
Minimum Viable Product

Making MVP the MVP of your Project

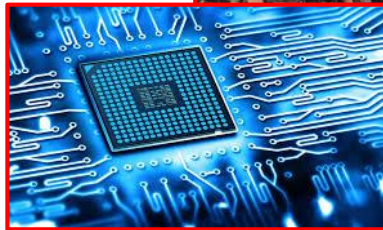
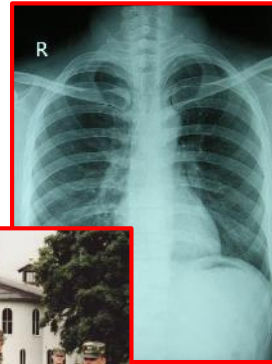
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- Certified PMP
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- Certified Scrum Master



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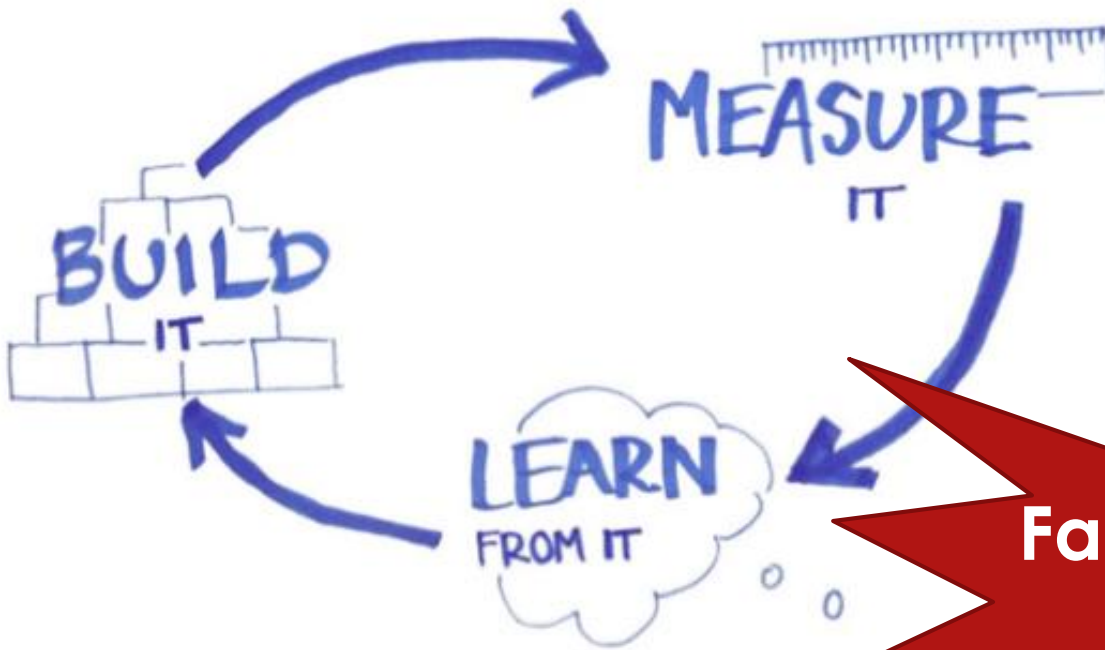
Making MVP your MVP

Agenda

- Effective Users of MVP
- Definition(s) of MVP
- Lean Thinking in Project Management
- Incorporating MVP

Presentation Take Away

- Better Understanding of MVP
- Rules for Creating MVP
- Incorporating the Lean Approach in your project
- Suggestions for Improved Success with MVP



**Fail or Succeed
Fast!!**

Companies who effectively use MVP



Definition of MVP

- ❑ Validated Learning
- ❑ Three Key Characteristics
 - People are willing to use/buy
 - Promising to retain early adopters
 - Creates a “feedback loop” for future development
- ❑ Gather insights with less expense and risk

Keys for Use & Creation

- Actual Product is created

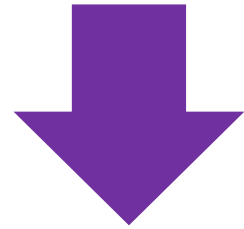
- Find the Balance
 - Minimal enough for Quick Production
 - Complete Enough for Evaluation

