

# Scoping MVPs

How we collect requirements and prioritizing features



Small Studio



&



# Hello!



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pillar



Small Studio

THE  
NEW  
SCHOOL

PARSONS

Tonight we'll be covering

- 1. What is product design**
- 2. What is an MVP**
- 3. Understanding the needs and goals of stakeholders**
- 4. How to scope an MVP**

What about you?

**What are you working on now?**

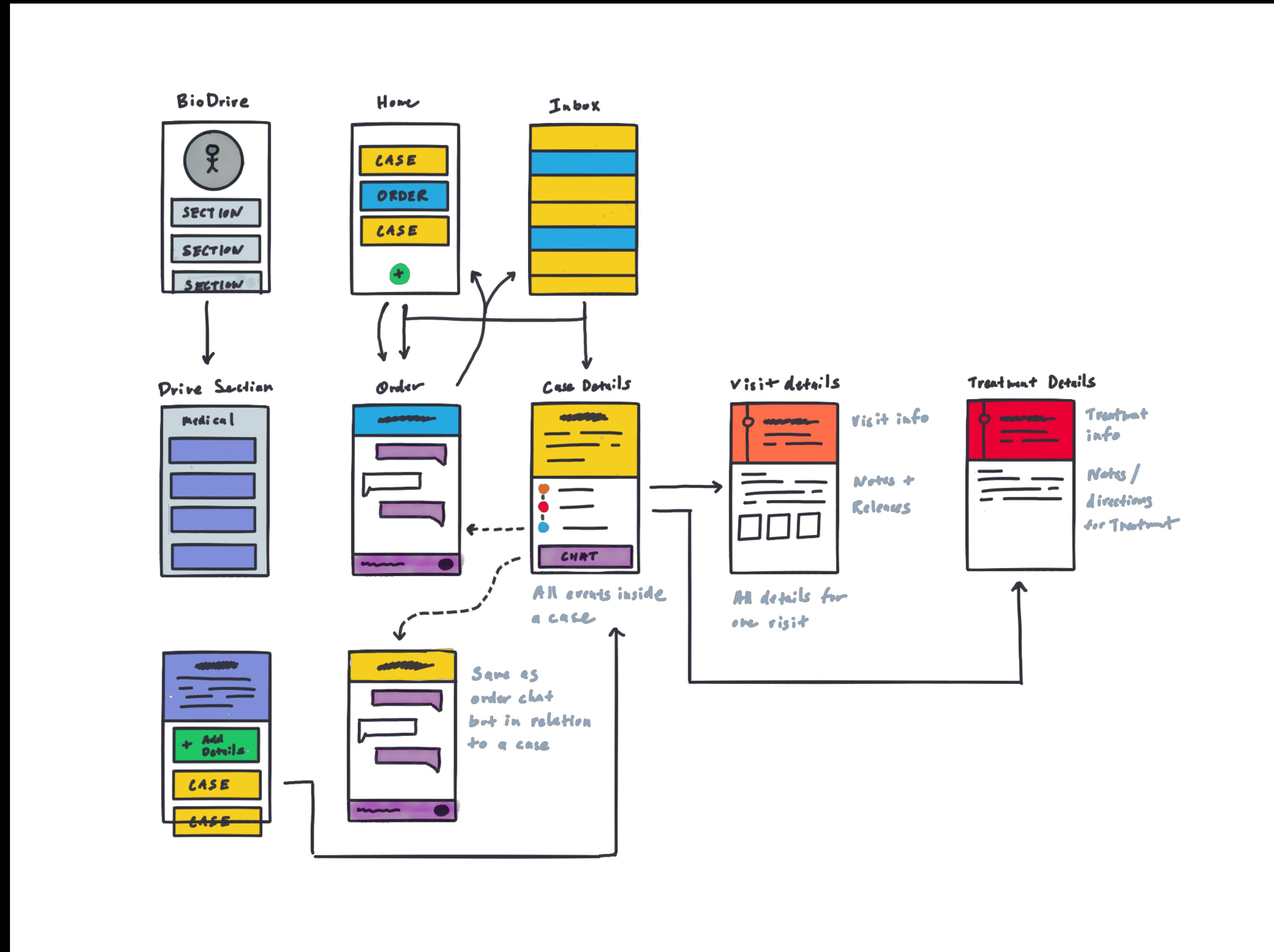


# What is product design



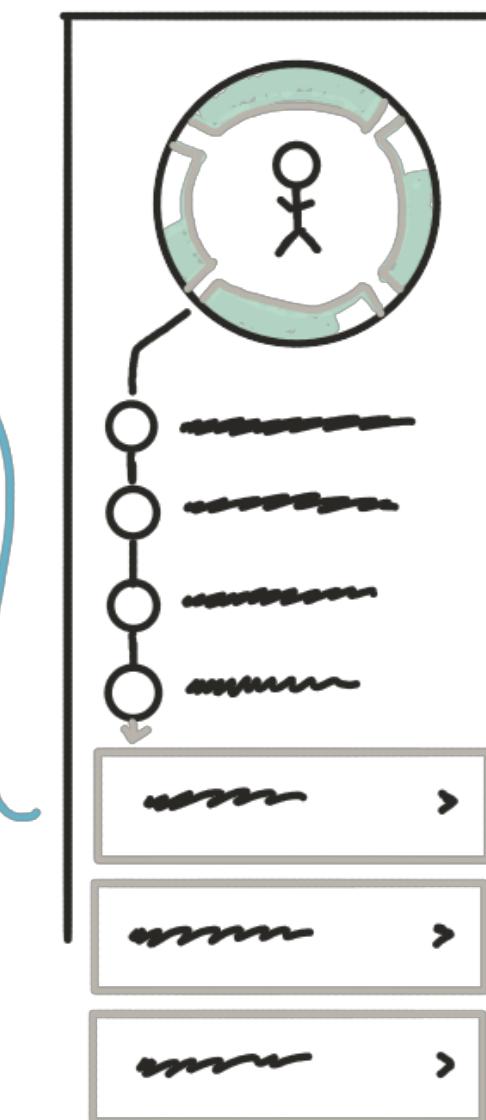
# Product design is a human centered approach to creating products





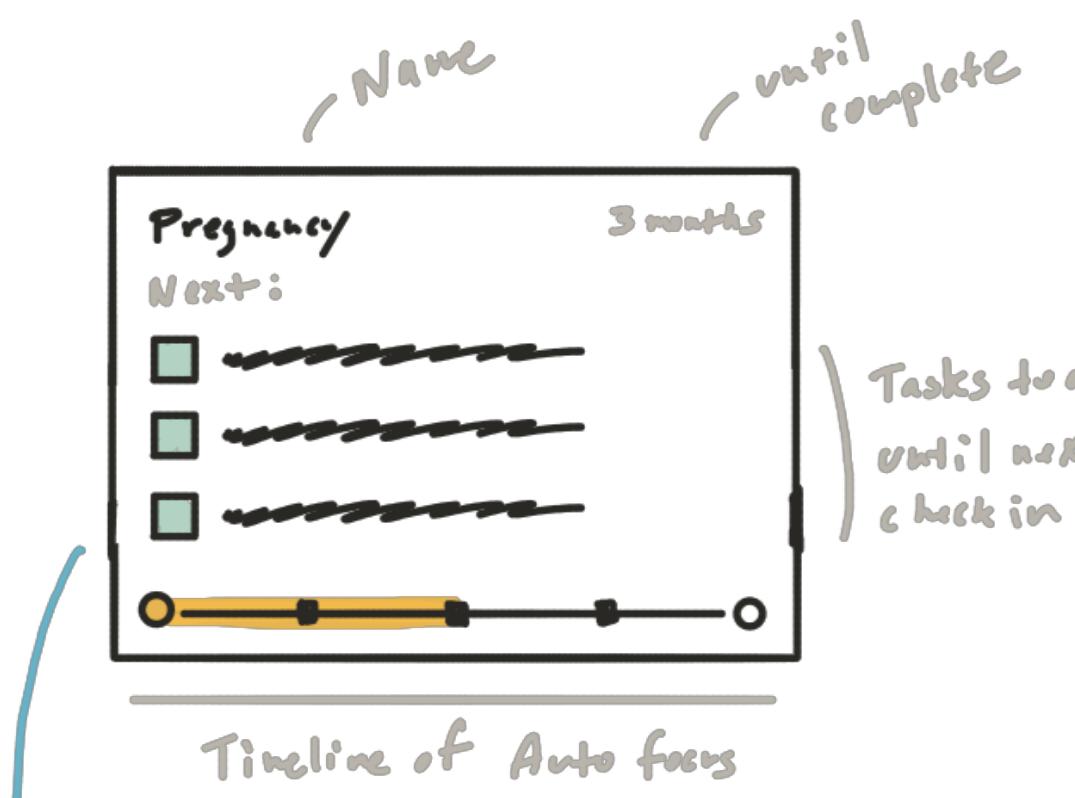
## Auto Focus

- Time line
- Check points / milestones
- Type of Plan
  - Live event — Pregnancy
  - Chronic
  - Wellness — anxiety
  - Personal health — diet
  - Personal goal — Training for race



You +  
your  
BioDrive  
levels

Recent  
events  
Rolled  
into the  
whole drive



Untitled

**Case Details**

- icon/specialist
- icon/wellness
- icon/treatment
- history item
  - icon/test
    - Stroke 3 Copy 2
    - Updated June 14, 201
    - Vitamine B Test
  - history item
    - icon/test
      - Stroke 3 Copy 2
      - Updated June 14, 201
      - Vitamine B Test
    - history item
      - icon/test
        - Stroke 3 Copy 2
        - Updated June 14, 201
        - Vitamine B Test
  - close
  - Group 6
  - Group 5
    - activity
      - Eat vegetables
  - Group 7
    - High
  - Group 2
    - Stress

Filter

**iPhone X**

9:41

Visit with Dr. Venis

11:00 AM at Nomad Carepoint

Anxiety Management

Vist in three days

Anxiety Management

Vist in three days

Sinus Infection

Lab work returned

How can we help?

