



The 60 minute minimum viable product (MVP)

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Managing Innovation

The 60 minute MVP

This activity is based on the [60 minute MVP exercise](#) from the Teaching Entrepreneurship website. It has been adapted for use as an individual activity as well as a team one.

Prototypes are a key resource in agile innovation because they quickly create a 'boundary object' around which different stakeholders can explore and revise an innovation concept. Users can provide fast feedback about desirability or usability of features and the information gained can help drive a pivot towards a better next generation prototype.

Prototypes can be complicated and detailed models but they can also be very simple representations of the initial idea. This is particularly useful at the early stages of exploring and refining a value proposition. The idea of a 'minimum viable product' (MVP) fits here – a very simple way of showing potential users the basics of your innovation idea.

In this activity you'll create a MVP for an innovation idea in the form of a simple website and explainer video. And, in the spirit of agile innovation you'll try to do this within a 60 minute period!

Step 1 – pick your innovation idea. Think of/reflect on somewhere you find a queue (see ['Find a queue' activity for more](#)). Queues are a good indicator of a process which could be improved – no-one wants to waste their time standing in line waiting for something so the service could probably be improved to eliminate the need for the queue. Try to come up with an idea to reduce this wasted time and eliminate the queue.

For example instead of queuing for tickets at a physical counter you could develop an on line ticket allocation system. Or shopping could be improved by online selection of goods followed by collection at a pre-arranged convenient time.

The important point is that you don't have to fully develop the idea, simply be able to sketch out the concept and explain it to someone else.

Step 2 is to create a simple web-page explaining and offering your service. There are many website providers who will allow you to set up a site for free and they even offer templates to help you build one quickly. Again the idea isn't to actually start offering the service but to create a page/site which shows how it could work. (Remember that Drew Hastings used a similar approach with an on-screen mock-up of the service he was thinking of offering and got some very helpful feedback to help him launch. His product was 'Dropbox', now worth around \$10bn). Look at the [Teaching Entrepreneurship site](#) for more help with this side.

Alternatively you could create a short video explainer which sets out your idea in a form which explains the concept and invites user feedback. Once again there are many tools available for doing this, including simply using your smart phone! Sites like Powtoon offer the opportunity to create a short cartoon, for example, again as a free introductory service. (The [Teaching Entrepreneurship site](#) has more hints and tips on this activity as well).

Step 3 is to try your website or video explainer on some real potential users and gather feedback on your concept from which you can think about improvements for the next version.

Congratulations – you've just created a Minimum Viable Product!