Module III: Validation of the hypothesis and Minimum Viable Product (MVP)

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Validation of the hypothesis

We have to understand the problem and doing **interview** with the subjets

Validated the solution

Caractheristics of the first **MVP**

EXPERIMENT

- Using the scientific method to transform an idea into an experiment.

- The purpose of the experiment is **to validate** if the idea **solves** the real **problem** and if there are **customers** willing to **pay** for it.

EXPERIMENT

Do customers have a problem that you can solve?

If I can generate the solution, would people buy it?

Can we build the solution to that problem?

MVP

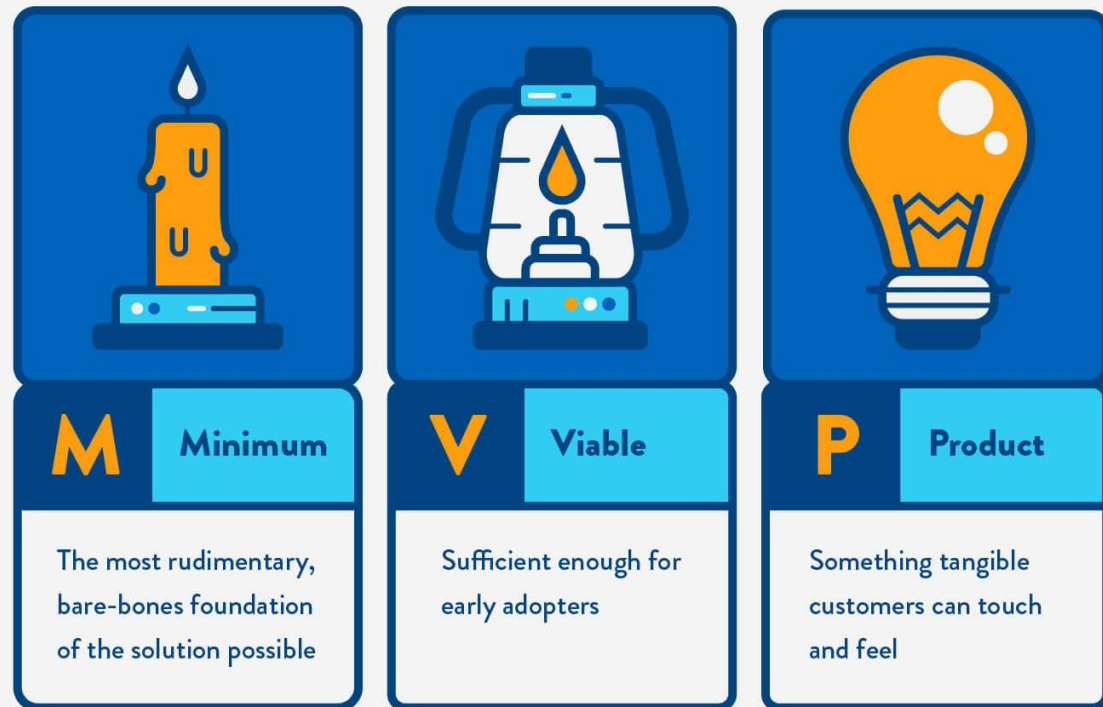WHAT IS A
MINIMUM VIABLE PRODUCT

M Minimum

The most rudimentary, bare-bones foundation of the solution possible

V Viable

Sufficient enough for early adopters

P Product

Something tangible customers can touch and feel

What is the MVP

- It is what allows us to collect the **maximum** possible **learning** with the lowest cost, time and savings.

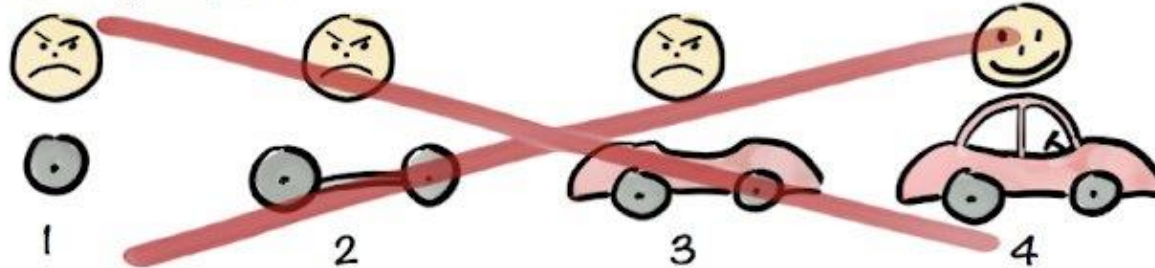- The goal is to start the learning process.

MVP Goal

- The goal of the MVP is to test fundamental purchase and usage hypotheses.

