



Módulo 4 - Distribuir

MVP e Próximos Passos

DigitalHouse >
Coding School





"Um produto mínimo viável é a versão de um novo produto que permite uma equipe juntar o máximo de aprendizado validado com seus clientes com o mínimo de esforço possível."

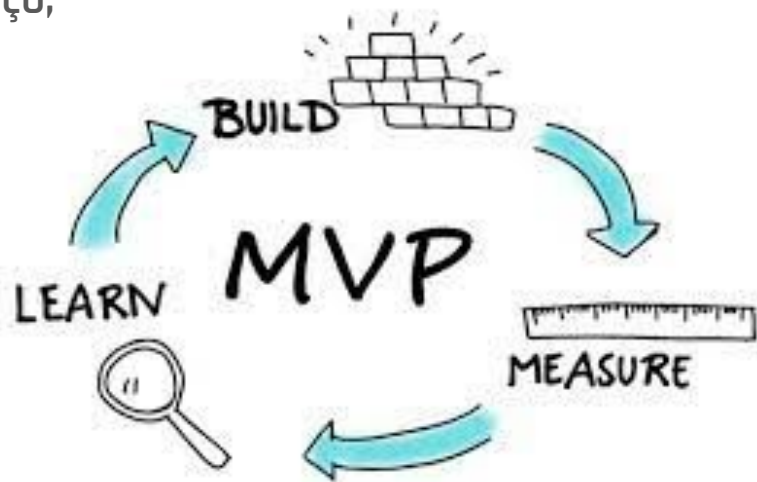
ERIC RIES





Mínimo Produto Viável

Consiste em lançar um novo produto ou serviço, com o menor investimento possível, para um pequeno grupo de clientes a fim de testar o negócio antes de aportar grandes recursos (e receber o feedback).





Mínimo

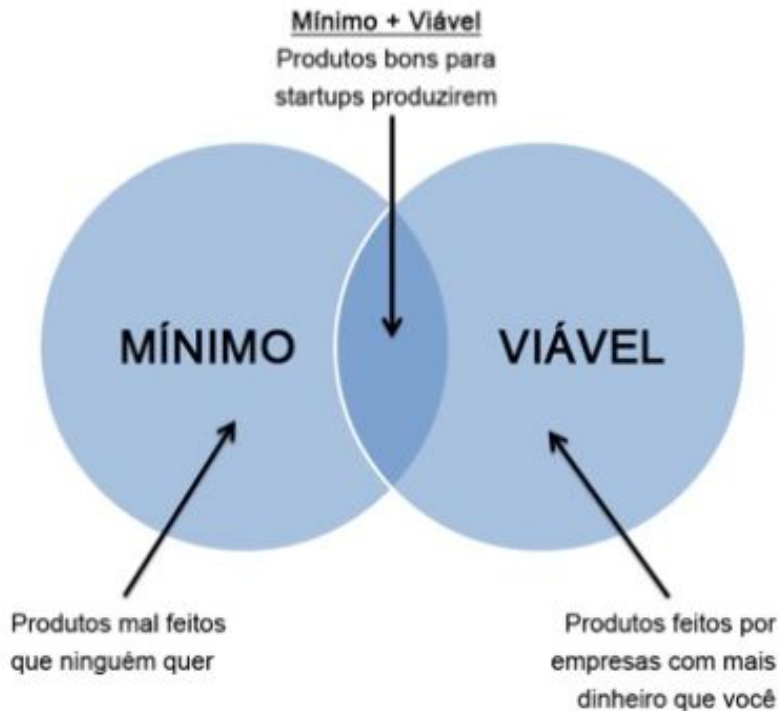
O mais simples possível com a menor quantidade de funcionalidades

Viável

Possível de construir.

Produto

Resolve um problema.
Permite obter aprendizado
Validação da monetização





Perguntas a serem respondidas em um MVP:

1. É um problema grande o suficiente?
2. Eles vão usar / comprar?
3. Eles podem usar isso?
4. Podemos construir?
5. Nossos stakeholders podem apoiá-lo?



Como deve ser um MVP?



