# MVP Experiment Canvas

Project name: **Easy Adventure**

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Start date/time: **29/08**
End date/time: **03/09**

## 4. Customer Engagement ❤️

to check... college s... dents.

**Feedback Collection**

**User Community**

**Loyalty Programs**

## 1. Your Customer Segment 👤

Young Generation (17-30 years)

**Tourists visiting Arizona State**

**Students from universities across Arizona**

**Local residents seeking adventure**

## 2. Value Proposition 🎁

**My company, Easy Adventure is an app for adventure enthusiasts, offering curated outdoor experiences, expert recommendations, and a vibrant community**

## 3. Channel(s) 🚚

How are... ur Custome... " your Va... ?

**App stores**

**University partnerships for student outreach**

**Social Media Marketing**

## 5. Riskiest Assumption(s) 💣

What you are setting out to test with your MVP?

An...
So...

**adventure enthusiasts are eager to invest in experiences they can access through Easy Adventure without the need for in-person guides or intermediaries**

## 6. Experiment Format 🎥

WHAT type of experiment are you going to run?

**Explainer Video**

## 7. Scenario / Workflow 🔁

HOW does that work? Describe the steps from beginning to end.

**Define Objectives
Audience Research
Storyboarding
Visual Design
Animation and Production
Review and Feedback
Promotion and Distribution
Monitor Engagement
Iterate and Improve**

## 8. Metrics 📈

What will you measure? (Can be multiple metrics)

**View Count, Engagement Rate (VTR and CTR), Website Traffic, Survey Feedback**

## 9. Success Criteria 🏆

**User Acquisition, Engagement and Interest, User Feedback and Satisfaction, Social Shares and Virality**

## 10. Results ▒

W...
re...

**- 12,500 views for the video , with a strong positive response from users in the 25-34 age group.
-25% increase in user sign-ups, had a 12% engagement rate**

## 11. Learnings & Insights 🔑

Wh... learnings?

**- Key Learning: Iterative improvements are vital for future video success.
- Key surprise: Strong engagement and repeat views from users.
- Results provided valuable insights, but more user feedback could enhance understanding.
- Positive user engagement suggests demand, but further data collection is needed to validate assumptions about long-term user retention and conversion.**

| VALIDATED | INVALIDATED | INCONCLUSIVE |
|---|---|---|

## 12. Next steps 🚦

**- We are pursuing this idea
- Gather more user feedback for in-depth insights**

Source: themvpcanvas.com - made by Bram Kanstein (@bramk)

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