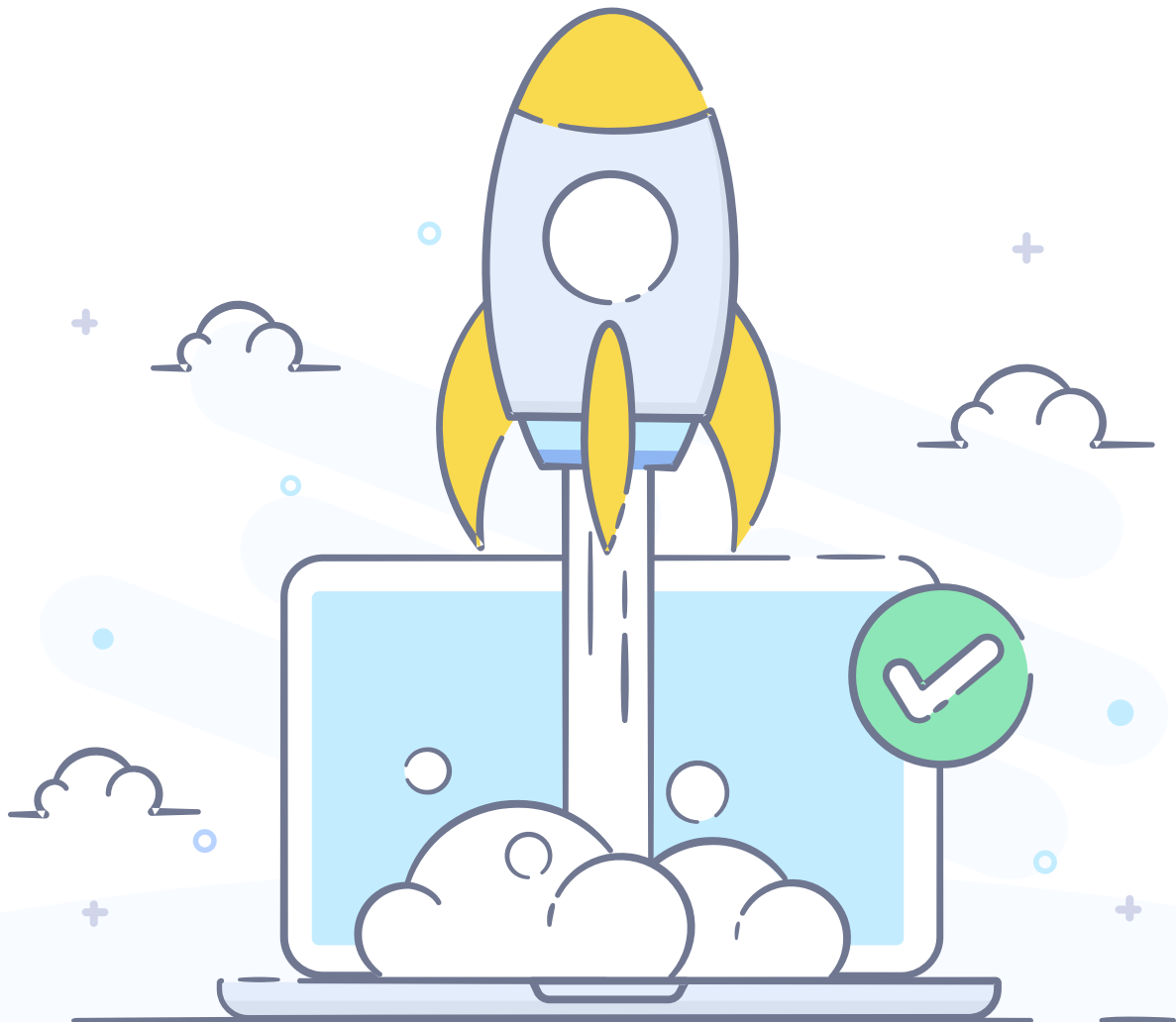


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# 19-Point Checklist to Build an MVP





## What You'll Learn:

This Checklist serves as a reference through your journey of building an MVP for your idea.

Even if you're mid-way with the process, you can use this to double-check your progress and fill in any gaps you might identify. It is normal if your MVP journey demands specific steps in a different order.

We offer a framework with the essential steps to check for while building an MVP. It may or may not be an exhaustive list for you. Take it as a base, and feel free to investigate deeper wherever you feel further detail would likely benefit you.





# Define

1.

## Establish the Business Need.

- Identify the market gap & the problem that the product addresses.
- State why you are building this product.
- Determine the success parameters for analyzing product performance.

2.

