Project:
Team:
Version & Date:

MVP - MINIMUM VIABLE PRODUCT

Quick Guide: A Minium Viable Product (MVP) is a tool for developing a product, service, or business model. The aim is to find out as quickly as possible, in an iterative process, whether the solution satisfies the user's needs in a meaningful way.

More tips & tricks for this template on book page: 207

Lewrick / Link / Leifer
The Design Thinking Toolbox
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MVP name

Give the MVP a name.

Initial situation

Persona

Who is this MVP for?

1

Top 3 problems & challenges

What is the focus of this MVP?

Customer journey & use case

Which step of the customer journey or which use cases will be improved?

Plan

Vision & Roadmap

What is the product vision? What does the roadmap look like?

2

Top 3 features

Which top features are tested in this MVP?

3

Build

How can these features be built and tested?

Costs & schedule

What are the costs and schedule for this?

4

Results

Conclusions/ next steps

What are the most important findings from all iterations?

7

Learn

What should be learned in the next step?

Summary of the learnings

What are the learnings?

6

Measure

How can the results be measured?

5

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