

# MVP (Minimun Viable Product)



Source: <https://www.linkedin.com/pulse/5-awesome-minimum-viable-product-examples-digitalya-ops>

# MVP (Minimun Viable Product)

- Minimum version of a new product that includes the basic features to meet customer needs.
- "Better done than perfect".
- Focused on 20% of the functionality that will be used 80% of the time.
- **Minimum** = Basic features required
- **Viable** = These features meet the needs of users
- **Product** = Something tangible that will provide feedback for its evolution

"It can be a **complex**, wheeled one with **ergonomic controls** and an **adjustable leather** seat.

Or it can come as a **game chair** with an extendable **footrest** and **lumbar support** pillows.

Anyway, it all comes down to a **simple four-leg chair** in the most **basic version** you can imagine. So your MVP is your four-leg simple chair"

Minimum Viable Product



Full Product



up tech

Source: <https://www.uptech.team/blog/minimum-viable-product-example>

# ★ Minimum Viable

## Minimum

food delivery app that allows you to **see a list of nearby restaurants** and **place orders**. It has a **slow** and **confusing** interface, so people prefer not to use it

The minimum possible effort. Bad products nobody wants to use

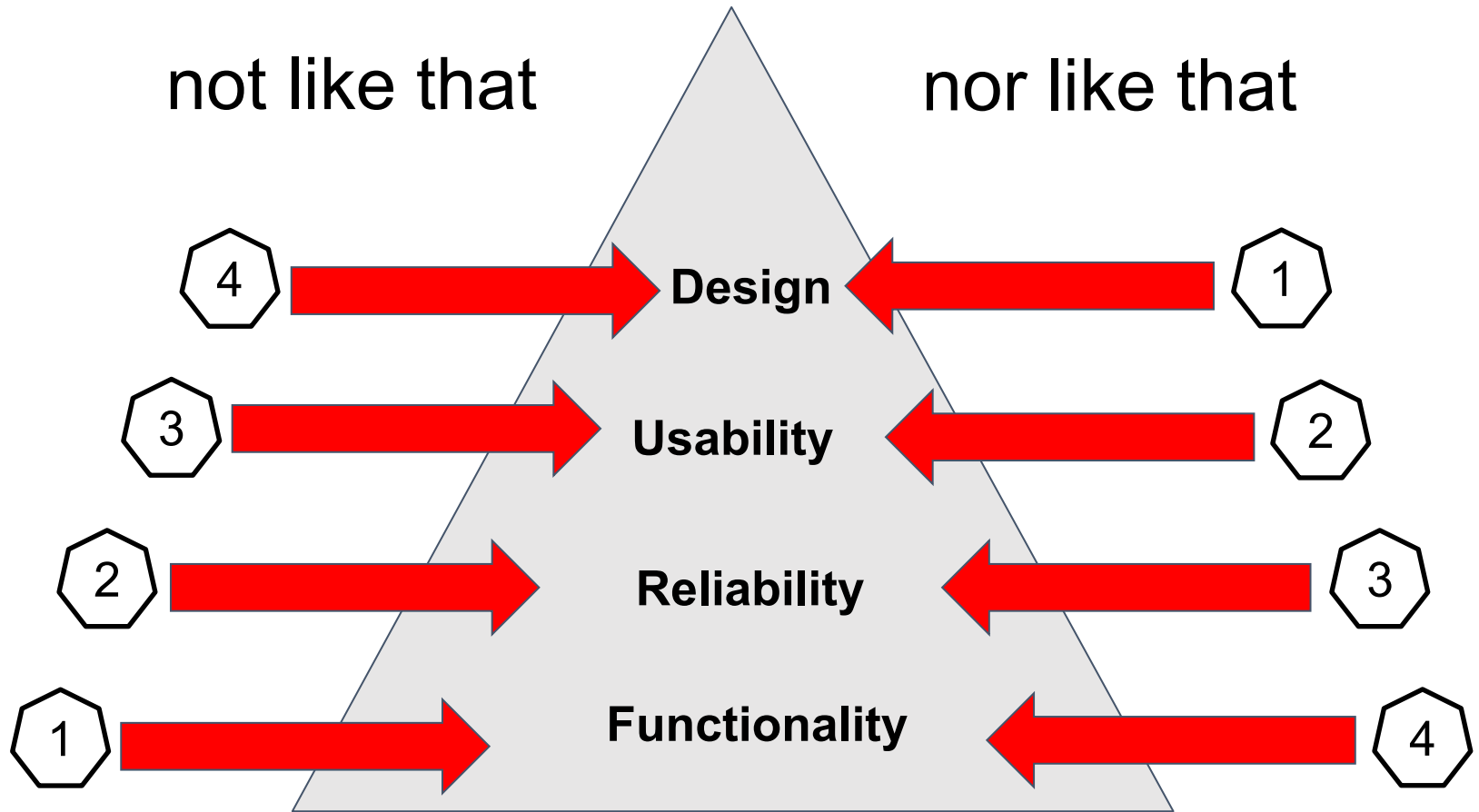
app that allows users to **search for restaurants**, **view menus** and **place orders**. There is still potential for improvement in usability and speed. Although **functional to test the main idea**, user feedback reveals **opportunities for improvement** to fully meet their needs

