

## 1. Define MVP and user stories

(1) A Minimum Viable Product (MVP) emphasizes the impact of learning in new product development. An MVP is defined as a version of a new product that allows the team to gather the most verified customer information with the least amount of effort. This proven learning comes in the form of whether your customers will actually buy your product. MVP is similar to an experiment that applies the scientific method in the context of validating business hypotheses. It is used to allow potential entrepreneurs to see if a given business idea is actually feasible and profitable by testing the assumptions behind the product or business idea. [9] The concept can be used to validate market demand for products [9] and incremental development of existing products.

A key premise behind the MVP philosophy is that you can produce an actual product that you can deliver to your customers and observe their actual behavior with the product or service.

(2) User stories are a way to add business value by capturing requirements from the user's perspective in some descriptive form. In its simplest form, a user story is a descriptive representation of the needs of a small business.

## 2.Translate user stories to a modular design

### (1) User information storage and search engine

As the first step to log in to social software, you must log in personal information, so the storage and confidentiality functions of information are very demanding. Combined with cloud computing and big data technology, a large amount of customer data information can be stored. At the same time, the second point is that if you find or meet new people, you need a powerful search engine to achieve this function.

### (2)Basic functions of social communication

The basic function with social app has one thing in common is communication, which is also the most basic function of a social APP. The main purpose of the communication function is to realize online chat, so that users can add their friends to their friends in the fastest time in the APP, or conduct real-time communication conversations by viewing nearby users, group chat, circle interaction, etc.

### (3) interface interaction design

The development of social apps requires attention to the interaction design of the interface, and the design should be as simple and clear as possible. Social applications need to involve the user's sense of experience, and the interaction should be

light-hearted, reducing the steps of making friends and chatting as much as possible, reducing the level of products so that users can simply touch, save steps, and do not need too many cumbersome operations. Complete the click switch between functions. The concise design needs to fit the overall page style, and avoid adding too many fancy elements to cause a visually uncomfortable browsing experience for users. Therefore, the interaction design that can bring a good experience to the user is the real good design, and it will also bring a more positive effect to the development of the APP.

### 3. Who is your user?

A general people.

### 4. What are the basic user stories?

(1) As a Marketing Data Analyst, I need to run the Salesforce & Google analytics reports so that I can build the monthly media campaign plans.

(2) As the leader of a remote team, I want our team messaging app to include file sharing and annotation so my team can collaborate in real-time and archive their work in one place.

(3) As a HR Manager, I need to view a candidate's status so that I can manage their application process throughout the recruiting phases.

