

LEAN UX PRINCIPLES

Minimum Viable Product (MVP)

Recap

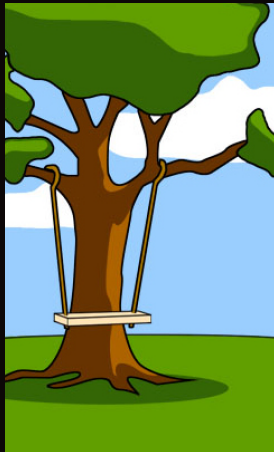
Vision, Framing, and Outcomes



Confidence in
a problem/measurable solution



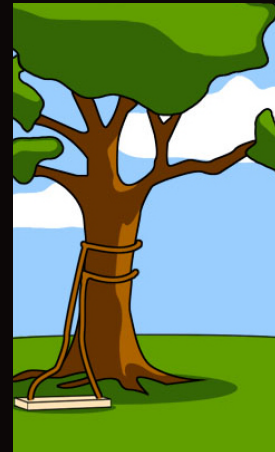
How the customer explained it



How the project leader understood it



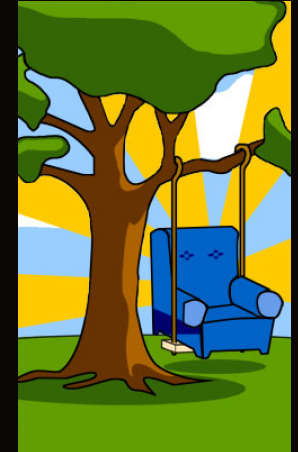
How the analyst designed it



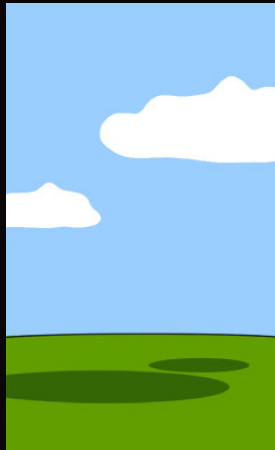
How the programmer wrote it



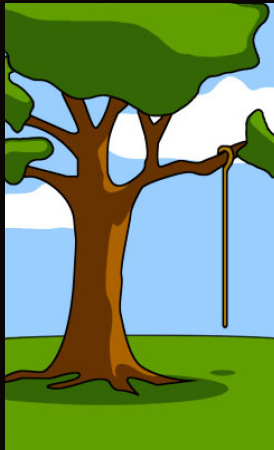
What the beta testers received



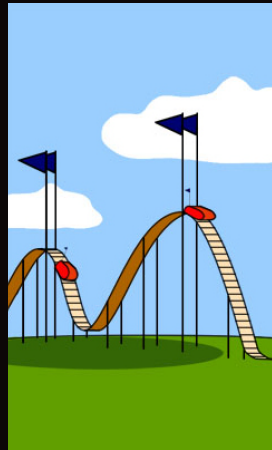
How the business consultant described it



