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*Everything is important right
NOW!*

*How do I determine a Minimum
Viable Product?*

ACRONYMS AND DEFINITIONS

MVP: Minimal Viable Product (the minimal amount of valuable work that you can deploy and receive feedback from end users)

End Users: People who actually use the product you are building

Persona: A fictional representation of potential end users

WHAT TO EXPECT

- Exercises are time-boxed (fast paced, folks)
- Working together! (you *will* have to talk to people)
- Determine primary end users
- Brainstorm potential needs, wants, problems, etc of primary end user (be creative!)
- Plan functionality you will deliver (iteratively) based the 'just enough' concept

WHO CARES? (WHY IS THIS IMPORTANT?)

- Who are we really building this for?
- What is the most valuable thing?
- How can we get shorter feedback loops?
- Do I build everything the user asks for?

STEP 1

5 mins

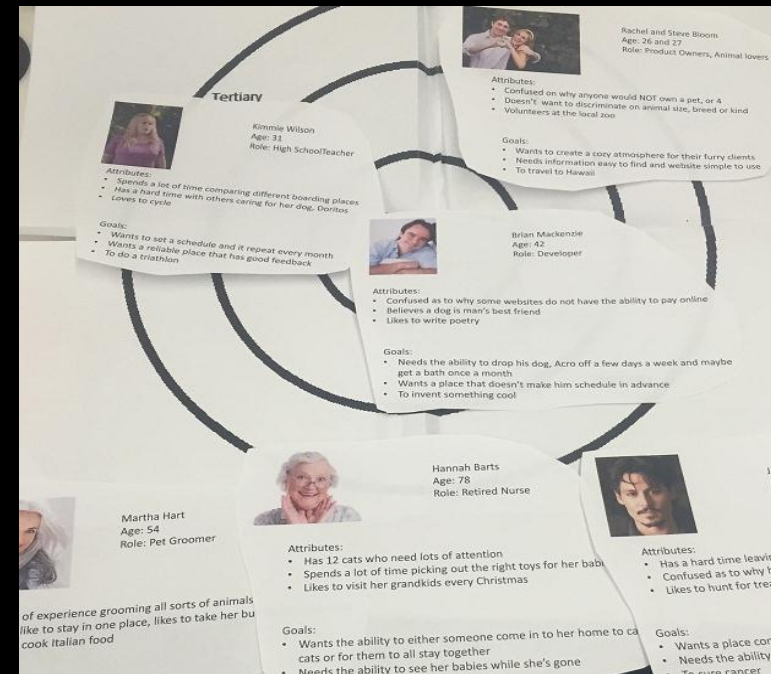
- Read Case Study!
- Read Milestones (we will talk about these more in depth)

STEP 2

15 mins

- Read personas (it's ok to be creative and make this fun!)

- As a group, choose:
 - 1 primary persona
 - 1 secondary persona
 - 1 tertiary persona
-
- Place personas on Map



