



Building a MLP (Most Lovable Product): Why MVP is no longer enough

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3 Takeaways from Today

What makes a product lovable?

Does my product have to be perfect on day one?

What mechanism can be used to ensure the entire organization is focusing on the MLP?

Why MVP is No Longer Enough

Is MVP = mediocracy?

- helpdesks before Zendesk
 - tablets before the iPad
 - electric cars before Tesla
 - CRM tools before Salesforce
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So how do I build a Most
Lovable Product?

Step 1: Love the problem, not
the solution

98%



“Are you willing to pay for it?”

Is it love?

- At least one person tells you it's never been done
- Customers visibly smile when you describe it to them
- Someone swears when he hears the idea (in delight or disgust)
- You dream of using it and all of the features you could add
- Only your CTO or top architects think it's possible
- People start contacting you to learn about what you are building (old school word-of-mouth)
- The top industry analysts are not writing about it

*Brian de Haaff, CEO of Aha!

Step 2: Love the users, not
yourself

Discover the real users

- Users or buyers, or both?
 - Shut up and listen
 - Signs of “getting it”
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Step 3: Love iterations, not repetitions

“An **iterative process** is a **process** for calculating a desired result by means of a repeated cycle of operations. An **iterative process** should be convergent, i.e., it should come closer to the desired result as the number of **iterations** increases.”

Step 4: Love the why, not the
how

Simon Sinek: Start with why



The man behind Steve Jobs

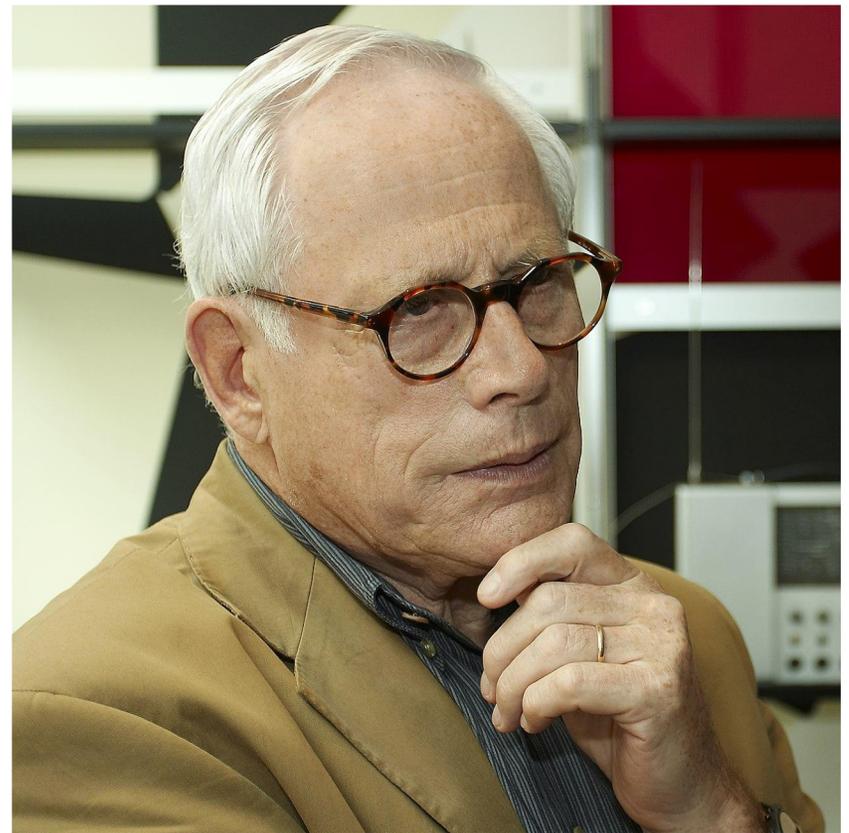
Chief Designer of Braun

SF Museum of Modern Art

“Good Design” principles:

#2, Makes a product useful

#10, less, but better



Step 5: Built with Love - yes,
invest in your developers

“There are **known knowns** - things we know that we know.
There are **known unknowns** - things that we know we don't know.
But there are also **unknown unknowns** - things we don't know we don't know.”

- Donald Rumsfeld

Checking in: 3 Takeaways from today

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Aim for your Most Lovable Product

MVP is great for feedback, for risk mitigation

MLP requires courage, belief, and it cannot be minimized



Thank you
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