mobileLIVE

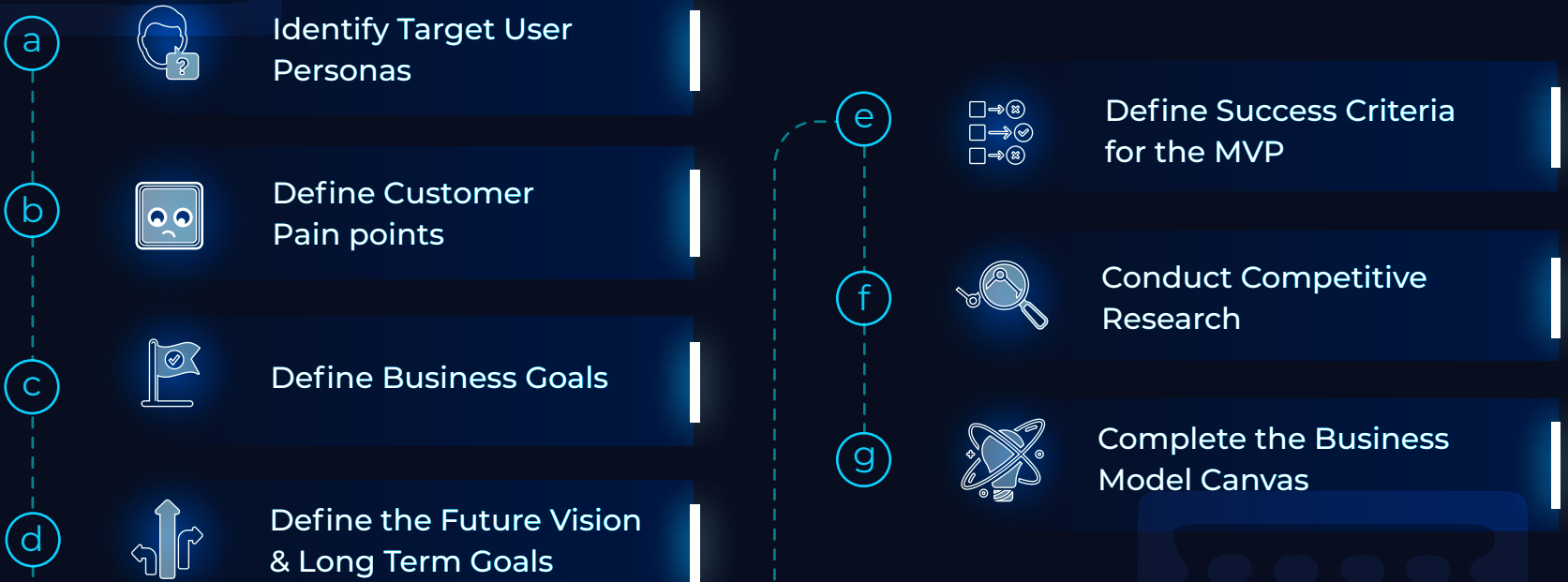# How to
PLAN YOUR MVP

These steps will help you **determine** and **prioritize** features for your MVP

Step 1: Identify & Understand Your Business & Market Needs

a — Identify Target User Personas

b — Define Customer Pain points

c — Define Business Goals

d — Define the Future Vision & Long Term Goals

e — Define Success Criteria for the MVP

f — Conduct Competitive Research

g — Complete the Business Model Canvas

Step 2: Find the Opportunities

### A Map out the user-journey(s)
- Identify the user goals & scenarios
- Map out the user actions and interactions at each step

B Capture pain points & opportunity areas for each section

Summarize the pains & gains into opportunity statements

Book appointment	○—ACTION—○	The action user completes when using the product
Trouble viewing appointment availability	○—PAINS—○	The pain points for each action
View available appointments and book immediately	○—GAINS—○	The gains for each action

