



Building your Minimum  
Viable Product

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# CONSUMER BEHAVIOUR RESEARCH

*Lab run by scientist and marketers*

ABOUT US

OR

CONTACT

NBRANDED

PAGRINDINIS

DARBAI

STRAIPSNIAI

KONTAKTAI



SKAITMENINĖ  
RINKODARA IR KOMUNIKACIJA





**THINKING BIG  
IS STILL JUST THINKING**

**No Market Needed**

42%

**Run out of cash**

29%

**Wrong team**

23%

**Outcompeted**

19%





You run an experiment not a business





MINIMUM VIABLE PRODUCT



PRODUCT!



WTF?

Insufficient Features. Incomplete.



Yuck!

Poor quality compromises testing.



Minimum Viable Product



Product

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

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HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT

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1



2



3



4

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ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT

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1



2



3



4

---

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT

---



1



2



3



4





### **MINIMUM**

Nobody wants to use it;  
Doesn't solve the  
problem



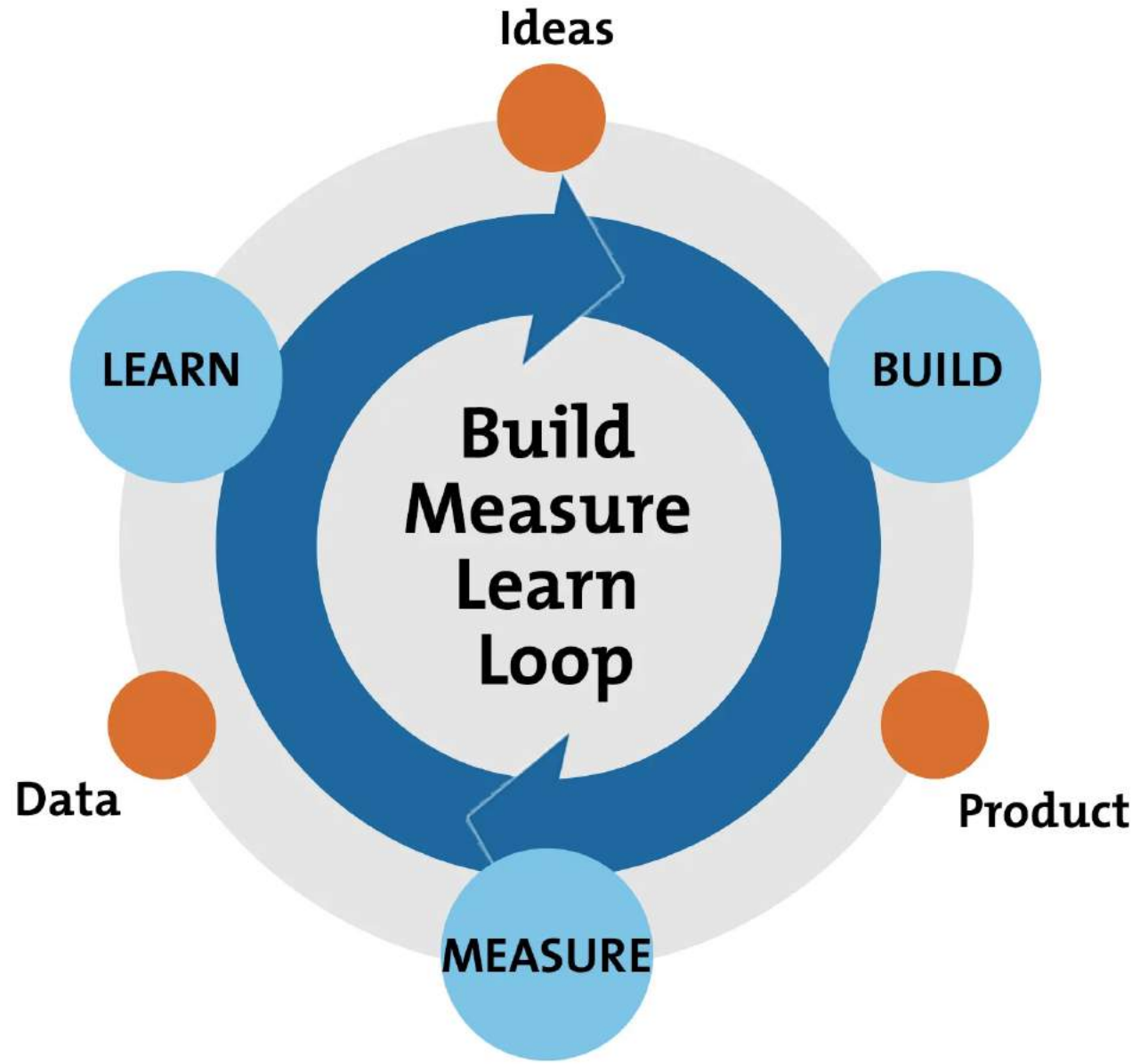
### **MINIMUM+VIABLE**

Good enough product to attract  
the first users



### **VIABLE (maximum)**

Product you want to build





Who is your ideal early adopter?





- Customers know they have a problem
- They want your help solving it
- They will pay you to solve it
- You can solve it





- Specific
- Reachable





List at least 3 customer personas.







Launch to a limited audience.



What is your business assumption?

