



OCI Lab

Open Collective
Intelligence Lab

“Bringing ideas to life”

Workshop 1: MVP, POC, Prototype : What does your venture really need?

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“Bringing ideas to life”

POC, Prototype, MVP?

- Confusion around terms
- Often these terms are used interchangeably.
- These different terms can be confusing to anyone not familiar with innovation jargon.

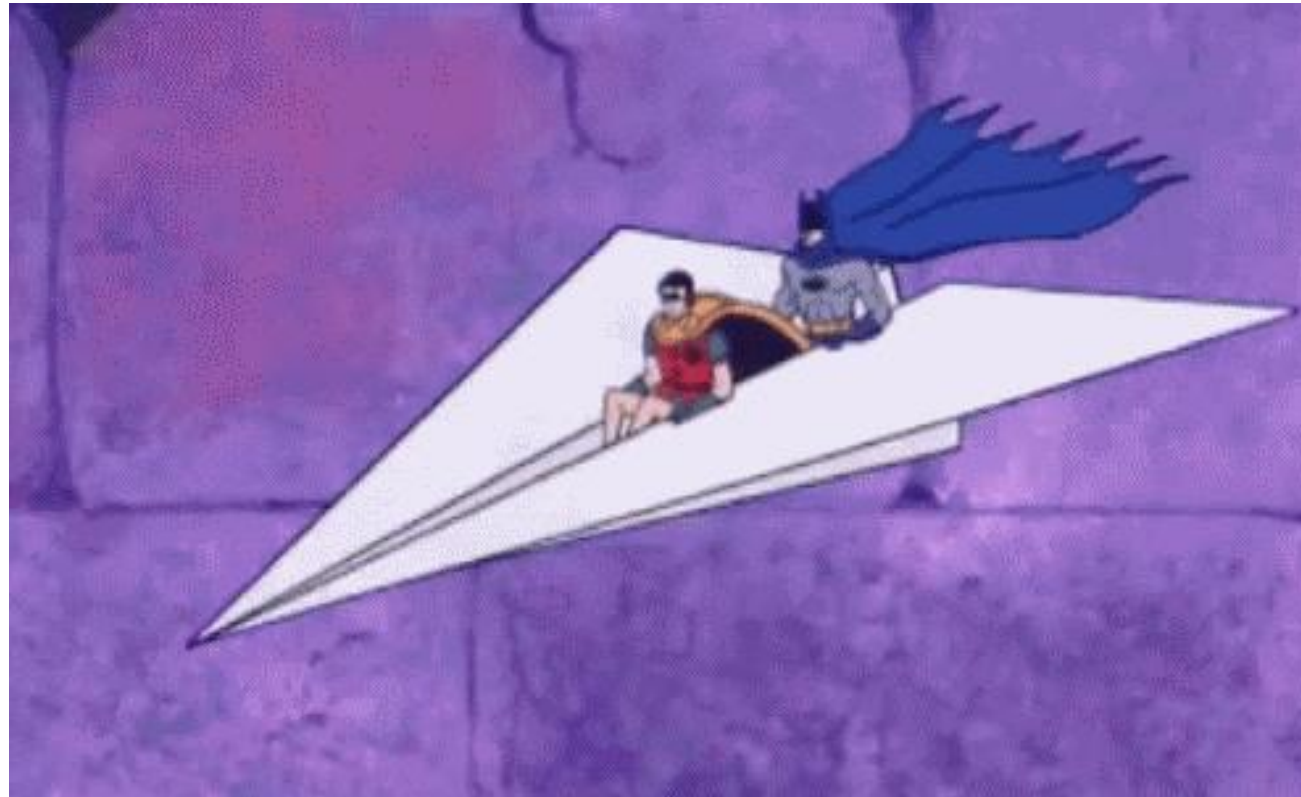


Proof of Concept (POC)

- The proof of concept method is all about testing if a particular concept is feasible from a technical point of view. As a result, everyone should be able to answer the question: can this be built?
- A POC will provide a definitive “yes” or “no” answer; either the concept is viable or it’s not.



Batwing proof of concept



Main POC Features

- Let you know whether or not your idea is feasible
- Allows you to explore the idea potential to be build
- Identify main feasibility risks and bugs occurring at the early stage of development
- Help you to save time and money for feature validation than a full-blown project
- Provide only two possible final answers — yes or no

When and why to use it?

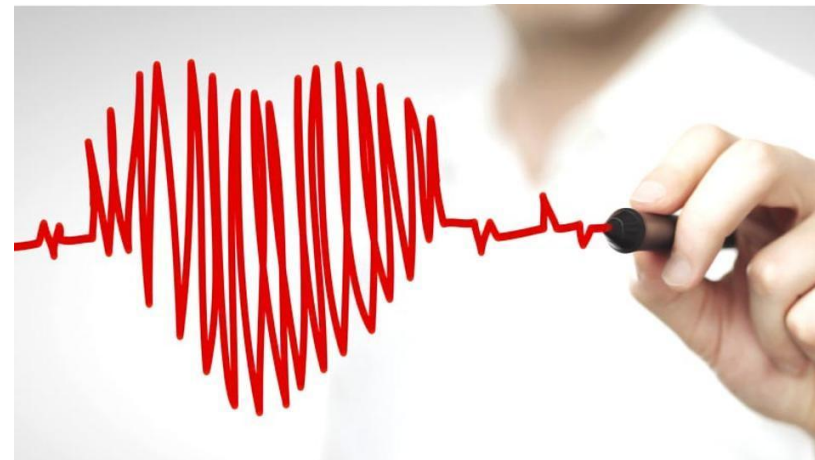
- POC should be used in the early stages when you first have an instinct about an idea if you want to find out whether your idea is feasible or not.
- Creating a POC is particularly important if the concept doesn't exist in the app market

Example POC in Apps Development

- Objective: answering the question “*can we make it work as we want it to, with the current technology and coding options available?*”

Example POC in Apps Development

- Project: medical app that gives users notifications and warnings about their heart condition using a special device to be worn by the patient at all times, monitoring their heart rate and immediately transmitting the data to their Smartphone.



Example POC in Apps Development

How :

1. Find if there were any easily accessible tutorials or guides from other developers who've dealt with this problem or one similar to it before.
2. Look for other apps with a similar functionality.
3. Learn about cardiology and see if you could achieve the desired result.
4. The POC is the algorithm that generate warnings about the users' heart condition or nothing

Prototype

- A prototype is the visible, tangible or functional manifestation of an idea, which you test with others and learn from at an early stage of the development process.

**IF A PICTURE IS
WORTH 1000 WORDS,
A PROTOTYPE IS
WORTH 1000
MEETINGS.**

TOM & DAVID KELLEY

Prototype

- Prototyping is about developing an early model of a product that can be tested and reworked until the expected results are achieved.

“
Prototyping is the
conversation you
have with your ideas

–Tom Wujec

The trap

“The IKEA Effect”: When you build something yourself you value it way more than you should.

-Norton, Mochon, Ariely

The trap

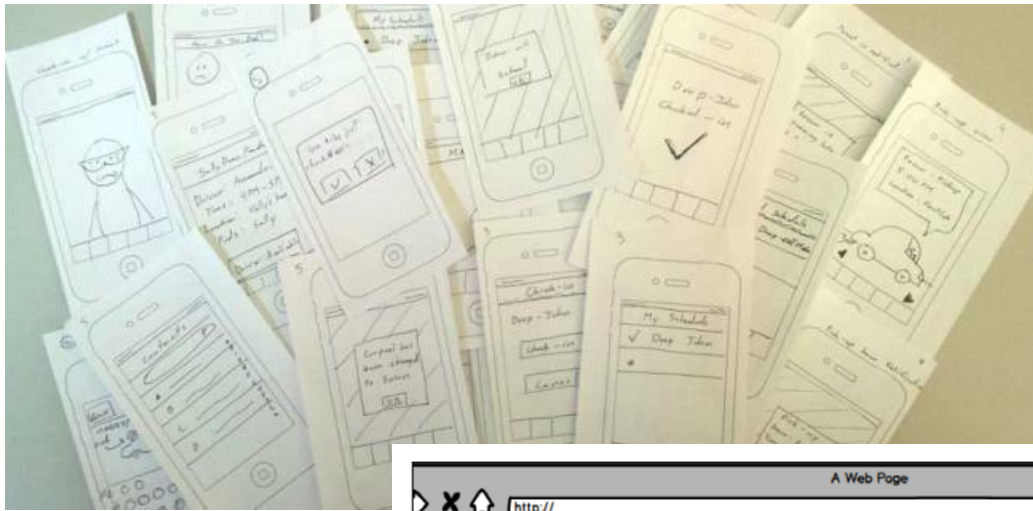
Fail often so you
can succeed
sooner.