**iPhone X Copy**

9:41

Visit with Dr. Venis

Dr. Venis Wilder

LifeCo NoMad, Carepoint #1

79 Madison Ave, NY, 10016

10:00 am October 17, 2017

15 minute appointment

**Related cases**

  - Back pain
  - Sinus Infection
  - Anxiety managment
  - Meditate

**Case Details**

9:41

Anxiety Management

Started May 25th, 2016, 1 year, 3 months ago

**Doctor's note**

Use lexapro to manage anxiety while attending therapy to understand long term coping techniques

**Care Plan**

  - Therapy visit
    - Visit ABT therapist each week
    - Long breath in and hold for 3 seconds then release.
    - Take 1 Lexapro in the morning

**Tracking**

  - Stress High
  - Vitamin D 1-25 High 25.1 ng/mL
  - Eat vegetables

**Case history**

  - Baseline Labs Updated June 14, 2016
  - Vitamin Panel Updated June 14, 2016
  - Hormone Panel Updated June 14, 2016
  - Sexual Health Panel Updated June 14, 2016

Pillar App library Feb 28

• 2 Notifications

Insert Data Create Symbol Symbols Group Ungroup Scale Text Oval Line Rounded Rectangle Transform Combine Union Subtract Intersect Difference Scissors Edit

PAGES + Screens ▾

iPhone 8 Copy 49

- Bars/Status/Black
- Create a new password
- Still having trouble
- Button/primary/dark
- Group
  - field/label/empty copy
  - modal/primary
  - modal/background

iPhone 8 Copy 48

- Bars/Status/Black
  - Forgot email or pass
  - This email may take
  - Your email has been
  - Still having trouble
- button/secondary/outline
- Click the link in the
- modal/primary
- modal/background

iPhone 8 Copy 46

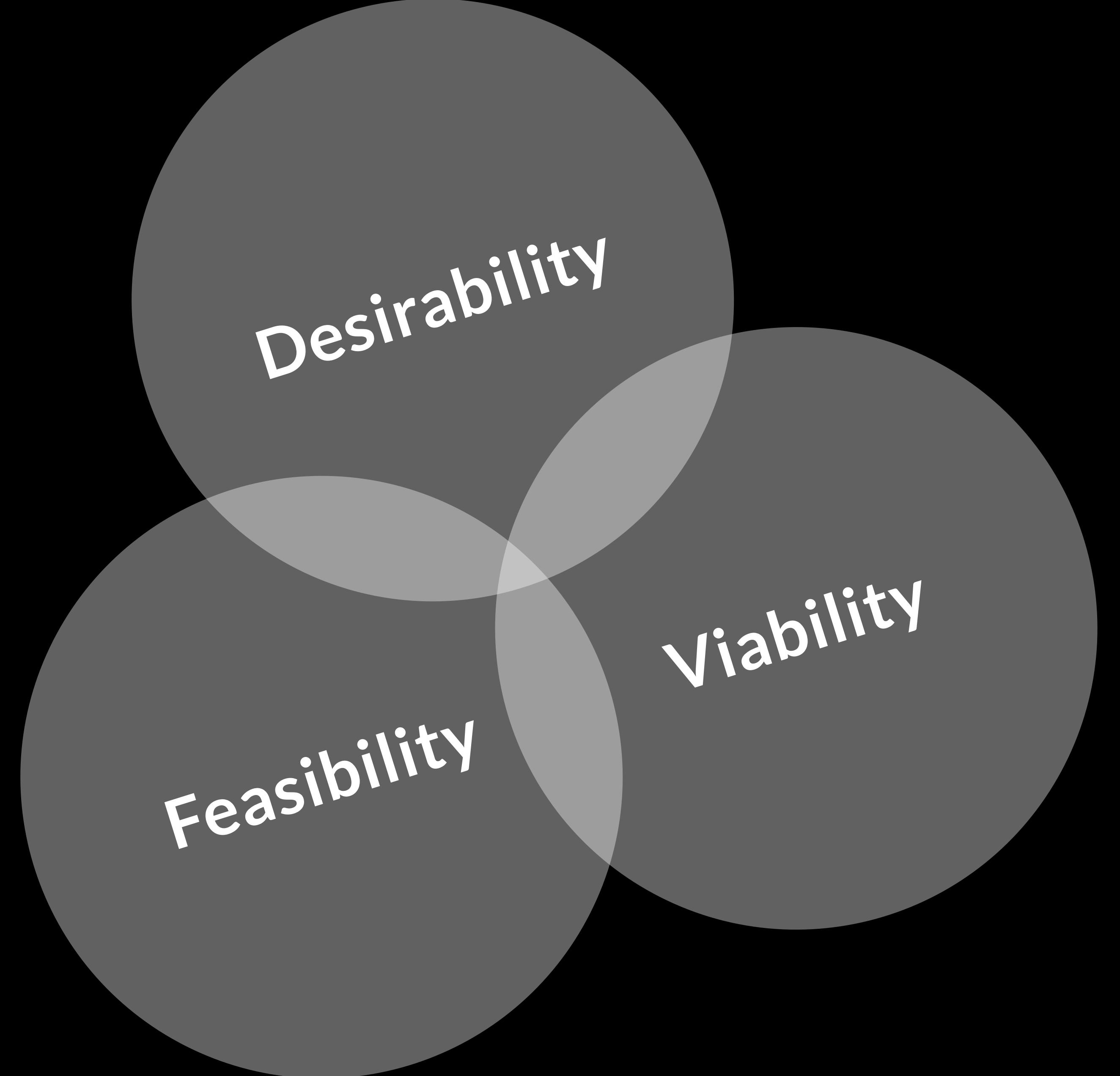
- button/secondary/outline
- Bars/Status/Black
  - Forgot email or pass
- field/label/empty
- Forgot your email? Click
- modal/primary
- modal/background

Filter

Pillar App library Feb 28

The interface includes a top navigation bar with various tools and a 'Pillar App library Feb 28' title. The left panel lists 'PAGES' and 'Screens'. The main workspace contains numerous mobile device icons representing different screens. A large flowchart diagram is positioned in the center-right. The right panel contains a vertical toolbar for styling, with sections for 'STYLE', 'Fills', 'Borders', 'Shadows', 'Inner Shadows', and 'Blurs'.





