

BUILD MVPS WITH NO CODE

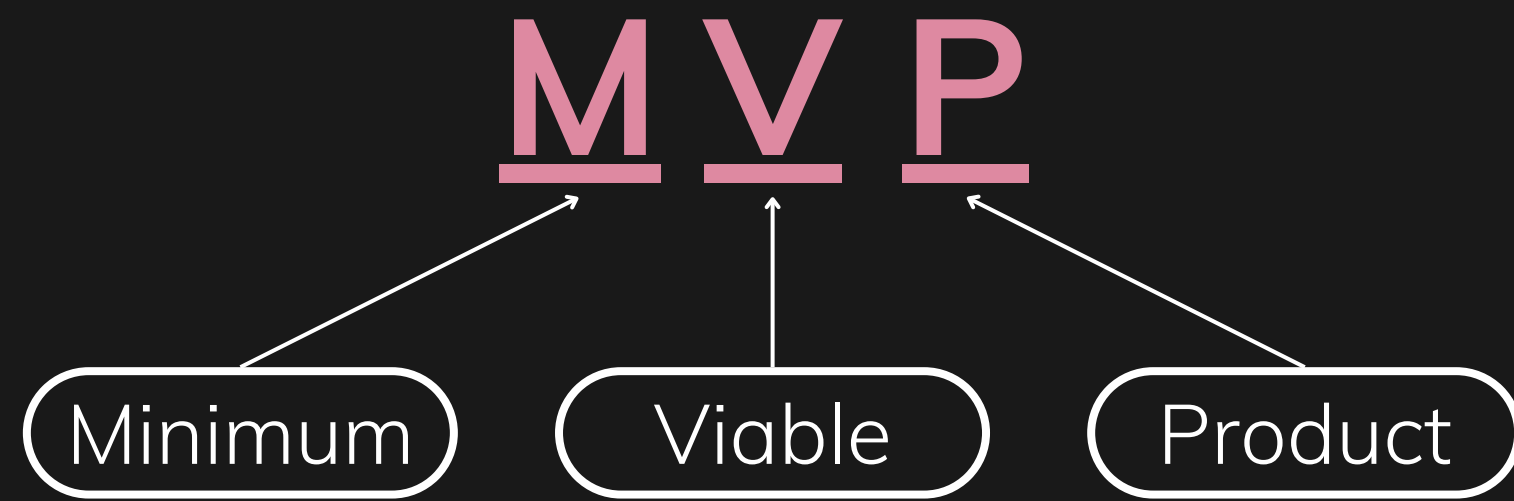
M V P



Minimum

Viable

Product

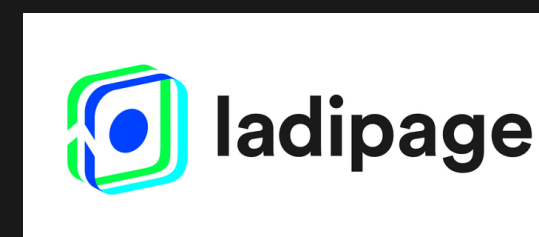
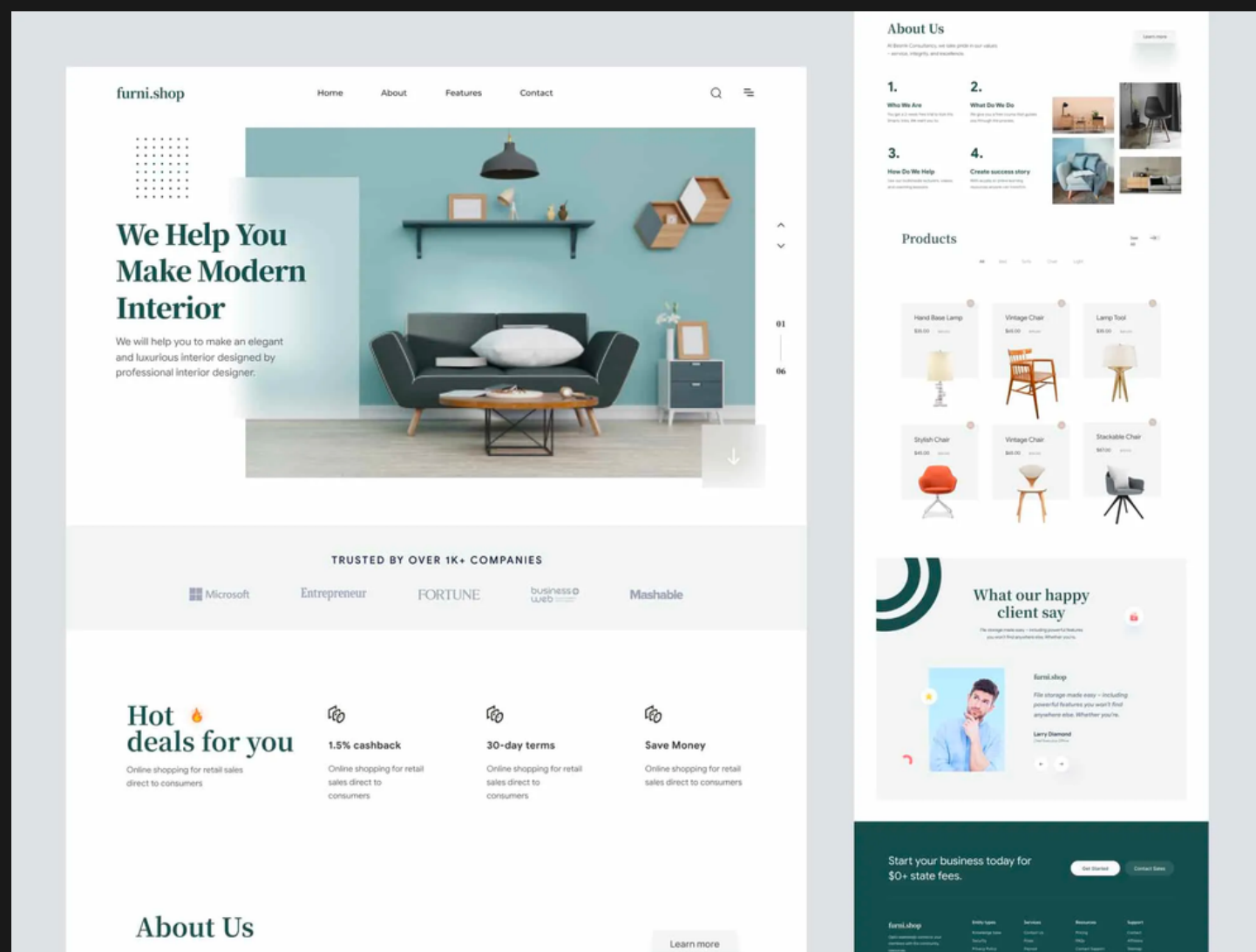


“

that version of a new product that allows a team to collect the **maximum** amount of validated **learning** about customers with the **least effort**.

1.

LANDING PAGE



PROS

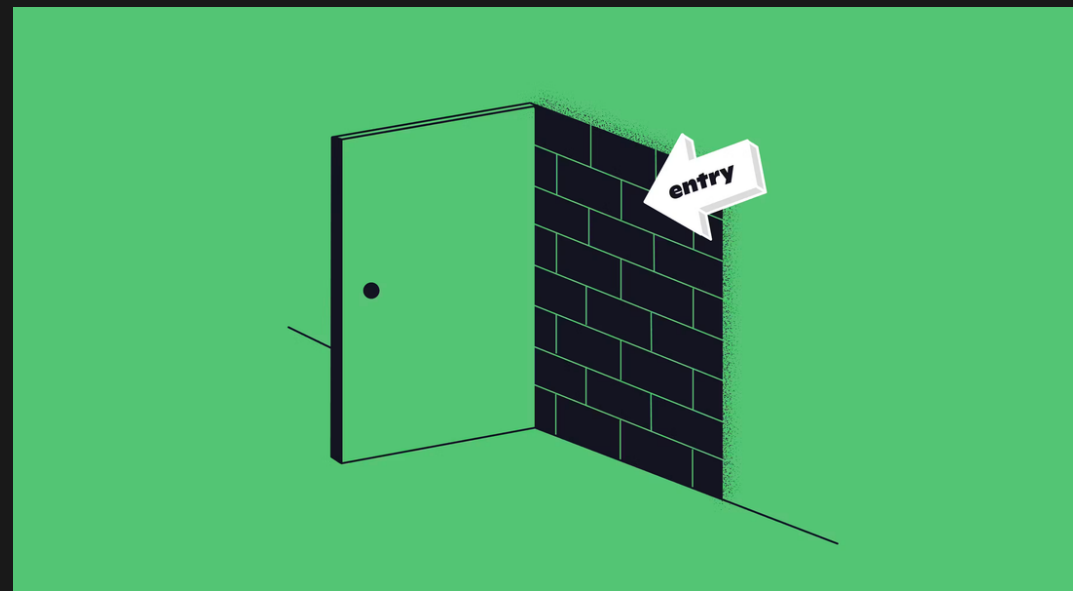
- Relatively inexpensive & easy to deploy
- Able to collect customers' addresses and talk to them directly
- Can analyse the demand and user behaviour to make necessary changes