Startup Quote!



TOM KELLEY
GENERAL MANAGER, IDEO

Prototype



A Web Page

http://

Create a new game

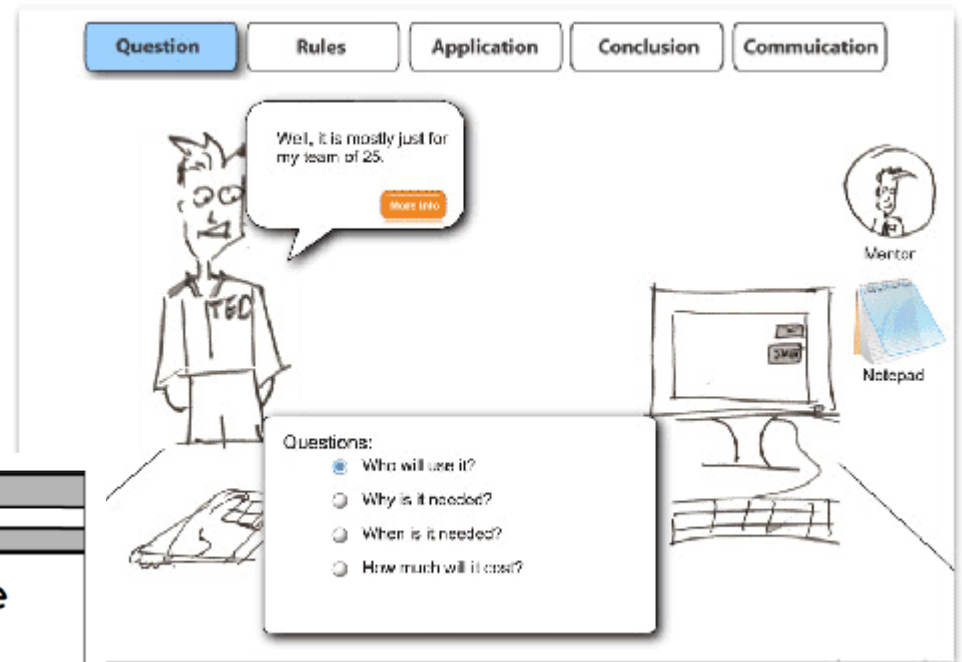
Create game(s)

Name of the game

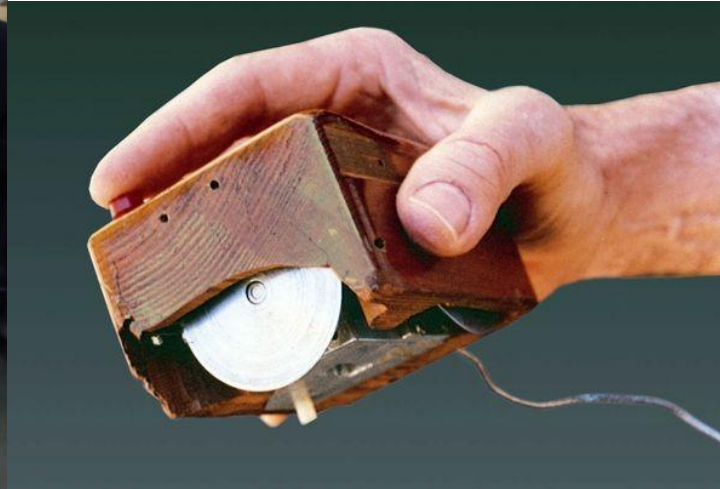
Duration Minutes

Number of games

Companies	Company Name	Initial Investment	Operational
	<input type="text" value="MegaPi1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
	<input type="text" value="EasyRider"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
	<input type="text" value="Pills4Everyone"/>	<input type="text" value="0"/>	<input type="text" value="0"/>



Prototype



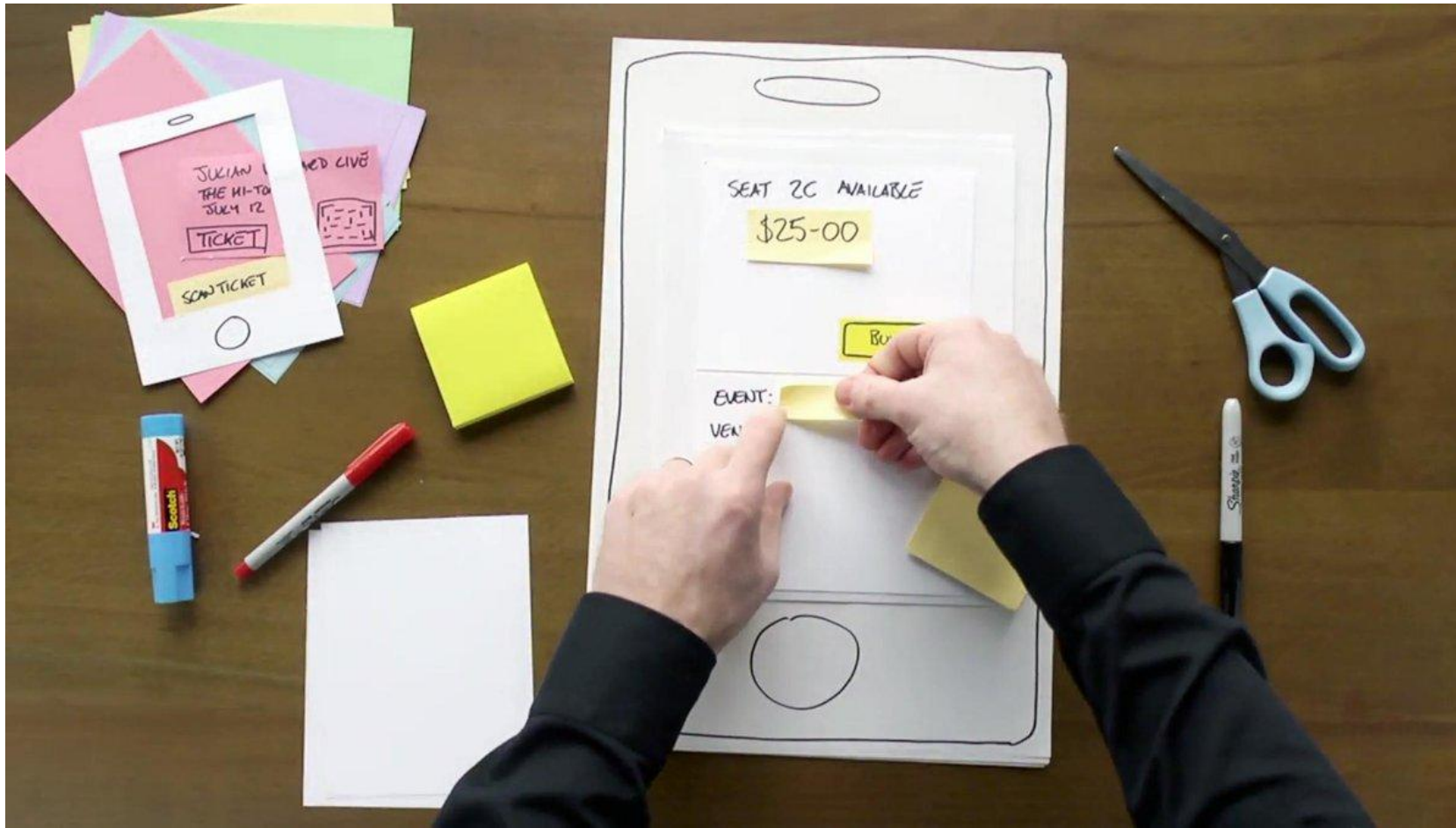
Main Prototype Features

- Allows to get an early feedback on the product
- Lets you identify the design and development mistakes
- Is more time- and cost-saving solution compared to full-stage development
- Makes it easier to identify customer needs





When and why to use it?

