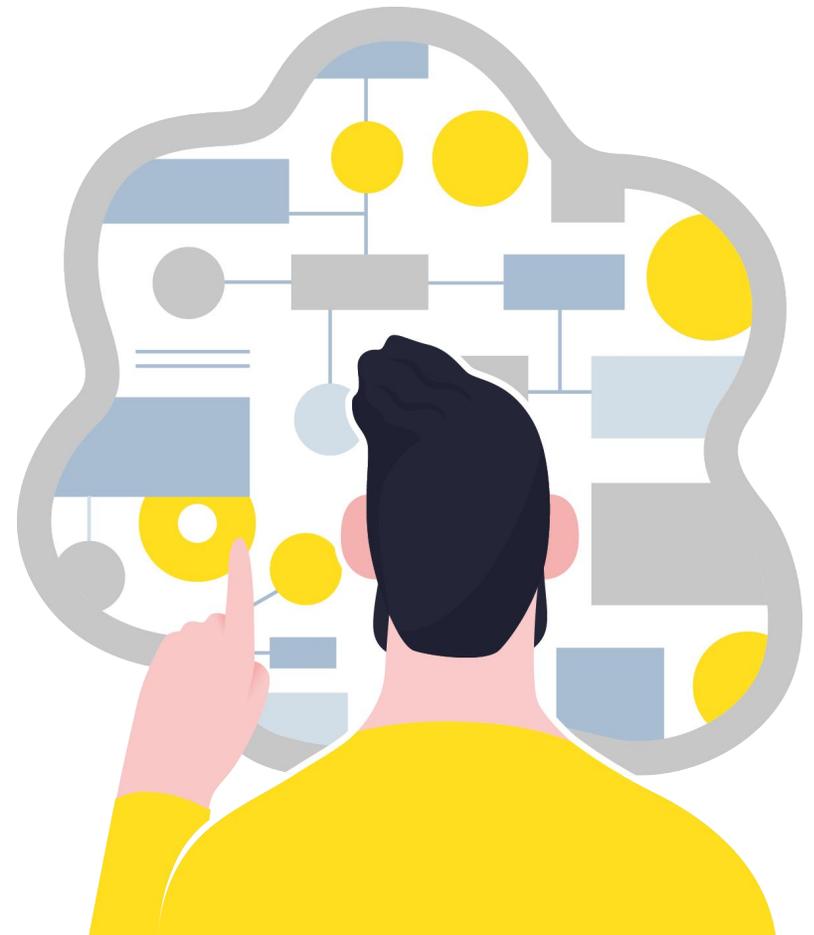# Your Pre-MVP Checklist

Do you have clarity on what to build, how to build, and what to test, before spending your first development dollar?

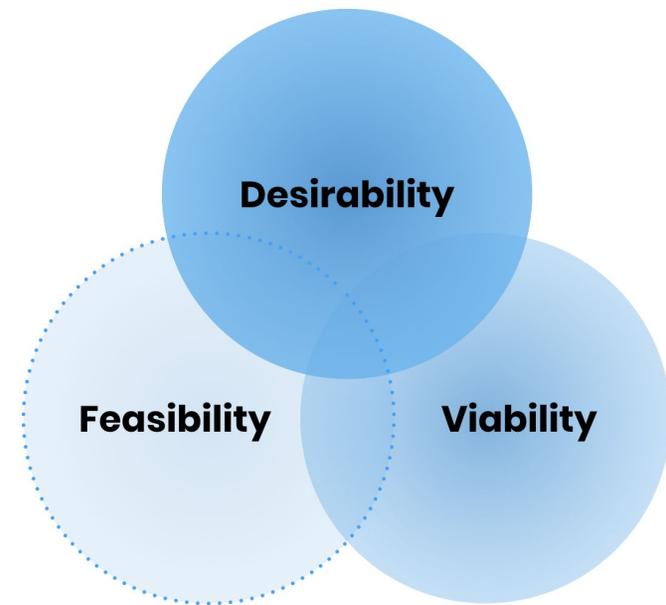Pre-MVP Checklist

Highest Level:

☐ **Desirability**

You're pretty confident that there's a need and a use case(s) in the market for this.

☐ **Feasibility**

You don't know yet exactly how the commercial version will come together (what to build/buy/partner) but you're investigating in the background without letting it slow down our progress.

☐ **Viability**

You have a hypothesis of how this will create value for your organization in the long run, and there's a profitable path ahead.

Desirability

Feasibility   **Viability**

Pre-MVP Checklist

Strategy Level:

☐ **MVP Feature Set (which should not equate to Commercial Feature Set)**

Get there by: running an experience simulation interview (let us observe your interaction with this experience, put your brain on speaker phone), followed by a reflection survey or a diary study to learn the most valuable components in the experience

☐ **The Value Proposition**

Get there by: running in-market value proposition tests like standing up Landing Pages, setting up Lemonade Stands, asking your research participants/potential users to articulate the what and the why

☐ **The Hook: how to entice**

Get there by: running in-market hook tests like Ads, Emails, in-person pitches, etc.