Proposta de Valor

Cliente



HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2

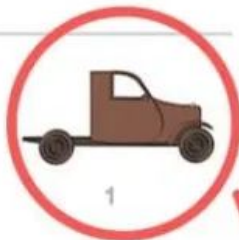


3



4

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



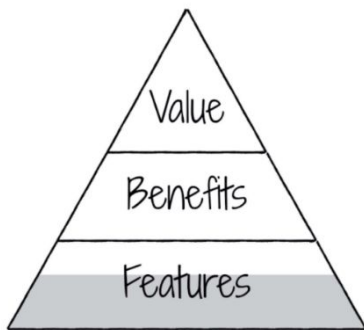
3



4

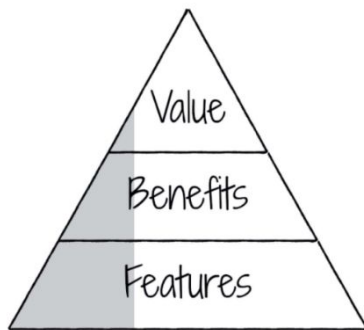


Terrible



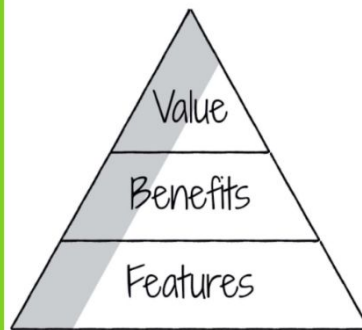
When you ask yourself
"which features can I build"

Bad



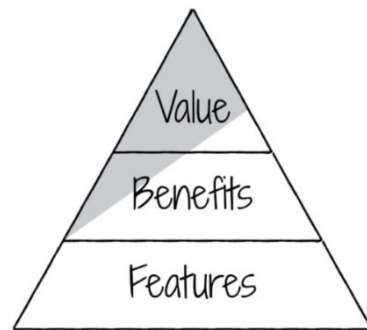
When you ask yourself
"what are the minimum
features to provide at least
some value"

Ok



When you ask yourself
"what version of my product
can I build, that captures most
of the value?"

Real MVP

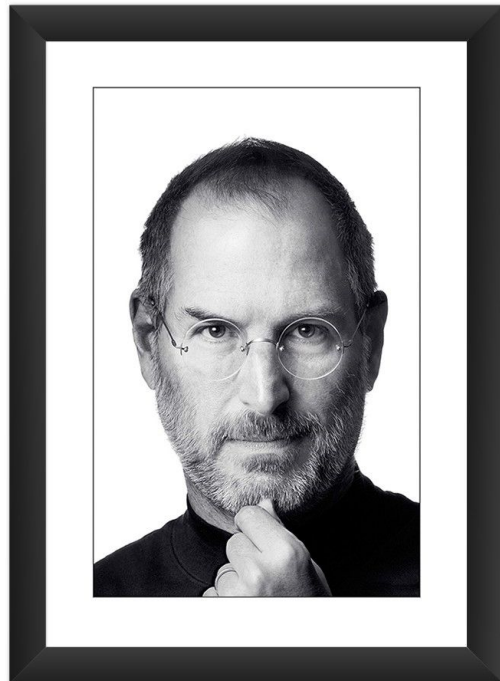


When you ask yourself
"how can I validate my value
proposition"



“As pessoas não sabem o que querem até que você mostre a elas.”

STEVE JOBS





Canvas MVP

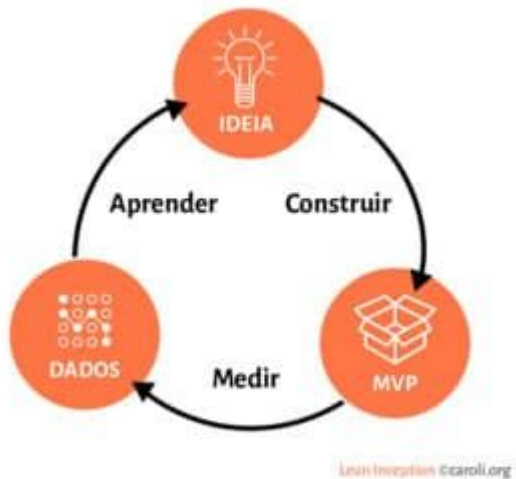
1. Para quem é esse MVP? Podemos segmentar e testar este MVP em um grupo menor?
2. Quais jornadas são atendidas ou melhoradas com este MVP?
3. O que vamos construir neste MVP? Que ações serão simplificadas ou melhoradas neste MVP?
4. Que aprendizado ou resultado estamos buscando neste MVP?
5. Como podemos medir os resultados deste MVP?
6. Qual é o custo e a data prevista para a entrega deste MVP?