- Once you get a positive results of the POC, you can start prototyping.
- Prototypes should be used when you have a hypothesis about a solution, but there is still uncertainty about how it looks and works.
- The main benefits of prototyping lie in an opportunity to interact with users and have their early feedback. An improved and revised prototype that corresponds to the user needs is the best way to start your MVP.

Prototyping tools



Prototyping tools Comparison

		Learning Curve	Sharing	Usability Testing	Support	Device Testing
	Marvel	Very Easy	Great	Good	Good	Good
	InVision	Very Easy	Great	Good	Good	Good
	Principle	Average	Average	Good	Good	Great
	JustInMind	Complex	Good	Good	Great	Good

Minimum Viable Product (MVP)

- An MVP is a functional product that has a minimum set of features to satisfy the needs of its Early adopters in order to get the most feedback for it, with as little time spent and capital.



Minimum Viable Product (MVP)



M

Minimum

The most rudimentary,
bare-bones foundation
of the solution possible



V

Viable

Sufficient enough for
early adopters



P

Product

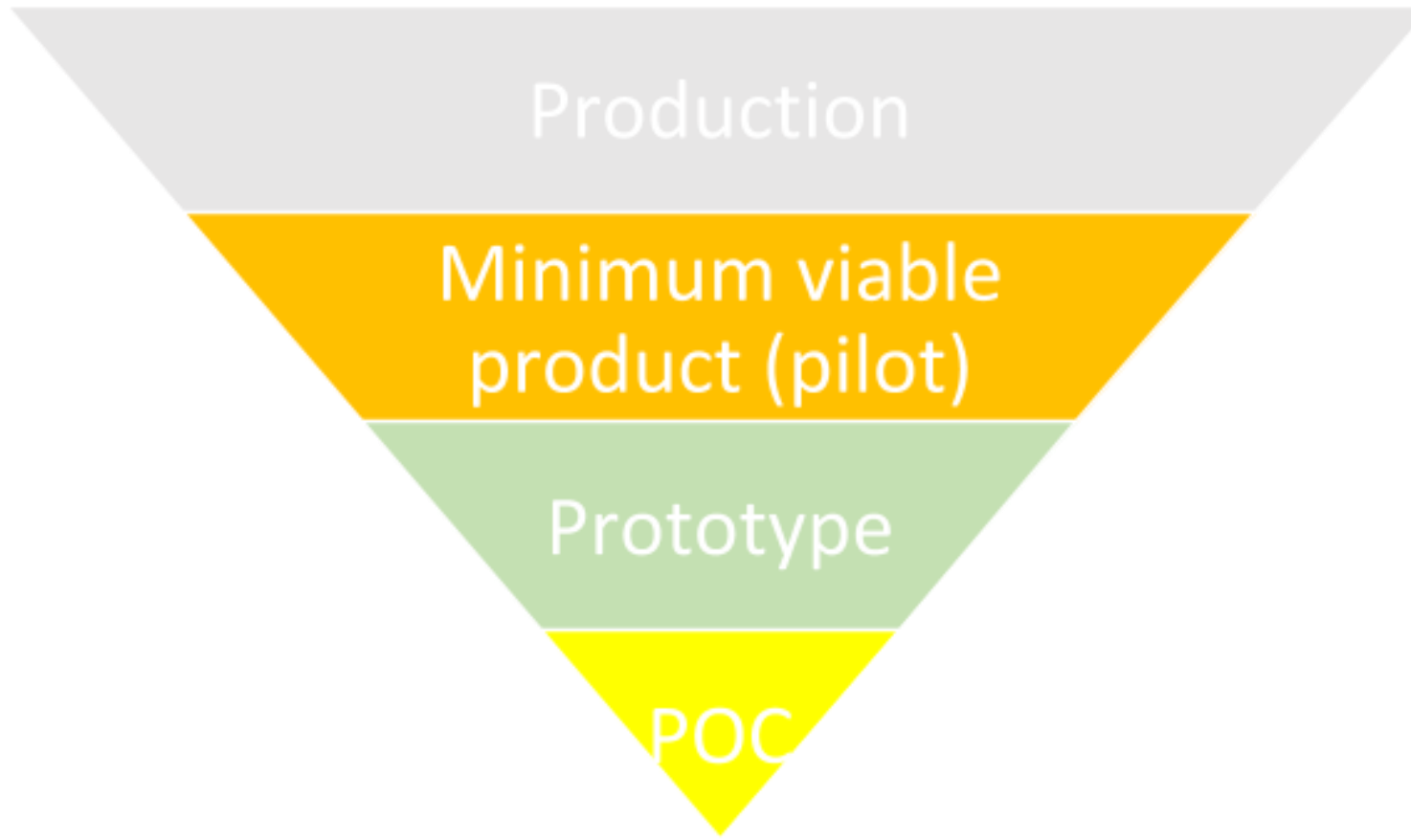
Something tangible
customers can touch
and feel

When and why to use it?

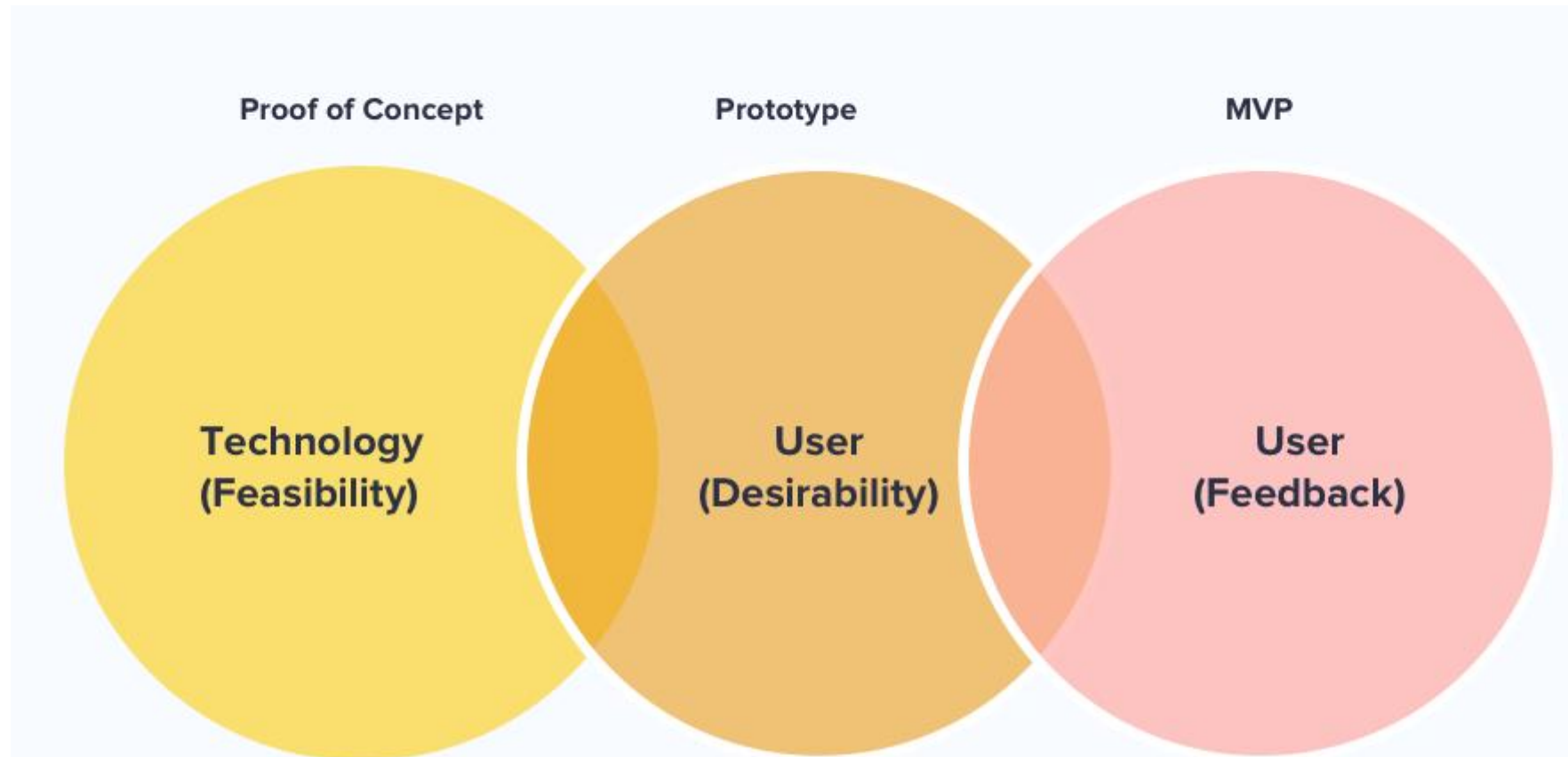
- An MVP is the easiest way to test your most important hypothesis.
- An MVP raises the question “Will users pay for my product?”
- An MVP gives a room for learning, enhancing and analyzing.



