

MVP

Learning objective

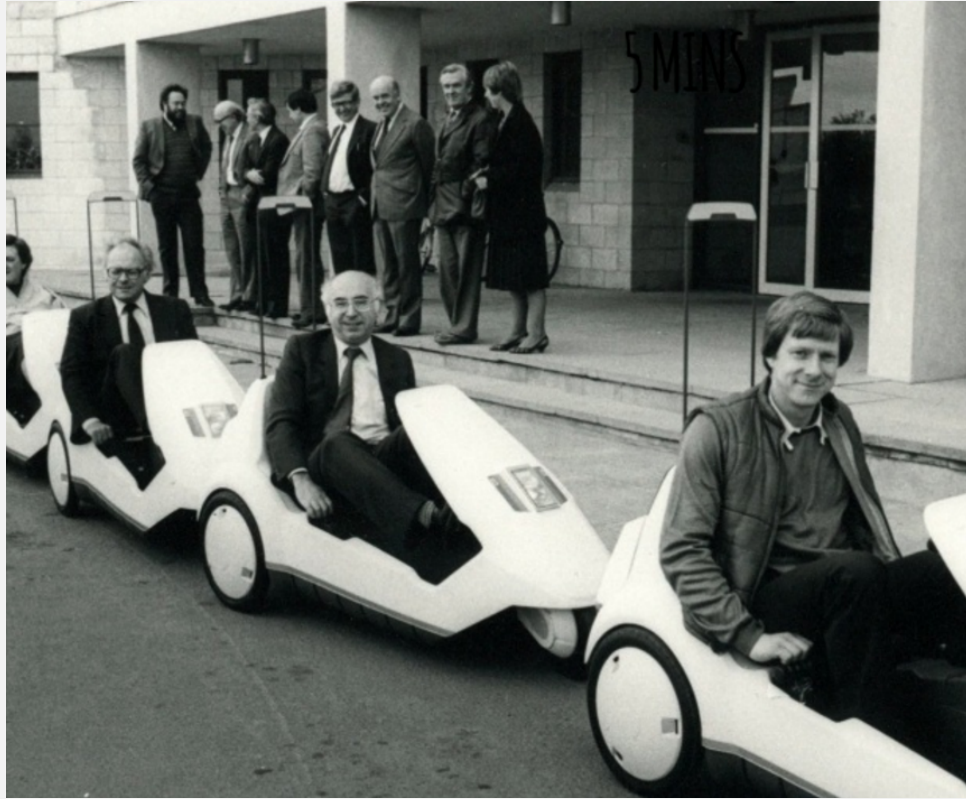
L1 L2

Describe what an MVP
is (and isn't).

Learning objective

L1 L2

Identify types of
MVPs.



**Don't sell the products
you can build,**

_____.

Minimum Viable Product

”You’re selling the vision and delivering the minimum feature set to visionaries, not everyone.”

- Steve Blank

MVP example: transportation

Common MVP issues:

Too minimal.

Not enough viability.

MVP Principle #1: Less is more.

**MVP Principle #2:
The most boring
feature is the most
important one.**

The MVP flow:

Proposal

Smoke test

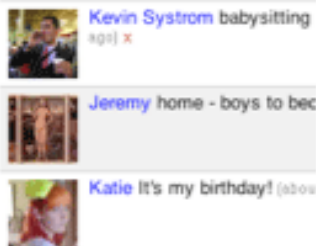
Fake demo

“Sell-able” MVP



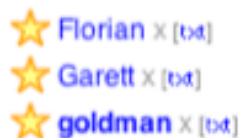
Use twtr to stay in touch with your friends all the time. If you have a cell and can txt, you'll never be bored again...E V E R !

What your friends are



.timeline

follow along with what your friends are doing throughout the day



txt

(or)

What are you doing?

Send

.what up?

send updates from your cell or from the web about whats in yr head

Sign in.

Mobile number (or email)

Password (or PIN)

☐ Remember me

Sign in

New? Sign up!

twtr works best when updated from your mobile phone. To verify you are you, we'll need your number.

Mobile number

Get started



the world's largest shoe store!

free shipping
& no sales tax.



 customer service
 shopping bag
 account & register

women's

men's

dress casual athletic dress casual athletic kids

Pick a category to shop from:

Category 

Register now & Save Money

registered customers

username

password

The world's largest shoe store!

 WHAT WE'RE HEARING! 

Welcome to Zappos.com - the shoe store!
We have a selection of over 100 brands to shop from! We offer **FREE SHIPPING** (U.S. orders only) and **NO SALES TAX**.

 **Live Customer Service!** 
Mon. - Fri. 10am-6pm PST
Sat. 10am-5pm PST
[Click here!](#)

Free Shoes!  

featured brands.

 **BOSTONIAN**

 **Sudini** 

 **niker** 

 **I R Evans** 



**Everything
is an
experiment.**

**Progress is not about
getting work done, it is
about _____.**

Learning objective

L1 L2

Describe what an MVP
is (and isn't).

Learning objective

L1 L2

Identify types of
MVPs.