CANVAS MVP		
PESSOAS SEGMENTADAS	PROPOSTA DO MVP	RESULTADO ESPERADO
	FUNCIONALIDADES	
JORNADAS		MÉTRICAS PARA VALIDAR AS HIPÓTESES DO NEGÓCIO
	CUSTO E CRONOGRAMA	





Lean Startup + User Centric Design



Construir para aprender ou aprender para construir



Exemplos



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The screenshot shows a Facebook profile for Sakkeer Poozhithara. The header includes the Facebook logo and navigation links. The profile section displays a profile picture, a cover photo, and basic information. The 'About' section is divided into 'Basic Info' and 'Personal Info'. The 'Basic Info' section includes fields for Name, Member Since, Last Update, School, Status, Sex, Residence, Birthday, Home Town, and High School. The 'Personal Info' section includes fields for Email, Screenname, Mobile, and Websites. The 'Friends' section shows a list of friends, including Mark Zuckerberg, Eduardo Saveri, and Dustin Moskovitz. The 'Interests' section lists various interests such as United Democratic Front & IUML, Graphic designing & logo creating, Online Editing, Photoshop, Photography, Corel Draw, Illustrator, Arash, Sami Yusuf, Shakira, Maher Zain, and Shreya Ghoshal.

[thefacebook]	
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Sakkeer Poozhithara's Profile	
quick search go	Picture
My Profile [edit] My Friends My Groups My Parties My Messages My Account My Privacy	Account Info: Name: Sakkeer Poozhithara Member Since: February 18, 2004 Last Update: February 26, 2004 Basic Info: School: CHSS Cherural, Kerala Ind Status: Student Sex: Male Residence: Puthanathani, Kerala, India Birthday: 19/10/1990 Home Town: Puthanathani, Kerala, India High School: CHSS Cherural, Kerala Contact Info: Email: Sakkeerm7@gmail.com Screenname: MSP Mobile: +91 9047 54 84 300 Websites: http://www.sakkeerm7blog.webs.com
Send Sakkeer a Message Poke Him!	Personal Info: Looking For: Friendship Interested In: Men & Women Relationship Status: Single
Connection You are in a relationship with Sakkeer	Political Views: Interests: United Democratic Front & IUML Graphic designing & logo creating Online Editing Photoshop Photography Corel Draw Illustrator
Mutual Friends You have 19 friends in common with Sakkeer	Favorite Music: Arash, Sami Yusuf, Shakira, Maher Zain, Shreya Ghoshal
Access Malappuram Kerala, India 676552	
Friends at Puget Sound Mark Zuckerberg Eduardo Saveri Dustin Moskovitz	



Exemplos

3 Awesome
**MINIMUM
VIABLE
PRODUCTS**

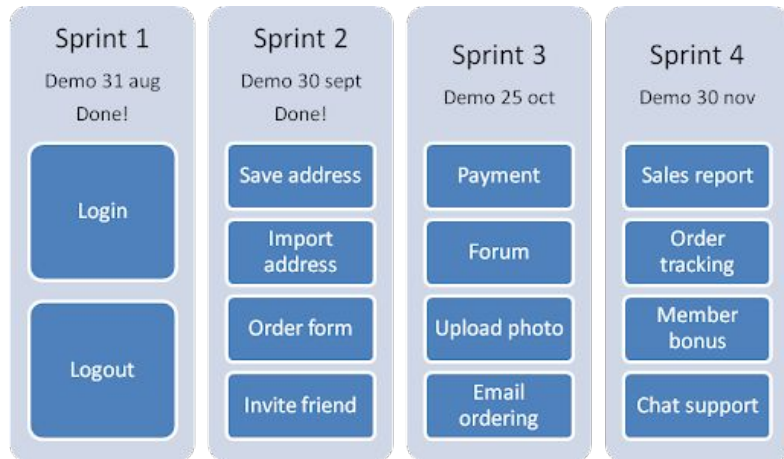




O que é roadmap de produto?