- Clear
- Measurable



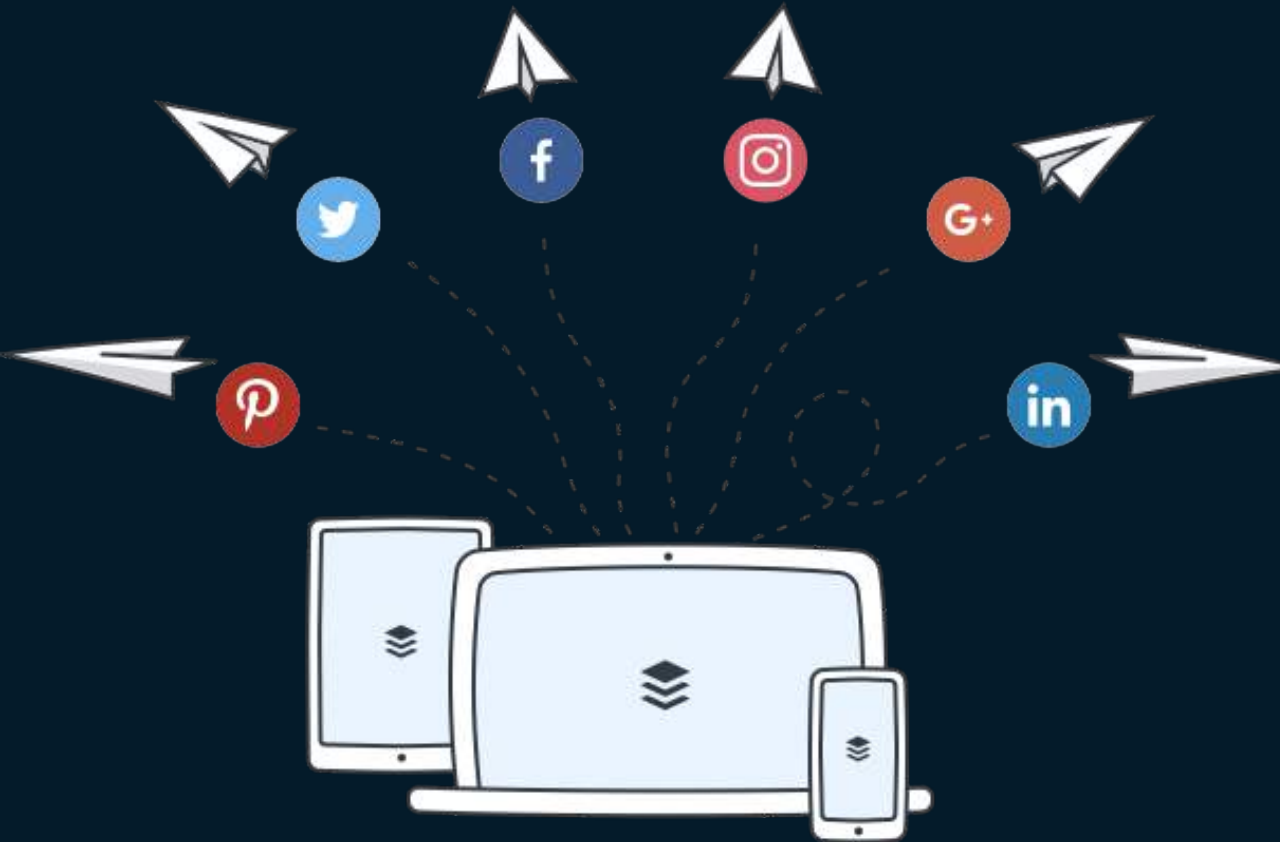


# Zappos! com

Assumption: that people would buy shoes online.

Metric: Number of shoes sold online

Experiment: the extraordinary move of taking pictures of shoes in a shoe shop... to set up what APPEARED to be a fully-functional eCommerce website



Assumption: people would like to plan their Communication in advance

Metric: an INTENTION to buy.





Assumptions: people would like to rent their homes to strangers. People would like to stay with strangers.

Metric: Placed orders.

Experiment: simple website to offer their service.



### Assumptions:

- People are happy to stream (rather than own) music
- Labels and artists are willing to let people do so legally
- Fast and stable streaming is technically feasible.





# Assumptions



What is your assumed pain point?

- Clear
- Measurable





What about alternatives?



Prepare for your experiment





Define customer journey

There are certain steps that need to be followed in order to achieve the main objective.