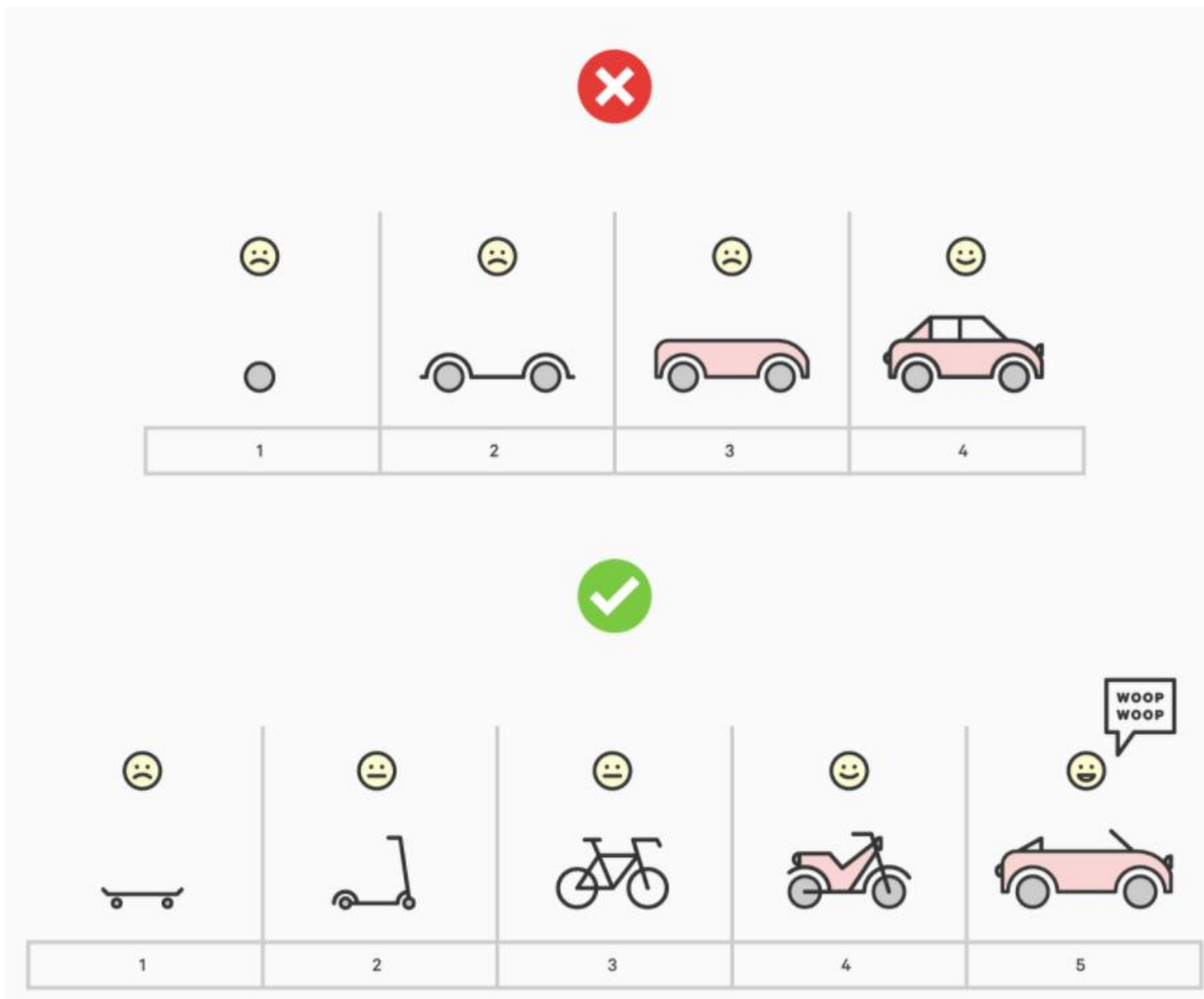
## Viable

improved version that allows **real-time tracking** of order status. In addition, it has a **faster and