

MVP > Minimal Viable Feature Set

Understand users and their problems

- **Understand users and their problems**

1. The first step in the process is to learn about the end users:
2. Who are they? Are they a homogenous group or are they split by demographics and/or geography?
3. What do they want? (This may not be the same as what we think they want.)
4. What problems do they have, and why are they important? (even if unaware)
5. How do they attempt to solve these problems currently?

But Remember to create MVP's also based on YOURS-TEAMS

+ YOUR-INVESTORS needs too!

MVP > Minimal Viable Product / Feature Set

Define features with user stories

- **User stories define:**

1. who the user is; also known as the persona or role
2. what they are doing when they use the feature
3. what value the feature creates for the user
4. what positive externalities the feature creates for anyone else (e.g. the client)

A user story is written in the following manner:

5. As a horserider
6. I want to keep a record of where I have ridden to
7. In order to better remember my adventures.
8. And so that SuperBlacksmiths Ltd can promote their business by displaying a map on their site of where their horseshoes have travelled to.

