3. Enable Making

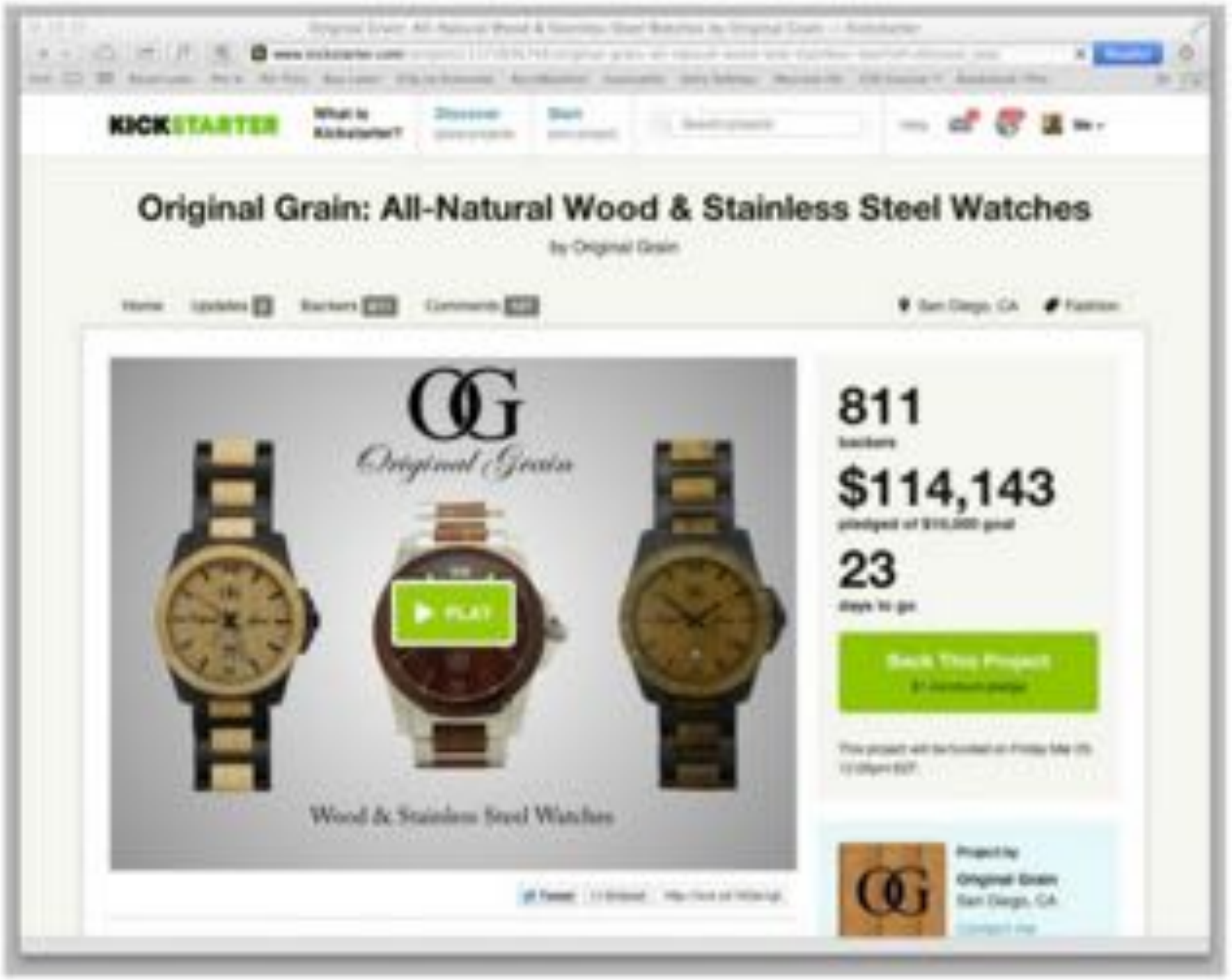
Build and MVP Culture

3. ENABLE MAKING

MVP = MINIMUM VIABLE PRODUCT

"THE SMALLEST THING YOU CAN MAKE TO TEST YOUR HYPOTHESIS."

