



# Build Your Own MVP

Your MVP Custom Template in 3 simple steps.

Solution Partner

**TECHTIC**

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# Building MVP is Now Simple: Do-it-Yourself

The best thing about being part of a startup is the culture of innovation. While ideation is the nucleus to product thinking, it is a tall order to convince your investors of the **viability of a product idea** irrespective how much promising it may sound.

So, you either take the risk of spending considerable time, effort and money to build a product, which may or may not be useful to the market. This is when the question of 'viability' arises.

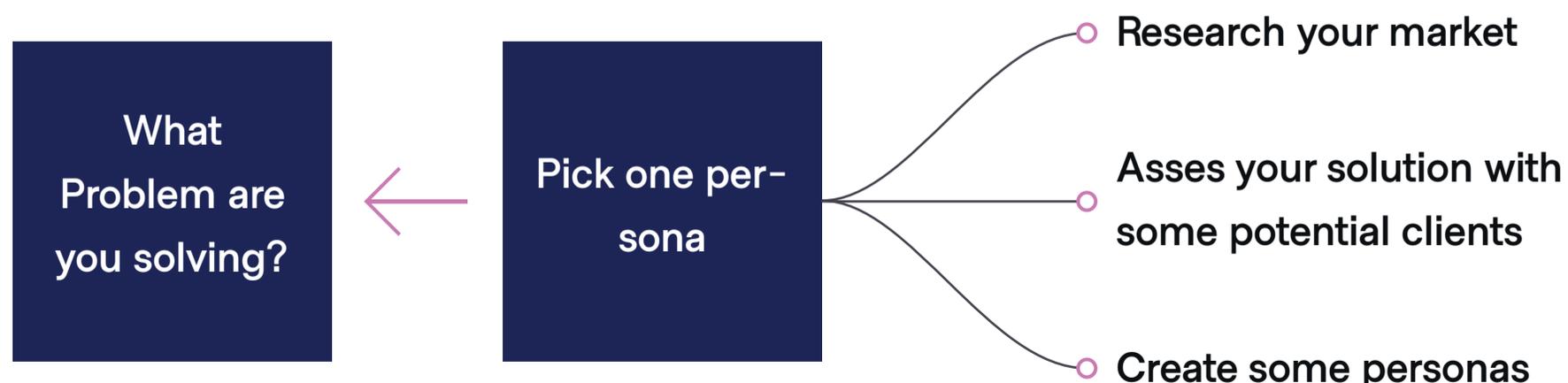
When you talk about viability it includes the need to **build product feature** or features that is necessary to solve a core problem for a set of users and ensure it thrives in the market.

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***As Lean Startup author Eric Ries defines,***

‘Minimum Viable Product or MVP is a version of a new product which allows a team to collect the maximum amount of validated learnings about customers with the least effort.’”

