Deconstructing the MVP approach

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Tech Manager/Lead Engineer at THE ICONIC

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MVP
(minimum viable product)

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“...maximum amount of validated learning about customers with the least effort”

Eric Ries on The Lean Start-up book

The beginning
of the journey
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Bye uni...
...welcome to the “real world”
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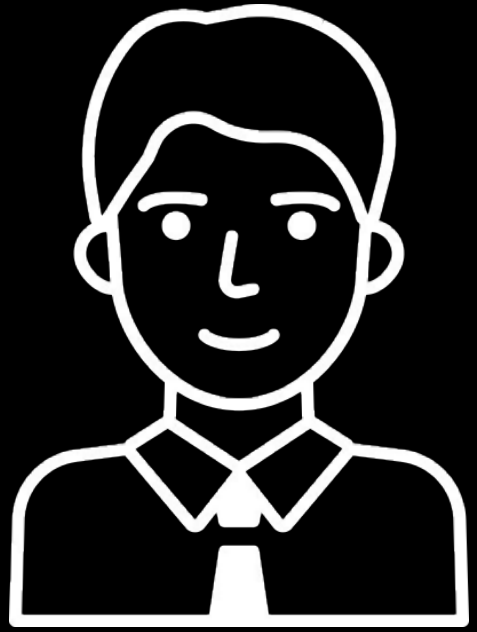
Meet Bob



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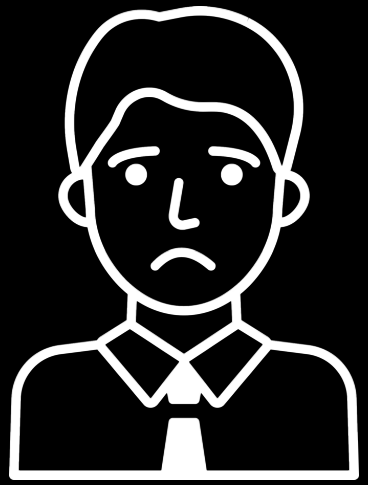
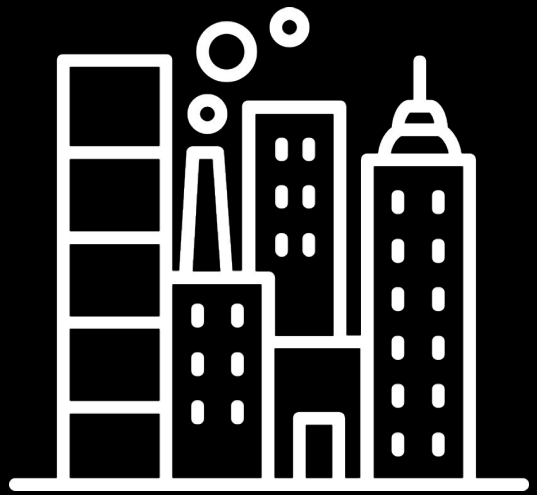
Bob’s commuting problem



50 minutes



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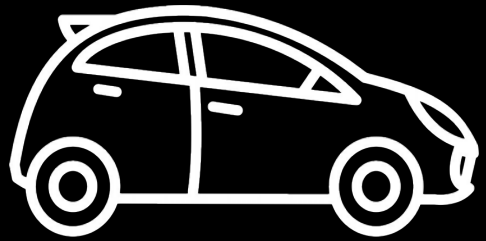
Ideation phase

Non-MVP team

MVP team



Non-MVP team

MVP team

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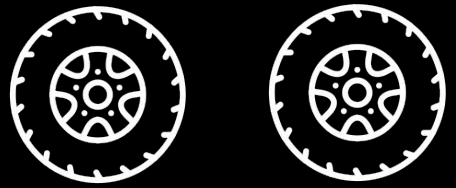
First iteration