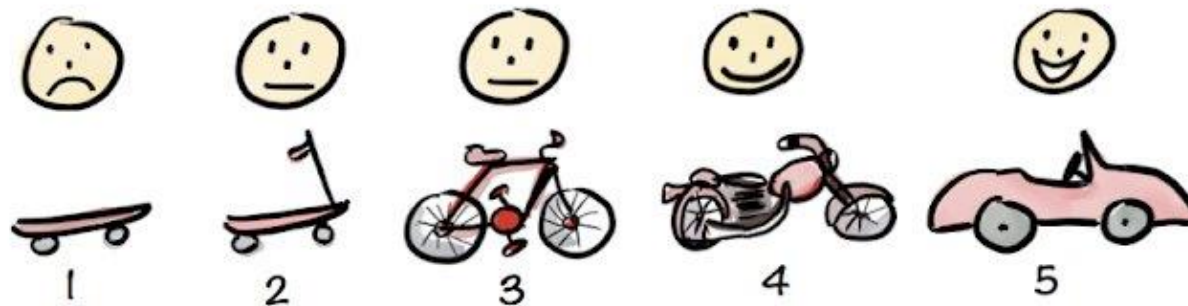- It must be validated and then I will know if I can take it to the market.

MVP

Not like this....

1   2   3   4

Like this!

