

MINIMUM VIABLE LOVABLE PRODUCT

"WTF? Why have you replaced 'viable' with 'lovable'? Everyone and their uncle is talking about MVPs and you don't use the same word?"

Yes, precisely. We have spent hours in debating what an MVP is and should be. Is anything an experiment or does an MVP have to be "bigger" than an experiment? To put it simply, we simply re-named it to bypass the interesting but sometimes less fruitful discourses ;)

But really, we want to emphasize that the MLP should focus on building the minimum that your customers will fall in love with.

After working with the Experimenting canvas you have a set of experiments and the success criteria for each. Use your own judgment whether to bundle the experiments into an MLP or whether the experiments are so light and fast, that there is no need to build anything yet (e.g., making a few phone calls or interviewing people does not need any building).

A. WHAT IS IN THE MLP?

This is simple and powerful. Write the features of the MLP/MVP onto sticky notes, and then decide what is required for the minimum lovable product. In other words, only the bare bones that make your customer fall in love with the product or service. On the right side you write the rationale behind the decision: why you chose to include this.

"creep" happens very easily, and therefore, this box can be even more important than the one above. And if you have a boss who pays attention to your work only sporadically, it might be really important to have a tool explaining why this MLP does not have any colors, does not integrate with the legacy backend, and does not actually look like a polished product at all.

B. WHAT IS NOT IN THE MLP?

...and into this box you stick all the features that were left out (and why). So-called "feature

LOVABLE MINIMUM VIABLE PRODUCT - nothing but the essential

What is in the MVP?

ASK WHY.

A

What is not in the MVP?

ASK WHY.

B

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