Desirability

Feasibility

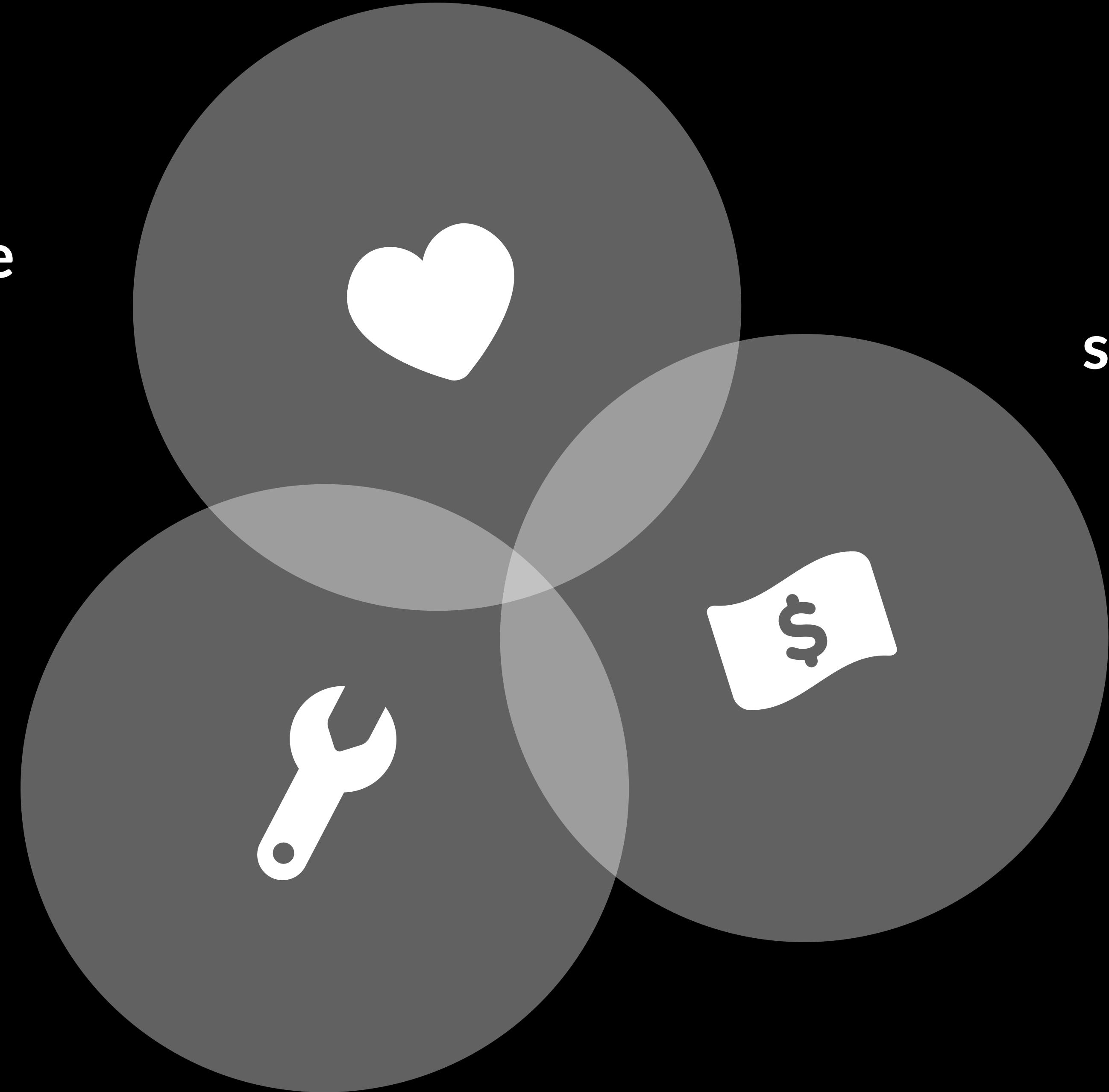
Viability



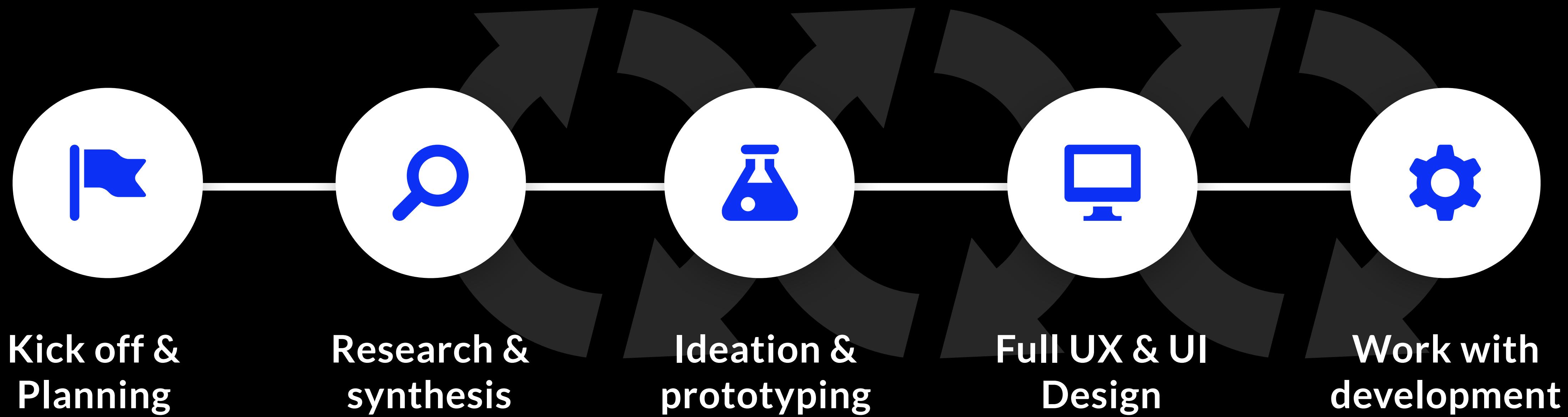
Can we  
make it?

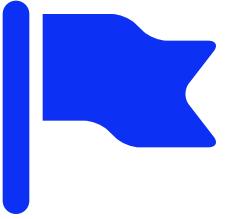
Do people  
want it?

Can it be  
sustained?