MVP: PRE-SALES



MVP: CALL TO ACTION

MVP: WIZARD OF OZ

CASE STUDY

Case Study: Social Media Benchmarking

Observed: Small business owners want to use social media for marketing but don't know how.

Hypothesis: They would pay for a service that provides benchmarking data from their peers.

CASE STUDY

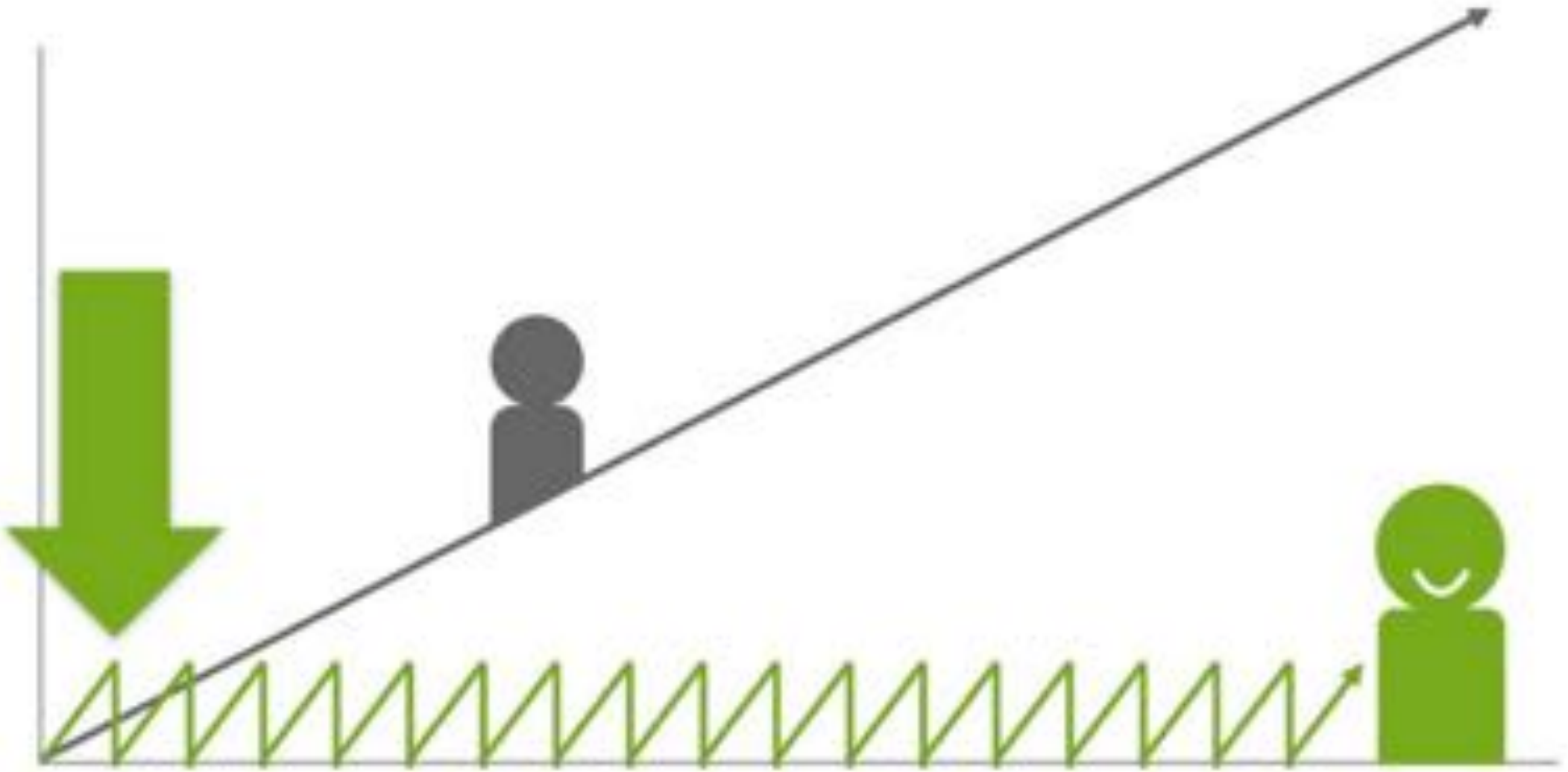
Hypothesis statement

We believe that creating
a social-media benchmarking platform
for small business owners
will encourage small business owners to
participate in our programs.