CONS

- Conversion rate is low
- Hard to fit all vital information into one page
- Cheap-looking landing pages can hurt your brand

2.

FAKE DOOR



PROS

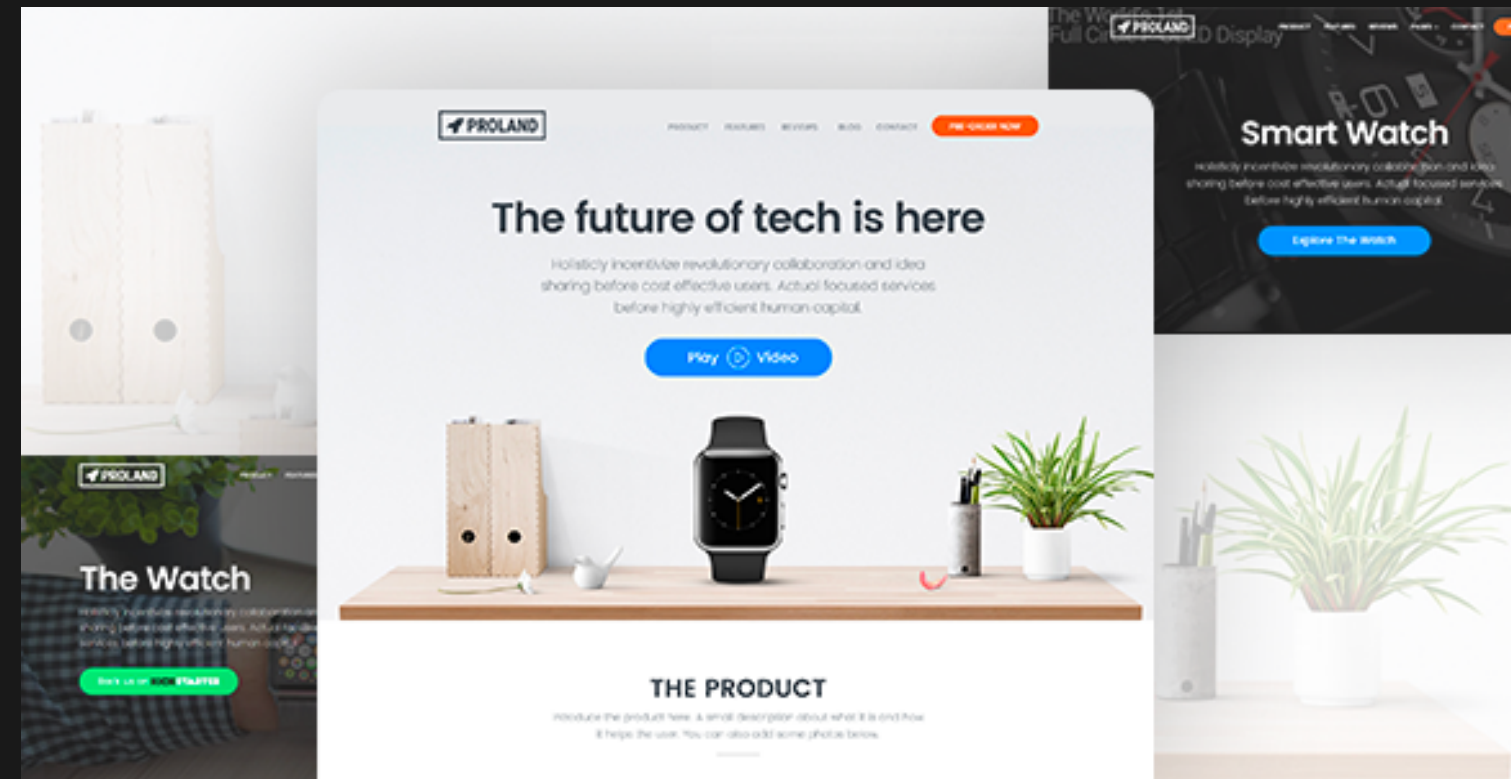
- Quickly prove or disprove the tested idea
- Help prevent delivering features/services that customers don't want to use
- Reduce the risk of developing an unsuccessful product