more intuitive interface** and ensures **data security**

It needs much more resources

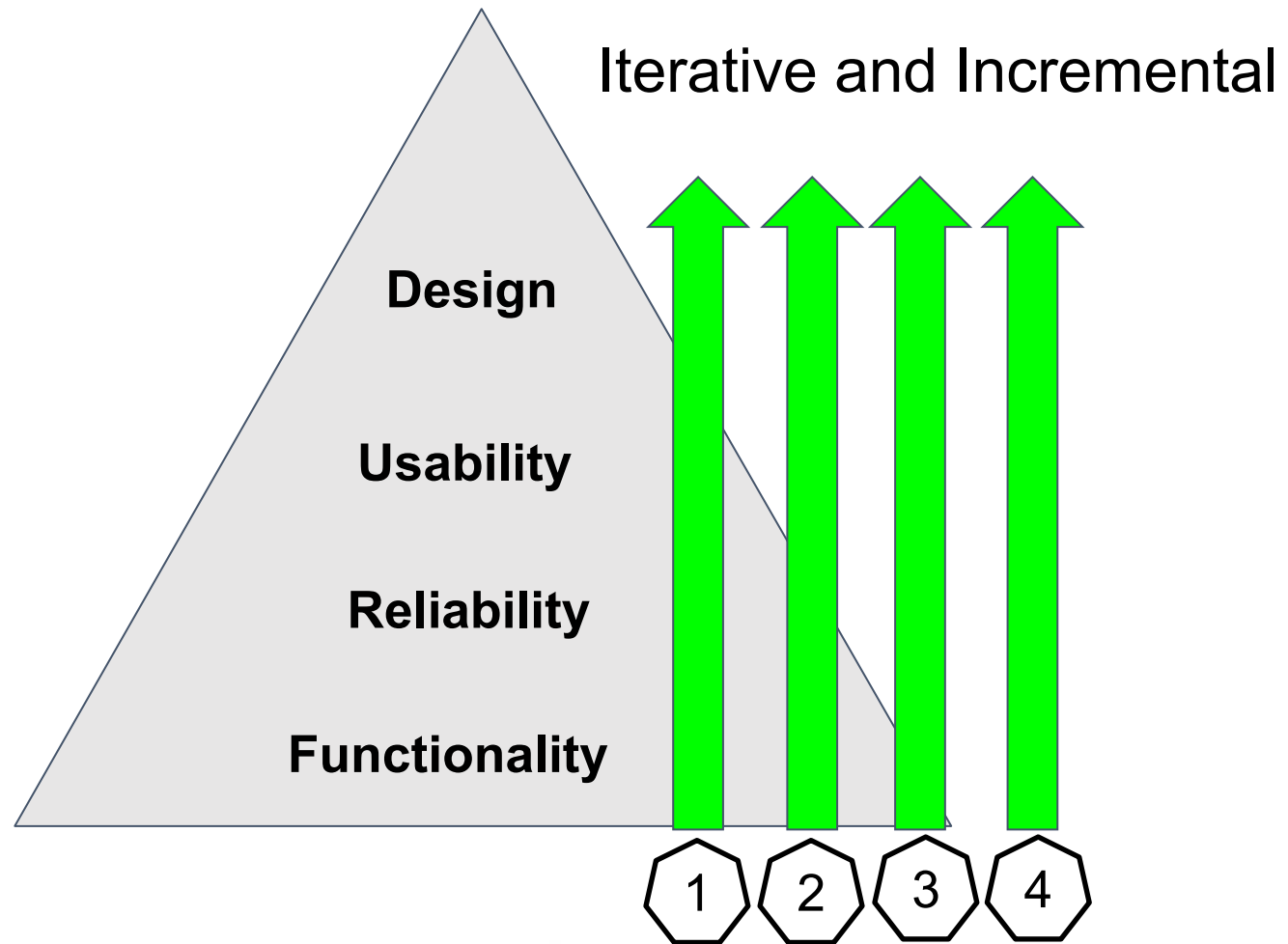
# How NOT to make an MVP?