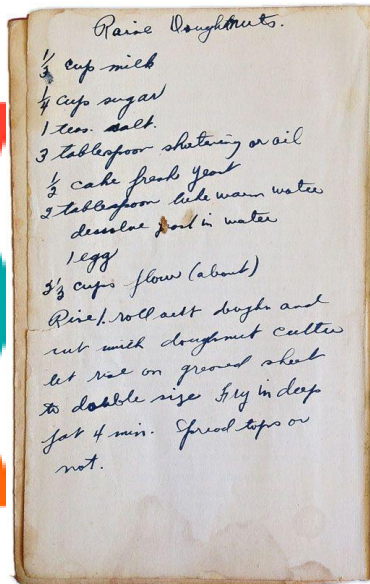
POC Vs Prototype Vs MVP (1/3)



POC Vs Prototype Vs MVP (2/3)



POC Vs Prototype Vs MVP (3/3)



(Proof of Concept)



(prototype)



(minimum viable product)



(product)

What is an MVP?

NOT THIS



LIKE THIS



Types of MVP

No product

Minimal product

'Smoke Tests'

Launch an AdWords campaign with a landing page to see if people are interested.

'Sell Before You Build'

Launch a crowdfunding campaign among potential clients and build on the money you raise, if any.

'Concierge'

Carry out the service completely manually for every client to generate ideas and see readiness to buy.

'Wizard of Oz'

Fake the supposed to be automatic features of your product, by doing them manually to test product hypothesis.

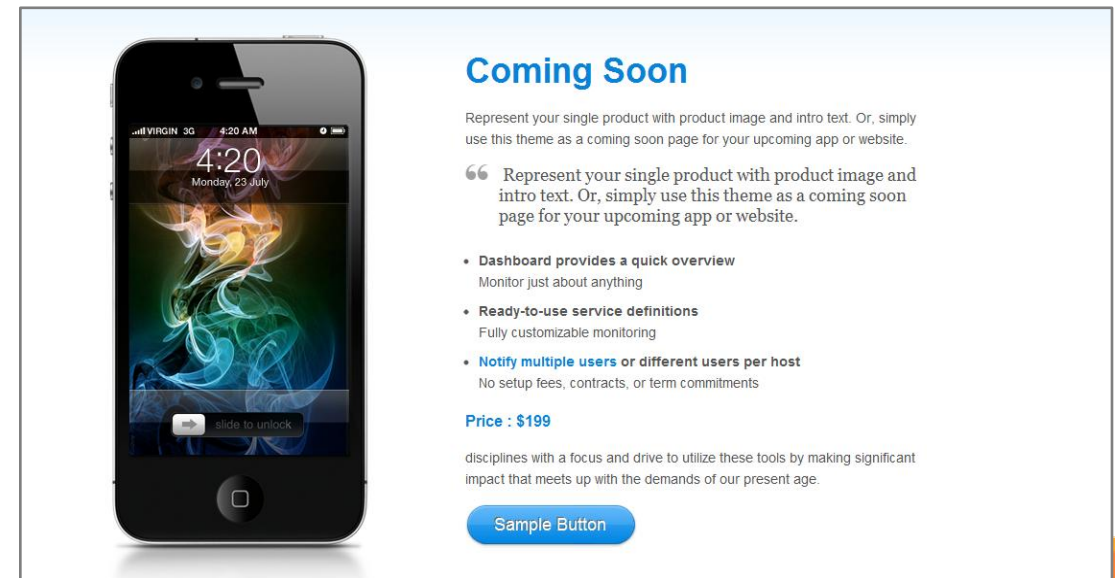
'Single-Feature Product'

Build your product with only one feature or minimal functionality to get the early traction and validation.

Low fidelity MVP: Landing Page

Also called smoke test. A landing page is a single page that:

- Describes your product
- Depicts your value proposition and illustrates key advantages of using your product
- Contains a button that call to action by letting interested visitors to click to read more, join a mailing list, buy or do other actions.



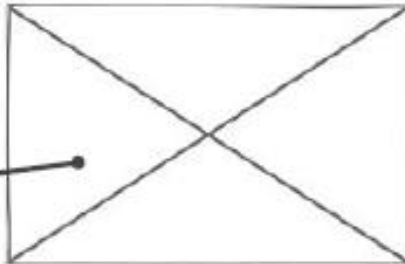
Design of a landing page MVP

Headline

A/B Testing made easy

[Twitter Link](#) [Facebook Link](#) [Contact Link](#)

Visual showing the hero.



✓ Easy implementation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

📊 QA Integration

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

🕒 Time saver

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

3 benefits or features.

"When I saw the 20% conversion rate improvement I almost fell down off the chair"
Some CEO in a eBusiness company



Social proof



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

[Great Link](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

[Great Link](#)



Sig Up now button

Call To Action

Example of landing page mvp: buffer

Tweet more consistently with Buffer

- 1 Choose times to tweet.**
For example, 3 times a day at 9:30, 13:30, and 17:30.
- 2 Add tweets to your buffer.**
Manually or with our handy browser extensions.
- 3 buffer does the rest. Relax.**
We tweet for you. Just keep that buffer topped up!

[Plans and Pricing](#)

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Real MVP: Concierge MVP

Don't write code!
be your code: concierge



Delivering the product/service manually

Real MVP: Concierge MVP

- Delivering the product/service manually
- Instead of providing a digital product, you start with a manual service. A service with the same steps that the digital process will automate.



Example of Concierge MVP: Food on the Table



The screenshot shows the landing page for 'food on the table'. At the top left is the logo 'food on the table' with a crown icon. To the right are social media links for Facebook and Twitter, and buttons for 'Forgot your login info?' and 'Not a member yet?'. A large yellow banner contains the headline 'The Better Way To Plan Meals And Save Money'. Below this is a visual equation: a fork and plate icon (labeled 'weekly meal plan'), a plus sign, a clock icon (labeled 'fast recipes kids will love'), a plus sign, a dollar bill icon (labeled 'savings at your grocery store'), a plus sign, a checklist icon (labeled 'organized grocery list'), an equals sign, and a smiling woman icon (labeled 'stress-free mom'). At the bottom of the banner is a green button that says 'Start Meal Planning' with a subtext 'Free to use, sign up in 60 seconds' and the text 'or take the tour'.