We'll know this is true when we see
a willingness to pay for the service.

CASE STUDY

What's the smallest thing we can build?



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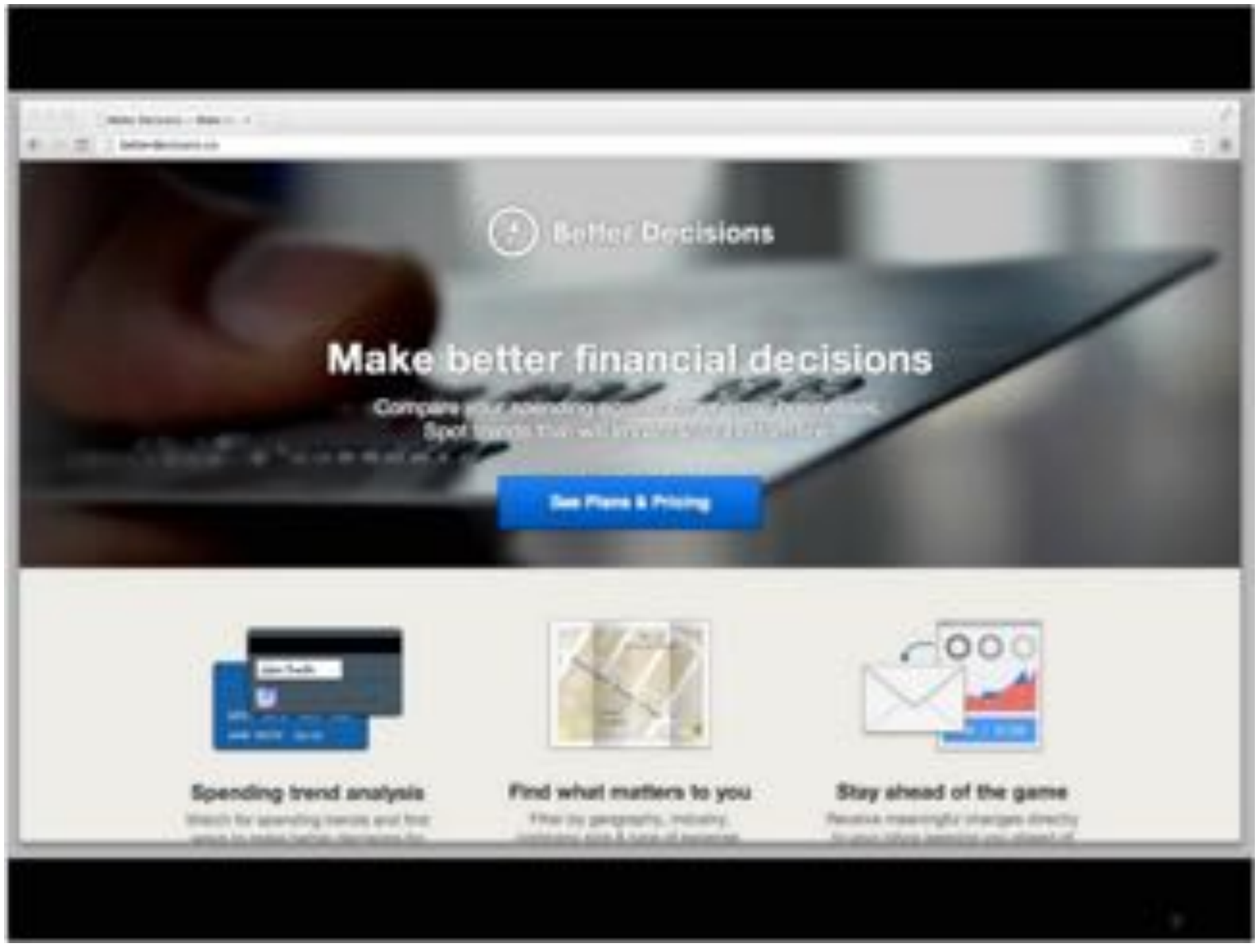
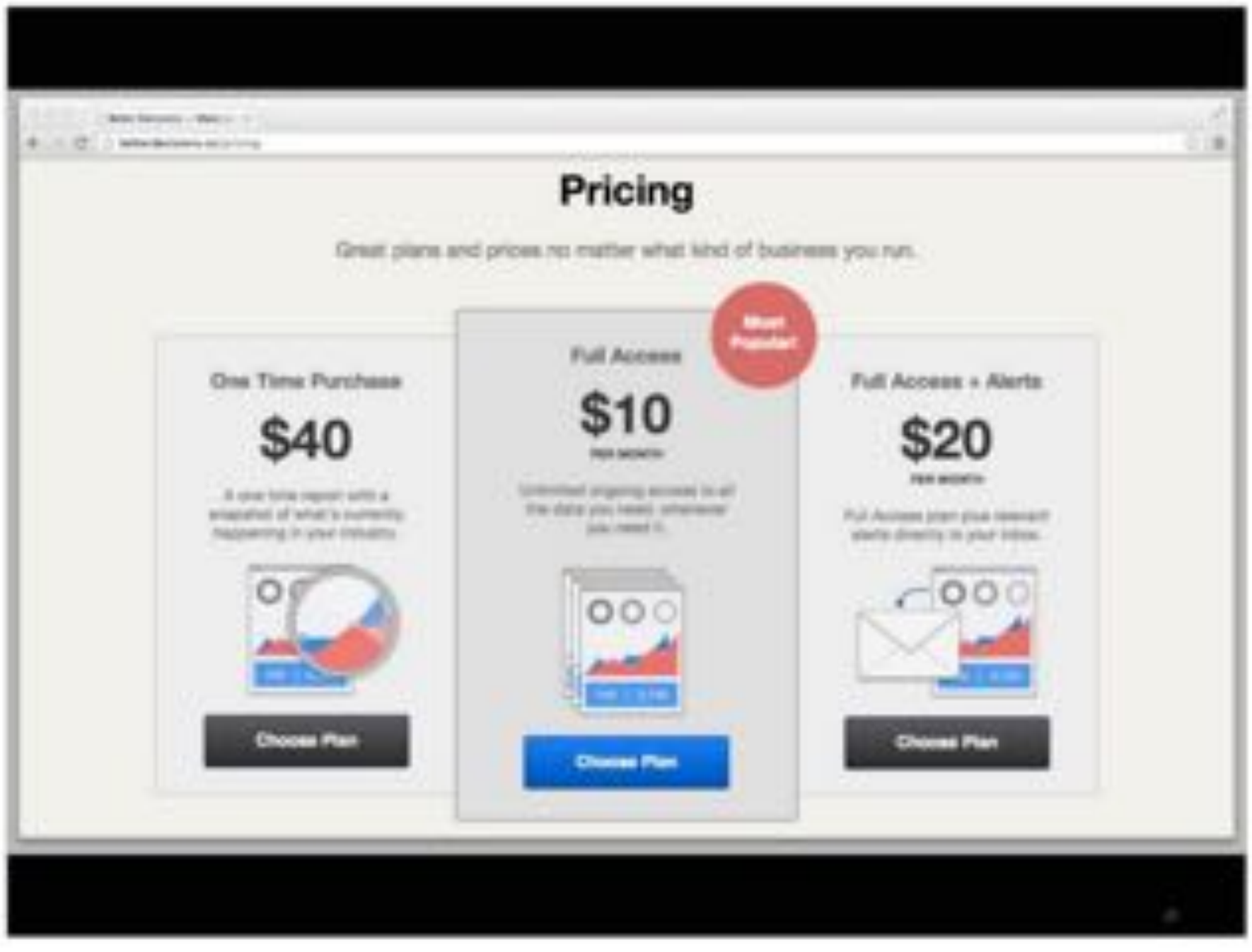
CASE STUDY

Don’t design a product, design an experiment.