Inspira Crea Transforma

# How to make an MVP?



# Example – Flintstoning

Manually filling in for missing or incomplete features in a product or service



[video](#)



# Example – Coffee shop

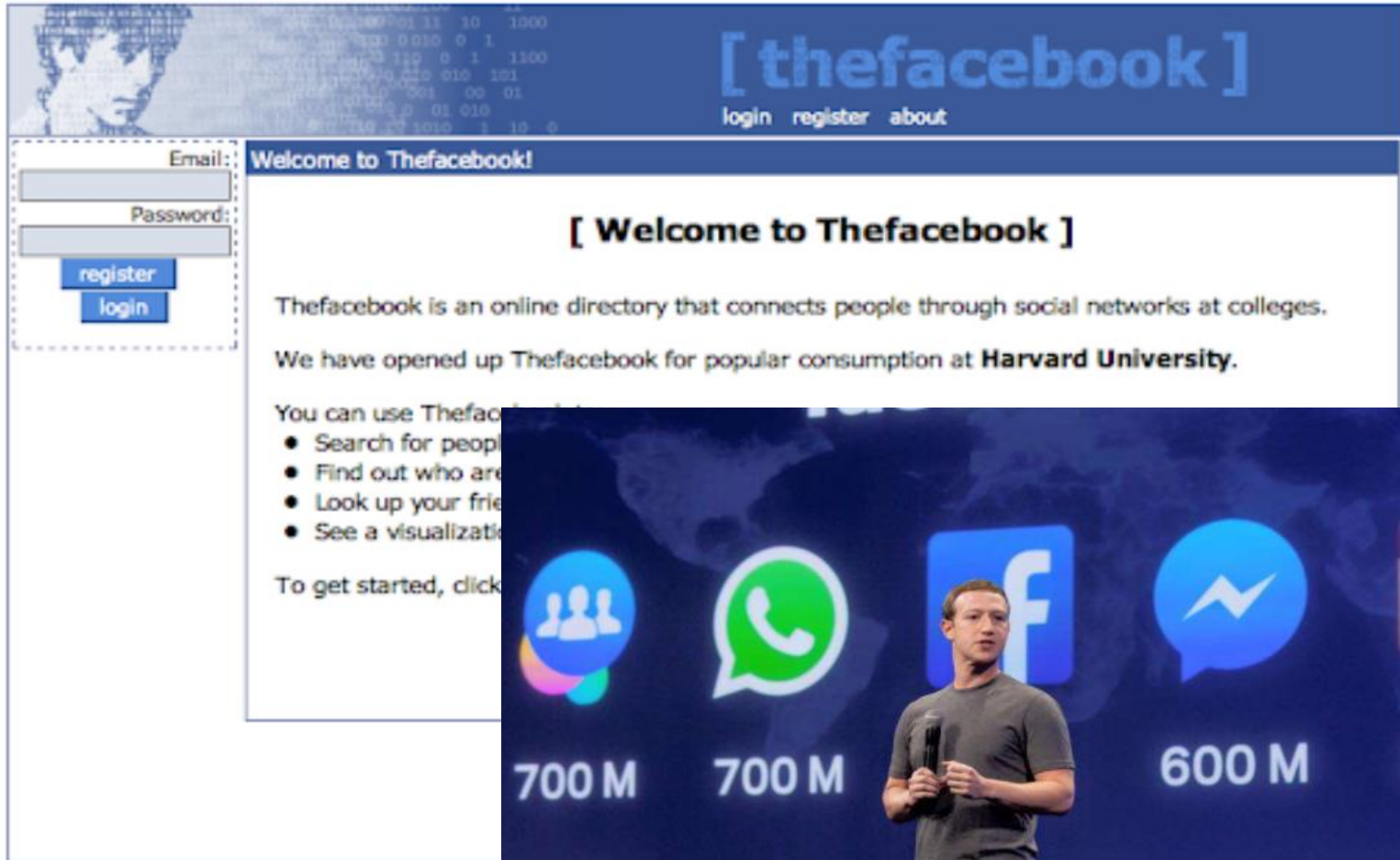
Instead of investing a lot of time and money in building a giant store with fancy décor, an extensive menu and customized services, you could first start with something simple, like a **coffee cart on a street corner**. There you offer only **the most popular drinks**. If **it works**, then you can invest more and grow it.