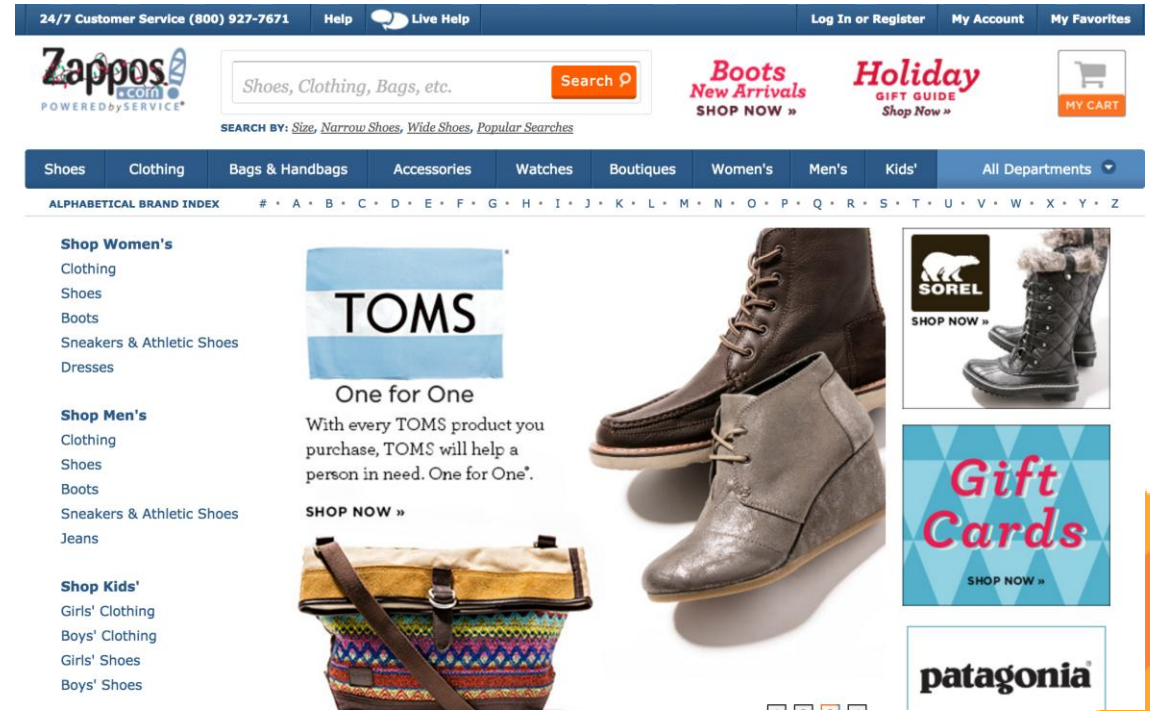
Wizard of Oz MVP

Fake it until you make it!

- The essence of this type of MVP lies in creating an illusion of an actual intended product.
- Looks real but manual in the back end.



Example of Wizard of Oz MVP: Zappos

A screenshot of the Zappos website homepage. The top navigation bar includes "24/7 Customer Service (800) 927-7671", "Help", "Live Help", "Log In or Register", "My Account", and "My Favorites". The main header features the Zappos logo, a search bar with the text "Shoes, Clothing, Bags, etc.", and promotional banners for "Boots New Arrivals" and "Holiday Gift Guide". Below the header is a category navigation bar with links for Shoes, Clothing, Bags & Handbags, Accessories, Watches, Boutiques, Women's, Men's, Kids', and All Departments. A brand index is also visible. The main content area features a "TOMS One for One" promotion, a "Gift Cards" banner, and a "patagonia" banner. The left sidebar lists categories for Shop Women's, Shop Men's, and Shop Kids'.

Explainer Video MVP

- Explainer video is a short video that explains what your product does and why people should buy it
- Often a simple, 90 seconds animation
- <https://www.commoncraft.com/dropbox-video-and-25-million-views>