CONS

- Can potentially decrease the credibility as some customers can perceive such experiments as a scam
- Implies lack of insights in results as users may interact with the "fake door" of curiosity

2.

PRE - ORDER



PROS

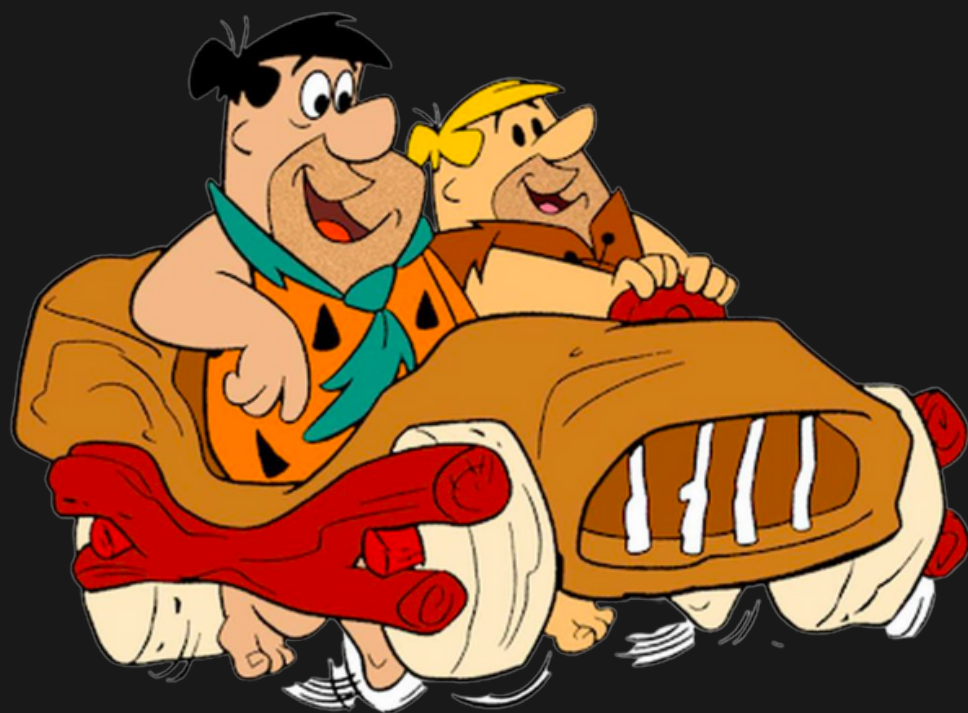
- Can test the demand for certain functionality before development
- Allow getting pre-payments as an investment

CONS

- Will generate much fewer responses than landing page
- Users might feel suspicious when paying for a non-existent product.

3.

THE FLINTSTONES



PROS

- Can be set up cheaply and quickly
- You can use online advertising and social media to drive traffic

CONS

- Require time and energy to perform the service manually
- May potentially alienate customers as there is no actual functioning product