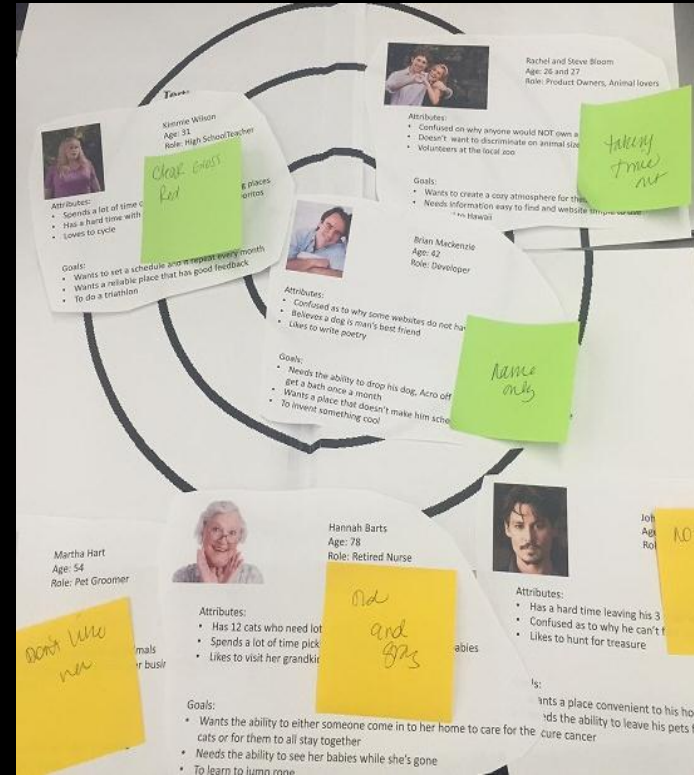
*3 ON the map, 3 OFF the map

STEP 3

5 mins

Using a post it, write:

- A brief description of why you chose the primary end user
- A brief description of why you did not choose the users left off the map

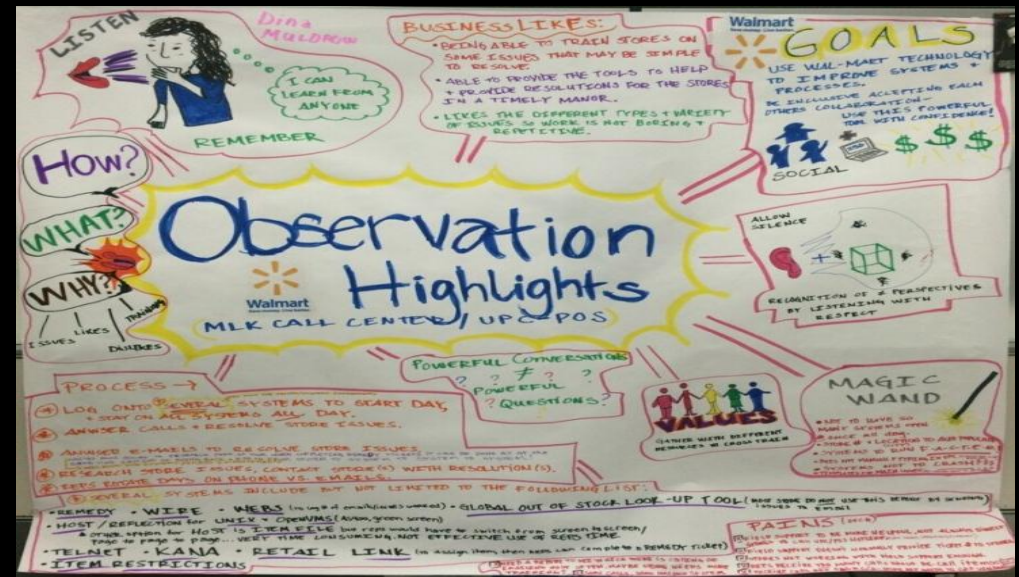


STEP 4

15 mins

Using the primary persona as your focus, brainstorm*:

- Possible needs
- Possible likes/wants
- Possible problems
- Possible dislikes



*be creative ☺

Using the 'just enough' concept:

