MVP PRD: Project Name

[2024.04.20]

Overview

Maximum: 2 pages

What is this project about?

Describe succinctly and precisely its purpose.

Include a 3-sentence (max) elevator pitch.

History

Maximum 1 page

Describe the V1 POC as planned by Sprint10.

What did you learn?

What is missing to bridge from PoC to MVP?

Analysis of the Situation

What are the competing products in the market today?
What are the complementary products in the market today?

The Value Proposition

Describe the value proposition and argue that it is:

1. Easy to communicate

2. Defensible

3. Relevant

The MVP

Personas and Scenarios

Who are the target personas for this product?

Which is the key persona?

High-level scenarios to adopt, use and share the product.

User Stories and Key Features

User stories about how various personas will use the product in context.

Identify and prioritise the key features required.

Justify the importance of each feature.

Success Criteria

How will you evaluate the success of the MVP?

Metrics include user penetration, quality / satisfaction.

If applicable, progress in discussions with ecosystem partners / investors / customers.

Features Outside the Scope

The MVP must be viable and minimal.

Which features don't belong in it.

How should these be eventually integrated and in what sequence.

Non-Functional Requirements

Security, privacy, and data retention policies

Which are the applicable laws and regulations?

What are your internal policies?

Which privacy features do you need from the phone?

Adoptions, Scalability and Availability

What kind of traffic patterns do you expect to see?

Are there known periods of bursty traffic that the MVP must be designed to support?

Functional Requirements

Max 3 pages.

List the key features of the MVP precisely.

Include appropriate architectural diagrams.

Describe key internal functionality.

User Analytics and Acceptance

Goal: understand how users are using the app.

Which are the key metrics?

What is the success criteria?

What is the analysis plan (link to data collection)?

Include relevant A/B testing ideas.

Design and Implementation

Frontend

List the key libraries, languages, components used by the MVP.

If applicable, describe essential screens.

Backend

Decompose the MVP into functional blocks.

Data Model

What data are you collecting / managing?

How is it organised?

Where is it stored?

How is it shared/copied/cached?

Security Considerations

Infrastructure and Deployment

How is the application developed, tested and deployed?

Any special infrastructure requirements.

Test Plan

How is the application developed, tested and deployed?

Any special infrastructure requirements.

Timeline/Resource Planning

What's the overall schedule you're working towards?

What resources are required?

What are the intermediate milestones?

List identified sprints

Business Model

Expected operating Costs

Revenue Streams

Appendix

This section is optional.

Can include mockups, sequence diagrams, etc.