



This tool is designed for developing a product, service, or business model. The aim is to define and build a solution as quickly as possible, in an iterative process, to determine if the solution satisfies user needs in a meaningful way.

DIY: MVP - MINIMUM VIABLE PRODUCT CANVAS



DT-MVP-30

Project/Problem Area:

Date and Time:

MVP Name

1. INITIAL SITUATION	2. PLAN	3. RESULTS
<p>PERSONA</p> <p>Who is this MVP for? (Describe the target user/customer.)</p>	<p>VISION & ROADMAP</p> <p>What is the product vision? What does the roadmap look like? (Future state and steps to get there.)</p>	<p>CONCLUSIONS / NEXT STEPS</p> <p>What are the most important findings from all iterations? (What worked and what didn't.)</p>
<p>TOP 3 PROBLEMS & CHALLENGES</p> <p>What is the focus of this MVP? (What specific pain points are you trying to solve?)</p>	<p>TOP 3 FEATURES</p> <p>Which top features are tested in this MVP? (The absolute minimum required features.)</p>	<p>LEARN</p> <p>What should be learned in the next step? (Specific hypotheses for the next iteration.)</p>
		<p>SUMMARY OF THE LEARNINGS</p> <p>What are the key takeaways and insights? (Distill the knowledge gained.)</p>
<p>CUSTOMER JOURNEY & USE CASE</p> <p>Which step of the customer journey or which use cases will be improved?</p>	<p>BUILD</p> <p>How can these features be built and tested? (Methodology and technical approach.)</p>	<p>MEASURE</p> <p>How can the results be measured? (What metrics will validate success or failure?)</p>
	<p>COSTS & SCHEDULE</p> <p>What are the costs and schedule for this? (Time and budget constraints.)</p>	