

MUNDANE MVP

CHEAT SHEET + WORKSHEET

What is it?

The **Mundane MVP** - which is loosely based on Buffer's *Minimum Viable Product* - is a convenient way of testing a new product idea... *before* the product is created.

Audience

Agile, Scrum, Kanban

Facebook
advert



IMPRESSIONS

CLICKS

IMPRESSIONS

CLICKS

"INTEREST"
CLICK-THROUGH RATE

$\frac{\text{CLICKS}}{\text{IMPRESSIONS}} \times 100 = \text{ } \%$

Landing
page



IEWS

CLICKS

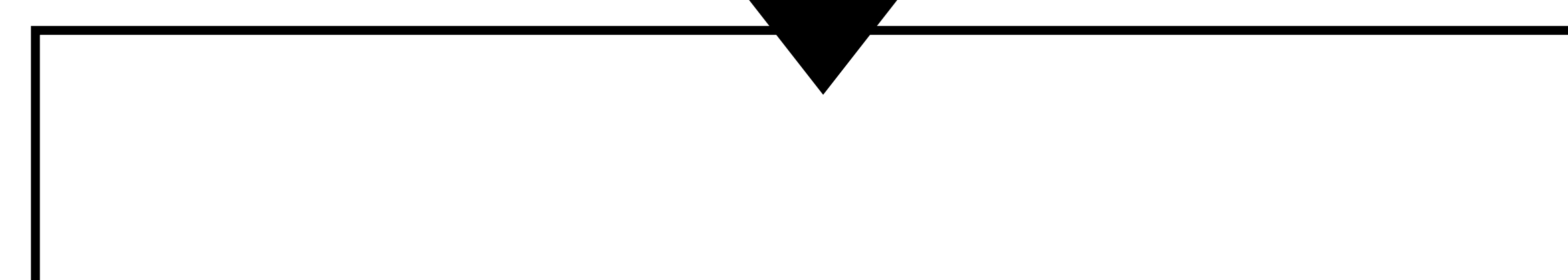
IEWS

CLICKS

"DESIRE"
CLICK-THROUGH RATE

$\frac{\text{CLICKS}}{\text{IEWS}} \times 100 = \text{ } \%$

'Coming Soon'
page



DEVELOPMENT
THAT PAYS