50 MINUTES

30 MINUTES

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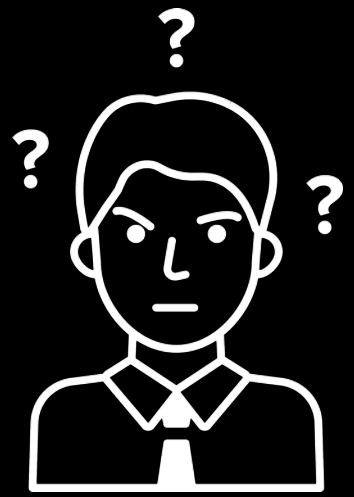
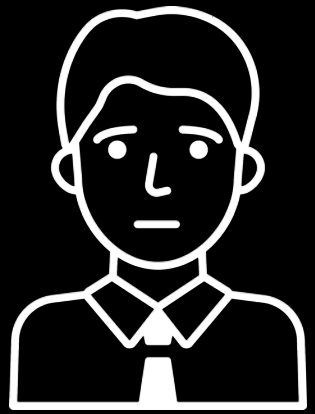
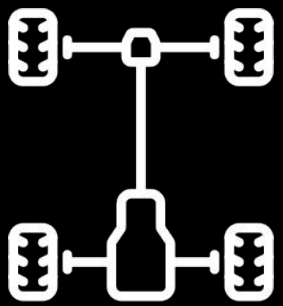
Learnings





"I save 40 minutes a day, but **the path isn't designed for skateboards**."

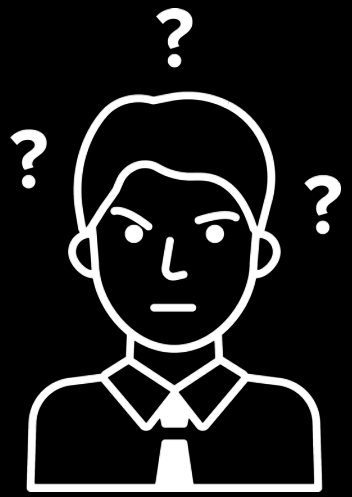
Second iteration

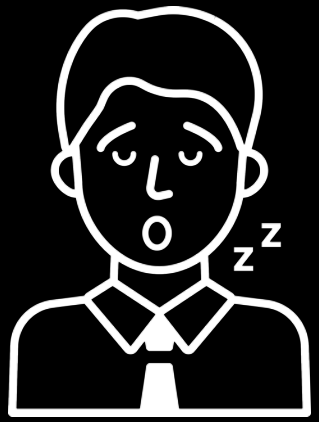


50 MINUTES

20 MINUTES

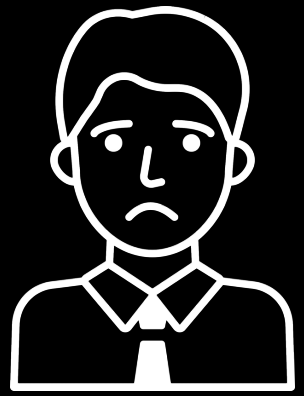
Learnings





"Now I don't have problems with the path and I save 60 minutes a day. However, **I get home tired.**"