C Brainstorm solutions around opportunity areas
- Create "how might we" statements to summarize the opportunities
- Explore all possible solutions for these opportunities
- Look for ideas from adjacent domains
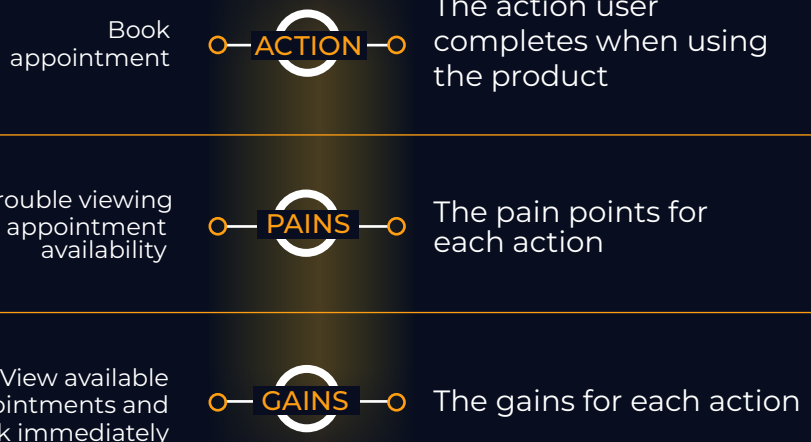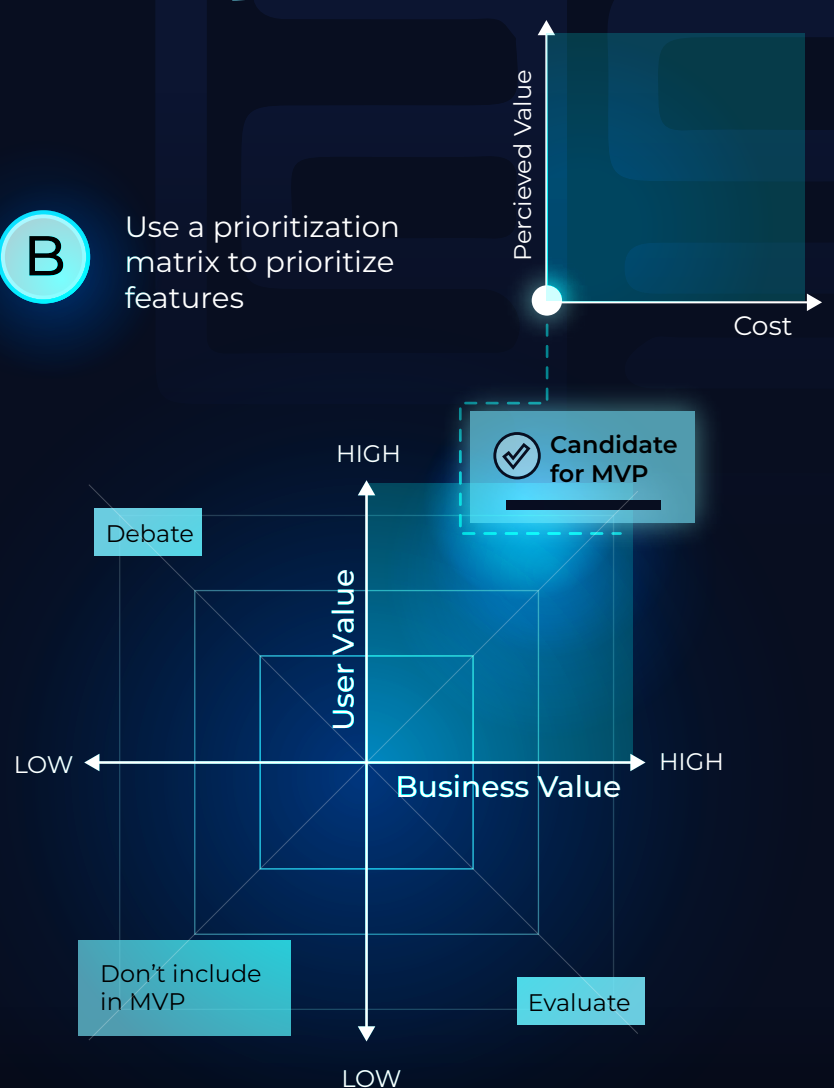
Step 3: Decide What Features to Build

A
Provide a breakdown of the features to include in the product backlog

B
Use a prioritization matrix to prioritize features

C
Identify story maps to identify features that are critical to complete the user-journey

Browse	Buy	Checkout	Fulfillment

■ Critical   □ Can be done later

Perceived Value / Cost

Candidate for MVP

Debate

User Value

LOW — Business Value — HIGH

Don't include in MVP

Evaluate

Step 4: After the MVP

Once launched, you must continue to collect and analyze user feedback. Determine metrics that are tied to your already determined success criteria and monitor the uptake and business impact. This will help you determine what your product is missing, provide validation from the market, and will help in the ideation of new features and versions.

The process of testing, learning, measuring, and doing it all again is ongoing, if the goal is to continue to release user-focused products.