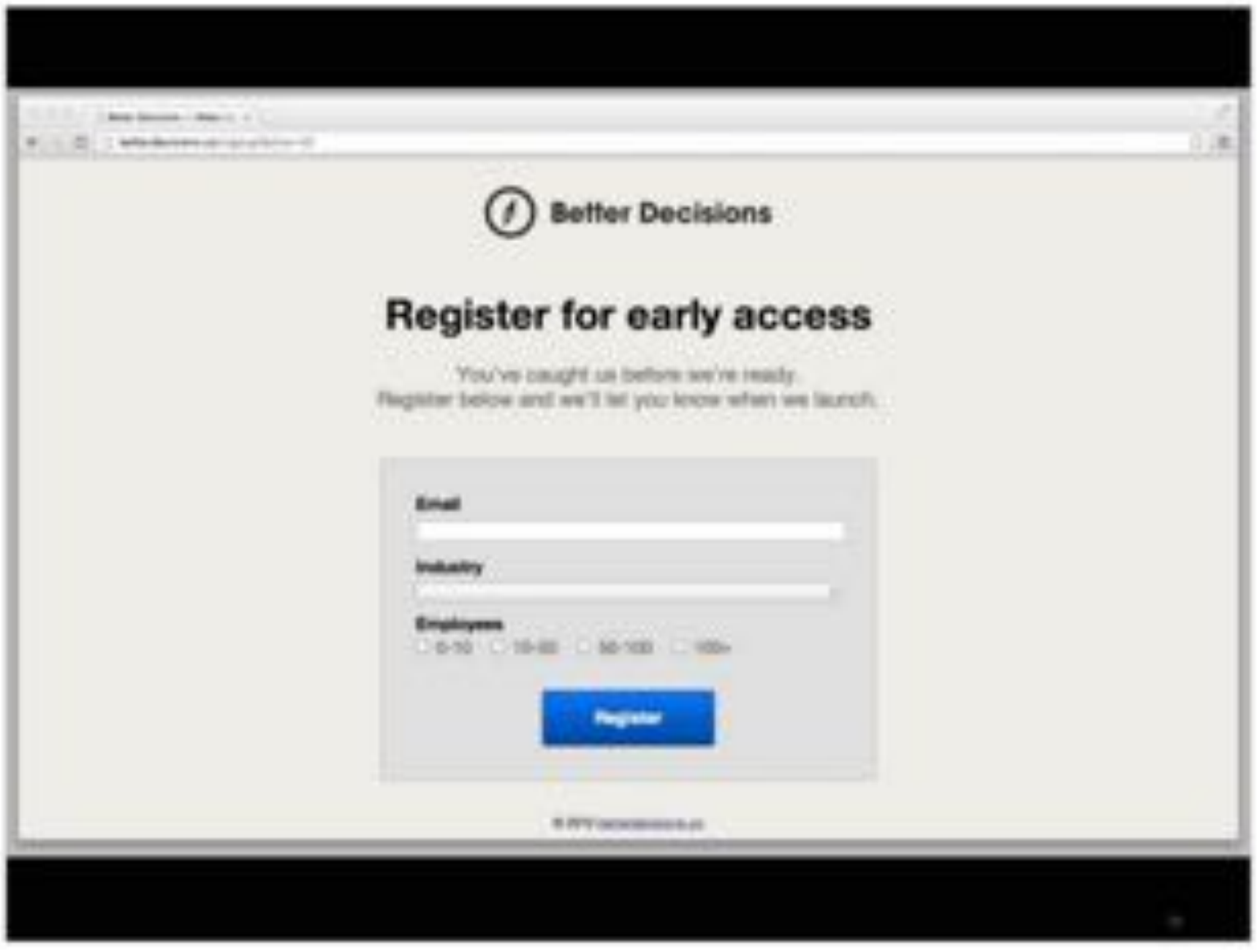
CASE STUDY


Better Decisions
Make better financial decisions
See Plans & Pricing
Spending trend analysis
Find what matters to you
Stay ahead of the game