☐ **The Business Model: a hypothesis**

Get there by: co-creation of options with potential customers, Landing Page tests, Reverse Income Statement analysis

☐ **The Who (to build for): an early adopter hypothesis**

Get there by: personas from previous needs finding and co-creation research, sensemaking of segmentation data, user interviews of those with organic interest generated by in-market tests
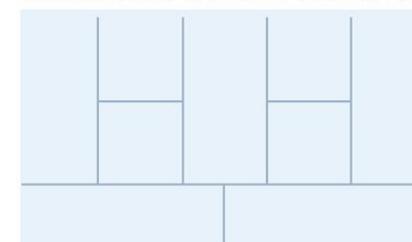
MVP Snapshot

Features

MVP	Beta	Comm 1.0
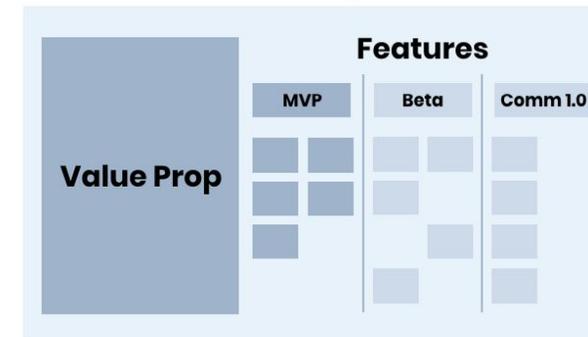
Value Prop

Value Prop

For

who wants

We offer

that provides

Uniquely,

Business Model Canvas

Executional Level:
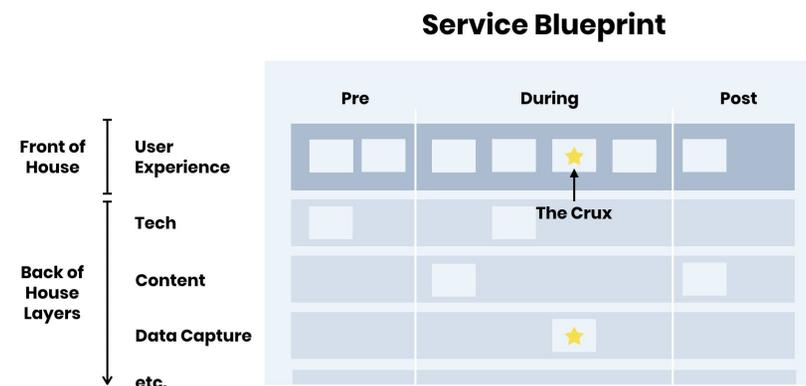
☐ **The "End-to-End (E2E) Experience" Front End**

It's no longer just the value prop with key features. You've added the experience dimension such that the pre-during-post narrative gets your customers to arrive at "A-HA, this is what's in it for me." It's functional, feels and looks real, without having to be pixel perfect.

☐ **The Crux, detailed**

The most important component of the experience is fully articulated, such that it can live in the wild and be observed over time. For example, if the most valuable part of your offering is the content, do you have clarity on the content topics, content structure, format, length, quantity, use case, etc.? Consider it a major operational layer to define, and get clarity on this ahead of the experience, such that you're not muddling what's tracking/not tracking in the MVP.

☐ **The "Lite" Back End**

Consider what supporting layers need to exist in order to run the experience live. Can we fake it until we make it? At MVP stage, keep the team light and nimble by wearing multiple hats while sprinting. You can Wizard-of-Oz at a manageable scale, then code whatever's needed to make the frontend functional once the experience design has settled.

Service Blueprint

		Pre	During		Post
Front of House	User Experience	☐ ☐	☐ ☐	★ ☐	☐
Back of House Layers	Tech	☐	☐	The Crux	
	Content		☐		☐
	Data Capture			★	
	etc.				

Pre-MVP Checklist

Before Going Live:

☐ ## Make-or-Break Assumptions

Start with the most important 5-8 assumptions to validate. Use these as your starting point to define the next step.

☐ ## Test Plan

Given the key assumptions, how would you test them so you move closer to clarity? Keep in mind that testing does not have to start 'in the wild' in with a high number of users. Testing can start as a thought experiment or a simulation. The form of the test can evolve as your product evolves.

☐ ## Actionable Data Capture

You're not defining the product metrics at this stage. It's more about metrics that prove you're moving towards clarity. Our tip at this stage is to be listening and capturing as much as possible. Leverage tools for quantitative & behavioral data capture, so that you have bandwidth for qualitative data capture and user research.

Test Plan

	Now	Next	Later
Research			
Simulate			
Live			

Test A

n =
t =

Description

Assumptions & Questions

Metrics