Source:

[https://www.instagram.com/ivy\\_\\_\\_\\_gallery/p/DCmfdvNvmzu/?hl=zh-cn&img\\_index=1](https://www.instagram.com/ivy____gallery/p/DCmfdvNvmzu/?hl=zh-cn&img_index=1)

# Example – thefacebook



(PMV de Facebook)

# Example – air bed and breakfast

They used their apartment to start the business. People can live in other apartments at a cheaper rate than being at the hotel that made the start-up of Airbnb that is airbed and breakfast. The close-up interaction with first customers helps get them valuable insights about what they wish to have.



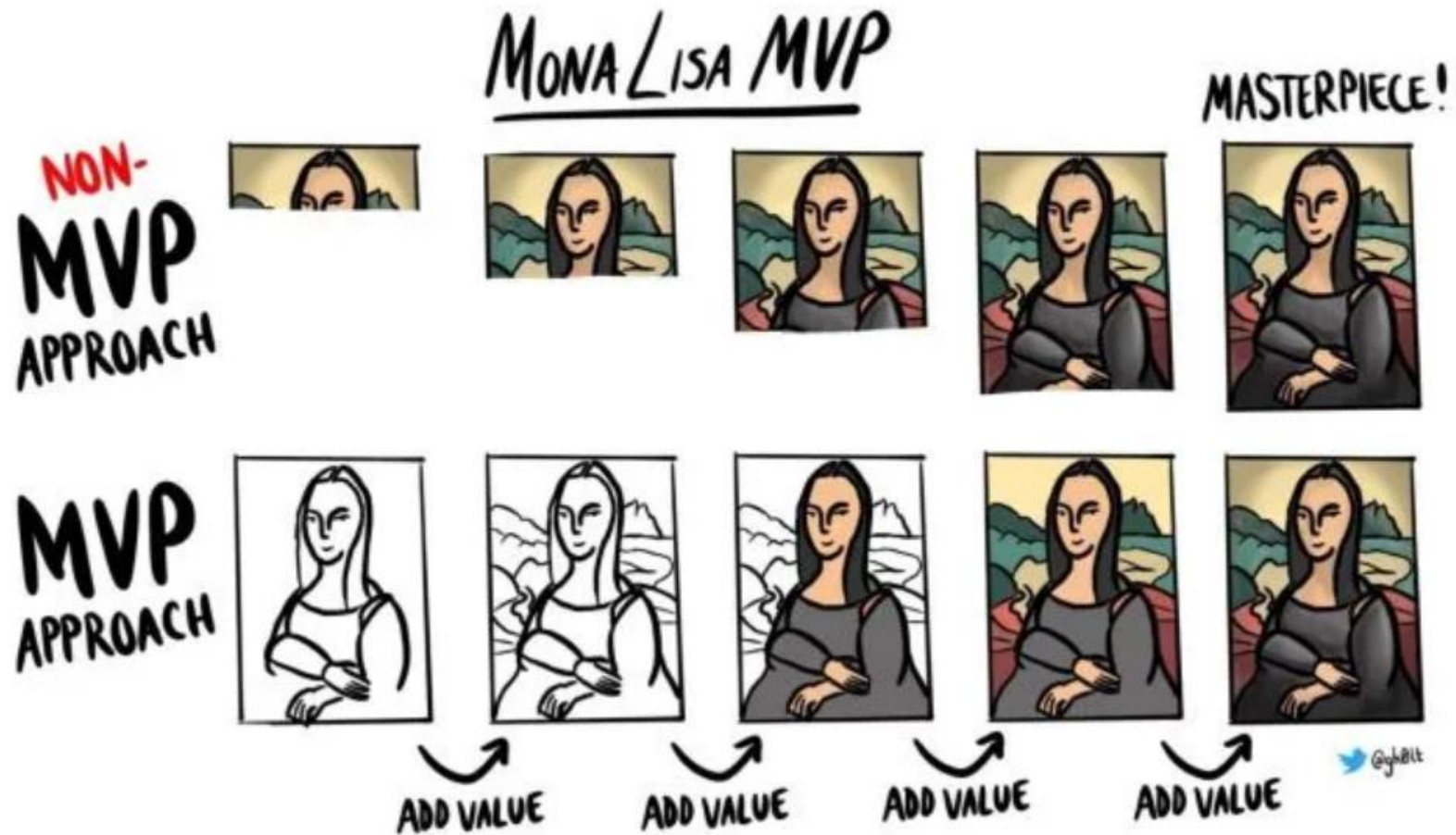


# Example – amazon



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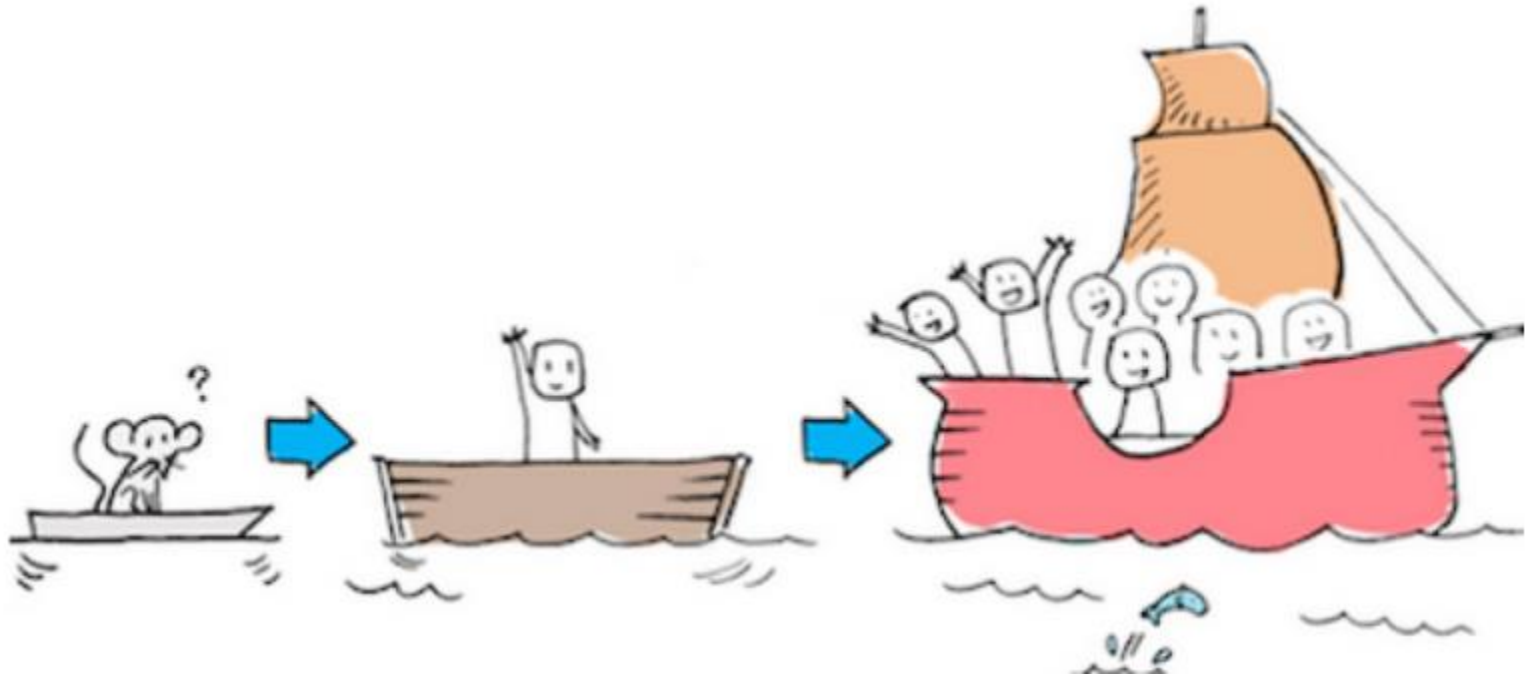
# Example – Mona Lisa