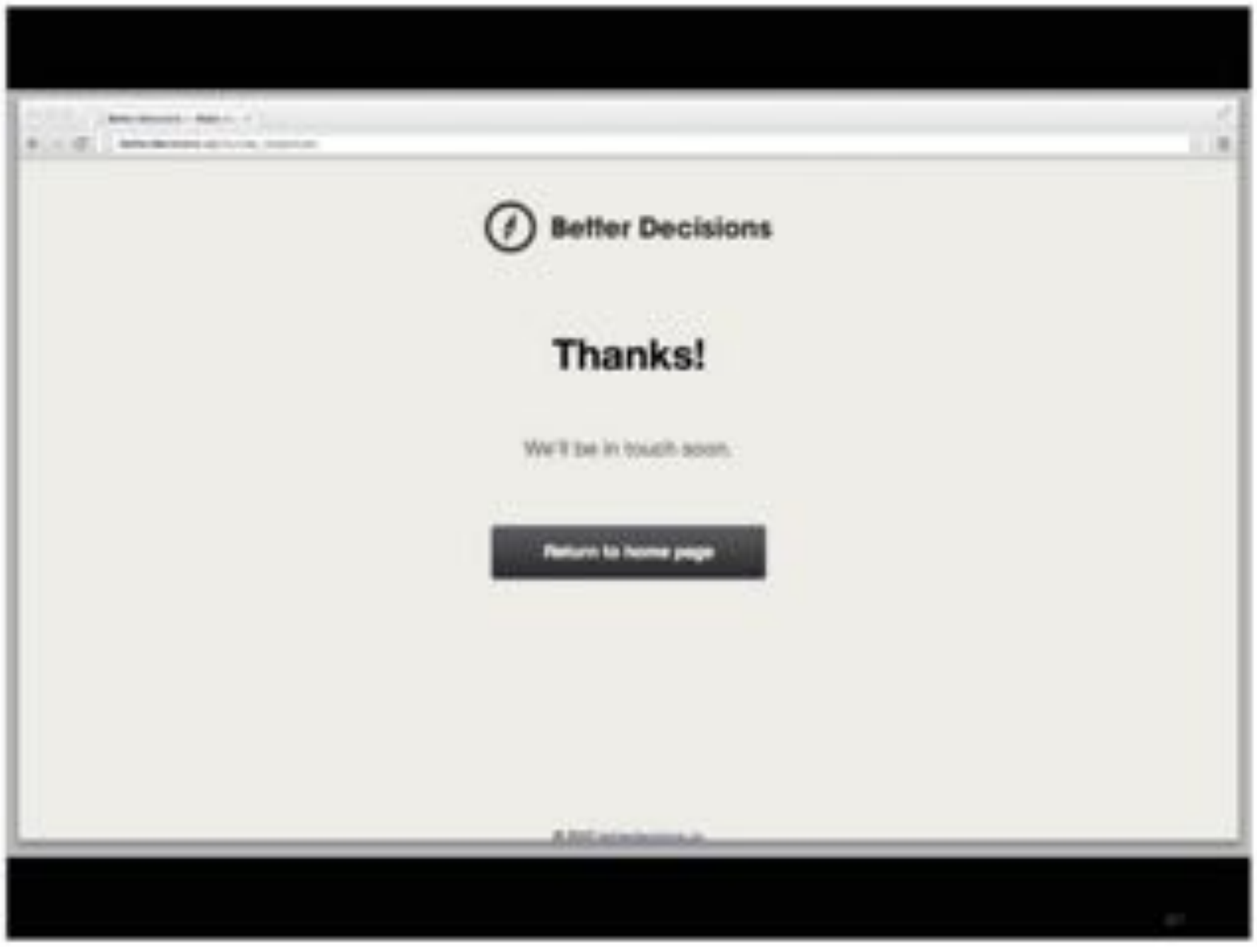
CASE STUDY


Pricing
Great plans and prices no matter what kind of business you run.
One Time Purchase
$40
Choose Plan
Most Popular
Full Access
$10
Choose Plan
Full Access + Alerts
$20
Choose Plan