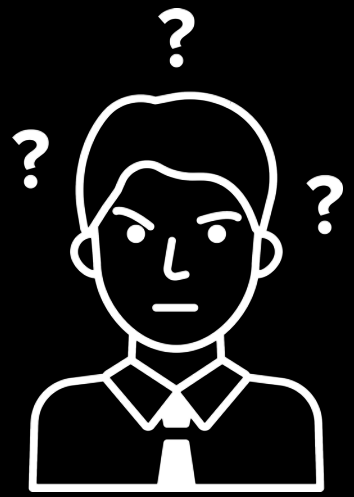
Third iteration

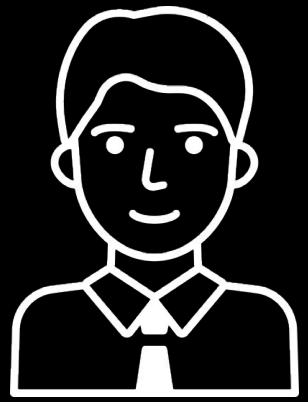


50 MINUTES

10 MINUTES

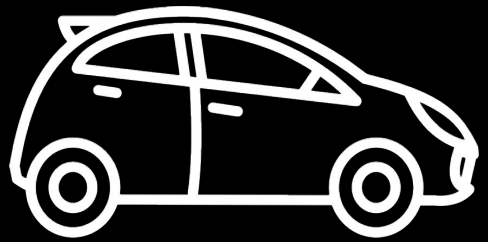
Learnings





"Spot on!"

Many iterations later. . .



