

MVP Canvas instructions

Update the canvas after every iteration round.

Cross-cutting themes in all phases:

Considerations affecting quality:

Write down separately the critical parts that have an impact on the functionality of the MVP round. (Build-measure-learn)

Write down the qualitative compromises that are made in the MVP compared to the original entity.

Systemic considerations:

Note that the iteration rounds do not change the original system.

1. Description of the MVP: Describe the product or service of the MVP. What kind of vision, promises and learnings are being sought.

2. Customer target group: Describe here the customer group to which the productization of the MVP is directed.

3. What customer problem is being solved and what is the customer path during the MVP: Describe your assumption of the customer problem that is being solved. For what and when does the customer use the product. (= Understanding the user).

4. Necessary functionalities, features, and other external requirements for implementation: Describe the necessary functions and features that are needed in the MVP or in the working final product. Also describe the requirements of the value chain and the ecosystem. In addition, describe the laws and regulations that must be fulfilled for MVP's product (e.g. GDPR). Does the MVP require anything, for example due to industry regulations.

5. What kind of an end-result is expected from the MVP: For example, does the customer know how to use it, does the customer want to use it, additional needs from the customer, etc.

6. Measuring the MVP: When is a pivot is needed or when does a function or product need to be buried. How does one recognize successes or failures? What data needs to be measured?

7. Price and scheduling: Make a schedule and cost-structure based on the previous steps.

Check out the cross-cutting themes.

Production and other possible limitations.

Deciding on the continuation.