## Our process





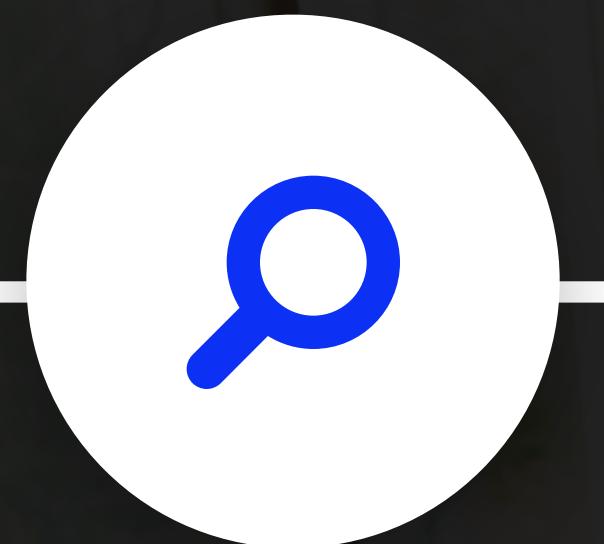
## Kick off: Get aligned

Begin by aligning on a shared goal

Understand who the stakeholders are

Project kick off activity

Project planning



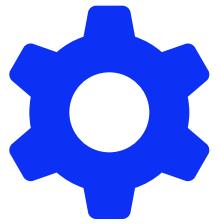
## Research: Start learning

Exploratory research

Interview users

Secondary research

Synthesis findings & create actionable insights

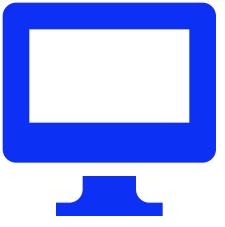


# Prototyping: Experimentation

Develop hypothesis to test new product ideas

Exploring different approaches for solving problems

Narrowing in on a feature set



## Final design: Define and create

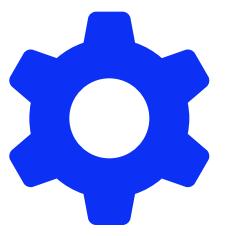
Prioritizing features

Document designs

Imagining the entire system

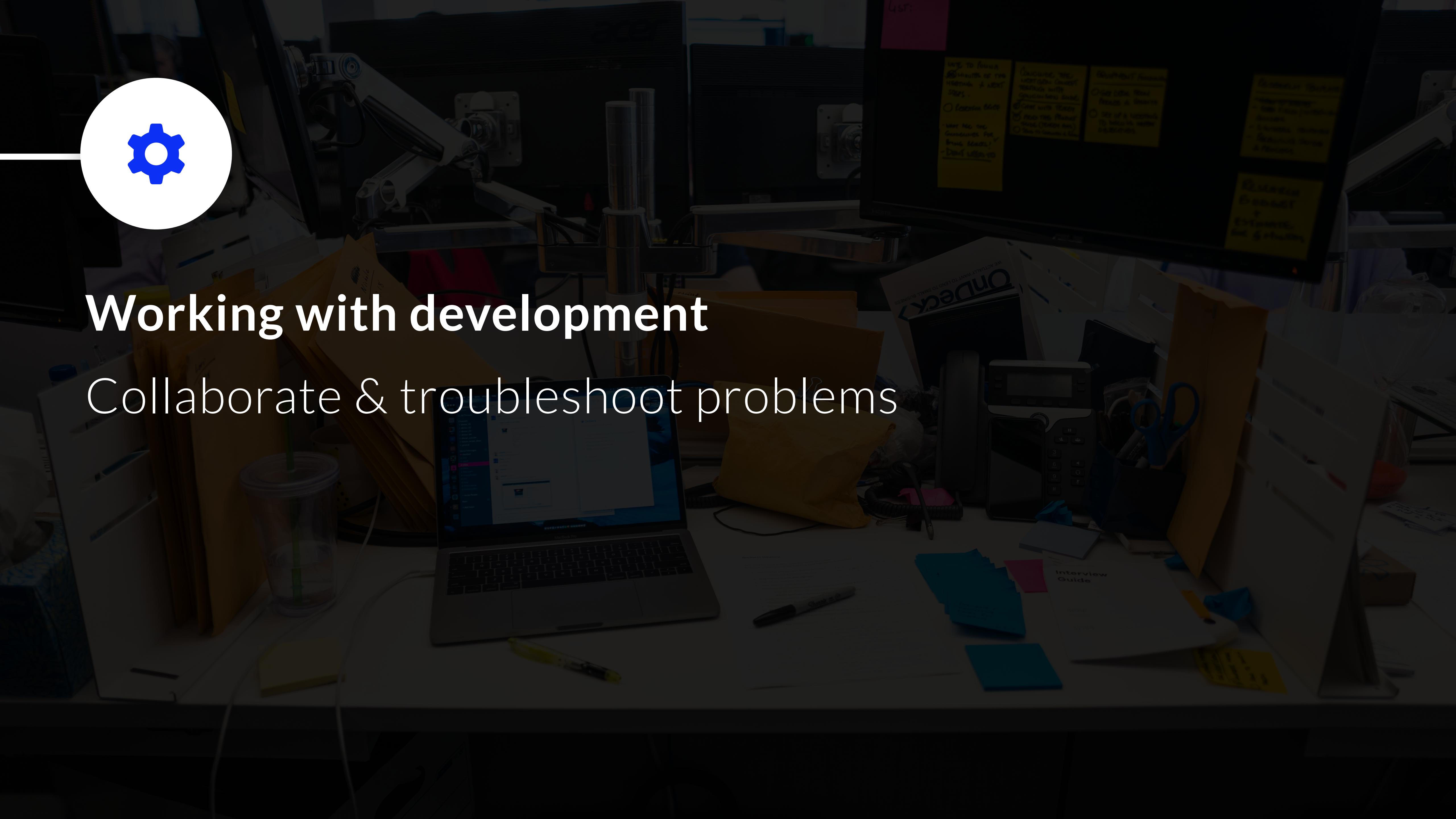
Seek feedback

Create a usable artifact to facilitate development



# Working with development

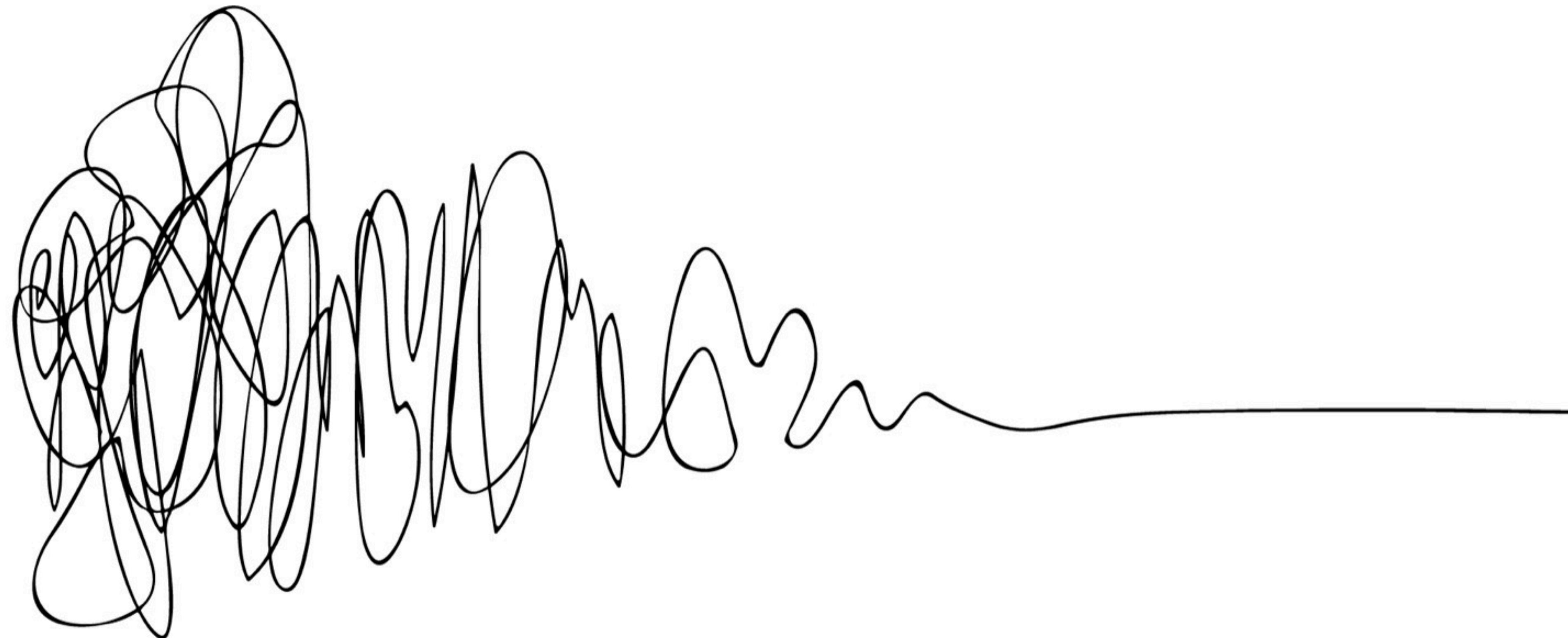
Collaborate & troubleshoot problems



**Uncertainty**



**Clarity**



**Research**

**Prototype**

**Design**



# What is an MVP?

Project / Gig  
based work  
leads

**It's impossible to build every feature!**



So we scope out the  
**Minimum Viable Product**



# Multiple definitions



**Proof of concept to see if something can work**

Can I make a payment?

+An experiment



# Minimum “working” product that can be shipped

Can I make a payment reliably, and meet legal and security standards?

+ Payment history

+ Transactional emails

+ Tracking

+ Internal testing



# Minimum desirable product, for a user

Are we delivering value to our users?

+Notifications

+Seamless interface

+Refined email copy

+Did they even want payments?



Goal of creating an MVP is to build a framework for further experimentation

**Based on evidence, data, and real insights!**



What we know

We can't build everything

We're making an experiment



# How do we find out what needs to go into an MVP?



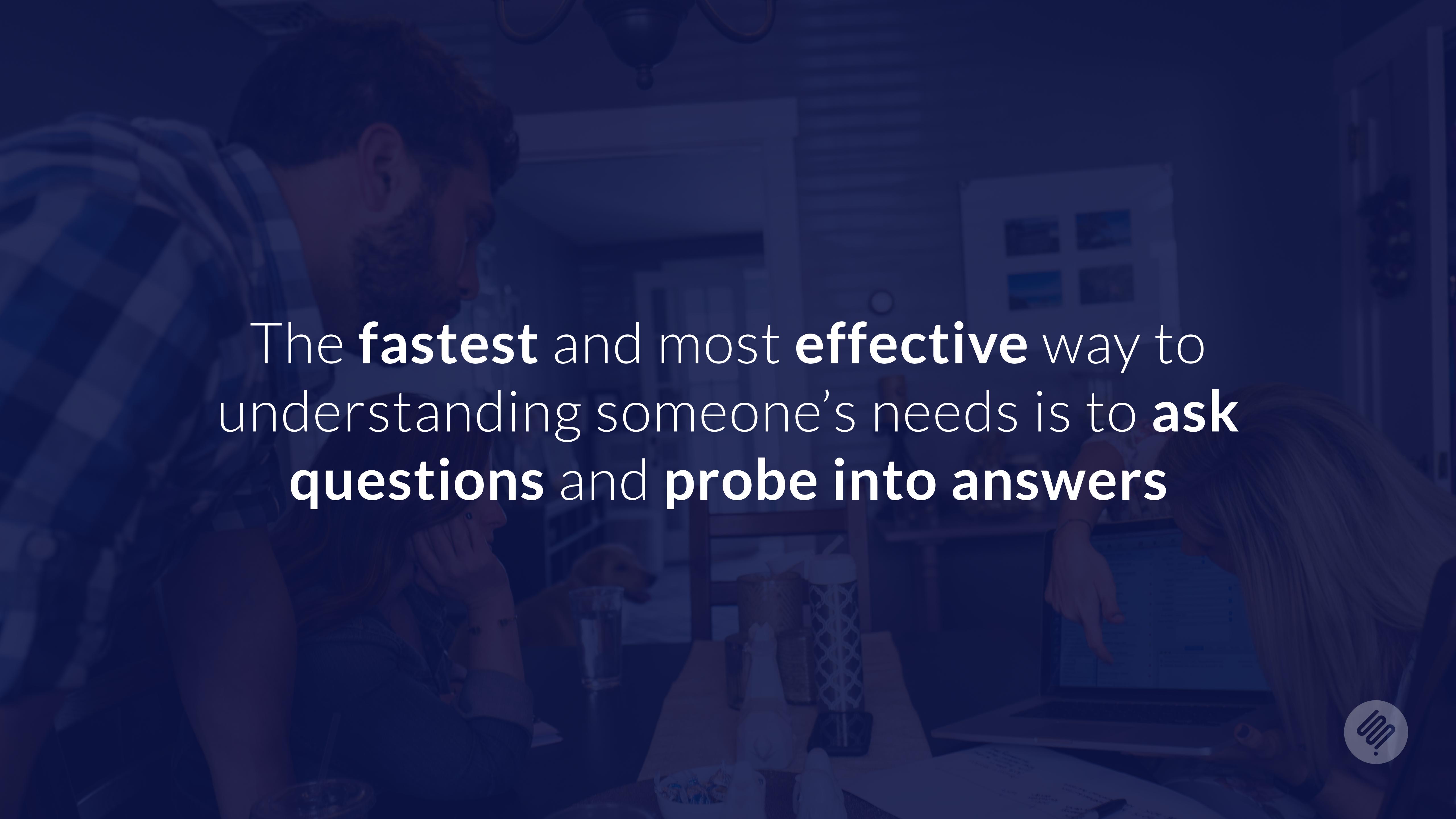


# Understanding the needs and goals of stakeholders

A photograph of two people in an office environment. A man with a beard and a plaid shirt is on the left, looking down at a computer screen. A woman with long hair is on the right, also looking at the screen. They appear to be working together on a project. In the background, there's a dog sitting on a chair and some office equipment.

**Users** and **clients** are  
your **stakeholders**





The **fastest** and most **effective** way to understanding someone's needs is to **ask questions** and **probe into answers**



# Ask better questions by defining the problem space

Take the project description break it down into questions

Who and what is effected and where actions take place



# Interview your client to understand their behaviors & aspirations

What do they want?

Why want what they want?

What works for them now?

What would they do differently?



## Good interviewers...

Give the participant space to answer

Let participants speak in paragraphs

Make them fill silences, we're talking in slow-mo

Probe deeper with clarifying questions

Why? Why? Why? Why? Why?