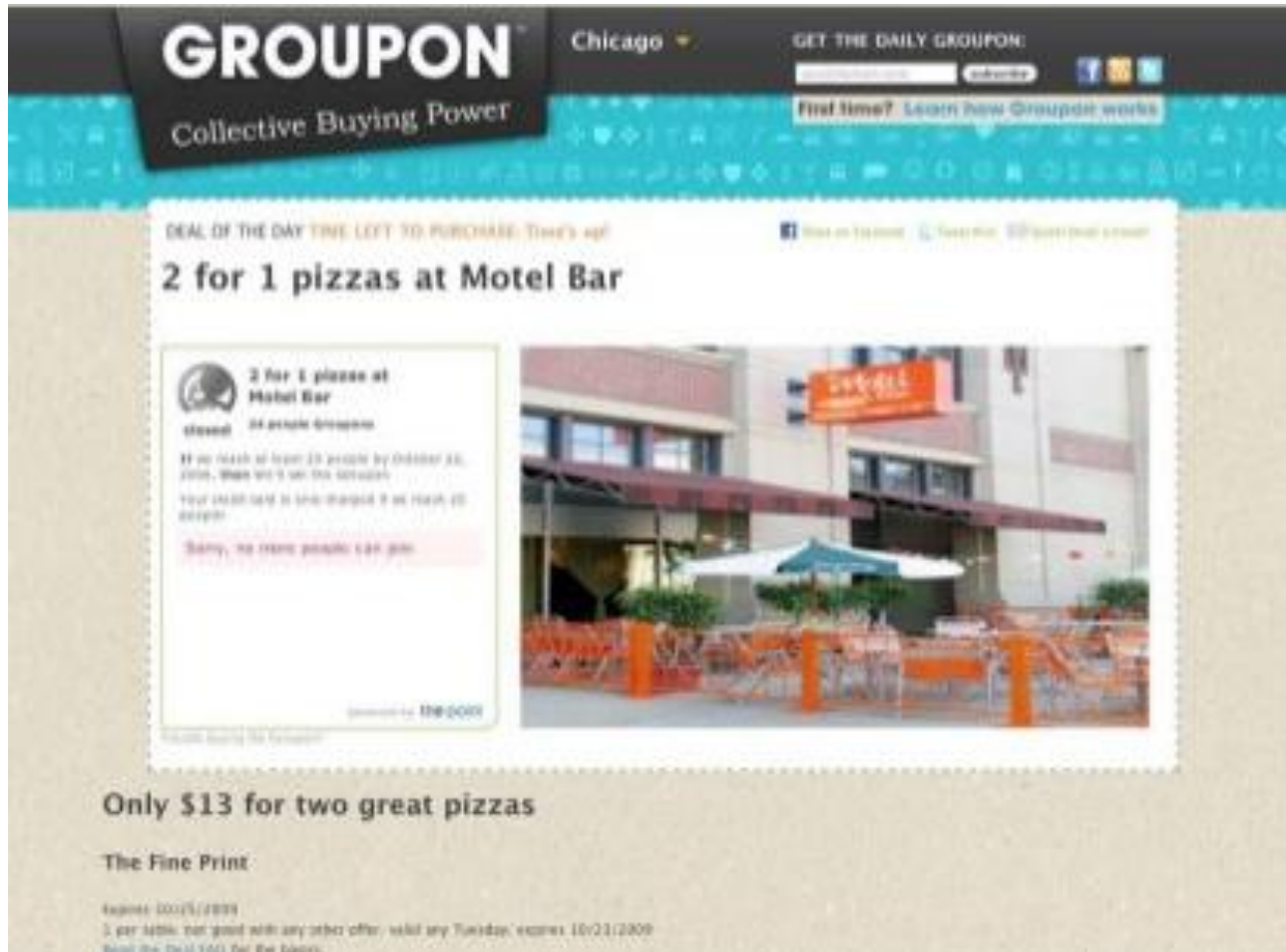


Piecemeal MVP

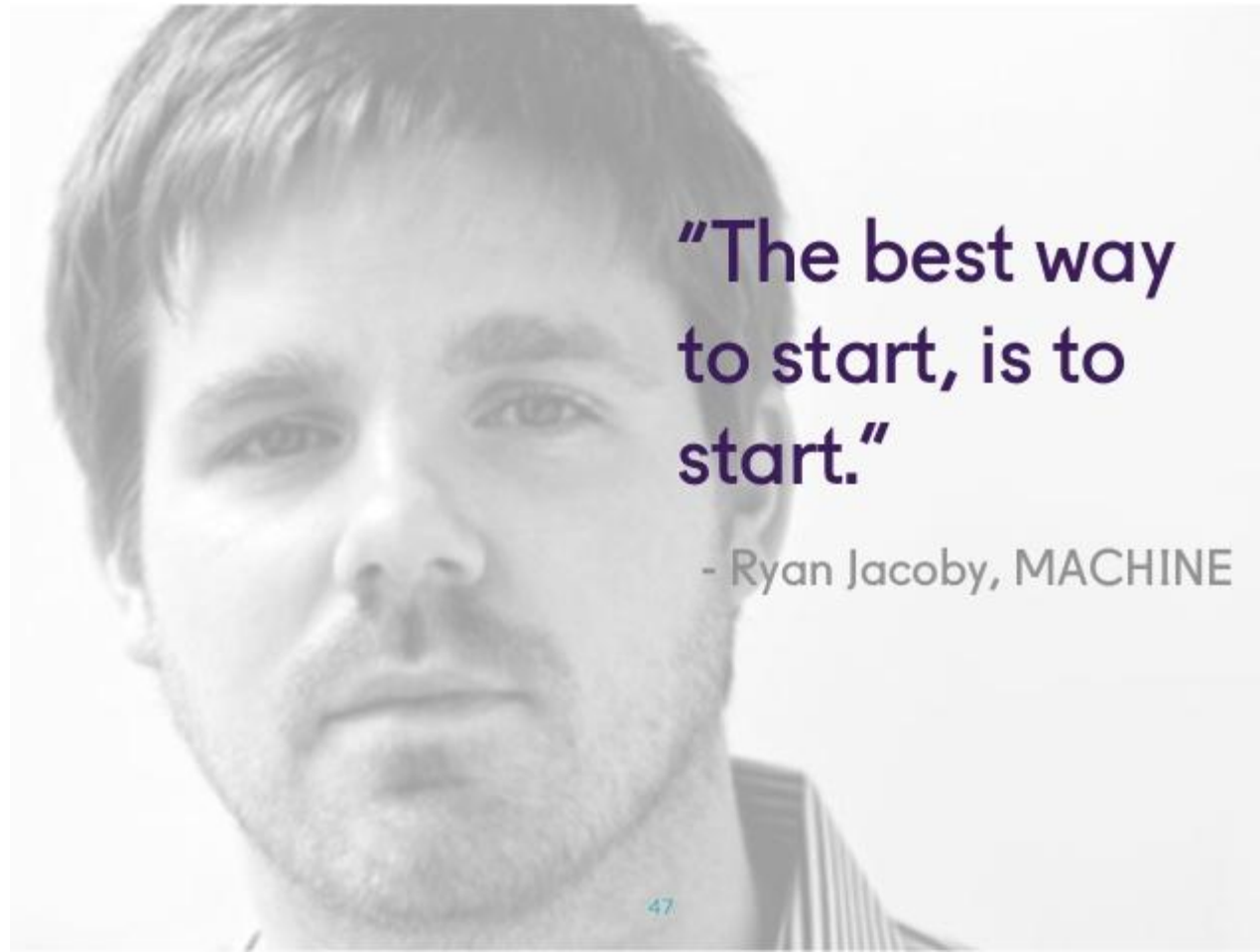
- A piecemeal MVP is built out of existing components from multiple sources which are put together to create the foundation for a product.
- Customer sees a new service, but behind the scenes it's a combination of existing services and manual work to tie them together



Example of a Piecemeal MVP: Groupon



Where do I start?



**“The best way
to start, is to
start.”**

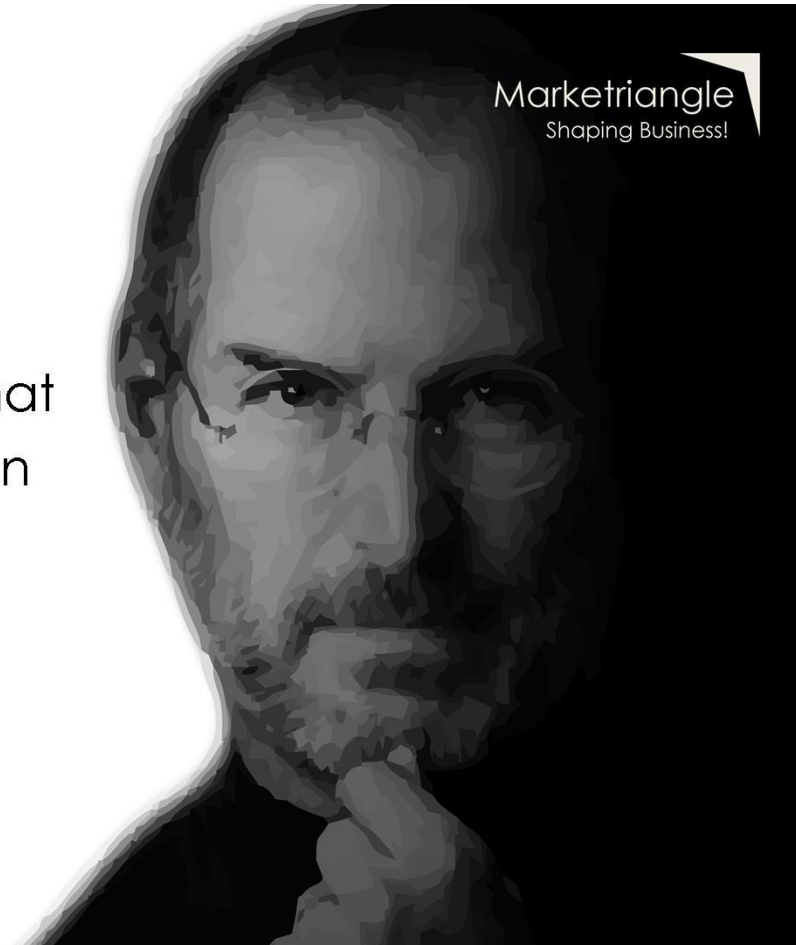
- Ryan Jacoby, MACHINE

Where do I start?

#makethemove

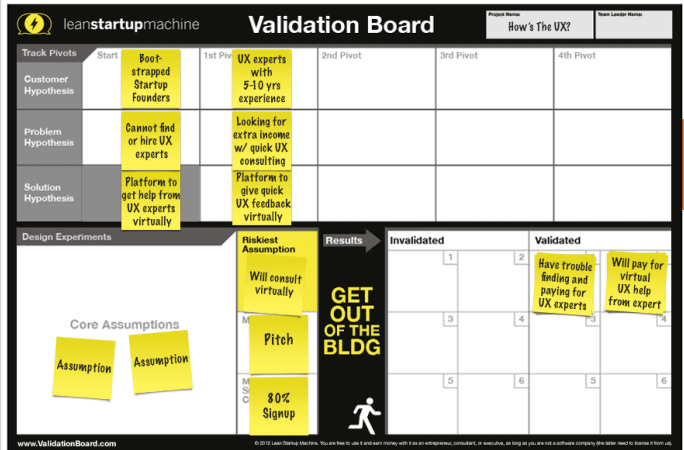
Its only by saying 'NO' that
you can concentrate on
things that are really
important.

- Steve Jobs



How to develop your MVP: Finding the Riskiest Assumption

- Think about what is your Riskiest assumption
- Risk = Probability x Impact
- In order to identify their riskiest assumption, entrepreneurs need to rate all of their Business Canvas components in terms of risk by considering 2 characteristics for each component:
 - *How critical is that hypothesis to the success of their business model?*
 - *How confident is the entrepreneur that hypothesis is valid?*



leanstartupmachine		Validation Board				Project Name: How's The UX?	Team Leader Name:	
Track Pivots	Start	1st Piv	2nd Pivot	3rd Pivot	4th Pivot			
Customer Hypothesis	Bootstrapped Startup Founders	UX experts with 5-10 yrs experience						
Problem Hypothesis	Cannot find or hire UX experts	Looking for extra income w/ quick UX consulting						
Solution Hypothesis	Platform to get help from UX experts virtually	Platform to give quick UX feedback virtually						
Design Experiments		Riskiest Assumption	Results		Invalidated		Validated	
Core Assumptions		Will consult virtually	GET OUT OF THE BLDG		1		2	
Assumption		Pitch	3		4		5	
Assumption		80% Signup	6		7		8	
			9		10		11	
			12		13		14	
			15		16		17	
			18		19		20	

MVP Storming

- Next, entrepreneurs have to develop MVPs to test their riskiest hypothesis.
- To start, they have to brainstorm potential MVPs for a hypothetical riskiest assumption that they have identified.
- They can chose between various type of MVPs seen earlier in this course:
 - Low Fidelity MVPs
 - Real MVPs



Example

You've identified that your riskiest assumption is your revenue stream. In particular that working parents will pay \$199/month for access to 3 in-home pediatrician visits each year.