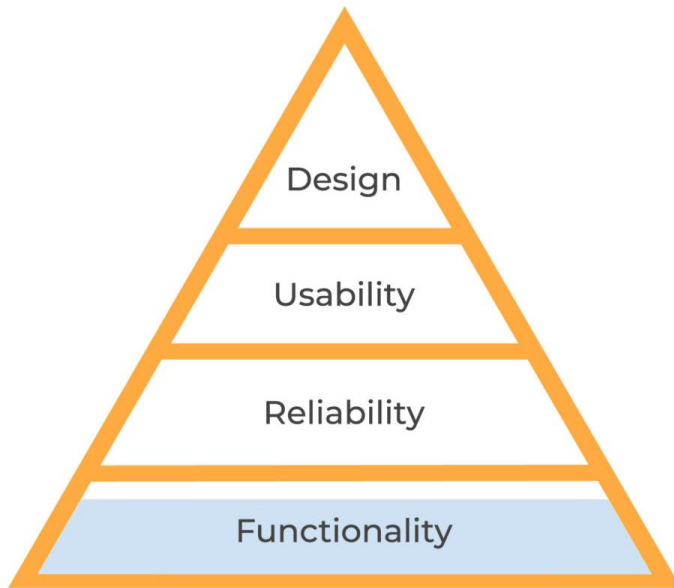1   2   3   4   5

Henrik Kniberg

Characteristics MVP

How NOT to make an MVP

Design
Usability
Reliability
Functionality

How to make an MVP

Design
Usability
Reliability
Functionality
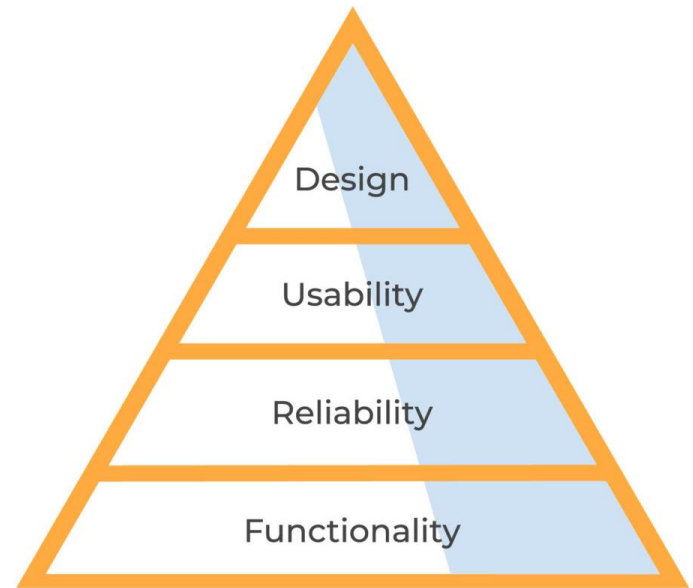
Creation of the MVP
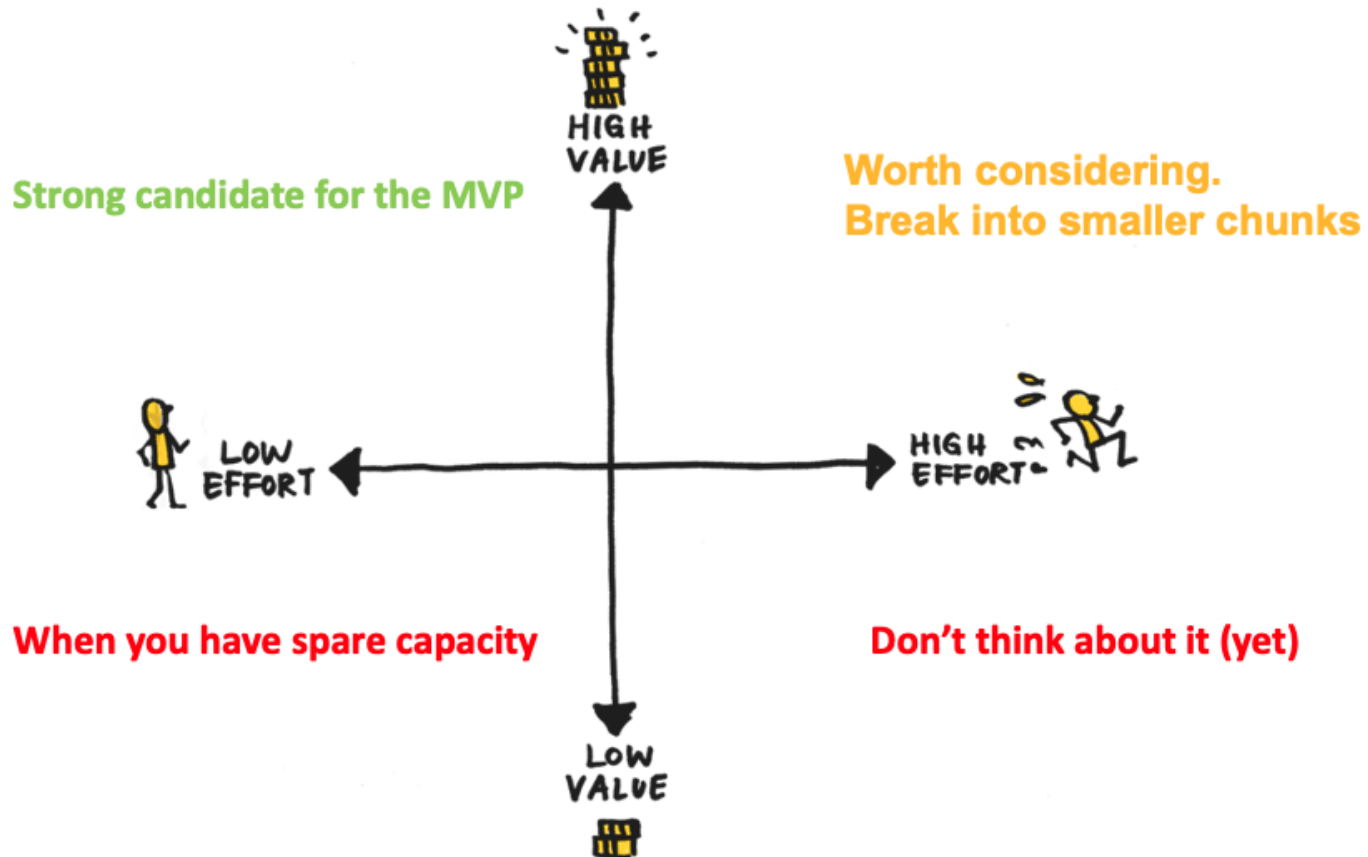
Focus on our value proposition Key questions:

1. What is the core of my value proposition?

2. What are the parts that I should always have?

3. What are the last stages that I do not need to test for now?

4. What would not add learning?

5. What internal processes are there that will be automated but that are manual for now?

6. What can I remove that won't change the value proposition?

Creation of the MVP

- What have I have?

- What should I have?

- What I shouldn't have

Creation of the MVP

Strong candidate for the MVP

**Worth considering.
Break into smaller chunks**

HIGH VALUE

LOW EFFORT

HIGH EFFORT

When you have spare capacity

Don't think about it (yet)

LOW VALUE

Examples

- ANSWER THE QUESTION: Do people want to buy shoes online?

- VALIDATE THE IDEA: Create a web page

- USE THE LEAST NUMBER OF RESOURCES

Examples

- ANSWER THE QUESTION: Do people want to pay for share my livingroom?

- VALIDATE THE IDEA: Create a web page

- USE THE LEAST NUMBER OF RESOURCES

Examples

Examples

New Examples

MVP Common Mistakes To Avoid

1. Overbuilding Your MVP

2. Building Something You Cannot Sell

3. Not Having A Good Feedback System In Place

4. Not Maintaining A Product Vision

5. Starving Your MVP Team Of Resources

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Thanks

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