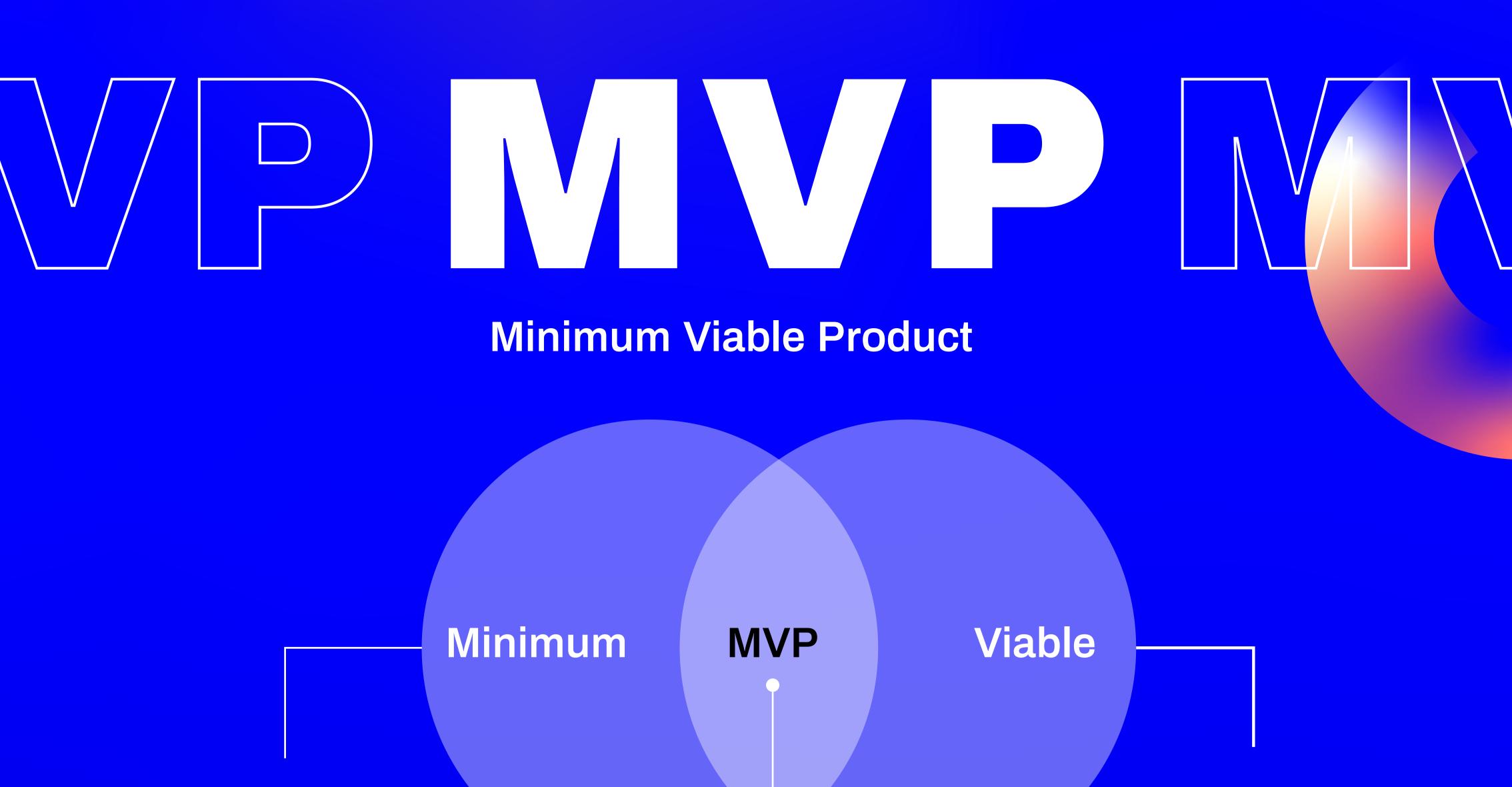
The Definition

A Minimum Viable Product is that variant of a new product that allows for the maximum amount of certified knowledge about customers with the least effort