Question: What MVP could be created in this case?

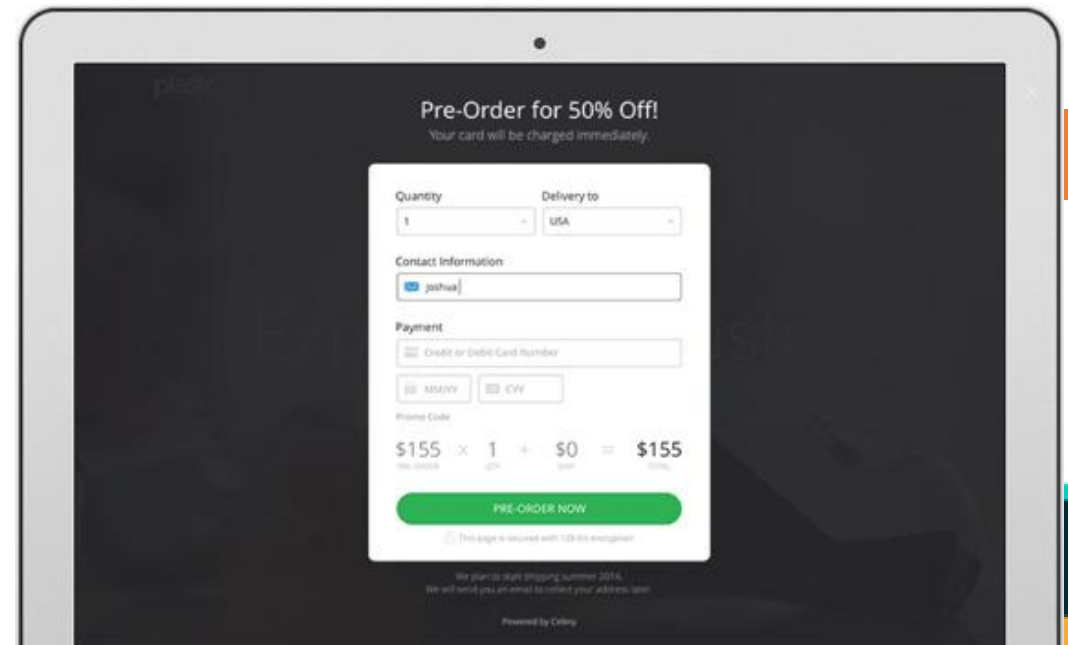
Example

Potential Solution

Pre-Orders landing page: Create a landing page that collects pre-orders from prospective working parents.

The site should mention the price and ideally require a credit card to play the pre-order, but the credit card shouldn't be charged until the founders are confident they can deliver on their value proposition.

Example of Pre-Orders landing page



Pre-Order for 50% Off!
Your card will be charged immediately.

Quantity: 1 Delivery to: USA

Contact Information:
joshua

Payment:
Credit or Debit Card Number

AMVY CVV

Price Code:
\$155 x 1 + \$0 = \$155

PRE-ORDER NOW

This page is secured with 128-bit encryption.

We plan to start shipping summer 2014.
We will send you an email to collect your address soon.

Powered by Clify

Example: Single/limited features MVP

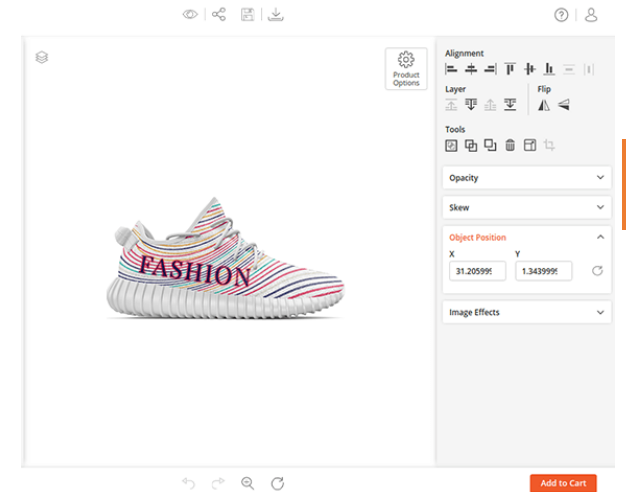
Amy is developing a product that helps people assemble their own customized shoes.

Her product allows users to choose colors, fabrics, decorations and shapes of different part of the shoes.

This results in each customer getting a customized product which suits their individual preferences.

Amy would like to develop an MVP that first will be tested with customers and shown when pitching investors in a second step.

What features should be included in the MVP?



Example: Single/limited features MVP

.Step 1: Capture the primary goal of your product

- You need to understand what your product does, or more importantly what kind of problems it solves.
- You need to define the main goal, which must be fulfilled in order to satisfy the customer.



PRIMARY GOAL: Allow users to receive an individual, customised pair of shoes

Example: Single/limited features MVP

.Step 2: Define the main process in the product

- Now, you need to define what the main user flow in your product looks like.
- Then, define what the particular stages of this flow are. Basically, what steps are needed to accomplish the primary goal you defined above?

48



PRIMARY GOAL: Allow users to receive an individual, customised pair of shoes

USER FLOW



Example: Single/limited features MVP

•Step 3: Create a list of features for each stage

- Look at each stage of the process and define the list of features which should be part of this stage.
- Define as many features as you can which can be developed to help the customer solve their problem but at the same time avoid prioritization.

Example: Single/limited features MVP

•Step 3: Create a list of features for each stage

•Amy's list of features may look like this:

•Step: Customize a shoe

•Features: choose a color, choose basic shape, choose a heel type, choose a fabric, generate a 3D preview of the customized shoe, save your customized shoe for later, share your shoe project with a friend...

•Step: Buy a shoe

•Features: pay with Credit Card, pay with PayPal, pay with Google Wallet, use coupon code, make use of seasonal sales... and so on.

Example: Single/limited features MVP



PRIMARY GOAL: Allow users to receive an individual, customised pair of shoes

USER FLOW

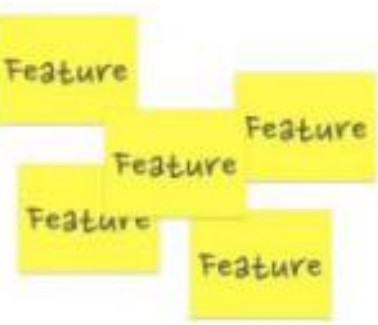
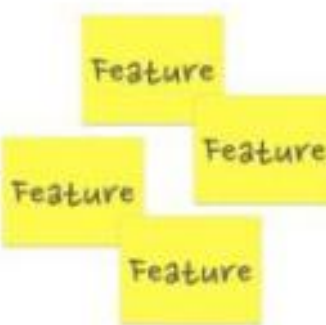
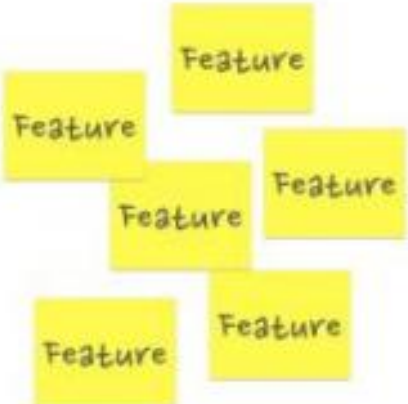