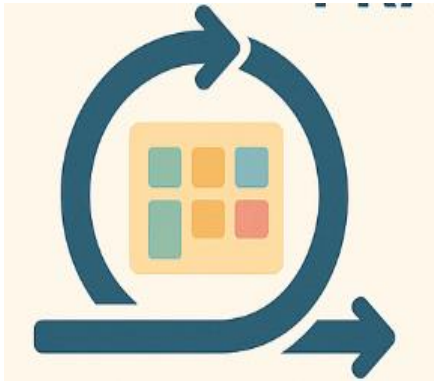
Source: <https://productmindset.substack.com/p/1736-minimum-viable-product-playbook>

# How to choose MVP features?

- **Core Value:** What's the main reason someone would use or buy this?
- **User Needs:** List your target users, their problems, and key actions.
- **Market Check:** What already exists? What's missing or poorly done?
- **Prioritize:** Build only what's essential to test your main hypothesis.
- **Track Metrics:** clicks, signups, feedback, etc.



# Agile Practices fundamentals





# What are agile practices?

Agile practices are a **flexible** and **adaptive** way of **working as a team**, focusing on **delivering value** on a **continuous basis**.

Example:

*It is like an ant colony that works efficiently without a single ant controlling everything.*



# Agile core values

- **Individuals and interactions over processes and tools.** Example: *Ants communicate without tools, supporting one another.*
- **Working software over comprehensive documentation.** Example: *Ants don't stop to write down paths; they keep working.*
- **Customer collaboration over contract negotiation.** Example: *Ants adjust their routes when they find a new food trail.*
- **Responding to change over following a plan.** Example: *Ants quickly change direction if something blocks their path.*

# Agile cycle (in each sprint)

**Planning** (and design)  1 week

Example: *Ants collectively decide where to go.*

**Development** (and testing and integration)  2 weeks

Example: *The ants follow the traced path.*

**Review**  ½ week

Example: *The ants stop to evaluate if the path is efficient.*

**Retrospective**  ½ week

Example: *If something is not working, the ants change their route.*

# Scrum example

## 1. Roles

**Scrum Master:** Facilitates the process, *like ants in charge of keeping the group together.*

**Product Owner:** Defines which tasks are most important, *like the queen ant leading the search for food.*

**Development team:** *The ants that carry out the task.*

**2. Sprint:** Short periods of work (2-4 weeks), *like a stretch run for the ants.*

# Team characteristics – Ants example



1. Built-in instability: ***adjust routes** based on changing conditions like new food sources.*
2. Self-organizing project teams: ***work independently but coordinate tasks** like nest building without central control.*
3. Overlapping development phases: ***simultaneously gather materials and construct** nests for efficiency.*
4. “Multilearning” and Transfer of learning: ***communicate** food sources through pheromone trails, **sharing knowledge**.*
5. Functional deliverables: ***bring food** back to the nest **continually**, ensuring survival.*
6. Subtle control: *use chemical signals for **coordination**, adapting strategies based on colony needs.*

# Weekly Meeting 4 \* sprint

The team meets weekly, and each team member answers the following questions:

- What work did you complete last week?
- Are you facing any problem or issues?
- What have you planned for this week?

# Review

 1 \* sprint

- The team presents what was done in the sprint.
- Demo of the developed functionalities.
- The whole team participates.
- Anyone can participate and intervene.

# Retrospective

—————→ 1 \* sprint

- The team evaluates what works well and what doesn't -> Start / Stop / Continue.
- Is performed after each Review.
- It is 15 to 30 minutes long.
- The whole team participates.
- The team answers the following questions:
  - What should we continue to do (best practices)?
  - What should we start doing (process improvements)?
  - What should we stop doing (process problems and bottlenecks)?



# References

- **3 MVP MVP CASES TO LEARN FROM:**  
[HTTPS://WWW.UPTECH.TEAM/BLOG/MINIMUM-VIABLE-PRODUCT-EXAMPLE](https://www.uptech.team/blog/minimum-viable-product-example)
- **5 AWSOME MVP EXAMPLES:**  
[HTTPS://WWW.LINKEDIN.COM/PULSE/5-AWESOME-MINIMUM-VIABLE-PRODUCT-EXAMPLES-DIGITALYA-OPS](https://www.linkedin.com/pulse/5-awesome-minimum-viable-product-examples-digitalya-ops)
- **Minimum Viable Product Playbook:**  
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**Thanks!!!!**