**PDM. Sample Lesson : Testing and Validation an MVP Total Time: 2 hrs**

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**OBJECTIVE**

* Determine if product/market fit has been achieved for a product
* Explain the purpose and process of building an MVP
* Identify various ways to build and learn from an MVP
* Evolve an MVP to reach product/market fit

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**OPENING FRAMING**

**10 min**

Introduce learning objectives and get students excited for the topic. Show end product of the lesson and/or industry-relevant example. Find out what student’s previous experience with topic

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**I DO (Introduction to New material)**

**40 min**

Product- Market fit. Failed product-market fit = Segway example

Finding Product-market fit:

* DEFINE THE PROBLEM YOU ARE SOLVING FOR THE CUSTOMER
* GET IN FRONT OF CUSTOMERS AND VALIDATE YOUR ASSUMPTIONS (MAKE SURE YOU VALIDATE ASSUMPTIONS BEFORE YOU START BUILDING)
* CREATE AN EXPERIMENT TO TEST IF YOUR ASSUMPTIONS ARE TRUE
* MEASURE CUSTOMER BEHAVIOR TO SEE IF YOUR PROBLEM IS IMPORTANT TO THE CUSTOMER - IF NOT, THEN PIVOT

Vanity vs. Actionable metrics

Case study of good product-market fit

MVPs

what and why

TYPES OF MVPS ‣ Concierge ‣ Wizard of Oz ‣ Landing Pages ‣ Videos

Before MVP - REFINE YOUR ASSUMPTIONS & PRIORITIZE

5 MIN Break

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**WE DO (Guided practice)**

**45 min**

**Activity 1 - Design and MVP for a wine delivery on-demand app. (30 min)**

KEY OBJECTIVE(S) -Design and MVP for a wine delivery on-demand app.

TIMING

10 min - 1. Split up into groups. State the problem and customer you are solving for.

5 min - 2. List your riskiest assumptions.

15 min - 3. Design an MVP to test if people will want to use your application.

Bonus if involves no code.

DELIVERABLE - The details of an experiment you would run to test your idea, and what you would measure.

*Activity Debrief* ***(15 min)***

* Help students determine major takeaways from their group work.

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**YOU DO (Independent practice)**

**20 min**

CREATE AN EXPERIMENT TO TEST YOUR IDEA

Write out:

‣ What is the problem you are solving?

‣ Who is your customer?

‣ What is your riskiest assumption?

‣ How would you test that riskiest assumption?

‣ What would you measure!

Run your experiment and tell us the results!

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**CLOSING FRAMING**

**10 min**

Recap & Review Objectives

Resources

Q&A

Introduce Homework

Exit Tickets

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**PRACTICE / HOMEWORK**

Create an experiment to test your idea for your final project. (Continuation of individual practice started in class, above)