10 MINUTES

10 MINUTES

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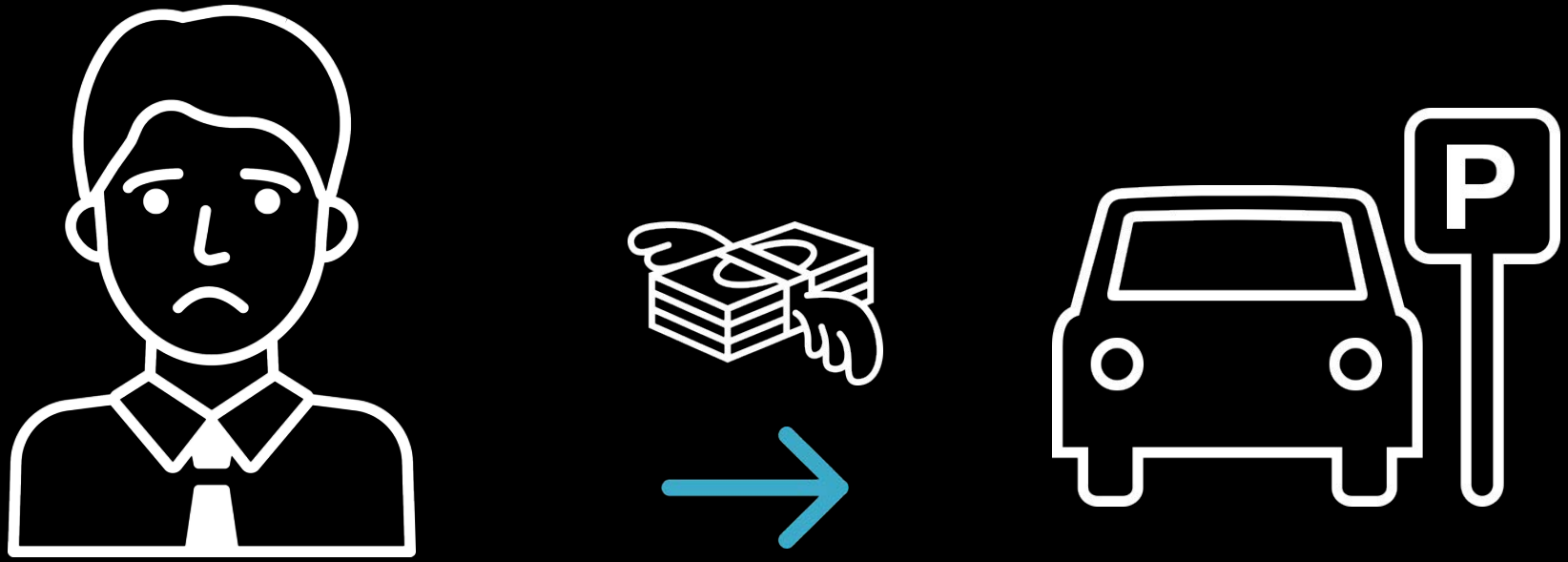
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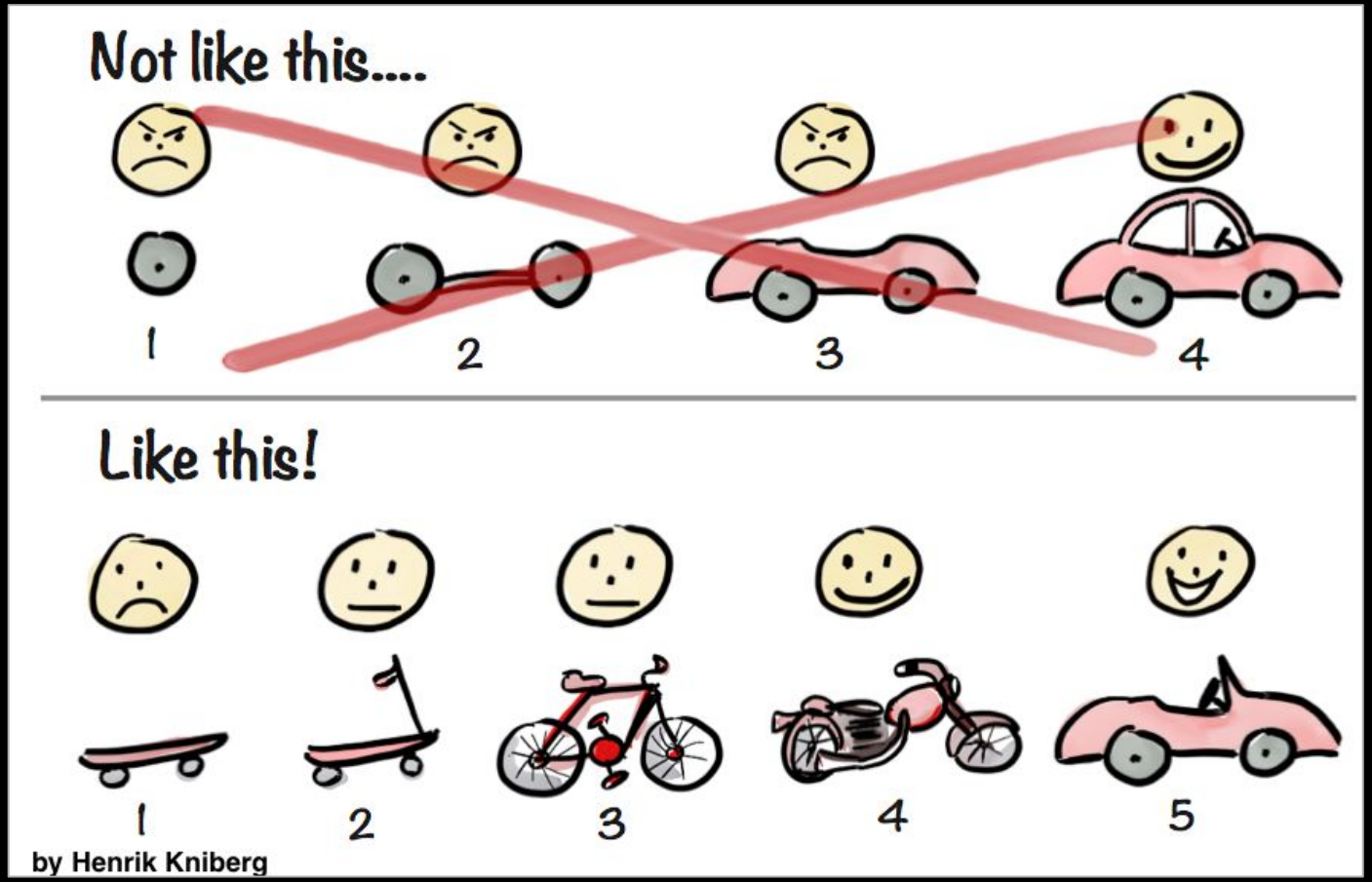
Not like this.....
1
2
3
4
Like this!
1
2
3
4
5
by Henrik Kniberg

Why do people still make cars?