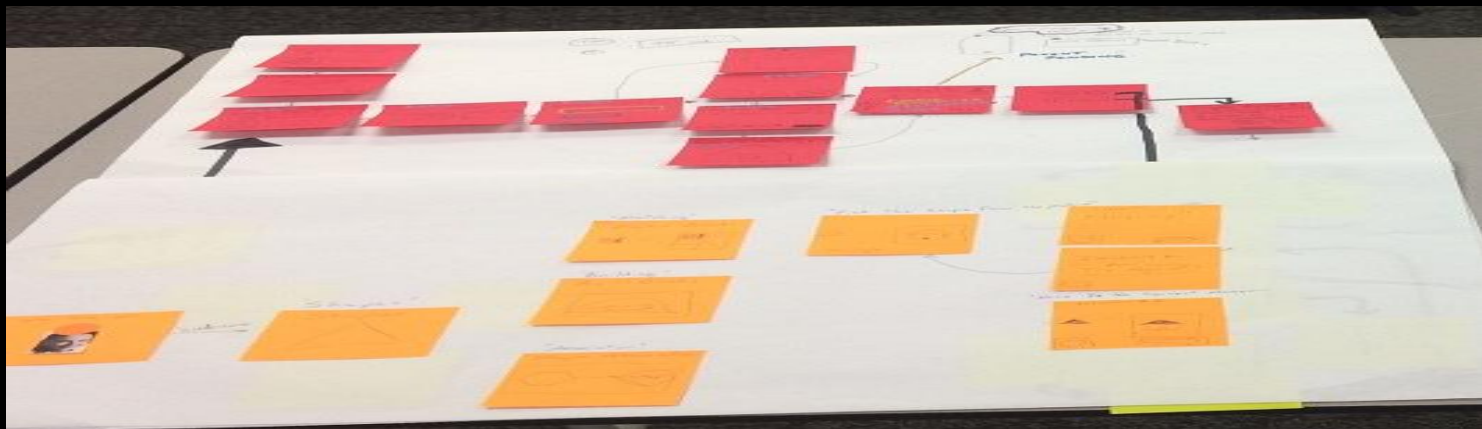
- Determine functionality to include in iteration 1

STEP 5

10 mins

Using post its and the functionality you determined to be included in iteration 1:

- Build a HIGH LEVEL work flow/process flow from the primary end user perspective utilizing 'just enough' concept/MVP you determined from brainstorming



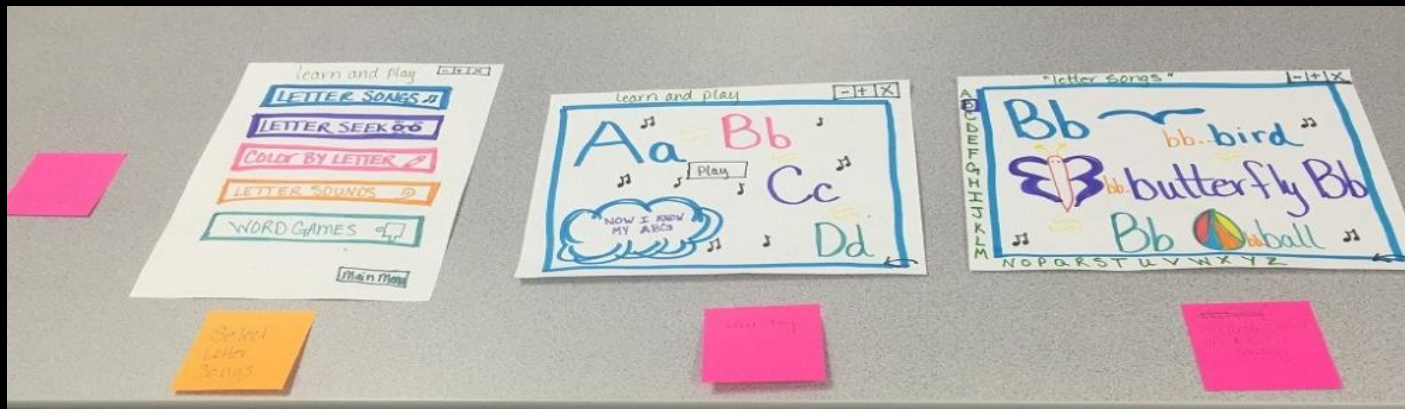
STEP 6

10 mins

- Choose a function from your HIGH LEVEL workflow/process flow

Using white paper, markers, etc:

- Create a potential screen design based on the selected functionality (keep in mind the 'just enough' concept/MVP)



WRAP UP

Good Job!

You took a Case Study and:

- Determined primary persona
- Used brainstorming to determine possible 'just enough' /MVP that would be included in iteration 1
- Created a high level workflow/process flow to align on primary user
- Sketched a screen to show to end user for feedback

Questions

