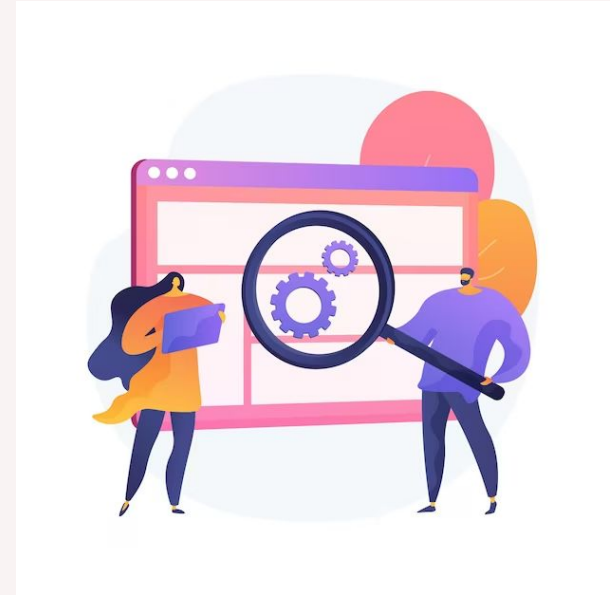
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# user testing

why?

- get feedback to iteratively improve
- validate assumptions you made
- prioritizing features
- reduce risk



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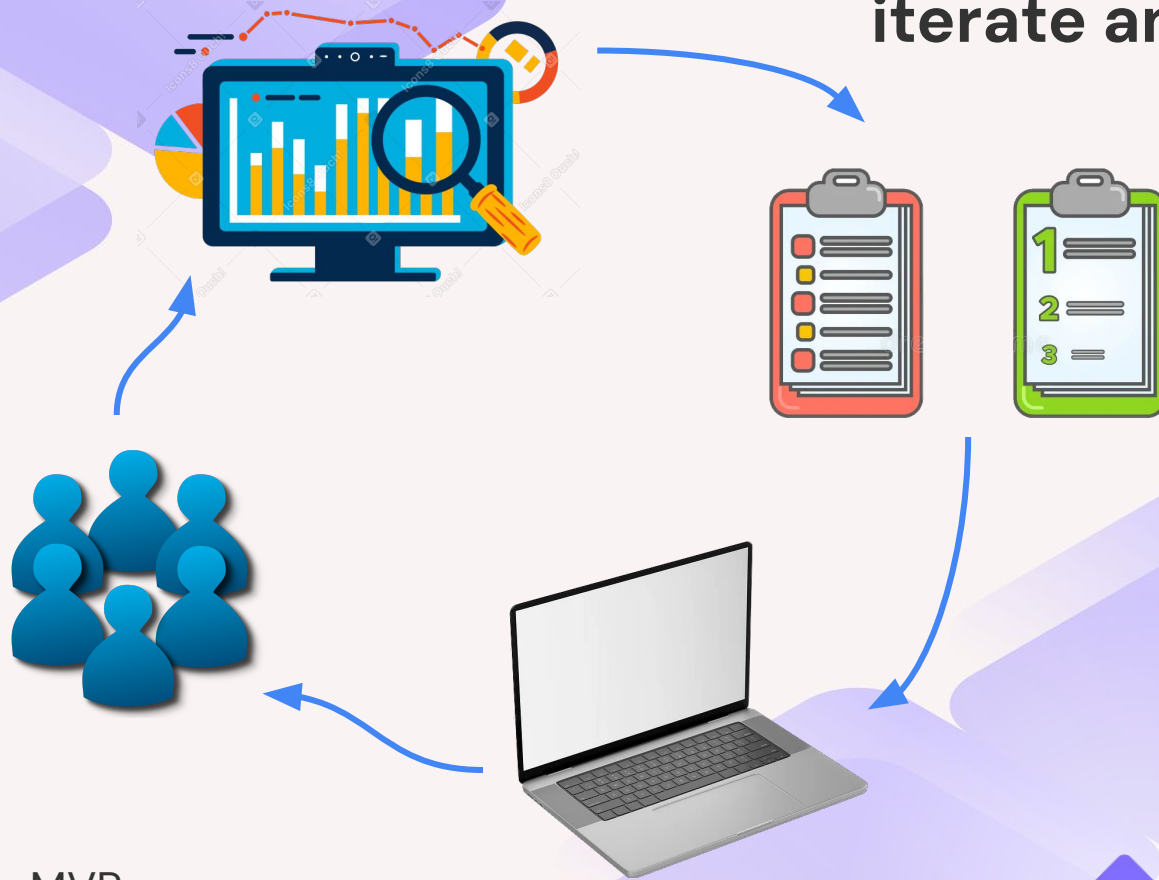
## beta testing