MINIMUM

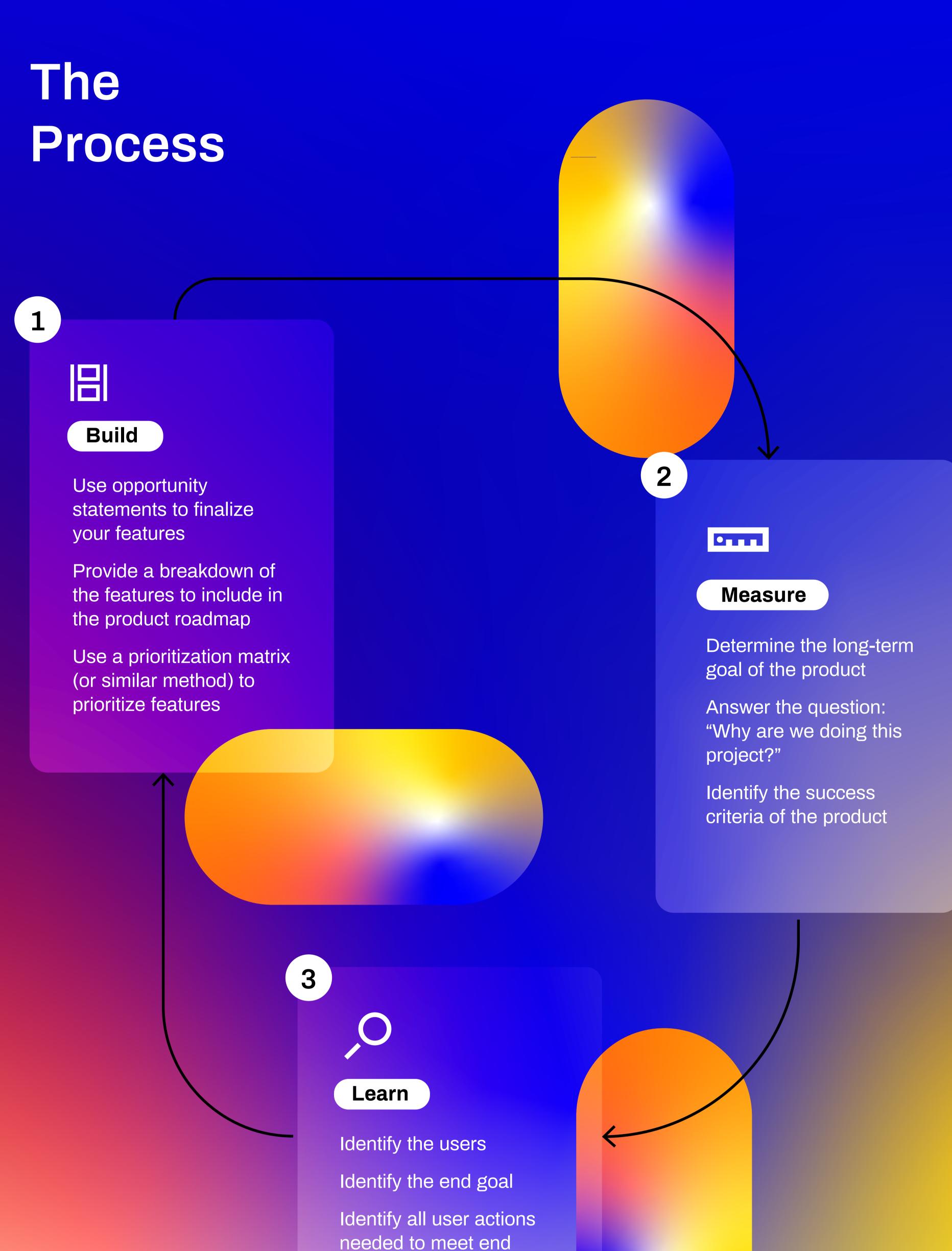
references that an MVP consists of nothing more than core values which must be selected at this point.

indicates that it's functional enough to be released to the public and tested in the actual market conditions.

VIABLE

PRODUCT

hopefully, no explanation is needed here.



The MJV way: Our MVPs



Quick promotion of the idea - e.g. a

simple ad or landing page.



goals

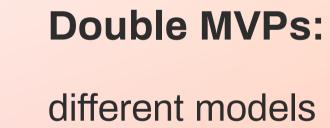
Focused on seducing the first customers,

through differentiated treatment.



