

# MVP IDEATION CANVAS

## PROBLEM TO SOLVE

Why are you building this MVP? What problem are you trying to solve?

## CUSTOMERS

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

## HYPOTHESIS

What do you believe to be true?  
What do you need to validate for your product idea to be successful?

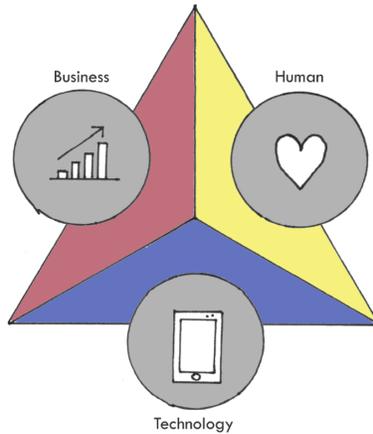
## WE ARE RIGHT IF...

What do you expect to discover from your test?  
How would you define and measure a successful MVP?



## BUSINESS ELEMENTS

Describe business and market elements (suppliers, channels, touchpoints, pricing, value proposition, etc.)



## HUMAN ELEMENTS

Describe the customer experience that you intend to deliver

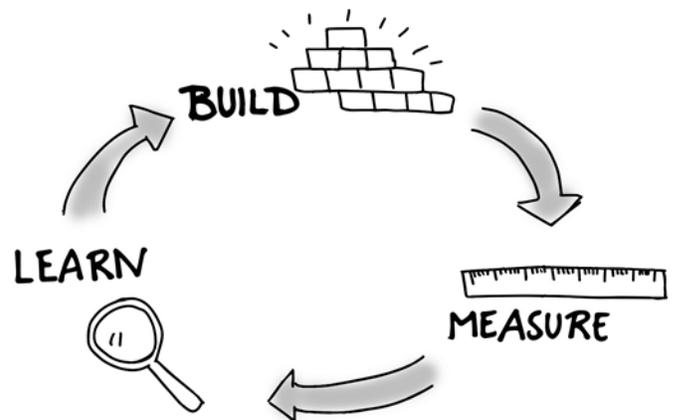
## TECHNOLOGY ELEMENTS

Describe the form or tools used to build this MVP

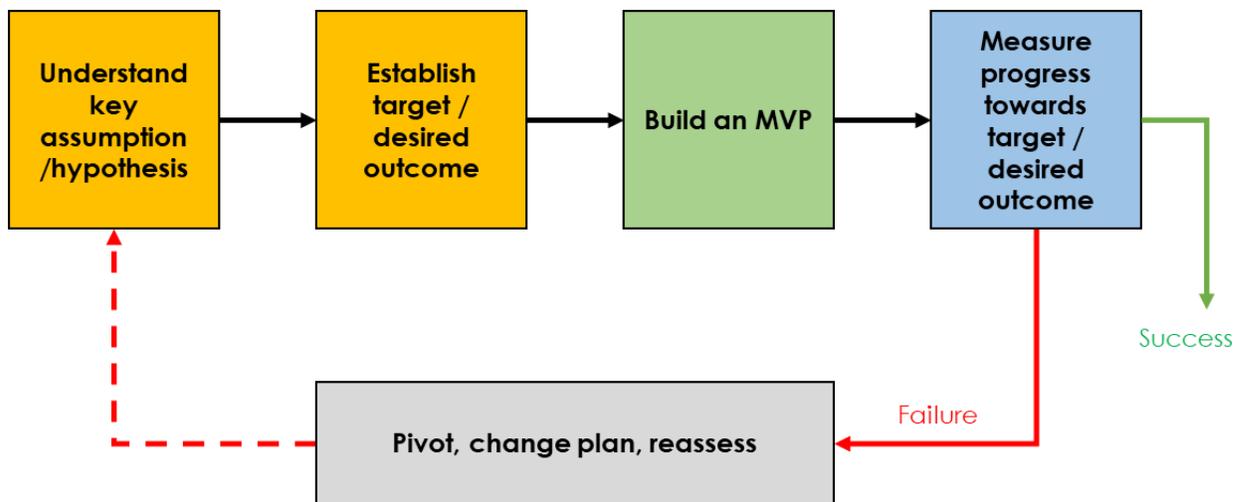
# MINIMUM VIABLE PRODUCT

An MVP (Minimum Viable Product) is the minimum set of functionalities that allows you to validate your key hypotheses with real customers. The goal of an MVP is to learn in the fastest/easiest/cheapest way if your idea is valid, and then pivot if necessary.

