

MVP TESTING

MVP (Minimum Viable Product) planning

Target audience

Define the specific segment you are aiming to serve.

Core problem

What single, focused problem are you solving?

MVP solution

Describe the simplest version of your product that addresses this problem.

MVP tests to run

Do users find this valuable?

- Yes No Unsure (circle one)

Explain:

- Would they pay for it?

Yes No Unsure (circle one)

Explain:

- Does the value outweigh the cost of delivering it?

Yes No Unsure (circle one)

Explain:

Launch notes

- How will you collect feedback?

- How will you communicate that it is a test?

Example: Clear messaging to early users, surveys, interviews.