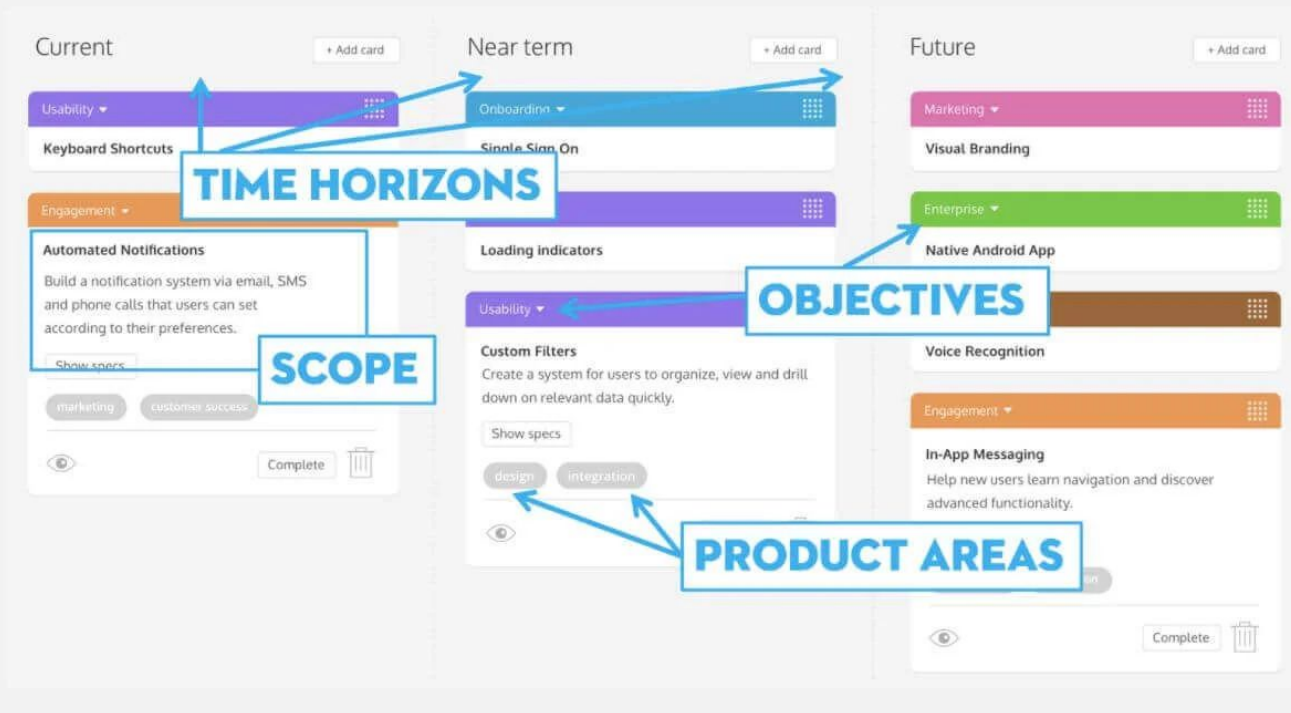
O roadmap ajuda a organizar toda a trajetória necessária para atingir determinado objetivo.

Deve ser elaborado no momento em que um novo produto ou projeto é idealizado, e continuar a ser usado, mesmo após o lançamento do produto





Example of a theme-based roadmap





Quarter 1

Advanced admin controls
Quarter 1
Thomas Hutchinson

Clear button
Quarter 1
Sarah Flint

Comment on a line
Quarter 1
Walker Sorenson

Data linking automation
Quarter 1
Jason Butler

Google hangouts chat
integration
Quarter 1
Thomas Hutchinson

Quip for enterprise
Quarter 1
Thomas Hutchinson

Reference keys
Quarter 1
Jason Butler

Quarter 2

Dynamic shapes
Quarter 2
Walker Sorenson

Infographic shapes
Quarter 2
Walker Sorenson

Library redesign
Quarter 2
Sarah Flint

Offline Mode for mobile
Quarter 2
Walker Sorenson

Quip live app
Quarter 2
Thomas Hutchinson

Salesforce integration
Quarter 2
Jason Butler

Slideshow feature
Quarter 2
Sarah Flint

Quarter 3

Add columns feature
Quarter 3
Sarah Flint

Developer APIs
Quarter 3
Walker Sorenson

Key management system
Quarter 3
Walker Sorenson

Note feature
Quarter 3
Sarah Flint

Offline mode for web app
Quarter 3
Thomas Hutchinson

Org chart automation
Quarter 3
Jason Butler

Tablet annotations and
drawing
Quarter 3
Walker Sorenson