The essence of an MVP is an hypothesis and you build an MVP to validate or invalidate it.



Book: "The Lean Startup" – Eric Ries



Innovation accounting, adapted from "The Lean Startup", Eric Ries



An MVP is **not** a first release of a rudimentary product. Is not "I'm releasing these first 3 features and more will come in future releases."



An MVP is an experiment that helps you to validate assumptions/hypotheses about your product idea. The goal of an MVP is to learn.

# MVP IDEATION CANVAS



### PROBLEM TO SOLVE

Why are you building this MVP? What problem are you trying to solve?

**Travelers seek affordable options for accommodation especially during peak season**

### CUSTOMERS

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

**Singles**  
**Age 25–45 years old**  
**Low/medium income**  
**City: traveling to Minneapolis**

### HYPOTHESIS

What do you believe to be true?  
What do you need to validate for your product idea to be successful?

**IF we allow people to list a room in their house for short-term rental**  
**THEN travelers are willing to stay in someone else's house**

### WE ARE RIGHT IF...

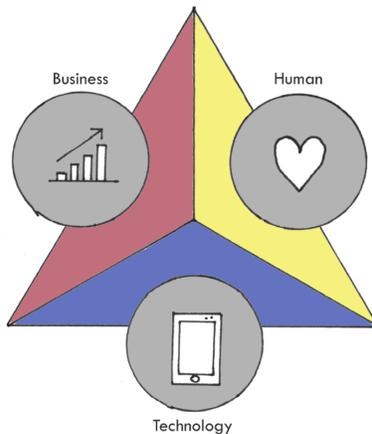
What do you expect to discover from your test?  
How would you define and measure a successful MVP?

**We book 35% of inventory in a month**  
**People provide 4+ rating on stay**

### BUSINESS ELEMENTS

Describe business and market elements (suppliers, channels, touchpoints, pricing, value proposition, etc.)

**Website with selection of accommodations available**  
**Google Ads to promote to Minneapolis travelers**  
**10 accommodations to choose from**



### TECHNOLOGY ELEMENTS

Describe the form or tools used to build this MVP

**Website, basic functionality (Wordpress?)**  
**Credit card payments using Paypal for faster integration**

### HUMAN ELEMENTS

Describe the customer experience that you intend to deliver

**Simple, straightforward research**  
**Photos of inside of house and description of room help define expectations**



# MVP IDEATION CANVAS



## PROBLEM TO SOLVE

Why are you building this MVP? What problem are you trying to solve?

**People hesitate to buy shoes online because they can't try them on**

## CUSTOMERS

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

**People with Internet connection, curious to try new services/technologies, busy life, seeking for convenience**

**Busy professionals**

## HYPOTHESIS

What do you believe to be true?  
What do you need to validate for your product idea to be successful?

**IF we offer free returns on shoe orders THEN customers buy shoes online even if it takes a few tries to get the right size**

## WE ARE RIGHT IF...

What do you expect to discover from your test?  
How would you define and measure a successful MVP?

**Number of purchases  
Less than 5% of orders are returned with no subsequent re-order**

## BUSINESS ELEMENTS

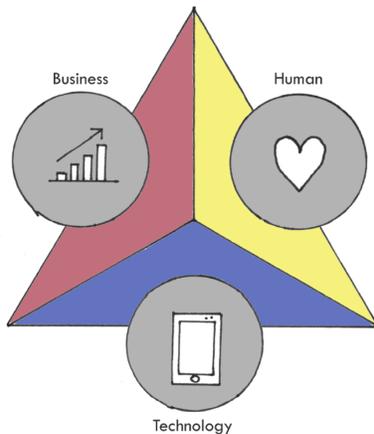
Describe business and market elements (suppliers, channels, touchpoints, pricing, value proposition, etc.)

**Website with photos of shoes**

**No shoe inventory**

**We buy and ship from stores when orders come in**

**No profit on sales**



## HUMAN ELEMENTS

Describe the customer experience that you intend to deliver

**No-frills, no-questions asked returns**

**Try as many times as you want**

## TECHNOLOGY ELEMENTS

Describe the form or tools used to build this MVP

**Wordpress front-end. No DB, no inventory**

**Credit card payments using Paypal for faster integration**