CASE STUDY

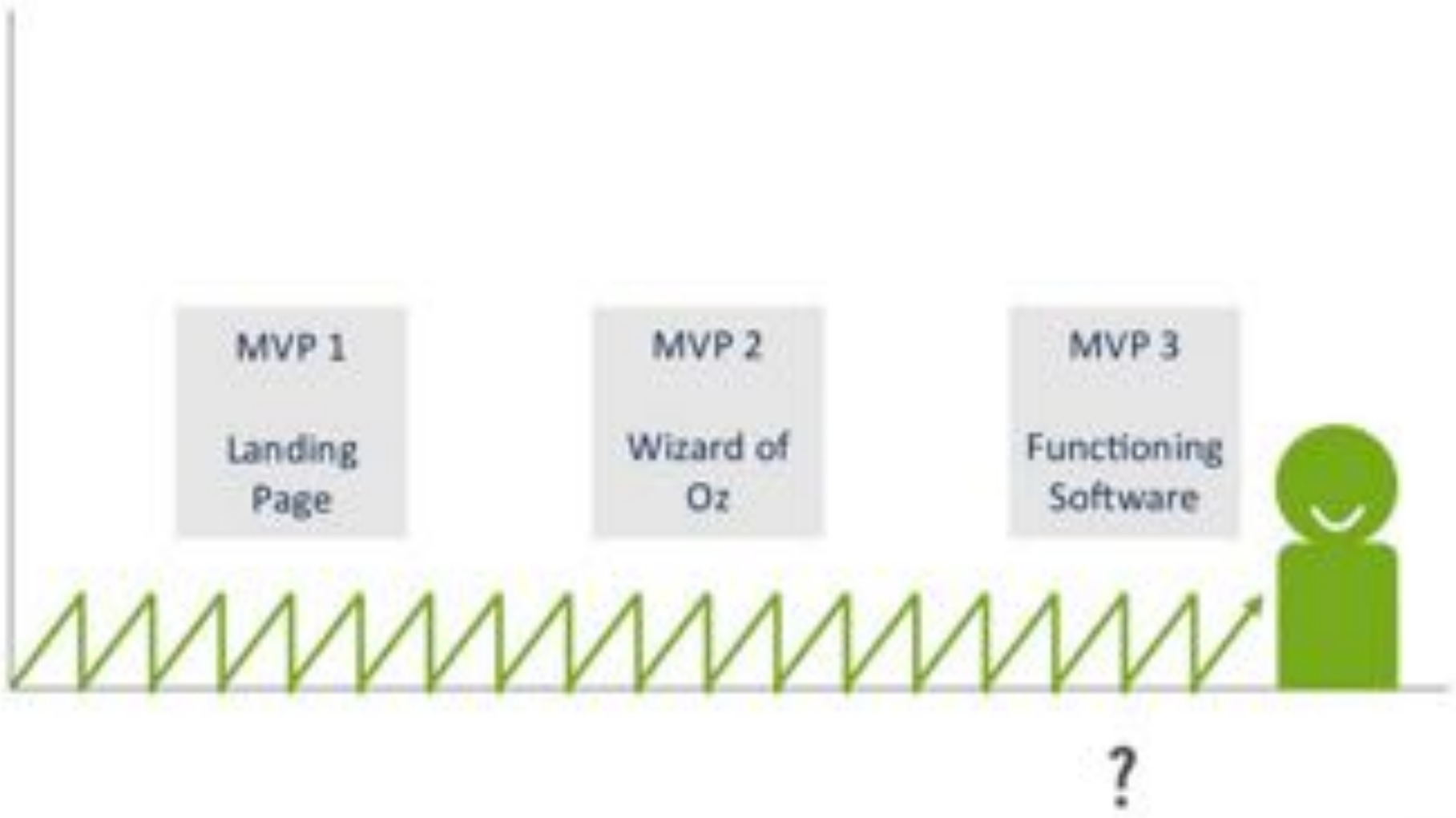

Better Decisions
Register for early access
You've caught us before we're ready.
Register below and we'll let you know when we launch.
Email
Industry
Employees
Register

CASE STUDY


Better Decisions
Thanks!
We'll be in touch soon.
Return to home page

MVP: WIZARD OF OZ

Progression of Questions / MVPs



3. ENABLE MAKING

“At least 2/3 of our ideas are never going to work. The other 1/3 will take 3/4 iterations to get right” Marty Cagan

LEAN UX

How do you do good user experience work in a lean environment?

EXERCISE

MVP Brainstorming

20 minutes