## You Have A Brilliant Idea That Could Be Ground-breaking

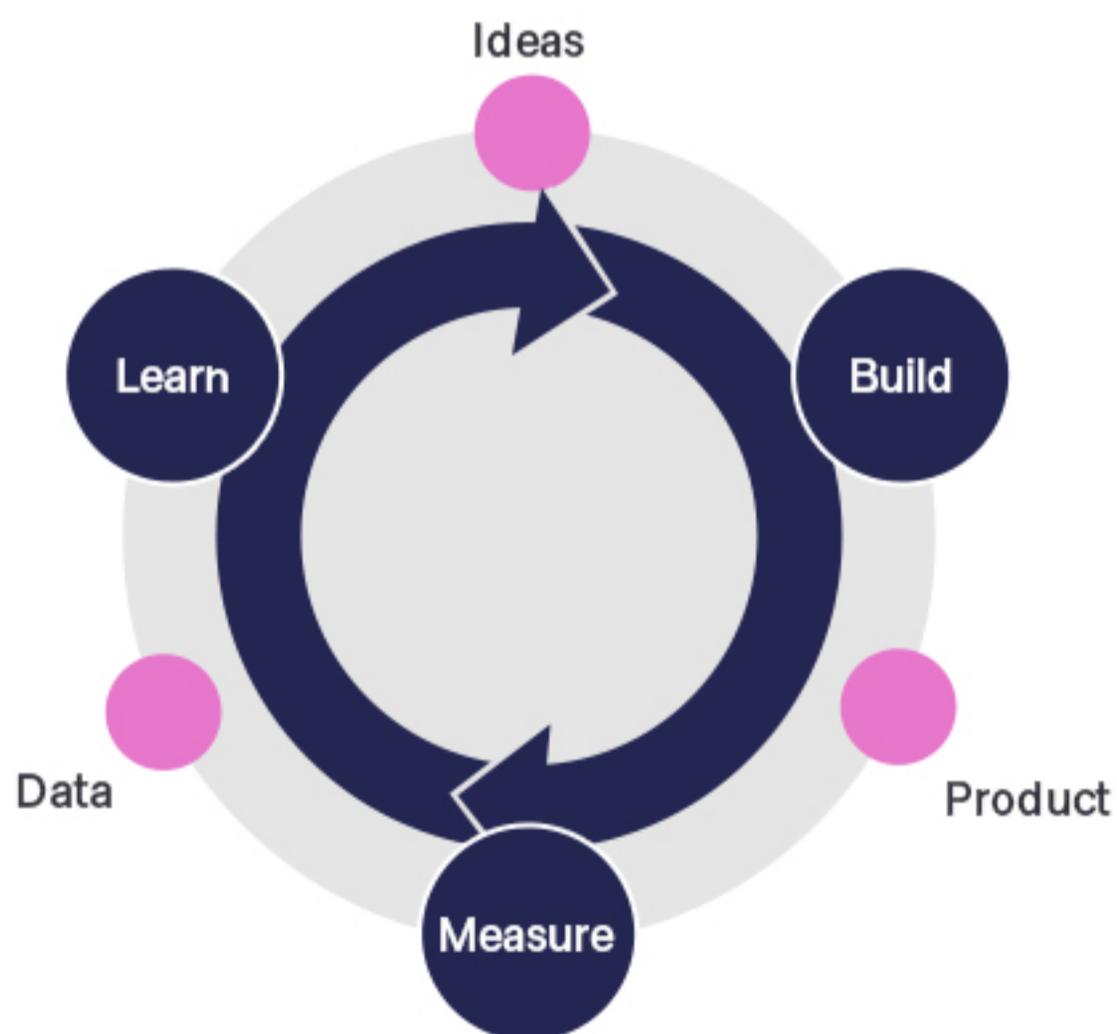


***Know Your Market Well:*** A good MVP won't address all the needs for all your personas.



# MVP Development Follows a Build-Measure-Learn Process

The purpose of an MVP or Minimum Viability Product is to minimize risk by **authenticating your product idea, but with minimal investment**. It is all about getting your assumptions fast and efficiently to the market. This is important so that you can start understanding, learning and iterating with your real users (focused persona), because targeting too many users will lead to chaos and you may miss out gauging on the viability factor.



The lean startup MVP method of **Build, Measure and Learn** helps you to build and launch a product and work towards continually improving it as you validate (or invalidate) assumptions. MEASURE results, analyze and LEARN what users actually want to BUILD future iterations of your product to serve your customers better.



# Step-By-Step Guide To Build Your Minimum Viable Product

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We at Techtic have clustered the MVP development process to realize this into 3 simple yet valuable steps\*\*:

- 01 Comprehend the business (market) needs
- 02 Explore the opportunities
- 03 Decide what features to build (based on Prioritization Matrix)

*\*\*All of these steps should be part of your product definition for any project. Follow these steps to identify and prioritize features such that it allows you to competently outline what exactly you need so as to build a valuable and viable version of your product.*

## Step 1. Comprehend The Business Needs

### What Is Your Long-term Goal?

Hint: Determine the long-term goal of your MVP and write it down. The goal should be driven by the problem that needs to be solved. Or simply, why are you undertaking this project?