- test performance and functionality
- identify bugs, errors, etc
- participants use product in the real world

## usability testing

- test ease of use
- identify issues related to user interface
- participants use product in controlled environment

**iterate and adapt**



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# mvp case study: air bnb

We can use the case study from old slides and change things we want to or you guys can find another one if it's better

- While you do the case study leave room for people to point out things they notice about the mvp like strengths and weaknesses → be interactive

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# mvp case study:

Airbnb!

What is their MVP?



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# AirBed&Breakfast™

idsa connecting '07

Two designers create a new way to connect at this year's IDSA conference.

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## Features?

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# mvp case study:

## Airbnb's mvp:

a basic website that allowed users to rent out their homes or apartments

- Problem: one party has extra space + their city made it hard/expensive to find hotels for conferences
- Tested this out by having people rent a space in their living room
  - Target tech conference attendees

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# mvp case study:

Back in the day Airbnb's MVP:

- A very basic website
- 3x airbeds
- Breakfast

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# building an mvp

early version of a product with  
only **fundamental** components to  
remain **functional**

# building an mvp

- Should be able to build it fast
- Extremely limited functionality
  - Condense what your initial users need
- Launch quickly

# building an mvp

- Low code
- Need to be efficient
- Stay focused

# building an mvp

- Software
  - Glide
  - **Figma**
    - dribbble
  - Bubble.io
- Prototype

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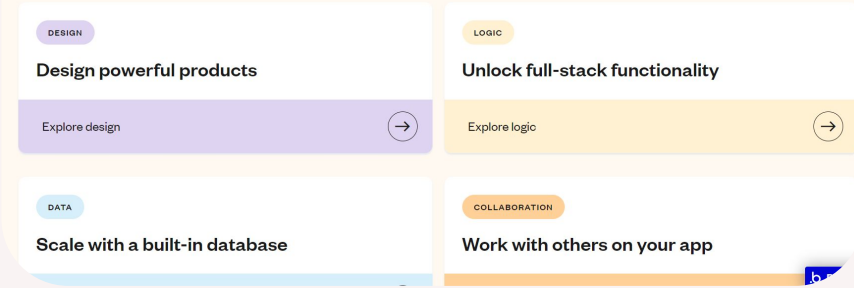


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# building an mvp

- Different platforms:
  - Bubble.io
    - Web-dev with no code
  - Webflow
    - Design, build, launch websites

The power of code built  
natively into Bubble



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# building an mvp

- A vector graphics editing tool with prototyping tools built-in
- Commonly used to design **wireframes** and **user flows**
- also a handy way to create design assets + determine branding

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# building an mvp

- figma allows for:
  - **real time** collaboration
  - send/export/share prototypes
  - really good jumping off point to code
  - understand user flows **quickly**

# building an mvp

- Easily plan out your flow
- Don't worry about aesthetics



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# building an mvp

- Think about UX/UI
- Hand draw
- Flow before UI

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# building an mvp

- figma community — [figma.com/community/explore](https://figma.com/community/explore)
- figma resources — [figmaresources.com](https://figmaresources.com)
- facebook design — [facebook.design](https://facebook.design)
- figma templates — [figma.com/templates/](https://figma.com/templates/)

# building an mvp

1. [Figma shapes](#)
2. [Figma community](#)
3. [Figma demo](#)
4. downloads: [figma.com/downloads](https://figma.com/downloads)
5. dribbble: <https://dribbble.com/>

# building an mvp

Figma MVP templates:

[MVP roadmap template](#)

[Website template](#)

[e-commerce app template](#)

[website flowchart](#)

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# building an mvp

MVP of MVPs!!!

Try building a MVP with a platform of your choice (slides, figma, etc.)



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# Thank You

Do you have any questions?



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