Value = ?

Environment not suitable

Common myth

“MVP is something you do and never work on it again”

MVPs at THE ICONIC

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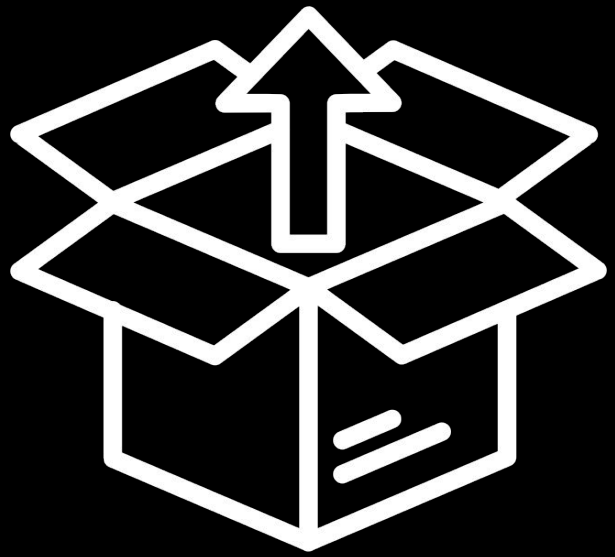
Project #1

Speed up return process



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CAR solution

- Contact carrier API
- Print label when packing that order.
- Adapt fulfillment center packing process.

How could we get to the skateboard in one iteration?

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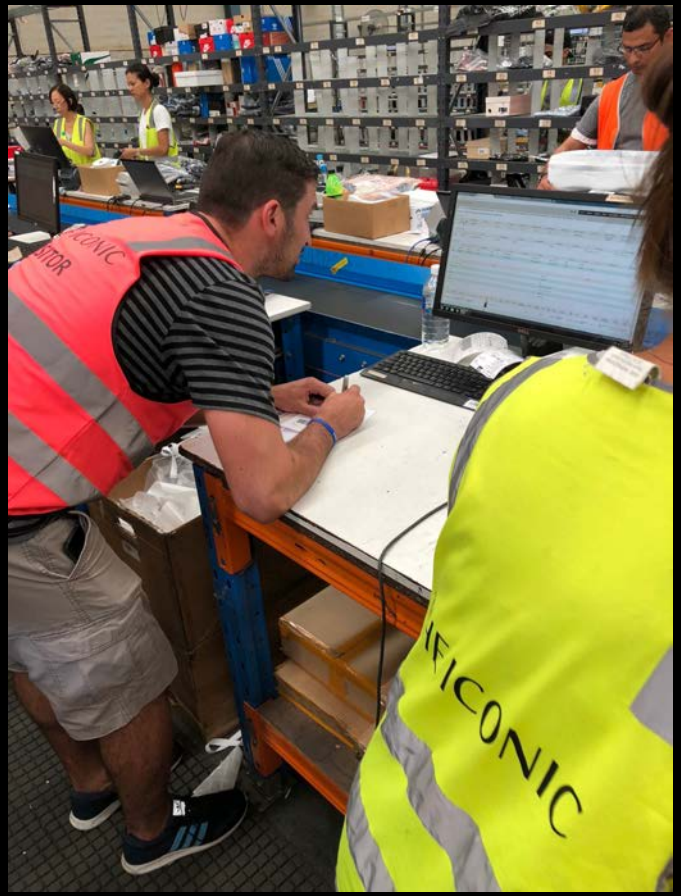

eParcel™

AUSTRALIA POST

POST RETURNS
For Post Office Use: Scan Barcode. No

DELIVER TO
THE ICONIC
Returns
PO BOX 6076
CHULLORA NSW 1405

PHONE: +6143133217
Temando Reference: 42076050

ORDER: 281459466

DELIVERY INSTRUCTIONS

SIGNATURE ON DELIVERY REQUIRED

CON NO RQA8692441
PARCEL 1 of 1

AP Article Id: RQA8692441010006550O1

AP Article Id: RQA8692441010006550O1

SENDER
The Iconic
COPS
L18, 338 Pitt St
SYDNEY NSW 2000

Order No:
Track No: RQA8692441

This shipment was booked via Temando. Learn more at www.temando.com

temando

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What did we learn from this iteration?

