

MVP

(or M  P)



1



2



3



4

# whoami

## Jiří Tůma

- \* Generation Y (Millennials)
- \* AVG (tester ... product manager)
- \* Y Soft (chief product manager)
- \* Organist, Pianist
- \* Economy as a way to understand things



Minimum  
Viable  
Product



**Object.**

**Service.**



**Object +  
Service =  
Success?**







Google  
Česká republika

Google Search

I'm Feeling Lucky



# Theory bites

Taylor, Mayo, Maslow, Herzberg

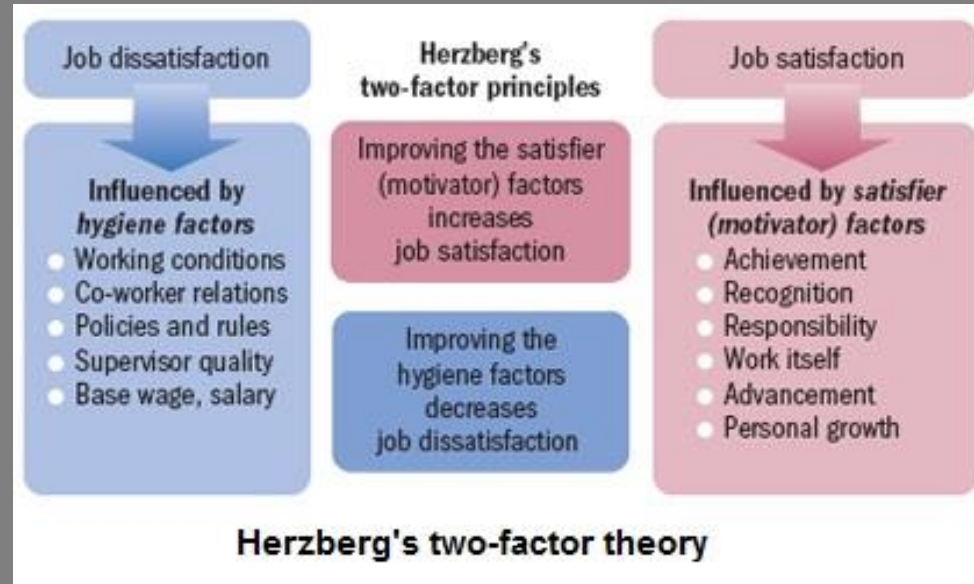
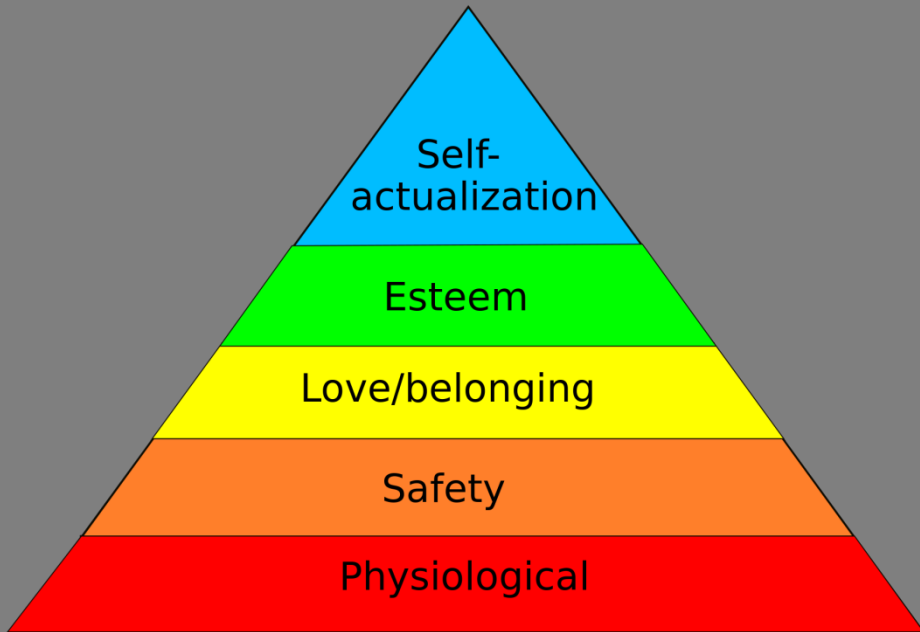
- Motivation theories of workers (and people in general)

Eyal

- Book: Hooked
- Why people use things over and over again? How to make use of the knowledge in product design?

# Maslow

# Herzberg



# Viable

- Practical (Reasonable)
- Valuable
- Feasible (possible)
- Successful

Consider perspective of: Buyer/User,  
Vendor/Dealer

# Buyer, User

- Practical (Reasonable) – *does it help me achieve my goal (make my life easier)?*
- Valuable – *is it worth buying (what about alternatives)?*
- Feasible (possible) – *can this be done differently?*
- Successful – *will it make me successful?*

# Vendor, Dealer

- Practical (Reasonable) – *does it help me achieve my goal (earning more)?*
- Valuable – *is it worth the investment/risk?*
- Feasible (possible) – *can this be done differently?*
- Successful – *will people buy this? will we get the xyz benefit from it, e.g. brand awareness?*

*Viable*

**Minimum Viable Product**

Lot of things built up-front  
Long feedback cycle

Luck needed, maybe required.