User flow



First action

Second action

Order  
placement

Delivery

High  
priority

Low  
priority

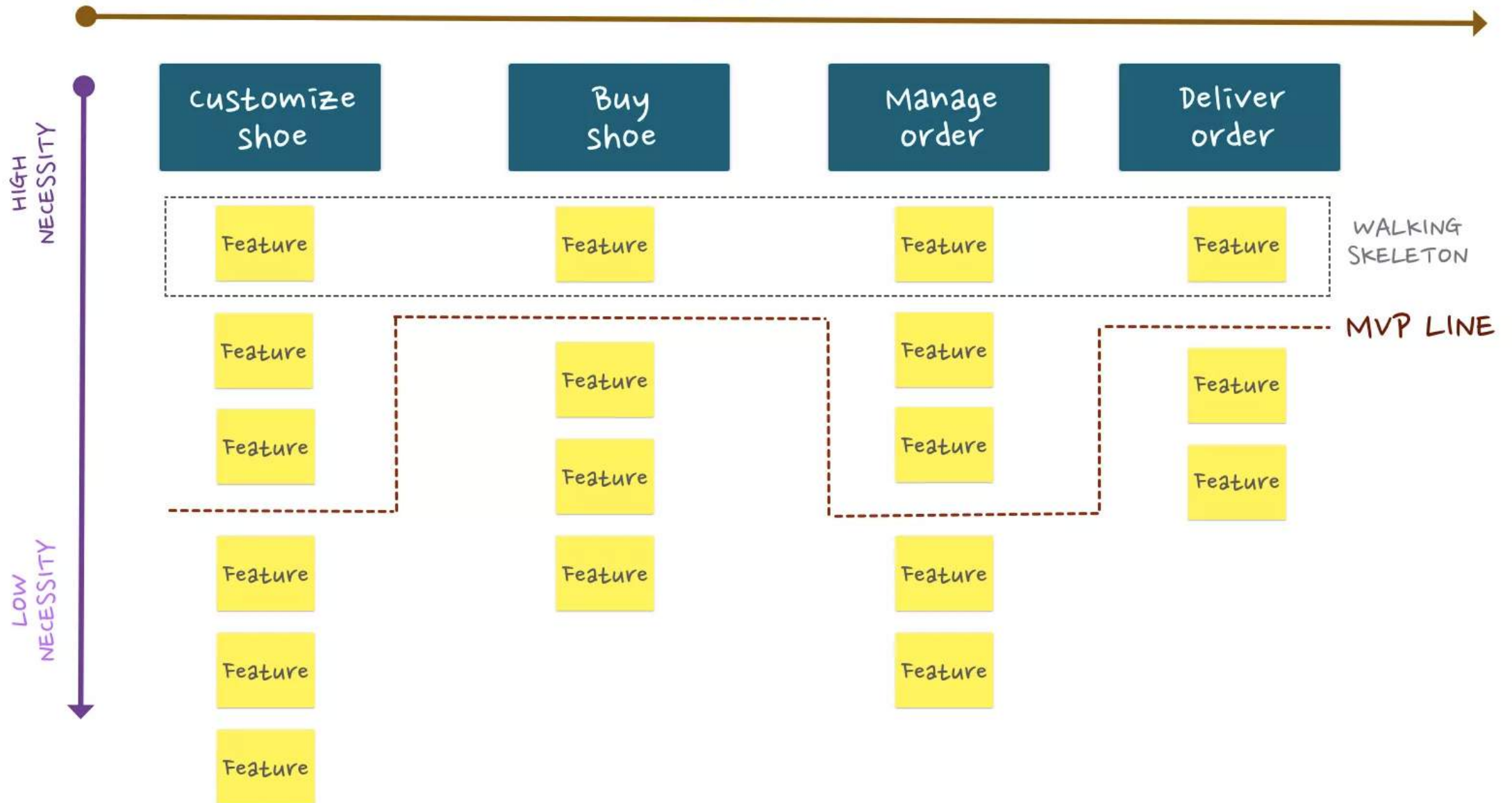






PRIMARY GOAL: Allow users to receive an individual, customised pair of shoes

USER FLOW



A close-up portrait of a man with dark hair and glasses, smiling broadly. The background is a solid teal color. The quote is overlaid in white text on the left and right sides of the image.

“If you're not  
embarrassed  
by the first  
version of  
your product,

you've  
launched  
too late.”







Smoke test





The Headline  
 Supporting detail  
 The Call-To-Action  
 The Promise



Play With Your Cat.  
 Even When You're Not Home.

Introducing Kittyo - a revolutionary new product that lets you watch, speak to, play with, and record your cat when you're away. You can even dispense treats!

