

The main title "Wipro CSSE Workshop" is centered within a large, teal-colored circle. The text is in a white, clean, sans-serif font. The background of the slide is a blurred image of a person's hands writing on a document with a pen. Surrounding the central teal circle are several smaller, semi-transparent circles in various colors (orange, yellow, red, white) and icons: a puzzle piece, a lightbulb, and a thumbs-up gesture.

# Hello!



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wipro

Who we are







# MVP

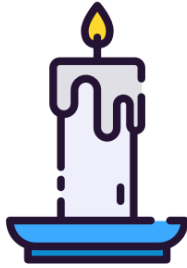
Minimum Viable Product



*An MVP is a version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort*



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## Minimum

The most rudimentary,  
bare - bones foundation  
of the solution possible



## Viabile

Sufficient enough for  
early adopters



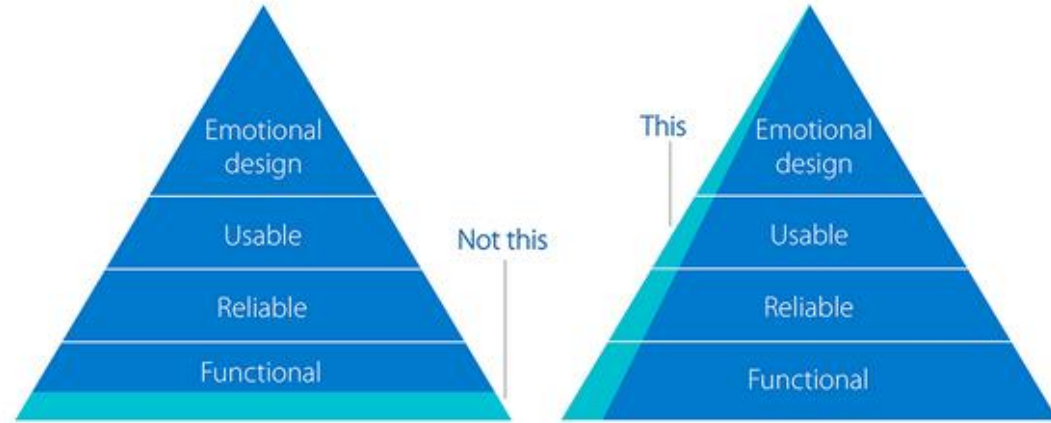
## Product

Something tangible  
customers can touch  
and feel





# How to build an MVP



Building a slice vertically rather one layer at a time

## How to plan your MVP



- Step 1: Identify And Understand Your Business And Market Needs
- Step 2: Map Out User Journey(s)
- Step 3: Create A Pain And Gain Map
- Step 4: Decide What Features To Build





## *Step 1: Identify And Understand Your Business And Market Needs*

The first step is to identify if there is a need for your product in the market.

This can be an organisational need or a customer need that addresses a current gap.

It is also important to analyse what your competitors are doing and establish how you can make your product stand out.



## Step 1: Identify And Understand Your Business And Market Needs

### Long-Term Goals

- Set a long-term business goal: what are you planning to achieve?
- For example, if you are a coffee shop chain, you may have the long-term goal of reducing checkout time by 30 percent.

### Success Criteria

- Identify what will define the success of your product
- Our coffee chain, for example, might define success by reaching that 30 percent time-to-checkout reduction, having 100,000 active monthly users, and reaching \$1 million in monthly transactions via their app.



## Step 2: Map Out User Journey(s)



- It is important to design your product with your users in mind
- A good way to ensure that your users will have a good experience with the first iteration is by mapping out user journeys
- This will allow you to look at your product from the perspective of the user





## *Fundamental Considerations When Creating A User Journey's*



- Identify The User
- Identify The Actions (Jobs)
- Identify The Story Endings





## Step 3: Create A Pain And Gain Map



Once you've worked out the user flow you will want to create a pain and gain map for each action.

The pain and gain map allows you to identify all user pain points and the gains the user achieves when each is addressed.

This tactic lets you determine where you have the greatest potential to add value.

You are then able to focus your MVP in these areas while adding the less impactful ones to your product roadmap for future releases.





## Pain And Gain Chart



Organise the pain and gain map into a chart

**1. Jobs:** what task can the customer complete with your product?

**2. Pains:** which problems does the customer eliminate when using your product?

**3. Gains:** what benefits does the customer get when using your product?

### Customer profile







## Step 4: *Decide What Features To Build*



At this stage, you will be able to discern what features to include in your MVP, as well as what features to include on your product roadmap that are a lower priority.

Asking the question of what does my user want vs. what does my user need, can help Identify and prioritize features.

Keep in mind, implementing too many user-requested features too soon can harm the user experience and take away from the overall purpose of the product.

The only features you should include should be connected to your product's overall goal





## Step 4: Decide What Features To Build

### Opportunity Statements

- Use opportunity statements to finalise what features you want to build out in line with your user journey's
- Use feature sentences
- For example, the opportunity statement “How might we expedite the application process?” could become “Reduce application processing time by 10 percent.”