*Few features*

*Many Features*

**No one will buy the product**

**Don't bother at all.  
Waste of time and money.**

*Not Viable*



# When you think you have MVP...

**Idea/Hypothesis:** Create hypothesis and objective metrics.

*E.g. People are scared of losing precious time doing things without purpose.*

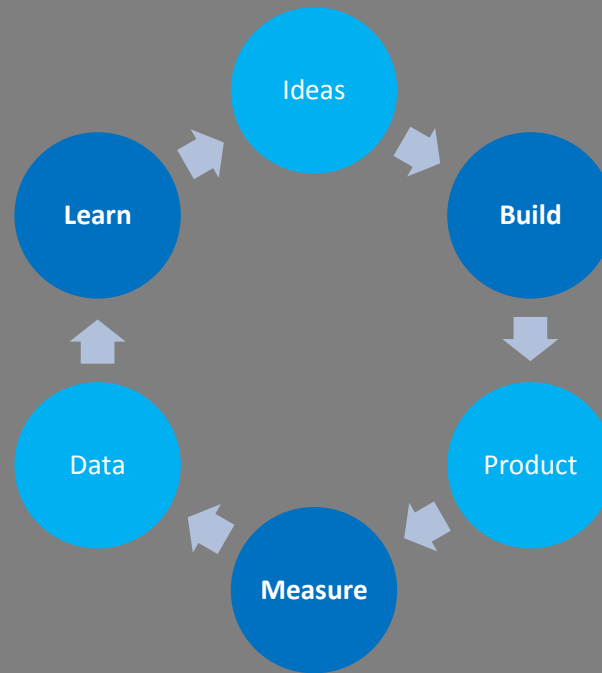
**Build:** Always think about different solutions, that deliver value (*note: code may not be the best answer!*)

**Validate:** Seek the target audience and validate whether your theory is valid or not. Learn something new.

Rinse, repeat. Try, fail if necessary, but learn and try again.

# When you think you have MVP...

- How well do you know what *they* truly need?



*Key aspect: Minimize loop time –  
get feedback faster.*

# Exercise (pt.1)

Split into groups of **four/five** people.

Write down **at least five** products or services you use on daily basis. Choose wisely.

*E.g. Refridgerator, Internet service, Lightbulb, Car, House*

*No **phones, computers, cars, facebook, google**. Think both technology and services. The more abstract you go, the harder it will be.*

[5min.]

## Exercise (pt.2)

Link the products with a stakeholder role or context. Find some catchy name 😊.

E.g. When I move from place A to place B.  
“Placemover”.

*Note: Not “Jiri”, but “tutor”. Not “Marie”, but “mother”.*

**[10min.]**

## Exercise (pt.3)

Individually write down 3 reasons (rational, irrational, emotional) why you use this. Remember the Maslow/Herzberg.

Discuss in the team.

*E.g. Car is faster than train. I enjoy not driving. I love looking at nature at the speed of 60kmh.*

[10min.]



A pyramid diagram with five horizontal layers. From top to bottom, the layers are: blue (Self-actualization), green (Esteem), yellow (Love/belonging), orange (Safety), and red (Physiological).

Self-actualization

Esteem

Love/belonging

Safety

Physiological



A pyramid diagram with five horizontal layers. From top to bottom, the layers are: green (Potřeba seberealizace), light green (Potřeba uznání a úcty), yellow (Potřeba sounáležitosti), orange (Potřeba bezpečí a jistoty), and red (Biologické fyzické potřeby).

Potřeba  
seberealizace

Potřeba uznání a úcty

Potřeba sounáležitosti

Potřeba bezpečí a jistoty

Biologické fyzické potřeby

## Exercise (pt.4)

Now you understand each other's view of the very same product/service.

Think of 2 alternative solutions to what your peers value. Explore beyond feasibility, no boundaries.

*E.g. Light-travel. Personal driver (Uber). Balloon-flyover.*

## Exercise (pt.5)

Discuss the alternative solutions with peers.  
Evaluate from three different aspects:

- (Valuable) Would you choose to use or buy it?
  - “Negative pricing” – how much does it cost you not to use it?
- (Usable) Do you know how to use it?
- (Feasible) Can it be delivered when it’s needed?



# Show and tell!

- Stakeholders, roles, context:
- Values:
- Solutions:
- Usability, Value and Feasibility:

# Few more things...

- Testing MVP is great validation tool
- Focus on all key stakeholders
  - The buyer/user (is it valuable and usable?)
  - The vendor/dealer (is it feasible and sustainable?)
- Build, Validate (Measure), Learn and repeat.

# Some examples

- MVP vs. established market – how to fail
  - Focused too much on all quality aspects, not the key ones
- MVP vs. established market – how to succeed
  - Product does one job best (from the eyes of end-user), instead of all jobs best
  - Quick build and verification
  - Other ways to innovate (e.g. business model)

# Minimum Product

- **MVP**

The version of a new product that brings back the maximum amount of **validated learning** about your *customers* with the least effort.

- **MLP**

The version of a new product that brings back the maximum amount of **love** from your *early tribe members* with the least effort.

Thank you.

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