customize shoe

Buy shoe

Manage order

Deliver order



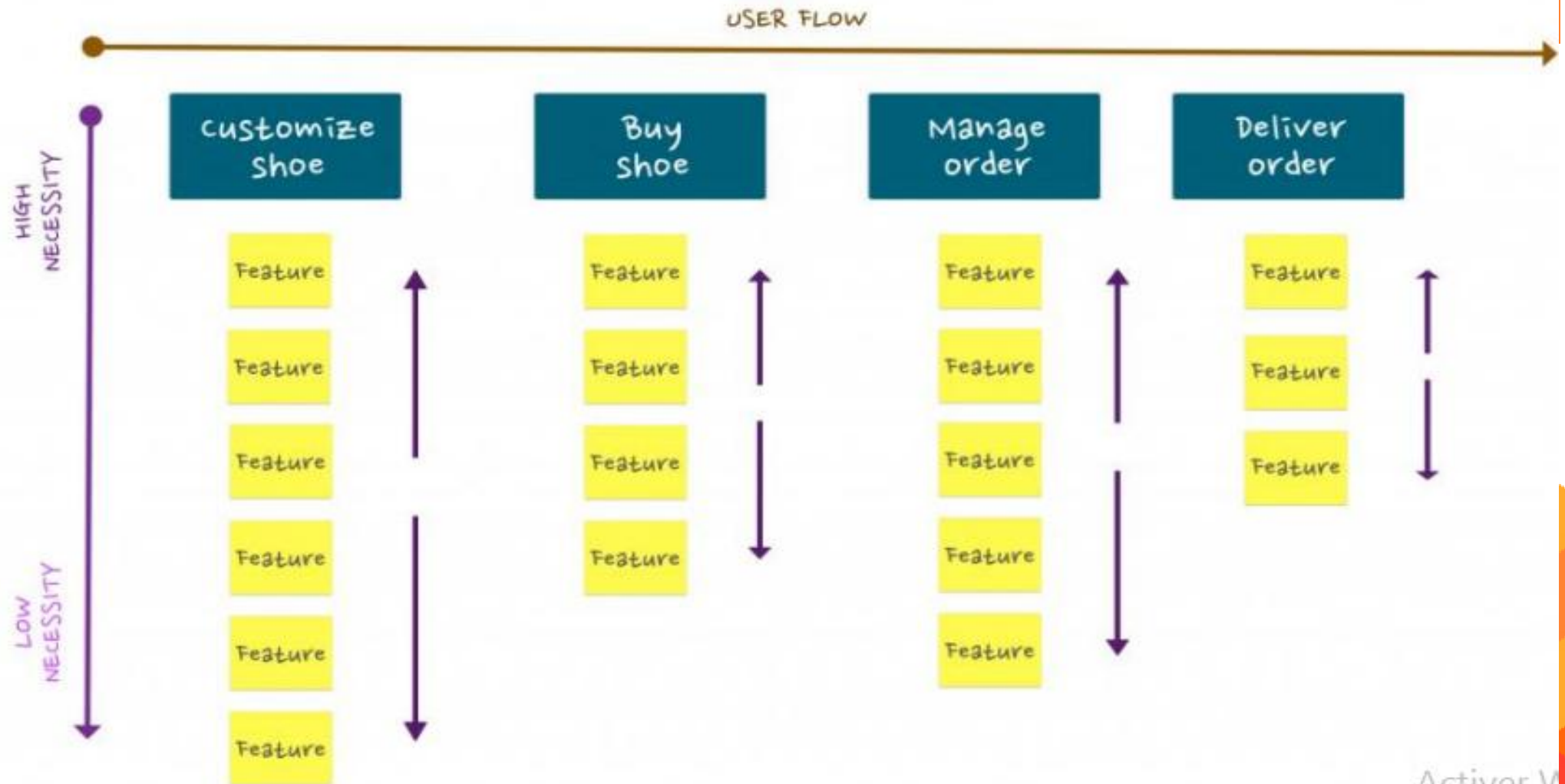
Example: Single/limited features MVP

•Step 4: Prioritize the features inside lists

- Now, prioritize each feature in each stage according to a few factors:
- How important is this feature for finishing the process?
- How often will the feature be used?
- How many users will use this feature?
- How much value will the feature bring to the customer?
- How risky is this feature?



PRIMARY GOAL: Allow users to receive an individual, customised pair of shoes



Example: Single/limited features MVP

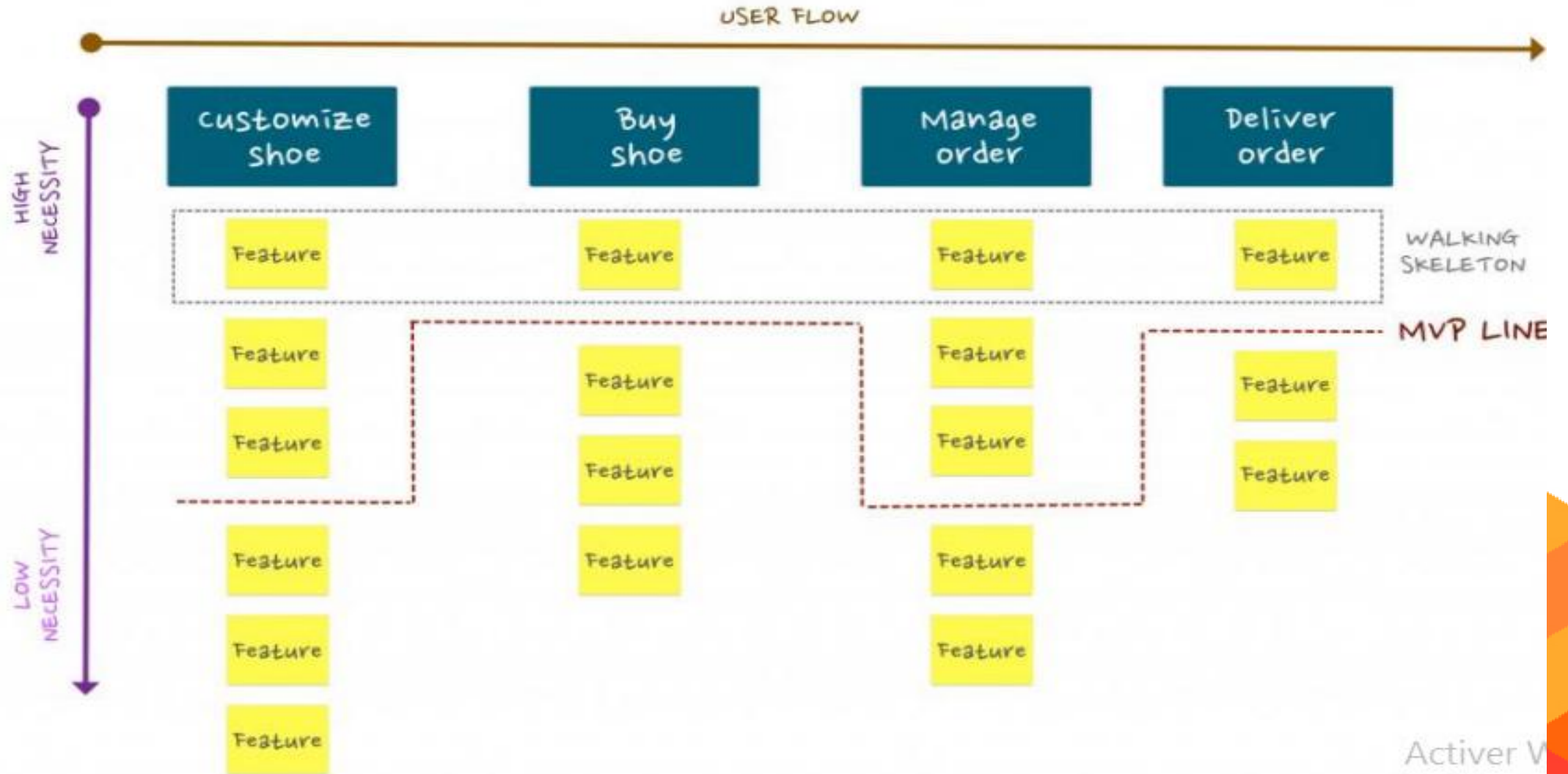
•Step 5: Define the MVP

•The first row on the map is defined as the Walking Skeleton, which, in this case, is the smallest possible representation of a working product.





PRIMARY GOAL: Allow users to receive an individual, customised pair of shoes





Thank you

Q&A

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