

Project Description: Minimum Viable Product (MVP) and Minimum Viable Business Plan (MVBP) Development

Overview:

In this project, you will work in groups to develop a minimum viable product (MVP) and a minimum viable business plan (MVBP) for a software solution that solves a real-world problem. You will follow the scrum framework to manage your project, and you will create various artefacts, such as a product backlog, sprint backlog, and increment, throughout the development process.

Iterations:

The project will be divided into four iterations, each with a specific focus:

- Market Segmentation & Customer Exploration
- Business Model Canvas & Product Brochure
- Minimum Viable Product (MVP) Testing & Sprint Retrospectives
- Minimum Viable Business Product (MVBP) & Pitch Deck Preparation

Deliverables:

1. Market Segmentation & Customer Exploration (Week 3)
 - Market segmentation analysis (20%)
 - Customer persona documentation (20%)
 - Customer interview summary (30%)
 - Market opportunity analysis (30%)
2. Business Model Canvas & Product Brochure (Week 6)
 - Business Model Canvas (40%)
 - Product brochure (40%)
 - Sales forecast (20%)
3. MVP Testing & Sprint Retrospective (Week 9)
 - MVP testing plan (30%)
 - MVP test results (40%)
 - Sprint retrospective (30%)
4. MVBP & Pitch Deck Preparation (Week 12)
 - MVBP (40%)
 - Pitch deck (40%)
 - Financial template (20%)

Peer Evaluation:

You will evaluate your team members' contributions to the project based on their involvement, commitment, and delivery of their assigned tasks. The peer evaluation will account for 20% of the total project grade.

Final Project Presentation:

You will present your MVP and MVBP to the class and a panel of judges. The presentation should be no longer than 10 minutes, followed by a 5-minute Q&A session. The final project presentation will account for 20% of the total project grade.

Grading Criteria:

The project will be graded based on the following criteria:

- Market segmentation and customer exploration (20%)
- Business Model Canvas and product brochure (20%)
- MVP testing and sprint retrospective 2 (20%)
- MVBP and pitch deck preparation (20%)
- Peer evaluation (20%)
- Final project presentation (20%)

Project Timeline:

The project will run for 15 weeks, with each iteration lasting approximately 3-4 weeks. The following is a tentative timeline:

- Week 1-2: Project ideation and team formation
- Week 3: Market segmentation and customer exploration
- Week 4-5: Business Model Canvas and product brochure
- Week 6-9: MVP testing and sprint retrospective
- Week 10-11: MVBP and pitch deck preparation
- Week 12-13: Final project presentation preparation
- Week 14: Final project presentation