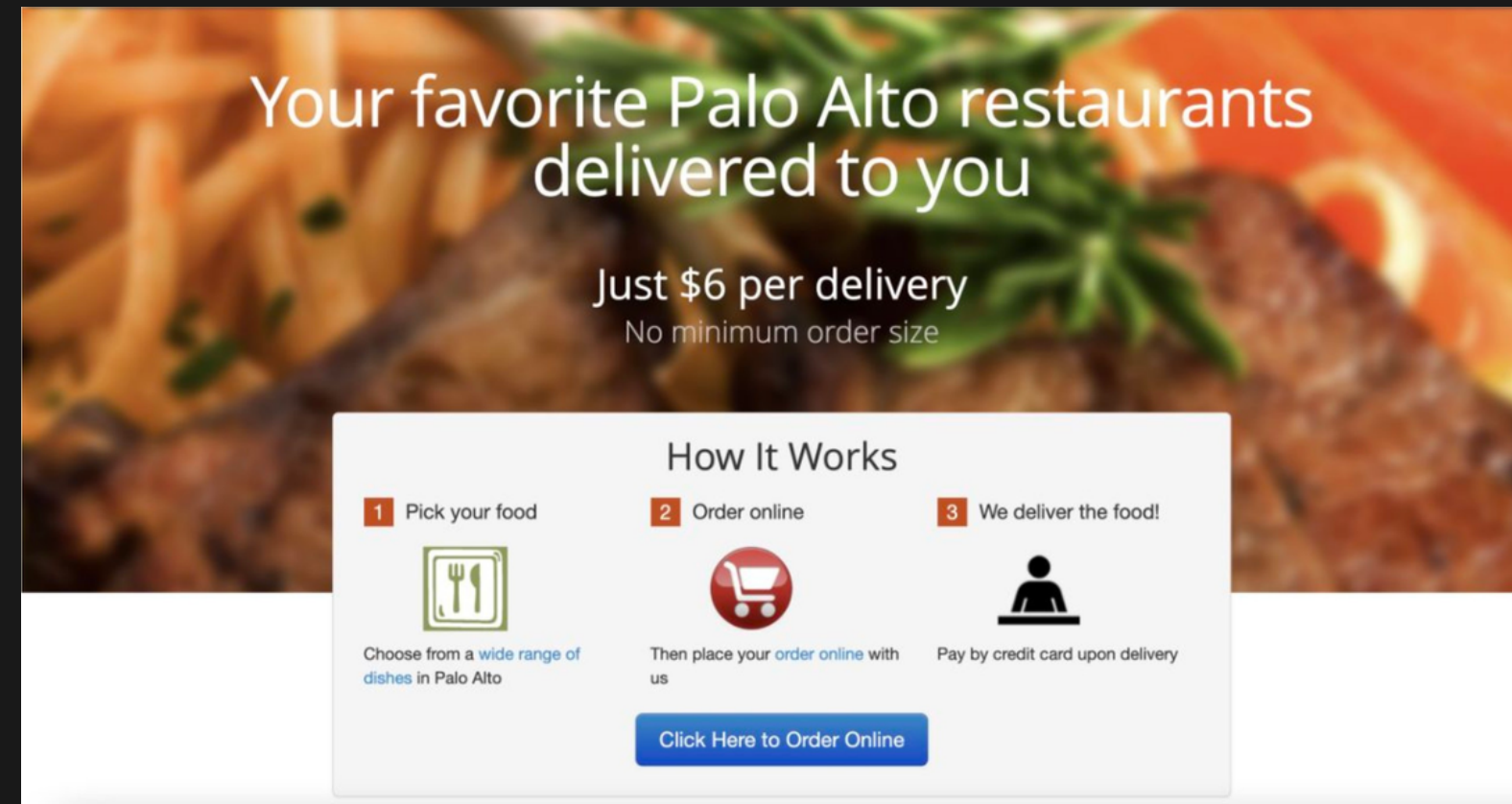
 FlutterFlow

 bubble

 Adalo

4.

THE CONCIERGE



PROS

- Maximize learning and minimize the risk of developing a crappy product
- You can communicate face-to-face with real customers
- You can collect information with the help of a few subscribers

CONS

- A lot of time and effort to manually finish the service
- People can feel cheated if they come to know that there is no real product

5. VIDEO EXPLAINER



PROS

- Explains your product in a simple & easy way
- More captivating for your audience
- Shareable on social media
- Good for branding

CONS

- Might be costly
- A significant time investment is needed to get messaging right
- Difficult to explain a complex product or service

6.

