

## Minimum Viable Product (MVP)

### **What's the MVP goal?**

A minimal viable product is based on interactions and iteration, understanding customers needs, pains and gains. Build the minimum core features in order to get feedback. Once you have your demo you can quickly and iteratively get customer feedback; and as you get more feedback you can add more features.

### **Physical MVP**

Something that customers can touch or feel. You can create a ppt or deck, but invest time in building (paper or cardboard) to get some reaction. You will test your understanding of the problem, the solution and what's the match between them. In a physical MVP this requires interviews, demos, prototypes.

### **Web-mobile MVP**

Build a low fidelity app for customer feedback. Goal: first understand the problem, test your understanding of the problem, get customer feedback as soon as possible. Get your wireframe up and running. Then pivot, verify and have the high fidelity website/app. This helps to avoid building products nobody ones and help maximize your learning.

Read more about building and MVP in the following HBR [link](#).

**DROPBOX SUMMARY**

<b>Item</b>	<b>Notes</b>
<b>Persona</b>	Dan the Techie is an early adopter who works on projects that require swapping a lot of files between a shifting network of collaborators.
<b>Problem Scenario</b>	It's difficult to share files between a fluid network of collaborators, particularly if they're: big or numerous or change a lot.
<b>Alternatives</b>	Many existing products, but none of them super compelling and widely adopted. Also, custom setup's which work but are cumbersome to setup and maintain.
<b>Value Proposition</b>	A file sharing service that truly feels transparent to the user across all major platforms- OSX, iOS, Windows, etc.

## DROPBOX MVP & EXPERIMENTATION

Item	Notes
<b>Key Assumption</b>	People like Tom (and others in the later market) exist and if there was a really nice, easy file sharing service, they'd adopt it.
<b>Experiment</b>	Hand craft a demo (without actual working, releasable software); post it; orient the messaging to the early market; promote it and see what happens
<b>Validation Criteria</b>	Substantial traffic on the video and sign-up's for product information.
<b>Result</b>	Strong preliminary validation.