## What Are The Success Criteria?

Hint: Identify the criteria that will validate the success of the product. Please note that the success criteria can and usually are more than a single metric.

## Step 2. Explore The Opportunities

### Map Out The User Journeys

Hint: This simple step-by-step process will help explore and identify the opportunities for the product. And consecutively determine how the MVP can most effectively add value besides solving the pain points.

- 01 [ON THE LEFT] Identify and list the Actors
- 02 [ON THE RIGHT] Mention what the user needs to do to meet the goal
- 03 [IN BETWEEN] Jot down all actions (jobs to be done)

User (Actor)	Actions (Jobs)	Story Ending
Pet Adopter	<ul style="list-style-type: none"><li>→ Build Profile</li><li>→ Find a Pet</li><li>→ Book Appointment</li><li>→ Apply</li></ul>	Take a pet home



User (Actor)	Action (Jobs)	Story Ending

**Observation:** It may happen in most cases that you want to look at which user (persona) has the most jobs and focus on that user. However, note that this approach works from a logical perspective, but there are sometimes higher priorities which would need to be addressed).

The **features** you choose for your MVP should SOLVE the problems of the persona you are building it for. But it is important to chaff the 'needs' from the 'wants'. While **needs** refer to the (essential) features the product cannot exist without, **wants** are the (non-essential but good to have) features that by creating a richer user experience plays a role in convincing a user to try your product.



## Create 'Pain And Gain Map' to Back Each Action

Hint: Count and list the number of pains and gains for each action against the product. Assign a value to help signify the importance when it makes sense. (for instance, if a financial cost to your business is lessened due to 1 gain then it is worth 5 points, whereas a smaller gain is worth 2 points).

- 01 [WRITE DOWN] The pain points for each job
- 02 [WRITE DOWN] The action (job) a user completes when using the product
- 03 [WRITE DOWN] The gains for each job

Pains	Actions	Gains
Trouble viewing appointment availability	Book Appointment	View available appointment and book immediately

Pains	Actions	Gains



**Observation:** The above exercise lets you identify the 'greatest potential' you have to resolve pains and add gains. Focus on building features that address that particular area for your MVP. You can address the other areas later in the product roadmap to be added as items.

## Create Opportunity Statements

Hint: Although there are several methods to summarize pains and gains, we prefer to follow a **HOW MIGHT WE** format to create the opportunity statements that will reflect the pains and gains you have identified for your product like:

- How might we help users find location more easily?
- How might we accelerate the application process?
- How might we make it easier to book hotels?

How Might We \_\_\_\_\_ ?

How Might We \_\_\_\_\_ ?

How Might We \_\_\_\_\_ ?