SINGLE FEATURE MVP



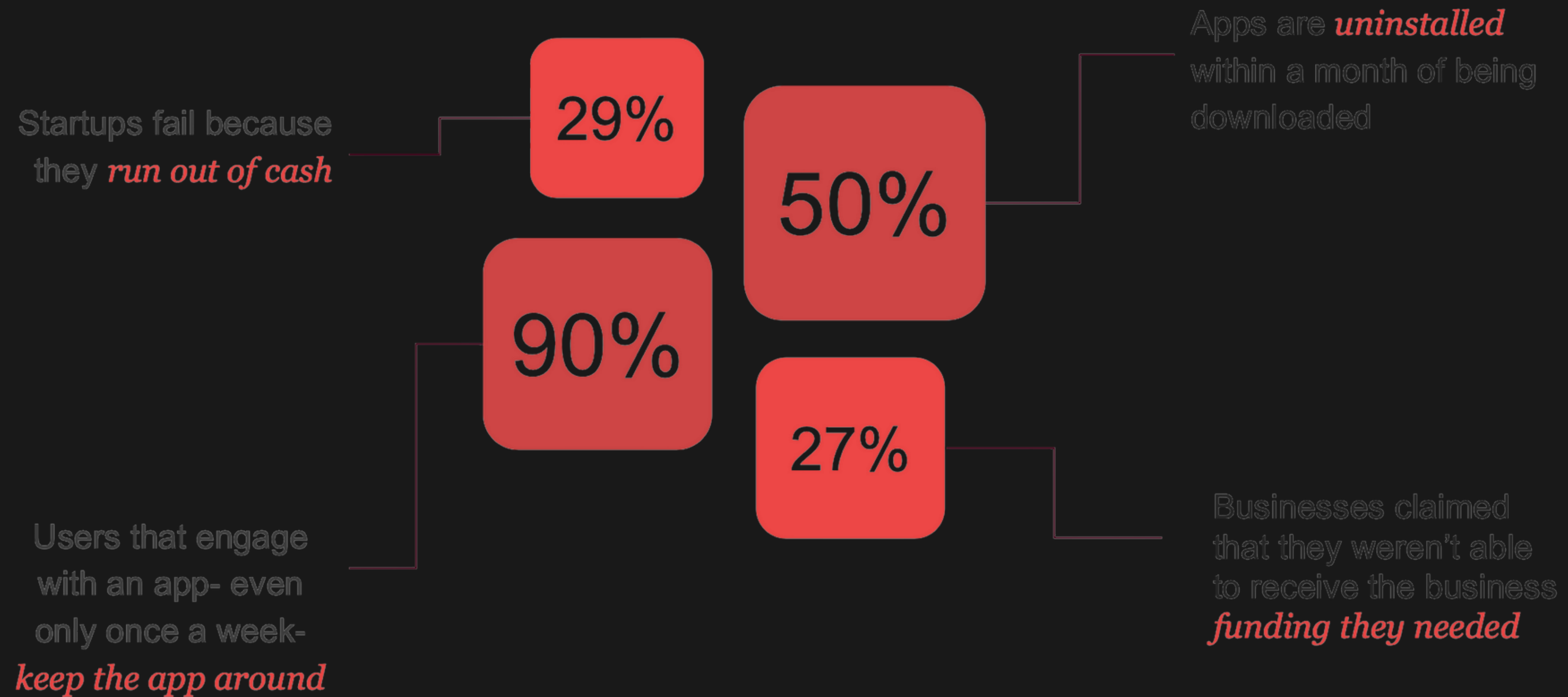
PROS

- Faster to develop & easier to explain to potential customers
- Can get product to market at low cost
- Can be expanded later without much difficulty

CONS

- Struggle to determine which feature to focus on
- Provide lower user engagement compared to multi-functional products
- Might receive multiple user complaints due to the limited functionality

Why is getting your MVP right important?



LOW-FIDELITY MVP

HIGH-FIDELITY MVP

Complexity

- Simple development
- Basic results

- Demanding development
- Profound results

Primary Goal

- Understand the customers' problems
- Identify the solution

- Understand if the users are ready to pay for the solution

Objectives

- Look closer at the challenges that customers face
- Check if customers really need a solution
- Find the most effective solution

- Know if and how much customers are willing to pay for the solution
- Find ways to optimize marketing and business growth strategies
- Engage early adopters

Types

- "The Fake Door"
- Landing page

- Pre-order MVP
- The flintstones
- Concierge MVP
- Explainer videos
- Single-feature MVP



SAO NGUYEN

Contact

Email: anhsaopm@gmail.com

Linkedin: [linkedin.com/in/nhatanhsao/](https://www.linkedin.com/in/nhatanhsao/)