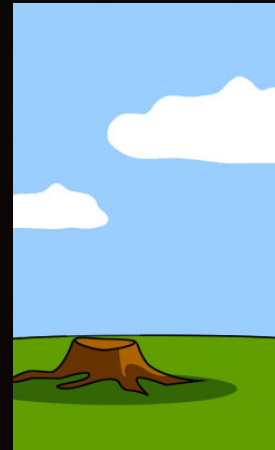
How the project was documented



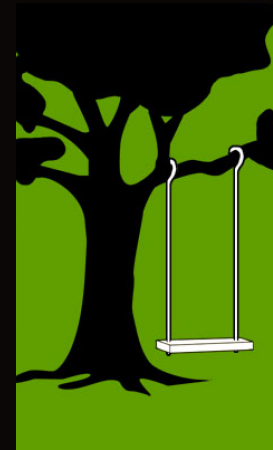
What operations installed



How the customer was billed



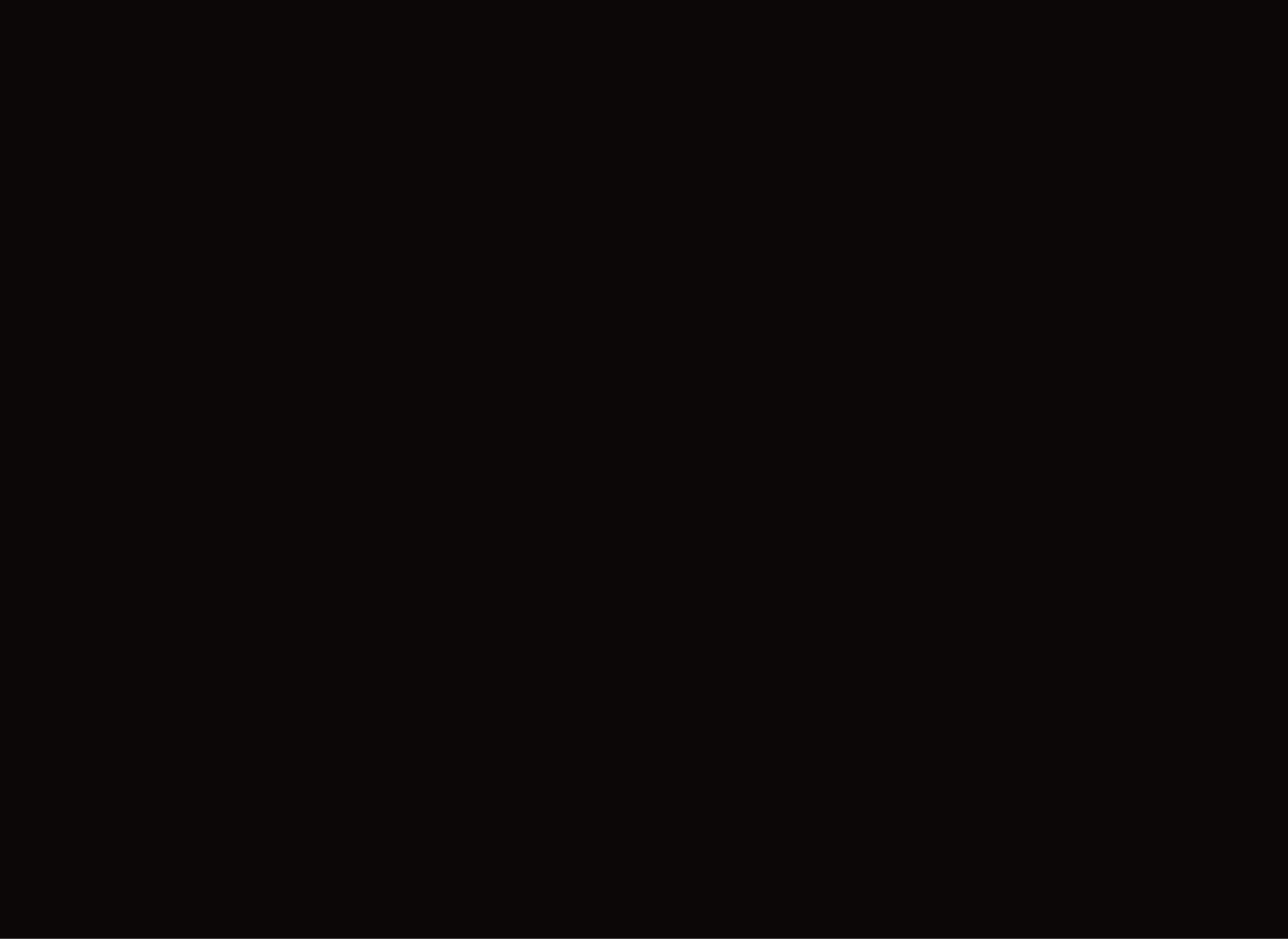
How it was supported



What marketing advertised



What the customer really needed



Next

Minimum Viable Product



Quickest path to
a measurable solution

MVP

The version of a product which enables the maximum amount of validated (customer) learning with the least effort.