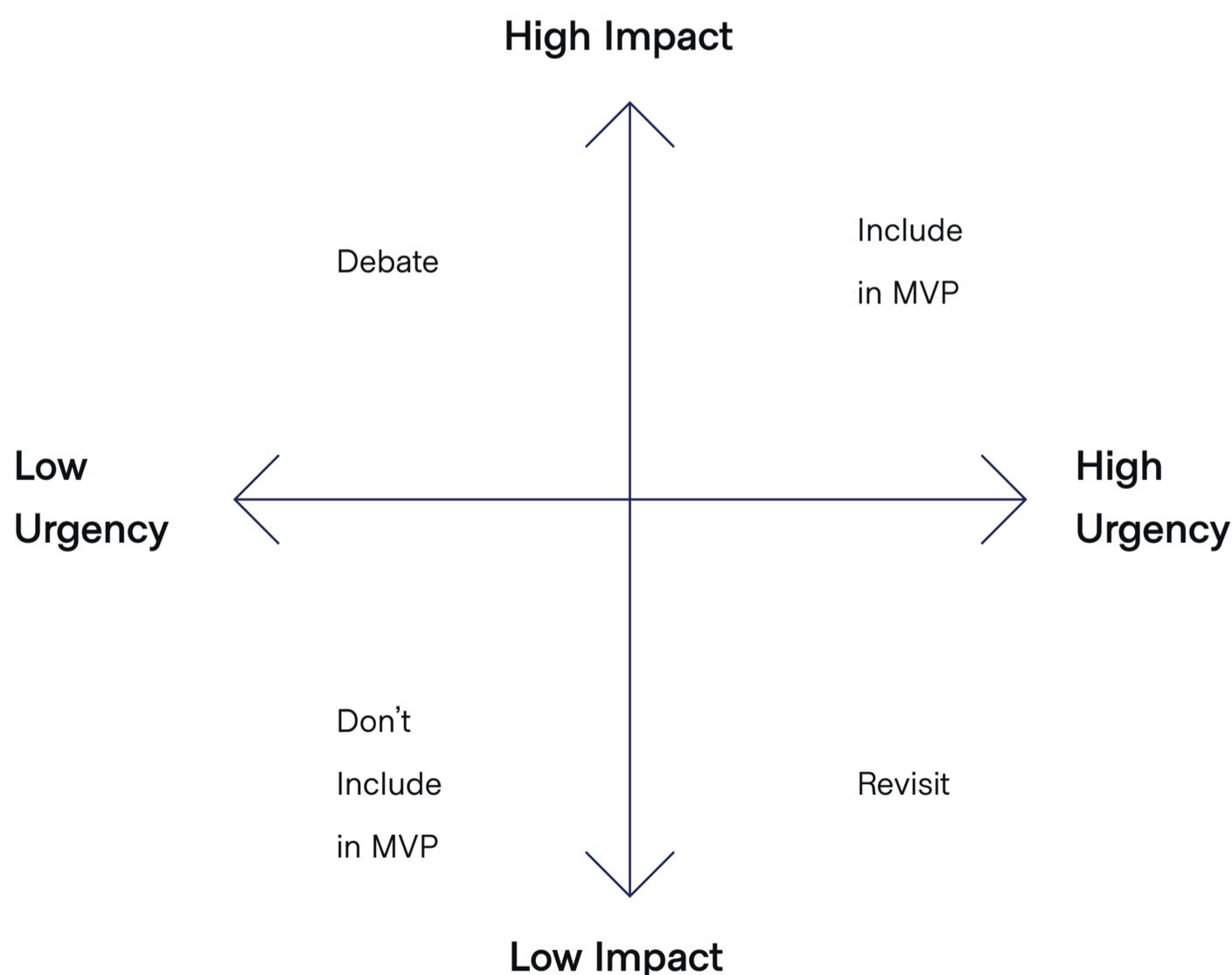


## Step 3. Decide What Features To Build

### Get Your 'Prioritization Matrix' Right

Hint: Use your opportunity statements to finalize what features you want to build out. In this stage you need to consolidate the findings of Step 2 to define the feature sentence.

If one of your 'How might we' questions was 'HOW MIGHT WE accelerate the application process', then in Step 3, you should arrive at the conclusion 'Lessen your application processing time by 15%'.





# Prioritization Matrix

Debate

**High Impact**

Include in MVP

**Low  
Urgency**

**High  
Urgency**

Don't Include in MVP

**Low Impact**

Revisit

RECOMMENDATION: Use a prioritization matrix to make the final decision on what is MUST NEED to be included in your MVP.



# We Can Help Build Your Next 'Successful' MVP

Techtic Solutions is the solution partner to a number of startups and small businesses and have been helping build MVPs for their product ideas. We make sure that your product is viably market ready and help you raise the necessary funds from angel investors and venture capital firms. Some of our most dominant MVP expertise in mobile app development is:



**MVP FOR HEALTHCARE**



**MVP FOR TRAVEL**



**MVP FOR MARKETPLACE**



**MVP FOR CHATBOT**

Get in touch with us today to know more about how Techtic with their rich experience can help you give wings to your idea by building MVP for your startup. Write to us at [info@techtic.com](mailto:info@techtic.com) with your idea. We sign NDA for the trust you put on us.