When can you get your paws on one?

Launching soon on Kickstarter. Kittyo is currently in development. Simply sign up below to find out when you can get Kittyo at a special discounted price.



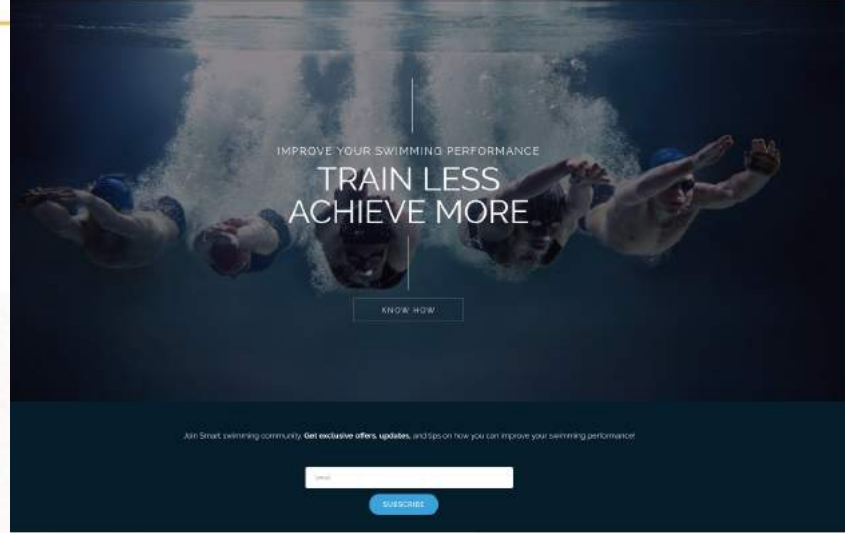
Miss your cat when you're not home? Now you don't have to. That's because with the Kittyo app and device, you can remotely:

- Activate sound to attract your cat
- Move laser around for your cat to play with
- Watch your cat have fun while providing exercise
- Push button to speak to your cat
- Record and share videos of your cat
- Dispense your cat's favorite treats!

It's mind-blowing, really.



Because we know that cats love to knock things over, Kittyo's sleek design can easily clamp to your shelf or attach to your wall.