## Good questions are...

Opened ended, requiring long answers

Don't propose a solution

Don't judge the user's decisions

Stay focused on the subject matter

If it can be  
answered with a  
“Yes” or “No” it’s a  
bad question



**Here are three  
questions that  
seem good but  
should be avoided**

**“Your goal is  
to...?”**

Leading questions

**“If you made this what  
would it do?”**

Hard to answer questions

**“Is this better if...?”**

Hypothetical questions



**“Can you tell me more?”**

Probing deeper

**“Tell me about the last time you did that?”**

Ask about a past experience

**“Why do you need it to do that?”**

Probing deeper

**“I’m hearing... is that right?”**

Clarifying questions

**These are better questions**



# Avoid...

Asking leading questions

Asking people what they want

Asking hypothetical questions

Asking yes or no questions

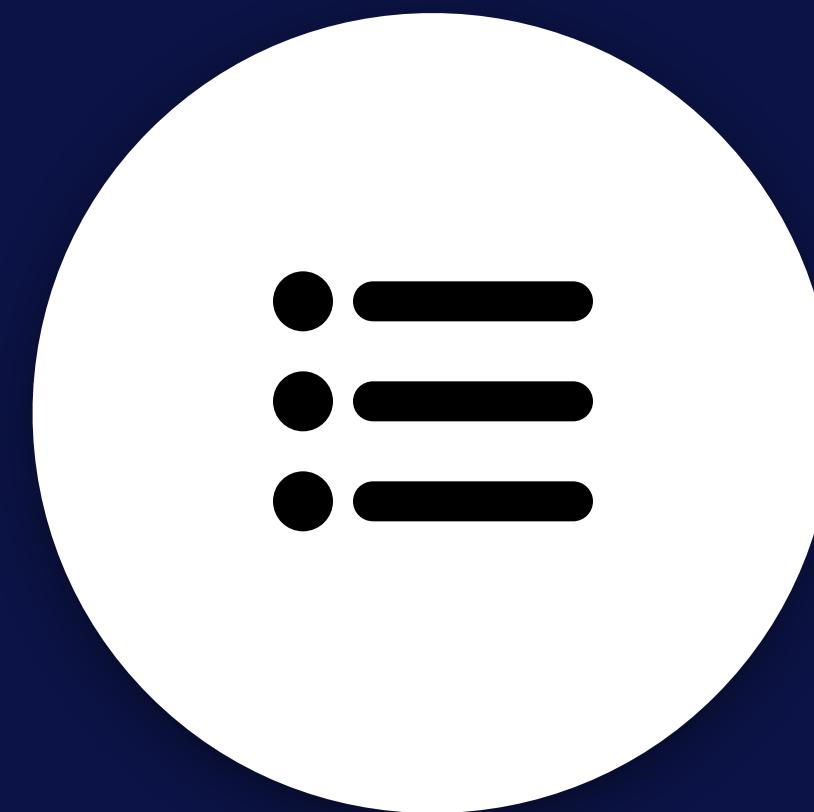
Answering the interview questions

Agreeing or disagreeing

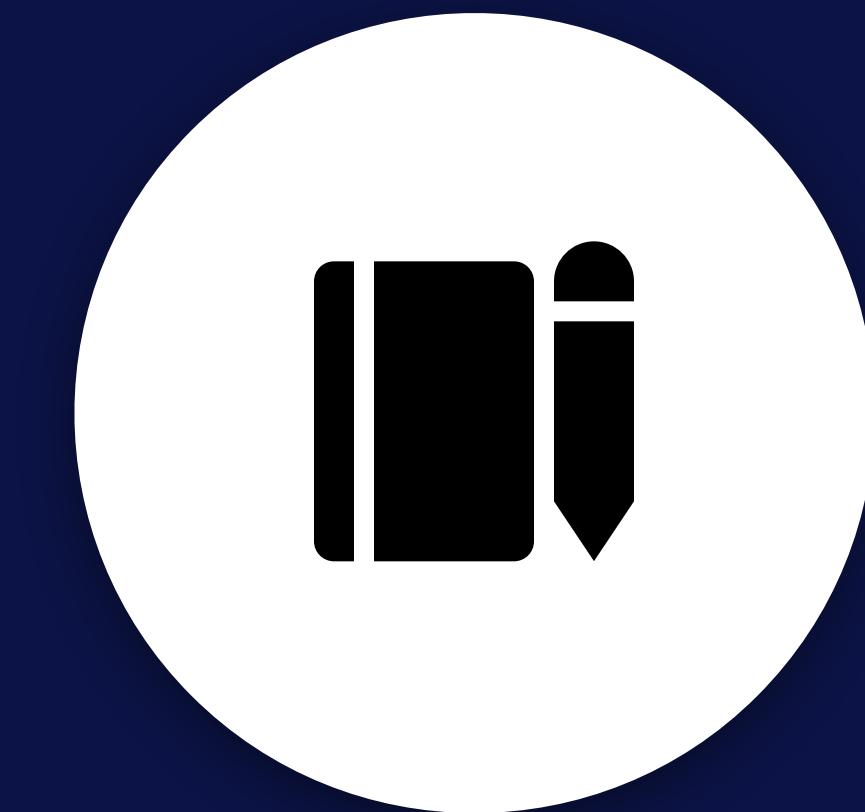
Finishing their sentences



# During interviews



Prepare  
important  
questions



Bring a  
notebook for  
notes





# Pro Tips





Bring back up





Wait 5 seconds before  
asking another question





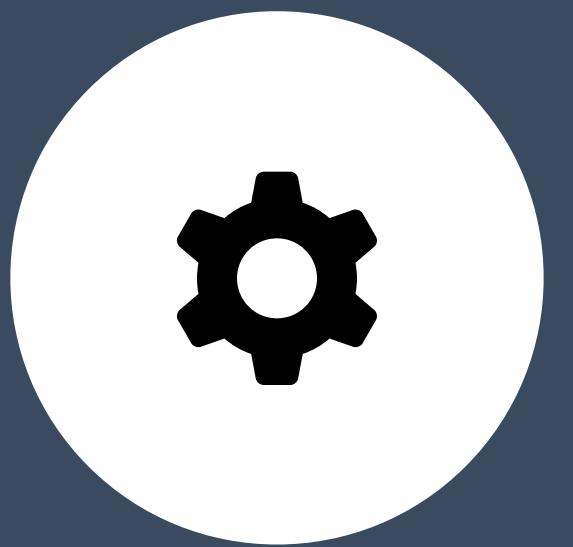
Repeat back what  
they say when stuck





Leave time to linger  
at the end





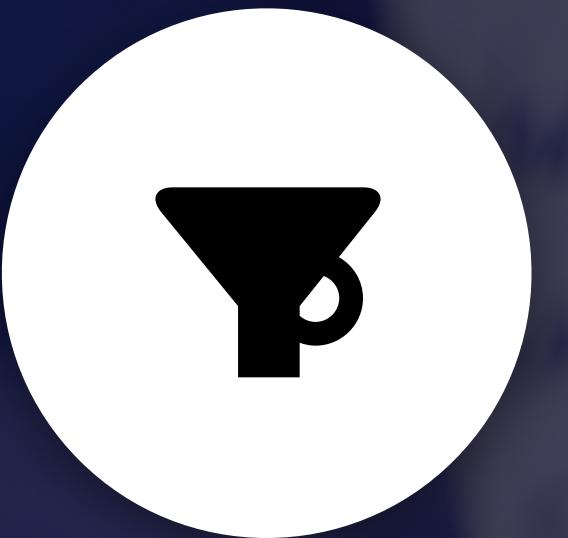
Lets try it out

# Practice Interviewing

## Groups of 4

**Pair A:** You're roommates! You need a new kitchen, you've hired 2 people to design a new kitchen for you. But what will be in it?

**Pair B:** The designers! You two must interview the roommates and find out what would go into their dream kitchen



# How to scope an MVP

It's **impossible** to build every feature in the first release. We need to **prioritize** what will have the **biggest benefit** for the user and be **easiest to build**



