The MVP Development Timeline & Checklist

STEP 1:
IDEATION

Essential Tasks:

- ☑ Establish a technology leader
- ☑ Set go-to-market date
- ☑ Hold ideation session with all stakeholders
- ☑ Determine ideal users
- ☑ Ensure leadership buy-in

Key Questions:

- What business problem are we trying to solve?
- How can we solve the problem?
- Who is our target audience?
- What resources do we have available?

Output:

- A clear software product vision
- Stakeholder and leadership alignment
- The MVP team

STEP 2:
PRODUCT DEFINITION

Essential Tasks:

- ☑ Determine product use cases
- ☑ Align with engineering team on the product vision
- ☑ Define the product design
- ☑ Determine commercial model (freeware, license, etc.)
- ☑ Outline development costs and potential revenue
- ☑ Identify target market
- ☑ Acquire beta testers
- ☑ Validate product with target market contacts (3rd party or in-network)

Key Questions:

- What does the product do?
- What does the product look like?
- How does our audience use the product?
- Who is our ideal user?
- How will we generate revenue?

Output:

- Low-fidelity prototypes on paper
- Storyboards of the user experience
- High-level market validation
- Budget

STEP 3:
PROTOTYPING

Essential Tasks:

- [x] Build high-fidelity prototype
- [x] Determine user personas (consumers vs producers)
- [x] Define technology requirements for the back-end
- [x] Solicit early feedback from focus groups
- [x] Define product requirements

Key Questions:

- How does the product work and operate?
- Who are the different users of the product?
- What do our different users need?
- Will we need an administration site?
- What and how much data will we need to process?

Output:

- Product wireframes
- Screen flows for the user experience
- High-fidelity prototype
- Functional and nonfunctional requirements:
  - Size of user base
  - Volume of transactions
  - Volume of data
  - Availability (24/7 or less)

STEP 4:
DETAILED DESIGN

Essential Tasks:

- [x] Establish application architecture
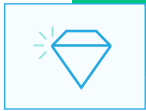- [x] Establish application design

Key Questions:

- How will the system work?
- What is the infrastructure?
- Which hosting option will we choose?
- What is our deployment model?
- What is our data structure?
- What integrations do we need?
- Do we have the right development team to execute the software?

Output:

- Distribution diagrams
- Use case scenarios
- Database design
- Network schemas
- Documentation for technology decisions

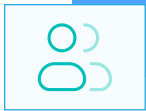## STEP 5: BUILD & VALIDATION

Essential Tasks:

- ☑ Perform agile development and execution
- ☑ Execute software testing
- ☑ Iterate on Detailed Design

Key Questions:

- What design elements need to change?
- Does the software work as intended?

Output:

- Working version of an MVP

STEP 7: GA SUPPORT

Essential Tasks:

- ☑ Support and maintain the MVP software
- ☑ Work through product roadmap
- ☑ Optimize back-end processes

Key Questions:

- How does the product scale?
- What features will we add, and when?
- How can we optimize back-end processes?
- Can we leverage automation?

Output:

- MVP roadmap and release schedule
- Efficient DevOps processes
- Maintenance and support system

STEP 6: MVP LAUNCH

Essential Tasks:

- ☑ Alpha release
- ☑ Beta release
- ☑ General Audience release
- ☑ Implement user feedback at each release stage
- ☑ Implement marketing strategy

Key Questions:

- What improvements are essential based on user feedback?
- What improvements can be implemented at a later stage?
- How do users respond to our commercial model?
- Is the final MVP a product we're proud to release?

Output:

- MVP released to General Audience