KNOW HOW

Join Smart swimming community. Get exclusive offers, updates, and tips on how you can improve your swimming performance.

SUBSCRIBE

OVAO VIRTUAL TRAINING ASSISTANT

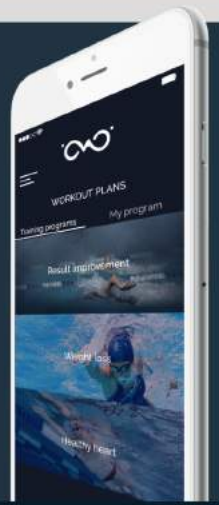


Ovao attaches to strap of your swimming goggles. A fantastic device is now added to a whole of your goggles, so you can see real-time stroke angles. The device provides real-time coaching while giving intuitive color-coded instructions on your training strategy. Whether you need to increase or decrease at least a couple length time signal for tempo training and swimming exercise timing. It's what you need to get the most from your training. With Ovao virtual training assistant you can train less and achieve more.

ADVANCED TRAINING PROGRAMS

It's very simple to use Ovao: select a training program from our app, attach the device to your swimming goggles and follow color-coded instructions on your training intensity. You can select from a huge variety of training programs that were created by professional swimming coaches for different training purposes.

- Swimming performance improvement**  
 Improve your swimming performance parameters, such as lap time, stroke rate, average pace, etc.
- Smart fat burning**  
 Train smarter, not harder. Stay in the optimal fat-burning zone and keep calories burned even after your workout.
- Endurance improvement**  
 Build your stamina and train to keep a constant swimming tempo.
- Personal program**  
 Create your own training program or upload the one provided by your coach.



Join Smart swimming community. Get exclusive offers, updates, and tips on how you can improve your swimming performance.

SUBSCRIBE



Wizard of Oz test





A website radio service which plays songs according to the customer's individual taste.



Define your  
experiment





Hardware

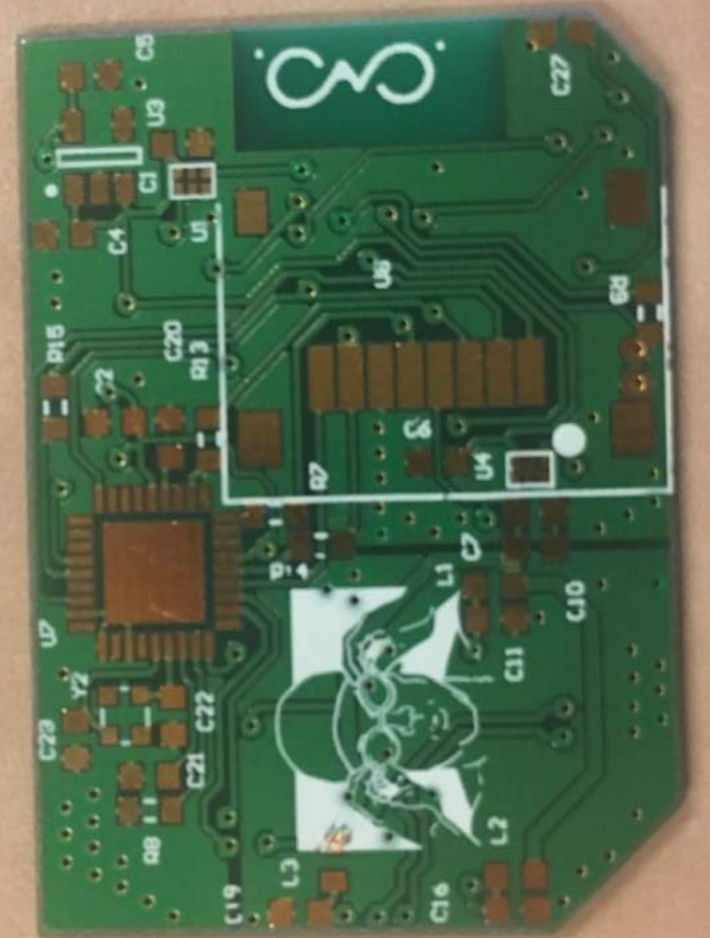


Define key features;

Define key components;

Have technical plan in place;

Have technical advisors.