A way to scope down many requirements is using the

# **MSCW Technique**



# Must

This has to be in the product for it to satisfy the users needs

# Should

This should be in the product but doesn't need to be in the first version

# Could

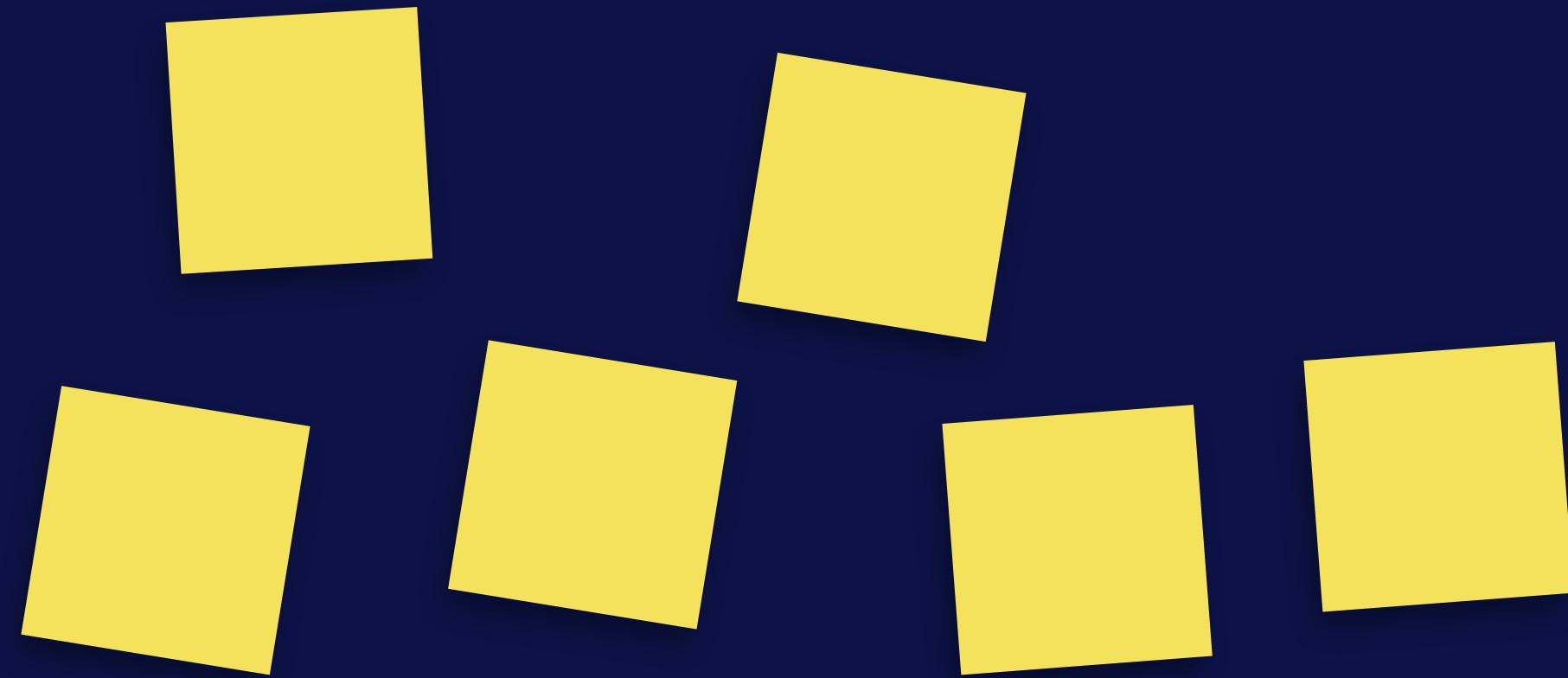
This could be included but can probably wait for the future, prime candidate for a back log

# Would

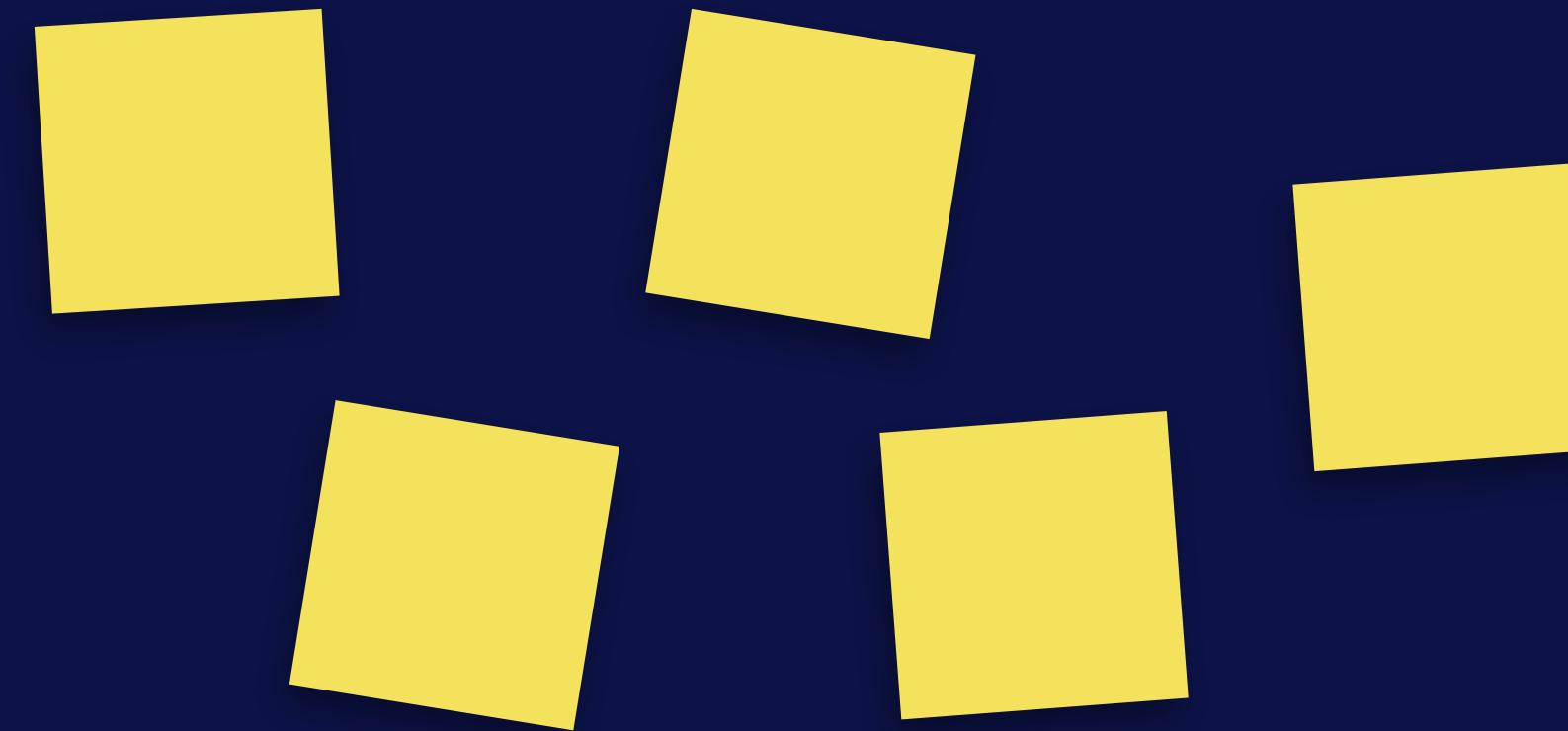
It would be good to include this, but not needed at all. Prime candidate for more research