## Ensure team collaboration.

- Identify the development model - Agile, preferably.
- State roles & expectations to team members.
- Clarify the members' performance indicators.





# Plan

## 3. Market Research.



- Identify the competition - existing & potential.
- Study the competition workflow, strengths, weaknesses, and marketing policies.
- Strategize to differentiate yourself.

## 4. Target Users.



- Identify your product users.
- Use templates to create user personas.
- Ensure team empathy with user goals, needs, behaviors, etc.

## 5. Value Addition.

- Create "user journeys" to document steps a user will take to perform various tasks.
- Identify success criteria for these tasks.
- Elucidate "user stories," listing their actions & experiences in relatable language.





## 6. Product Backlog.

- Combine all User Journeys & Tasks into a Single Reference.
- Add new ideas/suggestions to the list.
- Update the lists in sync with customer feedback & competition analysis.
- Create a supporting documented product vision with short and long-term goals listed.



## 7. MVP Features.



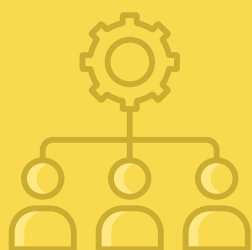
- Prioritize listed tasks to build MVP features.
- Identify the minimum-possible critical tasks for the product to add value.
- List the user journeys & user stories that describe those critical tasks.
- Double-check to ensure you have not added "would be nice to have" tasks to the list.





# Develop

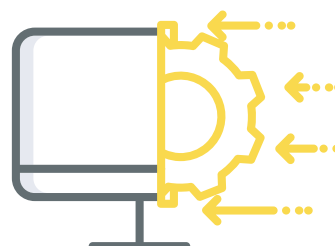
## 8. Identify a Development Team.



- Select an experienced team.
- Confirm that they use mature, industry-standard processes.
- Ensure that they use Agile development methodology, preferably with DevOps.
- Confirm their expertise in the required technologies.
- Build a flexible structure with a sound management system to ensure continuity.

## 9. Decide the Tech Stack.

- Discuss & decide the tech stack with the development team.
- Ensure that the chosen tech stack provides a reliable and cost-effective path to produce the MVP and the final product.





## 10. Confirm the Budget.

- Plan spending for the build & post-launch activities.
- Make sure the development team signs off on the allocated funds.



## 11. Validate the Information Architecture (IA).

- Do validate the IA of your MVP before starting work.
- Ensure the IA of the MVP represents all chosen user stories/journeys.
- Confirm that the architecture is scalable without too much rework.

## 12. Use Wireframes & Prototypes to Plan.



- Wireframes ensure your user stories and journeys are structured.
- Prototypes allow you to string them together for validation and iterative improvement of critical user journeys by using personas & actual people.
- Confirm the interface is consistent, predictable, and accessible (usable by differently-abled people).





### 13. Establish the Branding/ Style Guidelines.



- Create your product's distinct visual identity.
- Ensure the design team follows branding and style guidelines accordingly.
- Work on integrating the MVP development with the stated branding & style guidelines.

### 14. Check the Compliance/Se curity of the MVP.

- Identify compliance requirements.
- Design a security framework for the product.
- Work with the development team to ensure the MVP architecture integrates compliance and security from the beginning.



### 15. Stay Involved During Development.

- Ensure regular progress reports from the development team.
- Conduct discussions & reorientation meets at every stage of product development.







# MVP Launch & Testing

## 16. Launching Your MVP.

- Identify your audience - select users or open to all.
- Invite/alert your early adopters to start using your MVP.

## 17. Identifying & Tracking the Product Performance Metrics.

- Decide & list relevant metrics to assess the MVP [traffic, engagement, active user count, Customer Acquisition Costs (CAC), churn rate, customer satisfaction levels, etc.]
- Track these metrics and monitor them actively.

## 18. Taking User Feedback.



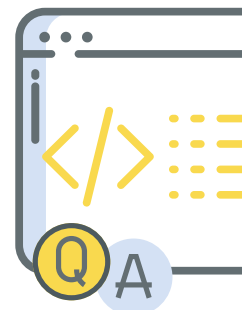
- Take customer feedback at the end of critical user journeys.
- Make it easy for the customer to reach out with feedback.
- Collate data into insightful reports for further action.





## 19. Implementing Learning & Test.

- Iterate your MVP based on user feedback and metrics learnings.
- Test how the changes affect the metrics and user feedback.



**Turn Your Next Big  
Idea into an MVP**



**Request Free Consultation**



# Contact Us

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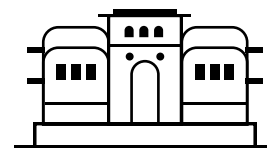
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