Test it ASAP

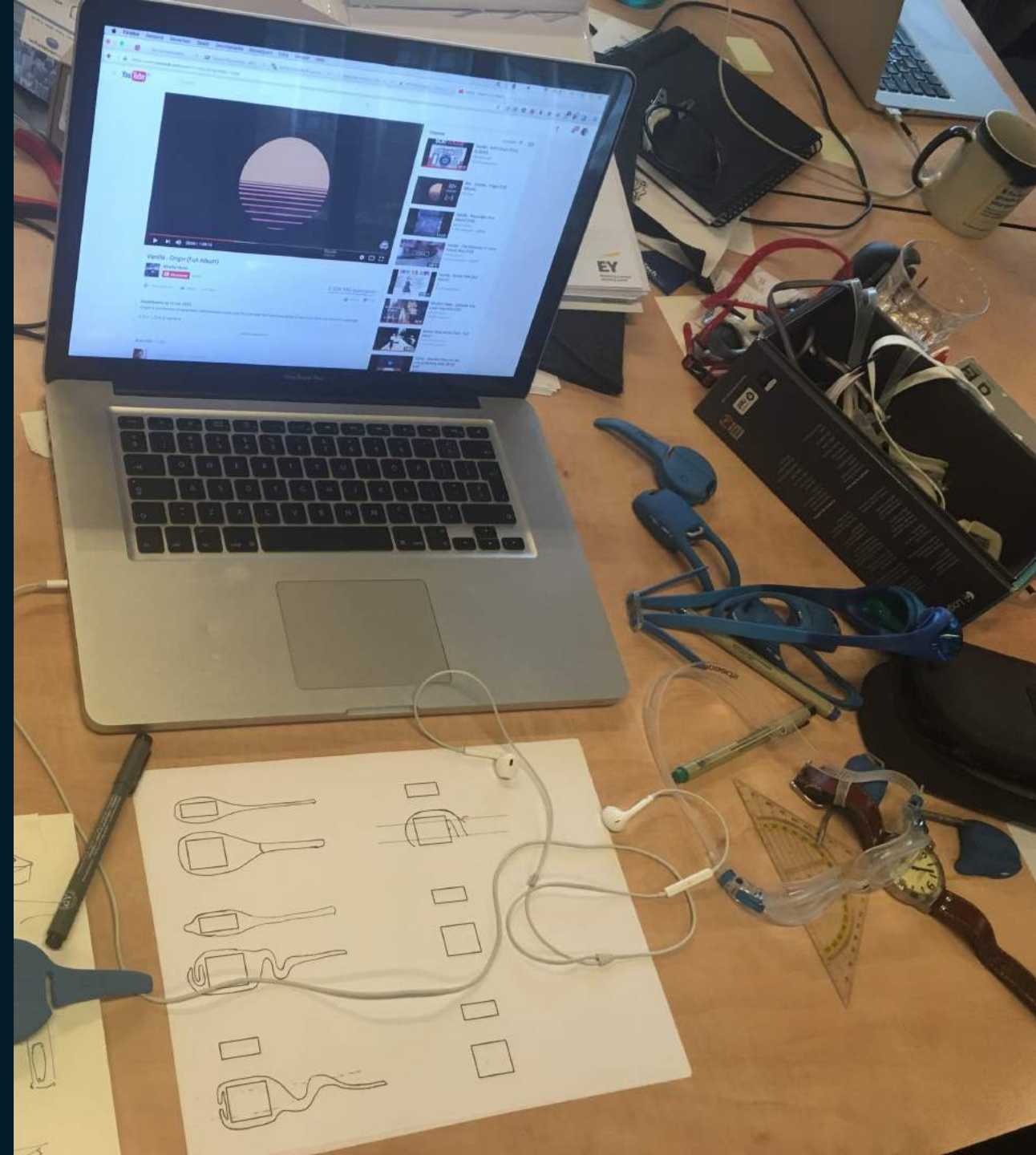




Redo and test again;

Invite your community to give  
Feedback;

Start with design for manufacturing  
Early;





Have questions?

Contact: [kamile@ovao.com](mailto:kamile@ovao.com)

