

MVP - MINIMUM VIABLE PRODUCT

GOAL / OBJECTIVE

What are you trying to validate with this MVP?

CUSTOMERS

Who are the users who benefit from this product? Who are you going to test it with?

HYPOTHESIS / ASSUMPTION

What do you believe to be true? What do you need to measure to validate your hypothesis?

WE ARE RIGHT IF...

What do you expect to discover from your test? What would make this a successful MVP?

HUMAN ELEMENTS

List elements of the customer experience that you want to test

BUSINESS ELEMENTS

List elements of the business viability and market-solution fit that you want to test

TECHNOLOGY ELEMENTS

Describe the form or tools used to build this MVP