Key takeaways from this project

If your solution is scalable

it probably isn't an MVP

Iterate and learn as fast as you can

Good intentions aren’t enough

No attachment to the project

Project #2

Reduce customer anxiety around returns

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CAR solution

- Responsive Email Design
- Automated tool observing returns statuses 24/7
- Trigger email automatically

How could we get to the skateboard in one iteration?

How could we reduce complexity with emails?

How could we reduce complexity with emails?

What’s the alternative to check returns in real time?

Check returns hourly

Automated tool?

Automated tool?

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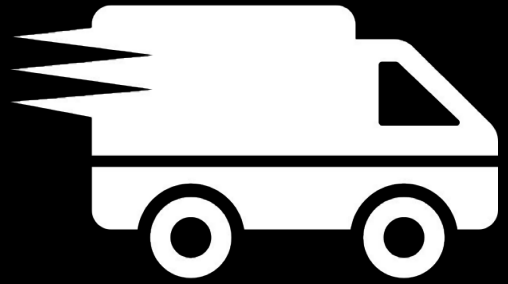
What did we learn from this iteration?

It’s about what and not about how

Project #3

One hour delivery



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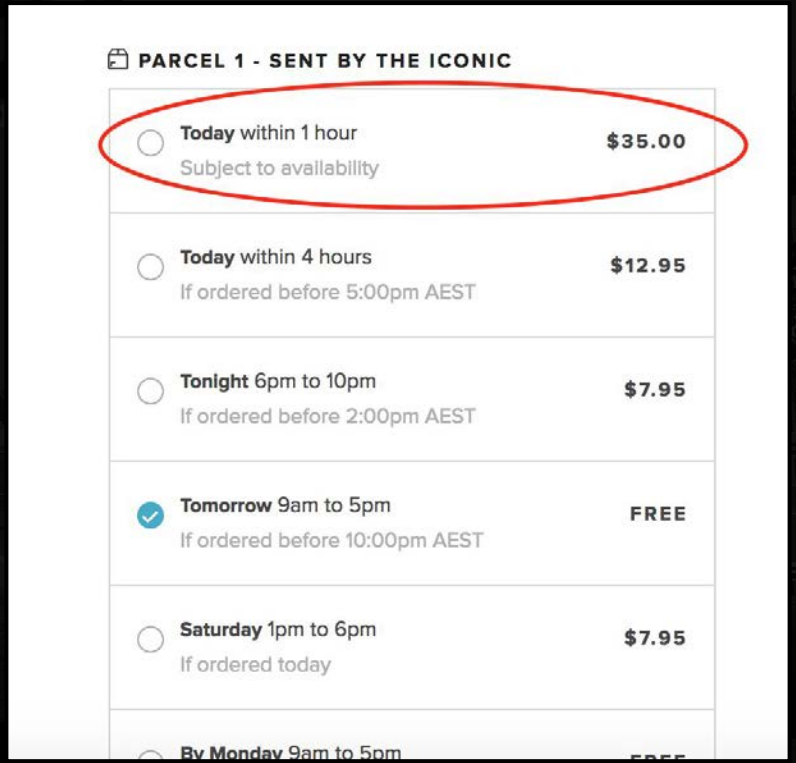
Our skateboard

Our bicycle



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Think out of the box and get out of the comfort zone

Close goals keep people more engaged

MVP = Happy days?

“If you're not embarrassed by the first version of your product, you’ve launched too late.”

Reid Hoffman
LinkedIn Co-founder

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THANK YOU

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Q & A

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