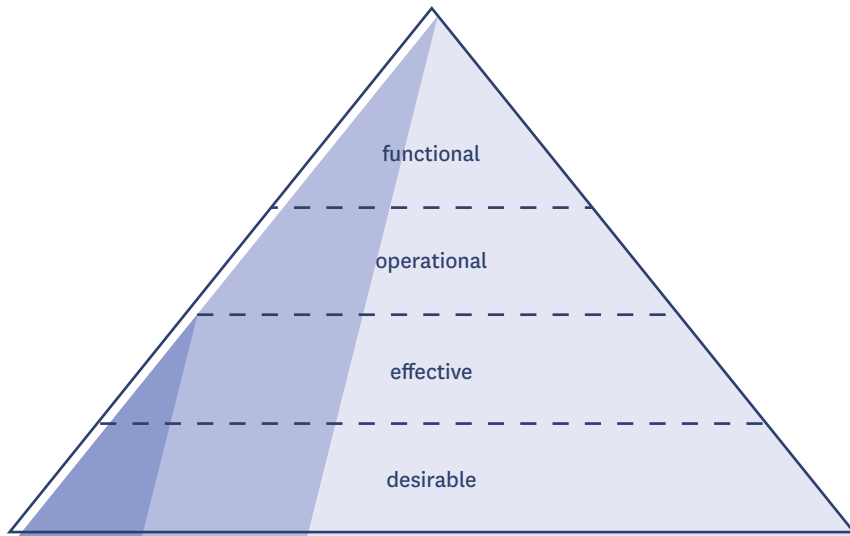


## MVP Basics



Maximum Viable Product/Process	
	<b>Minimum Viable Product/Process</b> <b>Functional prototype</b>
<b>From the concept prototype</b> <b>Foundations for further development:</b> Which aspects should we definitely incorporate and pursue in greater depth?	<b>Desirable:</b> What could be improved?  <b>Effective:</b> What should be expanded on?
<b>New test hypotheses:</b> Which assumptions should be investigated in a new test situation?	<b>Feasible:</b> What conditions would enable the solution to be put to real-life use for the first time? Signpost for further shaping.  <b>Functional:</b> What does the product/process definitely have to be able to do to prove or disprove the assumptions? Signpost for core function.

## MVP Development Plan

### WHO?

Who is the MVP to be developed for? Has prototyping and testing changed (narrowed or broadened) the target group?

### WHY?

What value is to be created by means of the MVP?  
 What overall goals are we aiming to contribute to?

### WHY?

What problem does the MVP solve? What actions does it seek to improve or simplify? What experiences does the MVP seek to enable?

### WHAT?

What tasks are to be performed? What is the main function that can be derived from this? What format is relevant in terms of testing this function?

### Assumptions (target behavior)

What do we want to find out? What do we assume the MVP achieves?

### Data basis (actual behavior)

How do we measure the results of the MVP? When do we know they have been achieved?

### Resources

What are the costs and time line for the MVP? What expertise do we need to create the MVP?