

BUILDING A MINIMUM VIABLE PRODUCT

BEFORE YOU TAKE YOUR PRODUCT TO MARKET, YOU SHOULD PROVE THAT THERE IS A GENUINE NEED FOR IT FIRST

A minimum viable product (MVP) is a development technique popularised by Eric Ries in which 'a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users' [[Techopedia](#)].

MVP enables you to iteratively learn about your customers. It 'helps entrepreneurs start the process of learning as quickly as possible', saving you time and money and enabling you to get to market faster.

In contrast to building a product you think has value, 'MVP proposes that you learn about your vision by getting potential customers to test an idea, prototype or initial offering, then adapt your product based on the feedback collected - rather than invest a lot of time and money in a fully-fledged product before you know whether it has the required value.' [[Scrum & Kanban](#)]

DON'T MAKE ASSUMPTIONS

42% of entrepreneurs fail because there was no market need for their product. [[CB insights](#)]

When you develop a product, you make many assumptions, such as what users are looking for, how the design should work, what the pricing strategy should be, what marketing strategy to use and the laws and regulations you should adhere to.

It goes without saying that some of your assumptions will be wrong. The problem is you don't know which ones.

TEST YOUR PRODUCT

The only way to find out which of your assumptions is wrong is to test them. **Put your product in front of real users as quickly as possible.** Ask them if they understand its benefits and whether it would be a good solution to their problems.

When you do this, you'll find you have to go back to the drawing board again and again, and repeatedly refine your product until it meets all the requirements of your customers.



TIPS FOR BUILDING AN MVP

★ Incremental changes

Change each element of your product in increments so that you can identify individual weaknesses and adapt the product accordingly.

★ Avoid the fear of the false negative

60% of features in software products are rarely or never used. [[The Agile Executive.](#)]

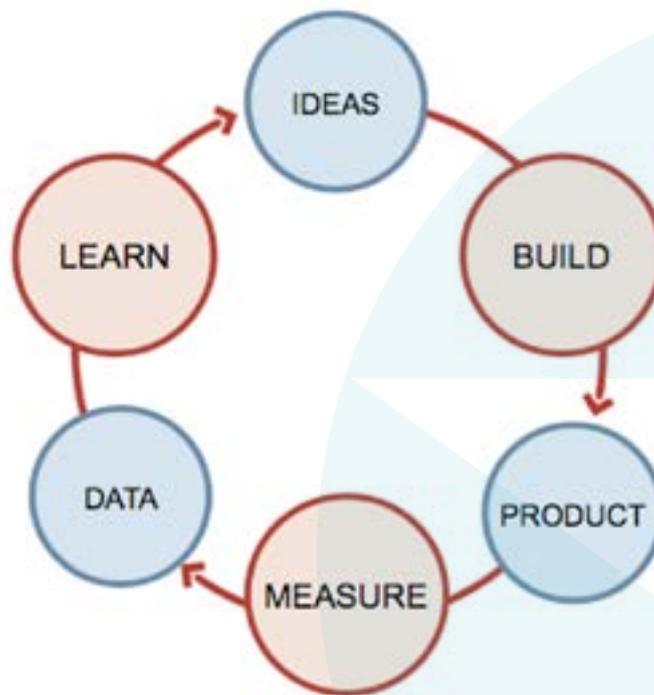
Many entrepreneurs don't want to ship a product until it has been fully developed with all features for fear of negative feedback and the product not being liked.

It is possible that an early version of your product could actually be a good match with user requirements and won't require much further modification, saving you a considerable amount of money, time and effort: don't build features you don't need!

★ Consider video to demonstrate your product

Video is increasing in popularity and YouTube is now the second largest search engine on the web. Have you considered demonstrating an early version of your product to early adopters in video format? If your product is very technical, the combined visual and audio elements of video make demonstrations much easier to understand.

THE LEAN START-UP PROCESS: BUILDING AN MVP - DIAGRAM



NEED ADVICE IN DEVELOPING YOUR MVP? GET IN TOUCH...

Web Foundry have years of experience in building MVPs for clients, enabling iterative development of products so that they meet customer needs.

Get in touch if you'd like further information on developing an MVP for your start-up idea.



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