Minimum Viable Product (MVP)
Best Practices

The approach is simple:
Imagine you are planning to build a vehicle. How do you proceed?

How not to build a minimum viable product — 1, 2, 3, 4

How to build a minimum viable product — 1, 2, 3, 4, 5

The purpose of an MVP is to validate an idea
- Will my customers shop my products online? Is there a market for my products in a new country?

Do your research before you launch
- Not all shopping experiences are the same. Therefore, research in advance why customers need exactly these products and how the digital shop can help them.
- Learning from the competition: Observe how your market competition has developed to prevent typical sources of error.

Build one experience for one platform
- Do not create an MVP that is meant to translate across multiple platforms. Otherwise, you run the risk of wasting budget and resources on features that may not be needed.

Time-to-market should take a maximum of 100 days
- A shortened time-to-market is a primary goal of the MVP. First develop a provisional, but workable solution - avoid long-winded perfectionism. Which features are really necessary to meet the most important customer needs?

Continuous adaptation to real market conditions
- An MVP allows you to base the further development on real user behaviour. Take advantage of this! Observe and understand what your customers like and what they don't like.
- Step by step, you will create exactly the experience your customers want. For this, conduct A/B tests, add new features and don't stick to ideas that turn out to be non-functional.

Create an MVP for any new platform (mobile or tablet app, voice skill, etc.) or internal expansions
- Many companies have the tendency to use different platforms in multiple ways. Start small and only spend your time, money, and resources on adding features that will benefit the customers' actual needs.
- Keep in mind that customers from other locations may have different needs and therefore access your shop differently than local customers.