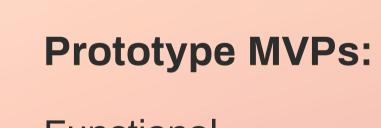
Behind the scenes work, where listening

plays a major role in order to defined essential tasks.



released simultaneously to

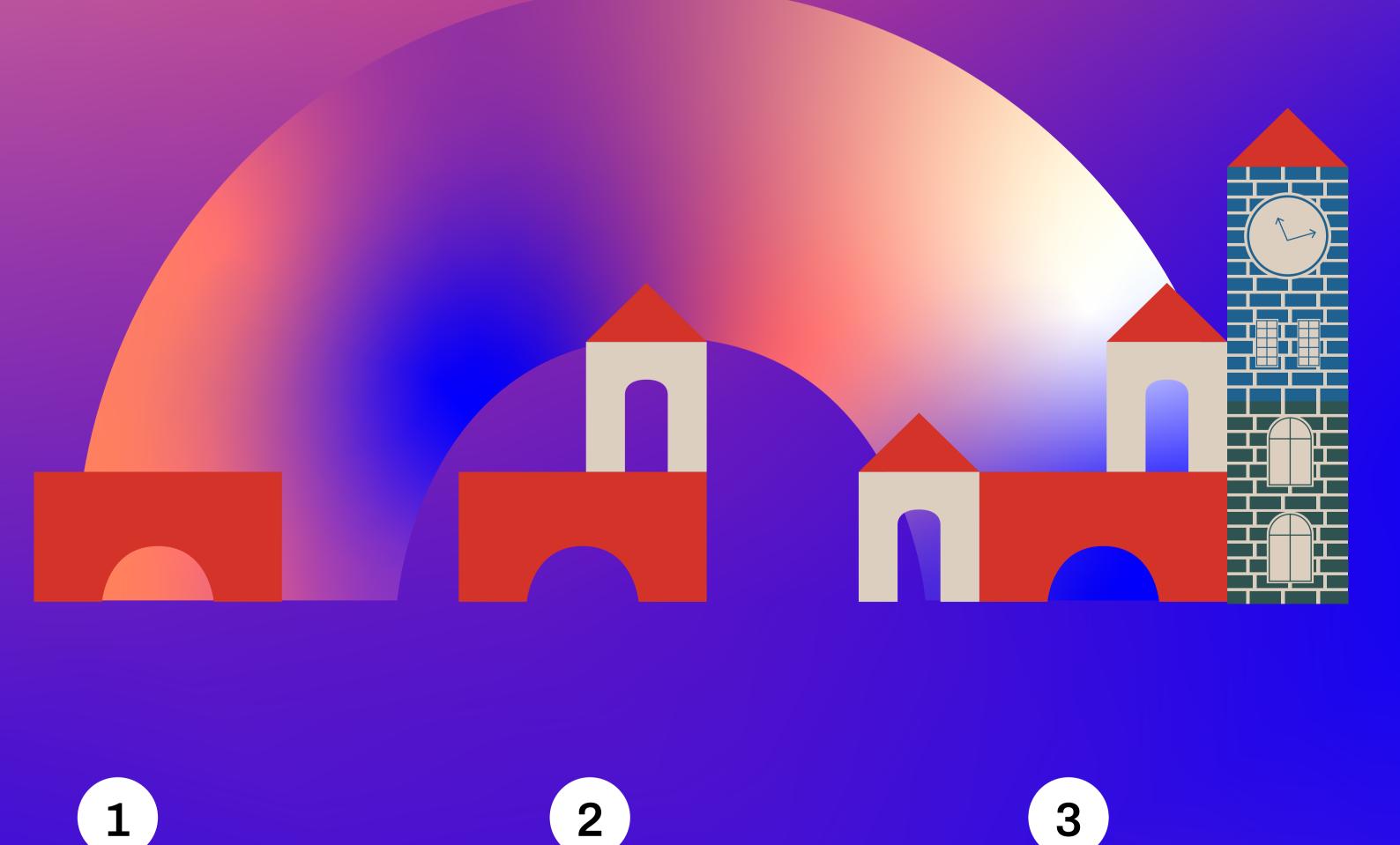
test different experiences.



Functional prototypes ready for testing.

Clear speedy evolution

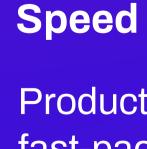
THE RESULTS:





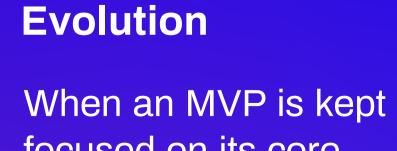
stay focused and driven on the core functions

and value of your product. Reducing procrastination and reducing rework time



Products get onto the fast-paced marketplace.

Through a swiftly built MVP, an early stake in the ground is made for a solution and its specialty.



focused on its core function, it's easier to tell when any new features should be added and if they are relevant to the value of your product, this allows the product to benefit from newer technology as it

For more on how best to test, check it out:

DOWNLOAD THE EBOOK