A key premise behind this idea is that you produce an actual product (ex. landing page, service with an appearance of automation but which is fully manual behind the scenes) that you can offer to customers and observe their actual behavior with the product or service. Seeing what people actually do with respect to a product is much more reliable than asking people what they would do.



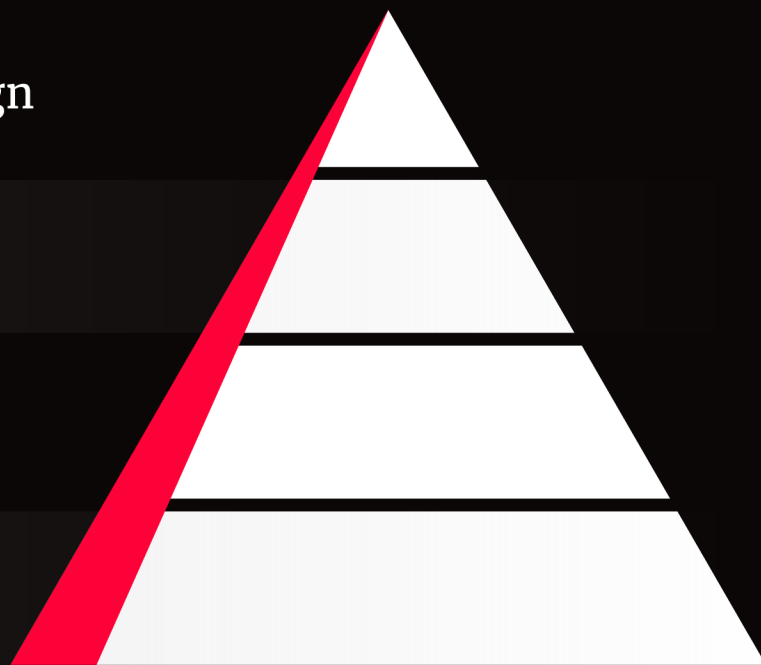
NOT THIS

Emotional Design

Usable

Reliable

Functional



THIS

Common Pitfalls

- Thinking MVP is the smallest amount of functionality (forgetting that the goal is business viability of the product)
- Not Minimum Marketable Feature (MMF) or Minimum Marketable Product (MMP) (which has a focus on earnings)
- Not preparing a roadmap for further changes to that product.

What an MVP allows

- Customer Interviews
- Landing Pages
- Pre-order Pages
- A/B Tests
- Ad Campaigns
- Fundraising
- Explainer Videos
- Manual Back office (aka “Wizard of Oz”)
- Concierge MVPs (manually guide your user)
- Prototypes

MVP Takeaways

- Just enough to gather validated learning
- Reduces costs/risk if wrong hypothesis (eg. incorrect assumptions)
- A strategy for learning about your customers
- Doesn't have to go to market
- Not necessarily the smallest product imaginable
- The fastest route through the Build-Measure-Learn feedback loop

Airbnb MVP

With no money to build a business, the founders of Airbnb used their own apartment to validate their idea to create a market offering short-term, peer-to-peer rental housing online. They created a minimalist website, published photos and other details about their property, and found several paying guests almost immediately.

Dropbox MVP

Started with a 3-minute video for their MVP, resulting in signups increasing from 5,000 people to 75,000 overnight—all of this in absence of a real product.

Foursquare MVP

The location-based social network Foursquare started as just a one-feature MVP, offering only check-ins and gamification rewards. It wasn't until they had validated the idea with an eager and growing user base that the Foursquare development team began adding recommendations, city guides, and other features.

Groupon MVP

A WordPress blog with a widget that sent PDF coupons via email.