- Gain Understanding without fully developing a product

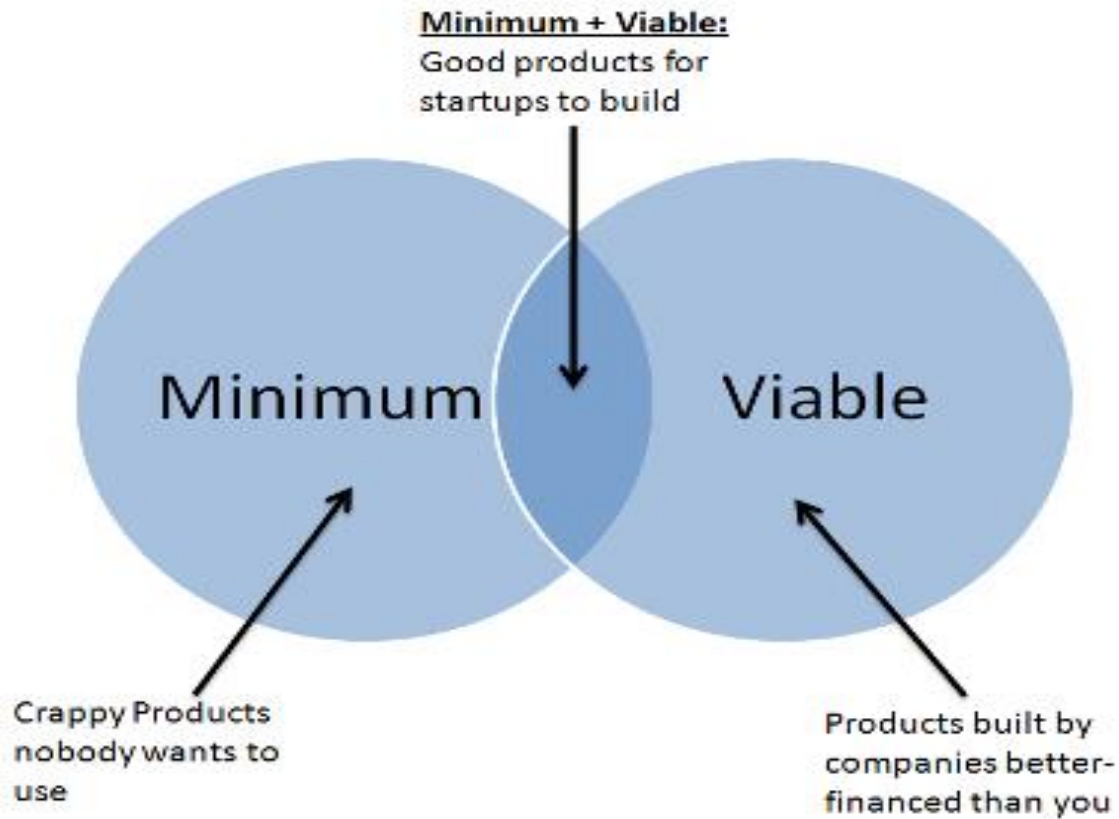
What MVP is NOT



(minimum viable product)



(product)



MVP

MVP Is Not

- Smallest Product
- Slow to Market
- A Perfect Product
- Ready for Mass Marketing

MVP Is:

- Highest Value
- Delivered Quickly
- Beginning the Process/Test the Hypothesis
- Interest Early Adopters

Validate Learning

- ✓ Confirm your Customer
- ✓ Use feedback to define “higher quality” or “valuable options”
- ✓ Put Assumptions to the Test



HOW to Define Your MVP

Create Unique Value Proposition for your Product



Challenges to your MVP

- ❑ Slowing down your MVP
 - Perfectionism/Crisis of Confidence
 - Legal Risks

- ❑ Concern for Stolen Ideas

- ❑ Processing correctly BAD NEWS from your customer

Agile Manifesto

- ❑ Individuals over Process
- ❑ Working Product over documentation
- ❑ Customer collaboration over contracts
- ❑ Response to change over following a plan



Agile Methodologies



Scrum Methodology

- Most Commonly Used Methodology
- Uses a routine of
 - Stories
 - Product Backlog
 - Sprints
- **First Sprints implement MVP** to
 - Achieve value in short delivery time
 - Assess customer willingness for development
- Additional Sprints layer development



Requirements for Converting Organization to Agile

- ❑ **Influential Corporate Sponsor**
 - ❑ **Clearly defined and quickly delivered **MVP** showing Value**
 - ❑ **Dedicated, Co-Located Team to deliver MVP and continued value**
 - ❑ **Daily Standups to ensure communication**
 - ❑ **“Scrum Master” role to remove roadblocks and allow developers to develop**
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Summary

- **MVP can provide a product quickly that provides high value, but isn't perfect the first time.**

Questions

