MVP Experiment Canvas

4. Customer Engagement 🧡

How are you going to engage the customers who used your MVP, to learn from their experience and gather feedback to improve your Value Proposition?

1. Your Customer Segment

Which segment of your target customers will experience the most value from your MVP, and can you learn from them?

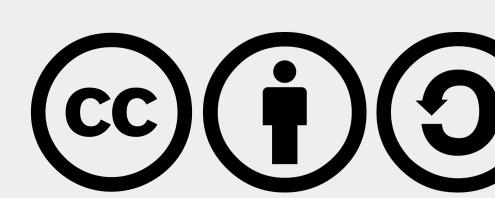
3. Channel(s)

How are you going to reach your Customer Segment and "deliver" your Value Proposition to them?

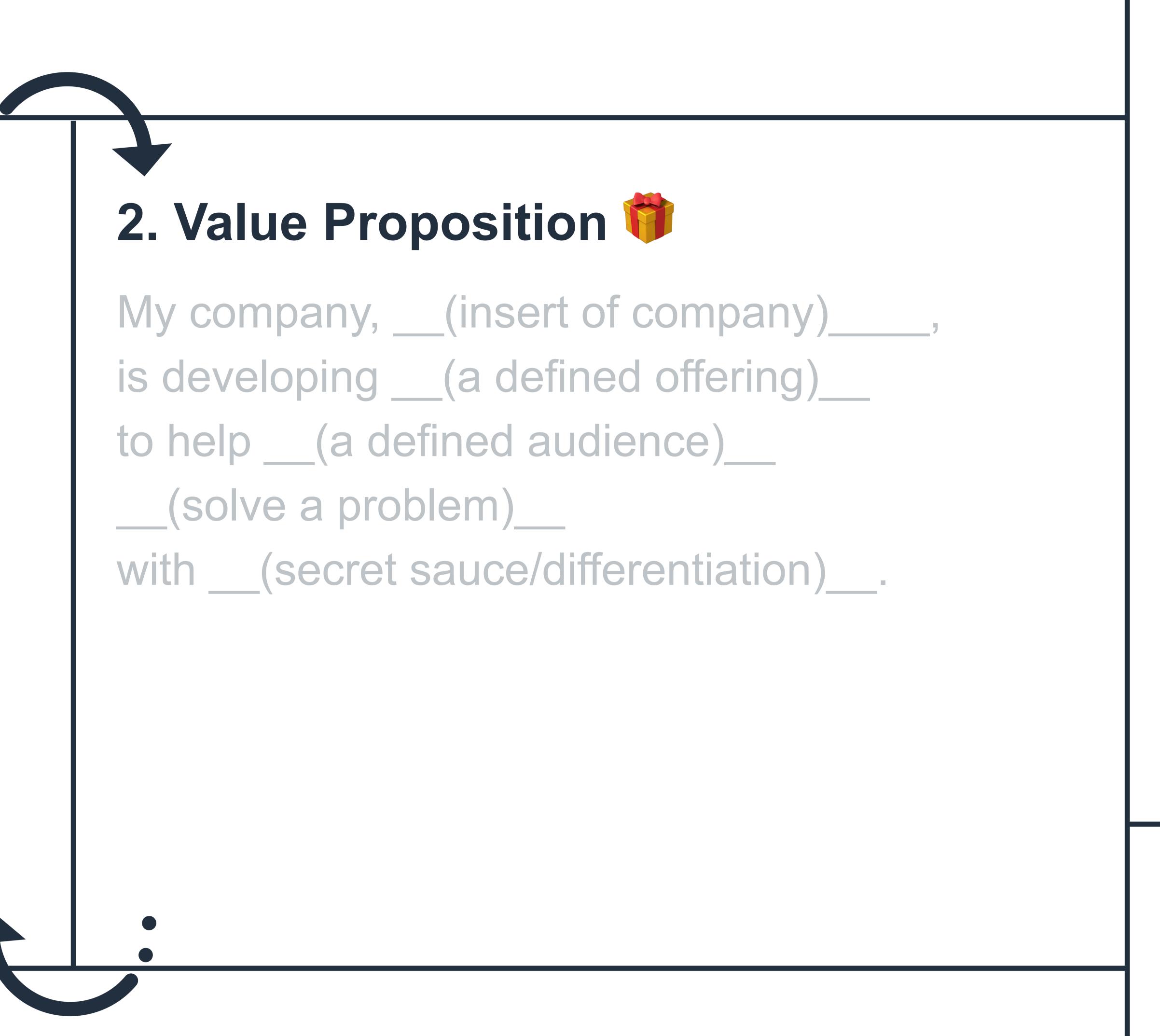
5. Riskiest Assumption(s)

What you are setting out to test with your MVP?

Are these assumptions about the Problem, Solution or Implementation?







6. Experiment Format

WHAT type of experiment are you going to run?

7. Experiment Scenario / Workflow 🔁 HOW does that work? Describe the steps from beginning to end. results of your experiment? 11. Learnings & Insights What are your key learnings? What are your key surprises? Did you get enough results? 8. Metrics Assumption(s)? What will you measure? (Can be multiple metrics) INVALIDATED 9. Success Criteria 12. Next steps How do you qualify and/or quantify a successful outcome of this experiment?

START date / time:

END date / time:

10. Results

What are the qualitative and / or quantitative

What do they tell you about your Riskiest

VALIDATED

INCONCLUSIVE

What do the results tell you to do next?

Are you going to Pivot, Pursue, or Stop?