



MVP TEMPLATE

# HOW TO USE

This minimum viable product (MVP) template will explain the steps involved in determining what a viable version one of your mobile product entails. Each step will be explained in detail; at the end of the steps, we have included an editable template that will allow you to create your own plan for your MVP.



# CREATING YOUR MVP

A minimum viable product (MVP) is a version of your product which includes the features that will allow you to release the product to market by solving a core problem for a set of users. The purpose is to provide immediate value, quickly, while minimizing development costs.

This walkthrough and template will provide you with the guidance you need in order to build your MVP.

We have grouped the process to accomplish this into three simple yet valuable steps:

1. Understand The Business Needs
2. Find The Opportunities
3. Decide What Features To Build  
(Prioritization Matrix)

All of these steps should be part of product definition for any project, however following these steps will help you identify and prioritize features in a manner that allows you to confidently outline what you need to ship a valuable version one of your product.

# 1. UNDERSTAND THE BUSINESS NEEDS

Determine the long-term goal and write it down.

You want to answer the simple question: Why are we doing this project?

## LONG-TERM GOAL

# 1. UNDERSTAND THE BUSINESS NEEDS

Next, we want to identify the success criteria that will demonstrate whether or not the product will be successful. Note that the success criteria can and usually will be more than a single metric.

## **SUCCESS CRITERIA**

## 2. FIND THE OPPORTUNITIES

The purpose of this exercise is to identify the opportunities and determine how you can most effectively add value and solve pain points. Here is the step-by-step process:

- A. Map out the user journey(s)
  - i. Identify the actors (write down on the left)
  - ii. Write down the story ending on the right (what we need the user to do to meet the goal)
  - iii. Write down all actions (jobs) in between

In the majority of cases, you want to look at which user has the most jobs and focus on that user (note that this approach works from a logical perspective, but there are sometimes higher priorities which would need to be addressed).

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 JOURNEYS

User (Actor)	Actions (Jobs)	Story Ending

## 2. FIND THE OPPORTUNITIES

### B. Create a pain and gain map for each action

- i. Write down the action (job) the user completes when using the product
- ii. Write down the pain points for each job
- iii. Write down the gains for each job

List and count the number of pains and gains for each action. Ideally, when it makes sense, you want to assign a value to help signify importance (for example, if a gain reduces a financial cost to your business then it is worth 3 points, whereas a smaller gain is worth 1 point).

This exercise lets you determine where you have the greatest potential to resolve pains and add gains; focus on building features that address that area for your MVP (other areas can be added as items for later in the product roadmap).

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



# PAINS AND GAINS

Pains	Action	Gains

## 2. FIND THE OPPORTUNITIES

### C. Summarize the pains and gains into opportunity statements

There are a number of methods to summarize pains and gains, but we like to use opportunity statements that follow a “How Might We” format.

For Example:

- **How Might We** expedite the application process?
- **How Might We** help users find things more easily?
- **How Might We** make it easier to book appointments?

Opportunity statements will reflect the pains and gains you have identified for your product.

# OPPORTUNITY STATEMENTS

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

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

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

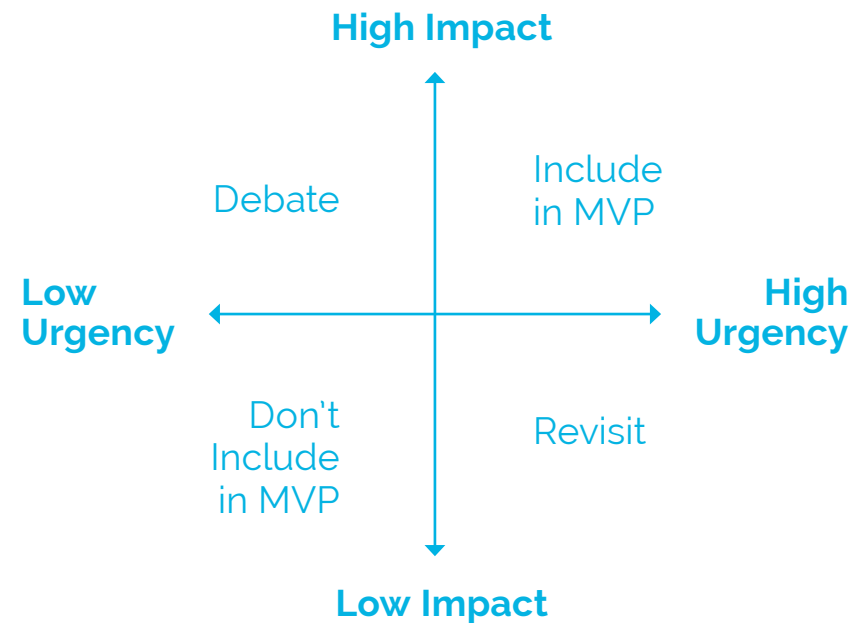
### 3. DECIDE WHAT FEATURES TO BUILD

Using your opportunity statements, finalize what features you want to build out. In this stage, we would create the feature sentence, for example:

"How Might We expedite the application process?" would become "Reduce your application processing time by 10%."

List the user and the specific opportunity statements, and provide a breakdown of the features to include in the product roadmap.

Next, you want to prioritize features. This step helps you to identify where you can make the most impact with your product in relation to the urgency of the feature. For this, we recommend using a prioritization matrix.



From the prioritization matrix, you make the final decision on what absolutely needs to be included in your MVP.

# PRIORITIZATION MATRIX

Debate

High Impact

Include in MVP

Low  
Urgency

High  
Urgency

Don't Include in MVP

Low Impact

Revisit



# MVP PLAN

# UNDERSTAND THE BUSINESS NEEDS

Determine the long-term goal and write it down.

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## **LONG-TERM GOAL**

# UNDERSTAND THE BUSINESS NEEDS

Next, we want to identify the success criteria that will demonstrate whether or not the product will be successful. Note that the success criteria can and usually will be more than a single metric.

## **SUCCESS CRITERIA**



# USER JOURNEYS

User (Actor)	Actions (Jobs)	Story Ending

# PAINS AND GAINS

Pains	Action	Gains

# OPPORTUNITY STATEMENTS

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

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

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# PRIORITIZATION MATRIX

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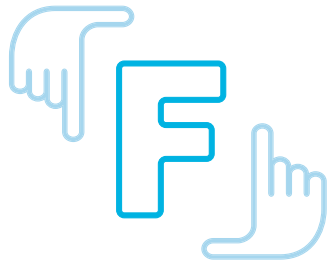
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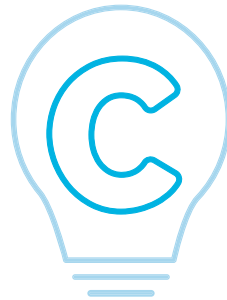
# INTRODUCING FoCuS

Define and prototype your mobile product in days rather than months. FoCuS is the all-in-one mobile strategy, product definition, and app prototyping solution.



## Frame the Problem

Understand business requirements for the mobile product



## Capture Ideas

Generate, capture and prioritize features of the product



## Solve the Problem

Create a visual solution that can be presented and validated

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