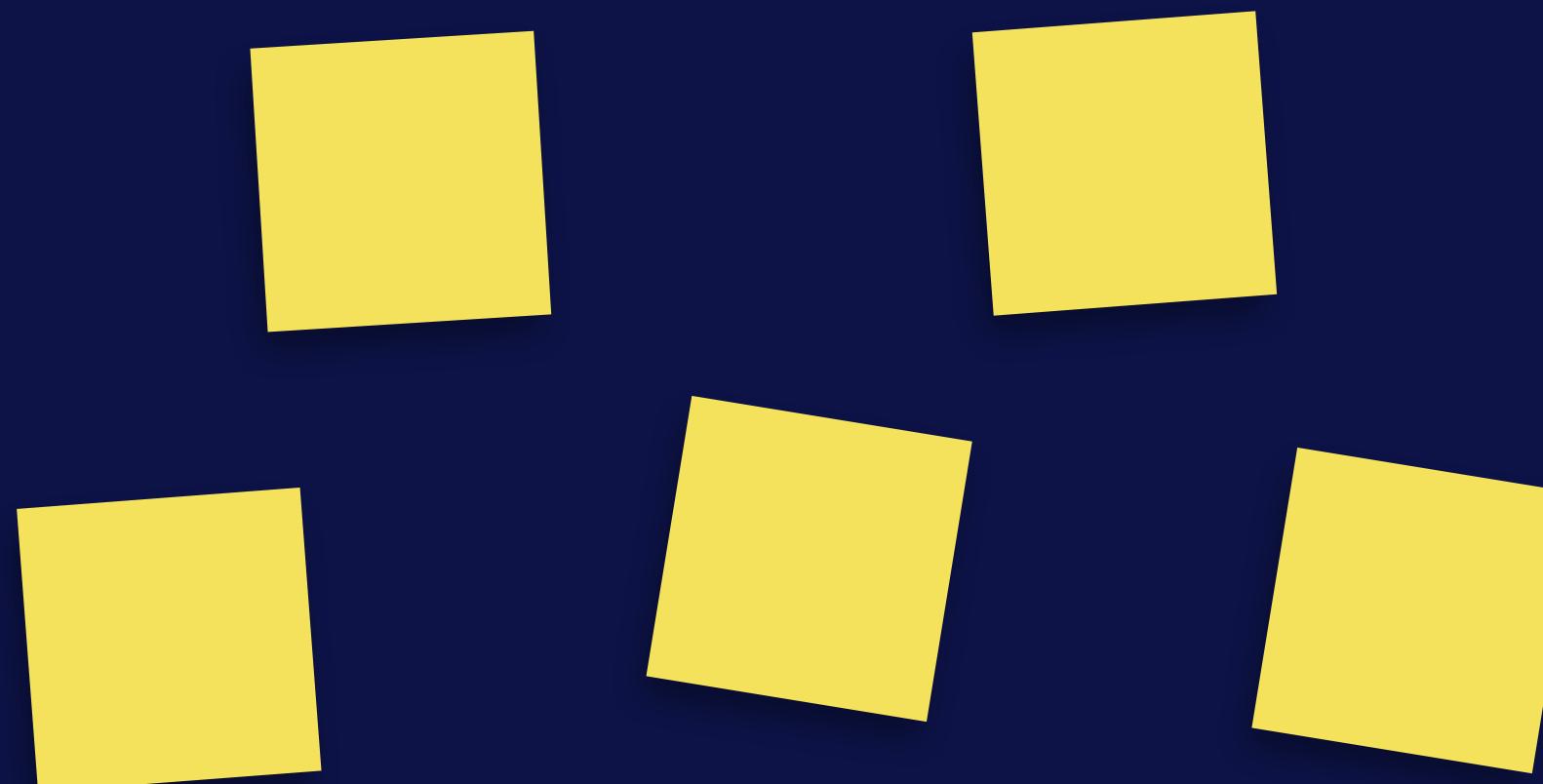
Must



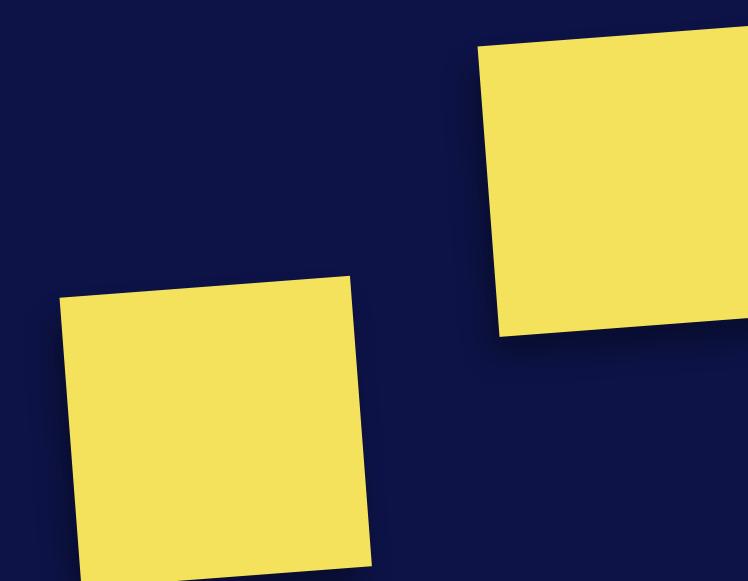
Should



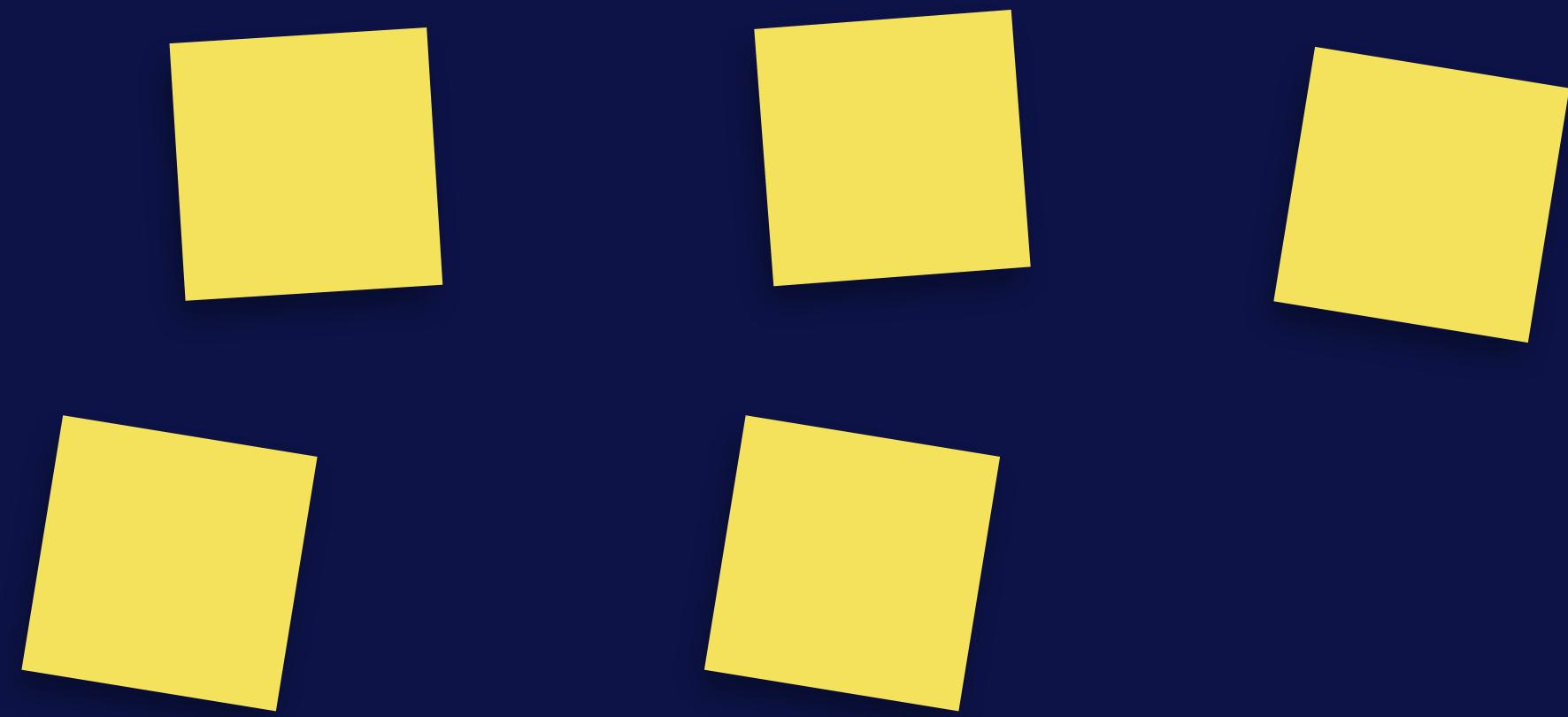
Could



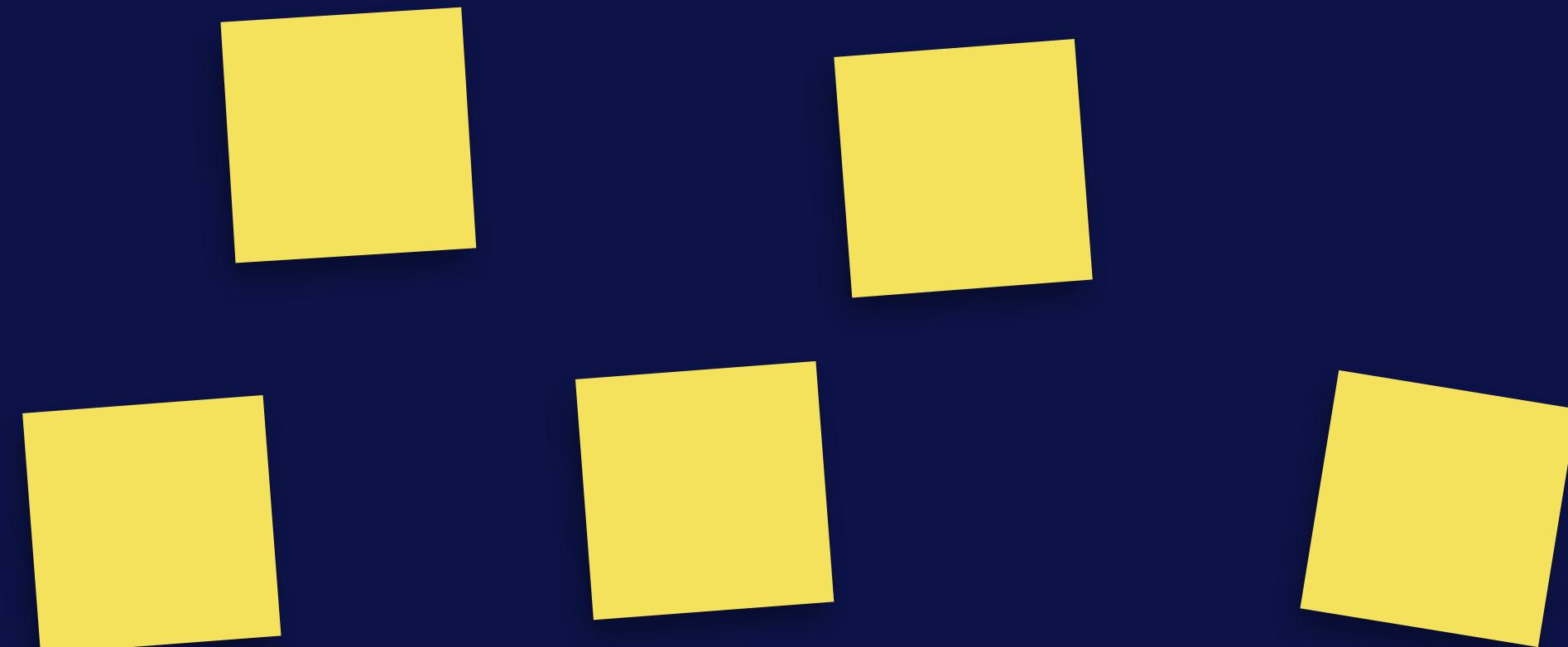
Would



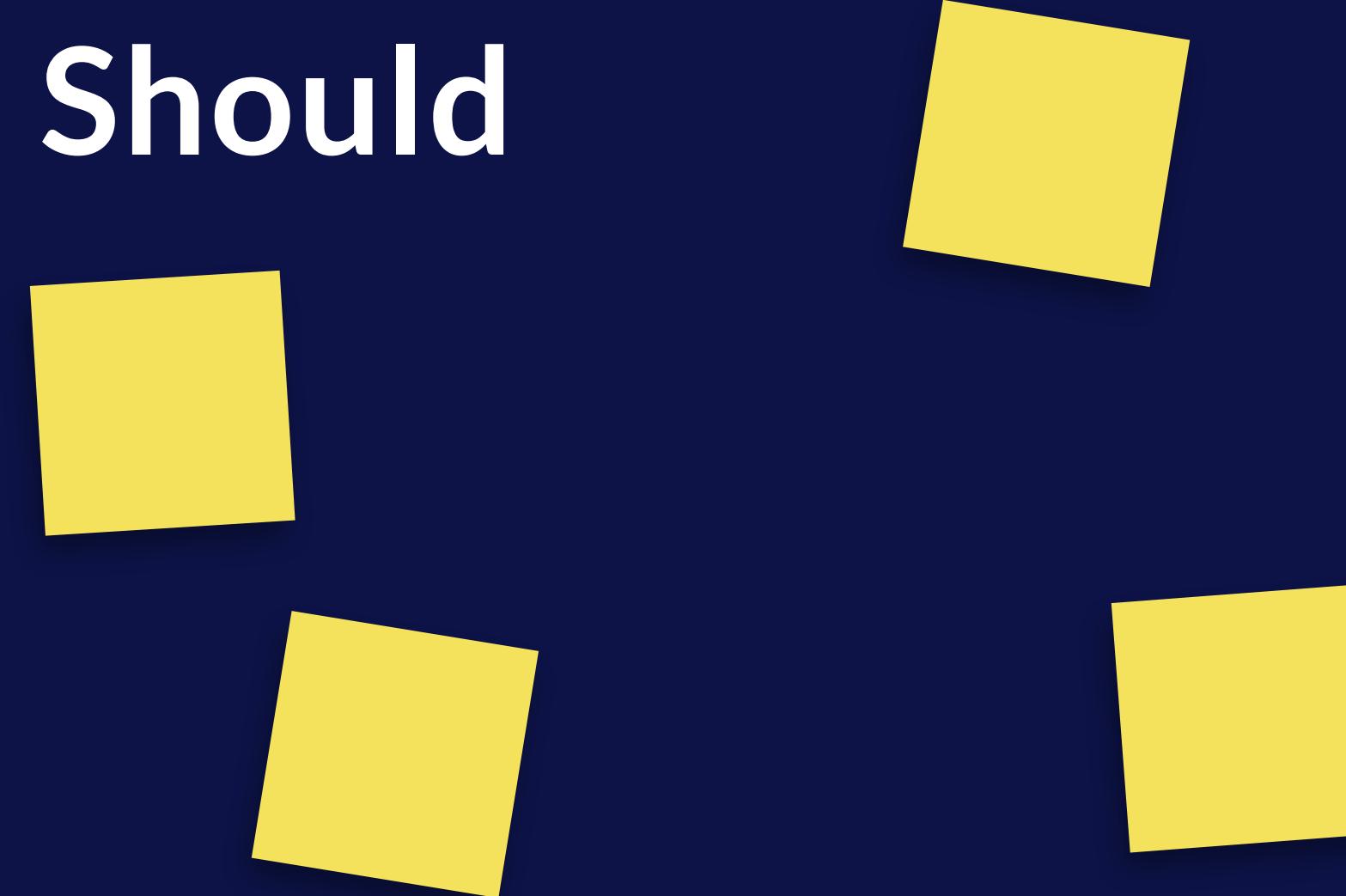
Must



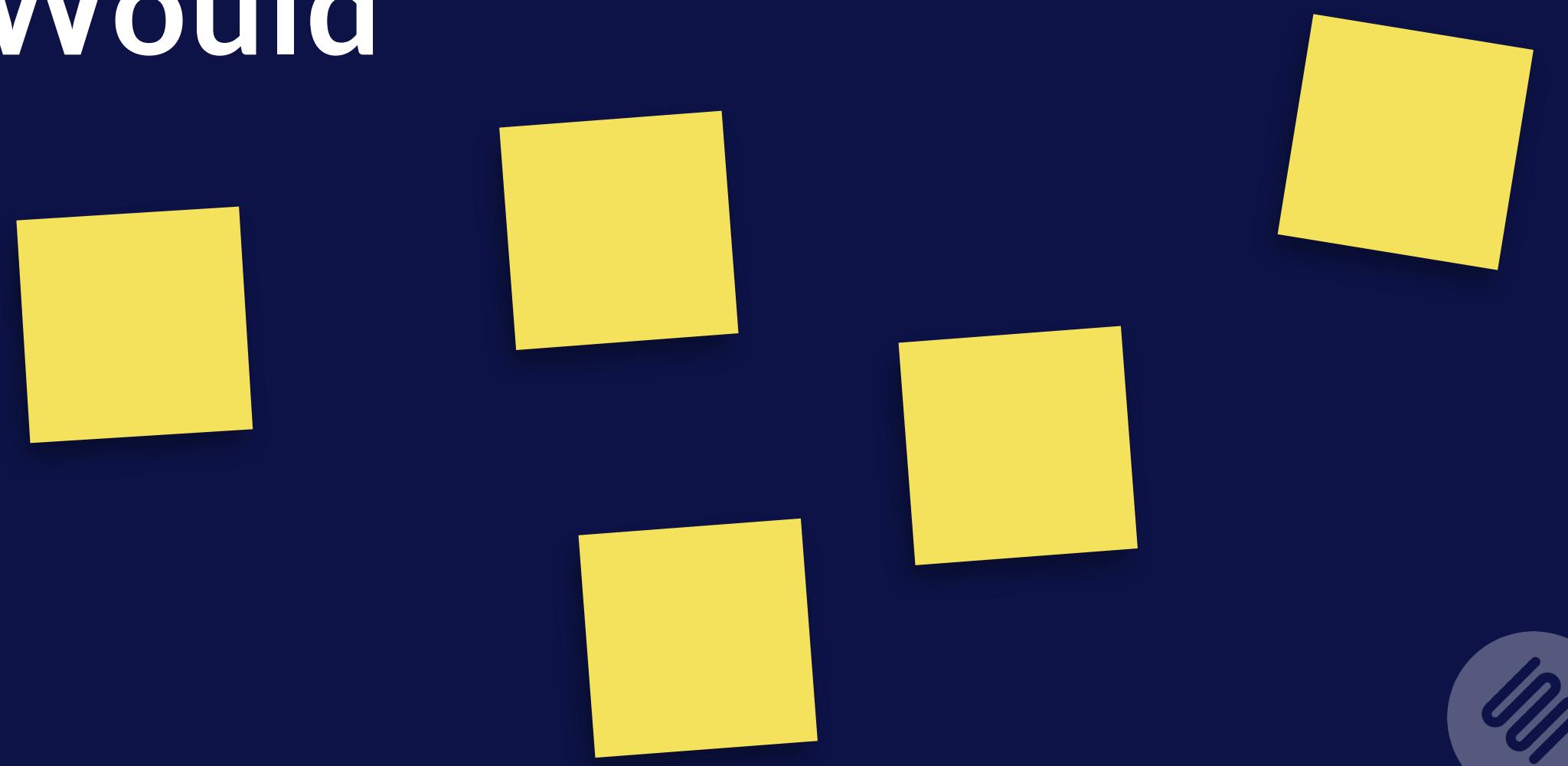
Could

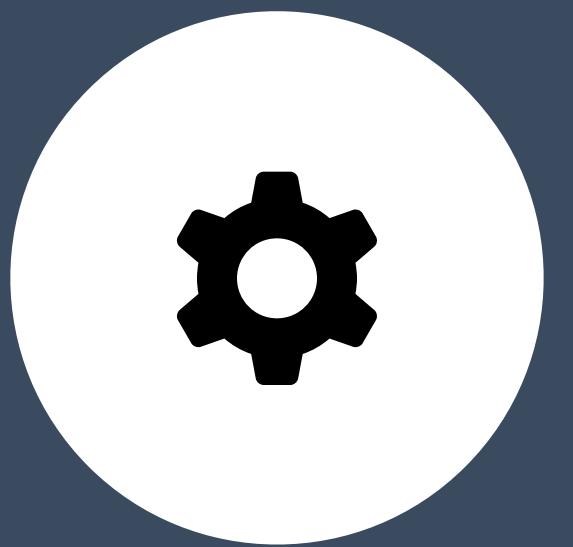


Should



Would





Lets try it out