### Breakdown Features To Include In Your Product Roadmap

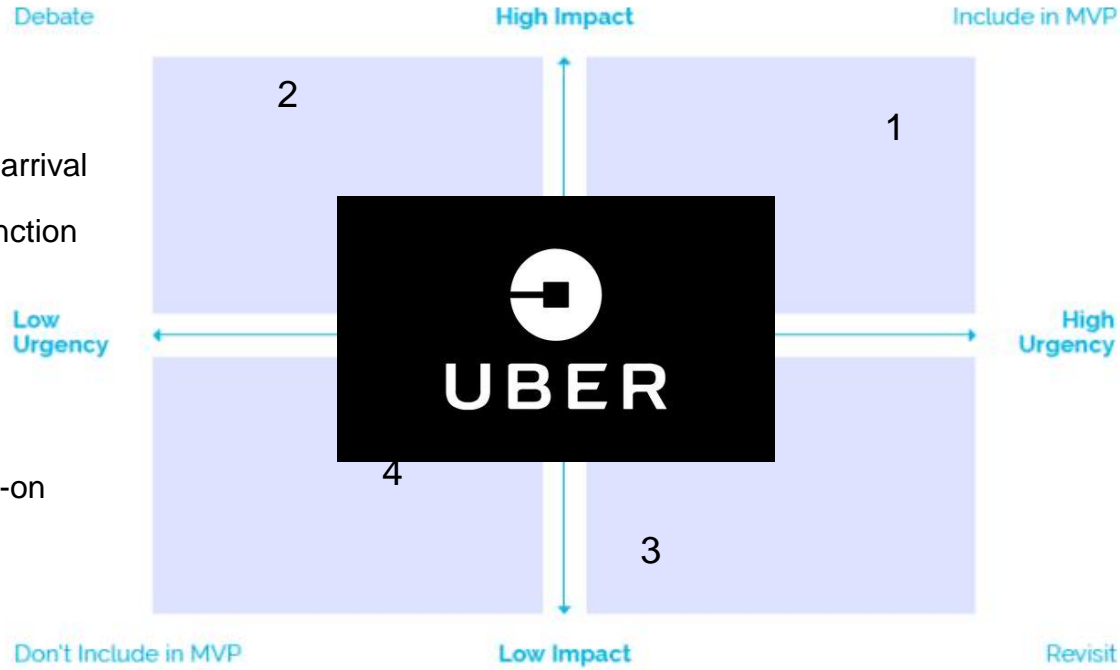
- List the user and the specific opportunity statements
- Provide a breakdown of the features to include in the product roadmap

### Prioritisation Matrix

- Helps you identify where you can make the most impact in relation to the urgency of the feature



# Prioritization Matrix



1 – Estimated time of arrival

2 – Lost and found function

3 – Rewards system

4 – Food delivery add-on



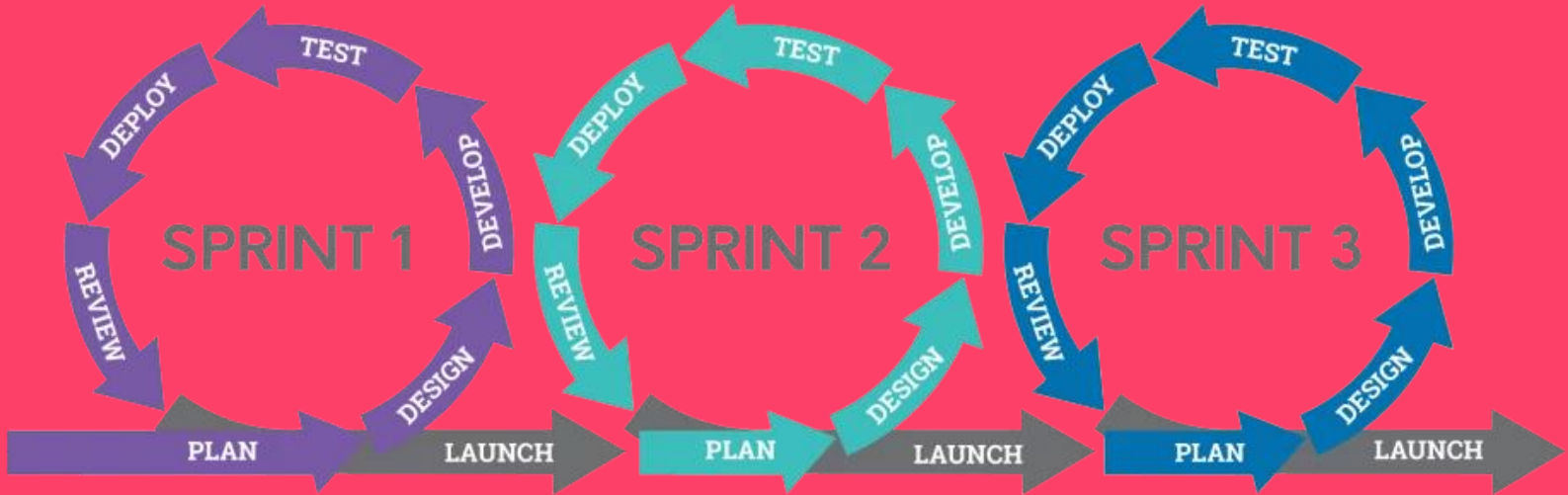
## After Your MVP

- After launching your MVP it is imperative that you collect feedback from your users
- Users tell us where the product is lacking and ensures market validation
- This will help you generate new ideas grounded in user behavior research which will shape the subsequent versions of your product
- It is important to continue to test, learn and measure, and then test again until the product is finalised





# Agile Framework





Thanks!  
Any questions?