

MVP and why we confuse building to learn with building to earn – Jeff Patton

MVP?

- alpha not perfect, but functional
- measure something
- more focus & deliver earlier
- learning from the market

cheap
the next release

a lot of tech debt

start with waterfall
delivers value

Output Outcome Impact

Ideas → Output → Outcome → Impact

Ideas: products, features, enhancements, capabilities

Output: ship! (box, disc, CD, DVD)

Outcome: Behavior (see, buy, keep, say, try, use, using, good things)

Impact: ROI, Brand, Market Share

☺ thud!
☹ suck!

Minimum Viable Product.

1. Smallest product/release that can achieve its desired market outcome.

Robinson's - 2001

→ guesses Hypotheses

Product: product, release
Viable: Successful - ROI

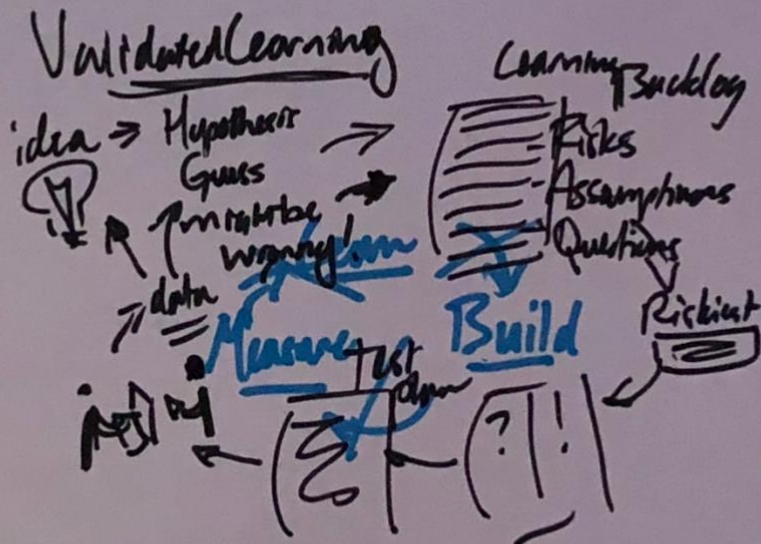
→ Next Successful Release
2. Smallest thing we could do or make to test a product hypothesis

Ries - 2011 Lean Startups

→ Next Build-Test

Product: Test
Viable: Learned something
3. Crappy first release - as much as we can build in time

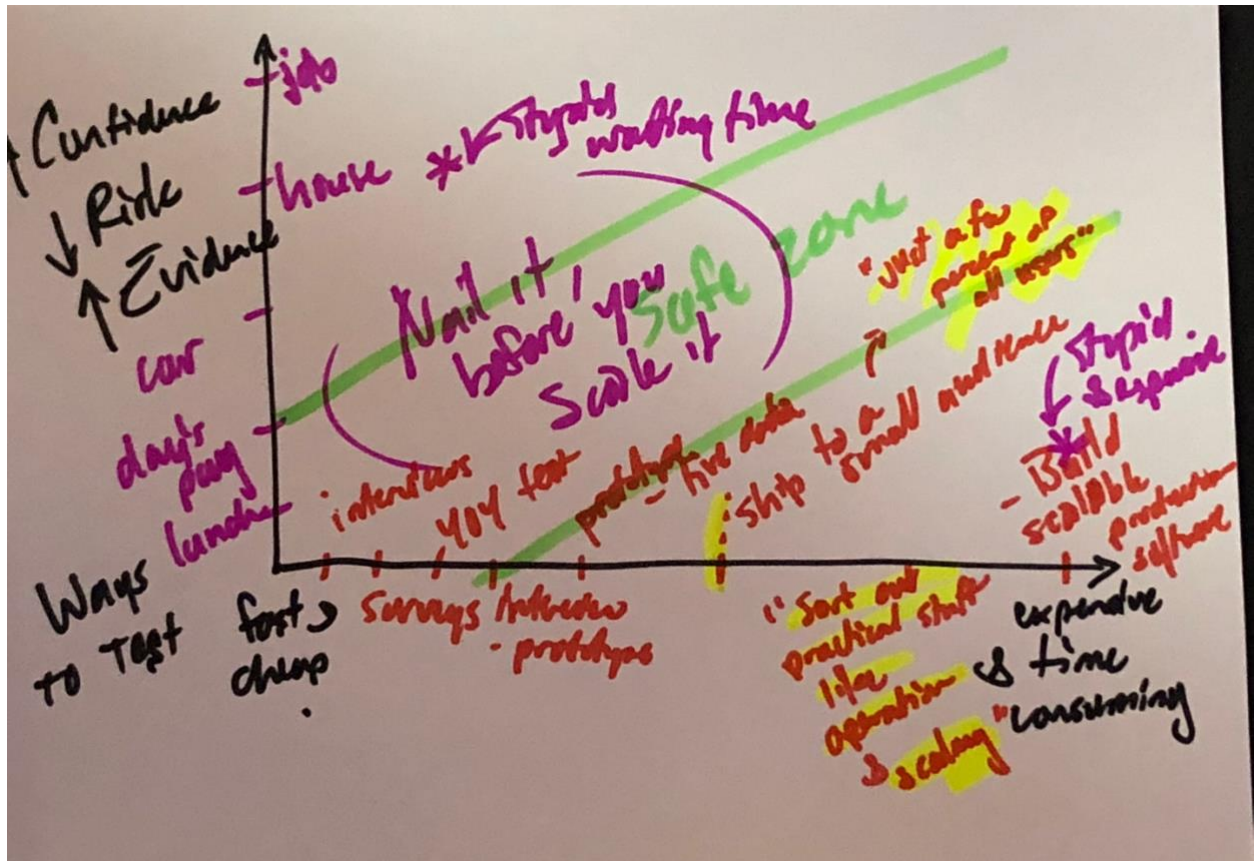
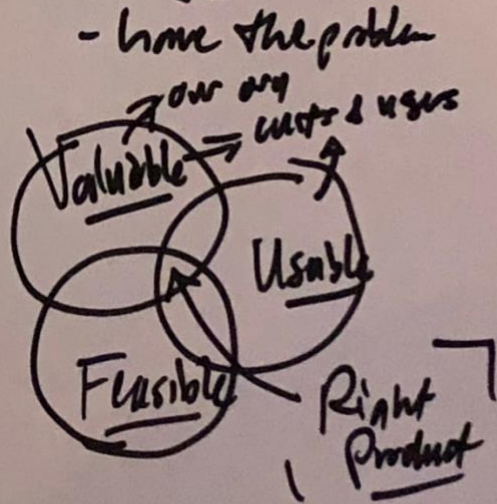
Product: product, release
Viable: meets the requirements



Hypothesis

- problems
 - users
 - customers
- solution
 - how costs & time will use it
- how far away will benefit be

? Do users & users exist?



expose tech debt
- unfinished
tech work

expose the cost of
Scaling the ^{right}
solution