# MSCW

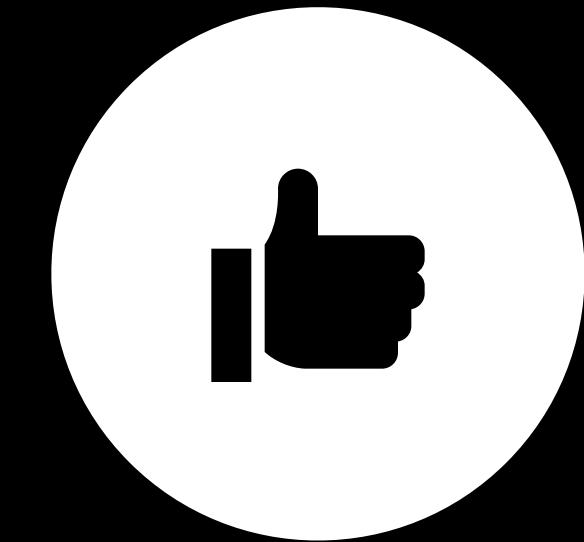
## Groups of 2

Kitchen designers! Take what you heard from your clients and write them down on post it's

One requirement per post it

Put them into their sections on the MSCW diagram

Be critical of whats in the MUST section, this should be **minimal!**



# Thank you so much!

Any questions?

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