

未来工厂服务中心 - Reasoning #42

关于Minimum Marketable Feature (MMF)&MVP

2019-12-14 04:28 下午 - 尹俊卿

状态:	Identify: Charter	开始日期:	2019-12-14
优先级:	Normal	计划完成日期:	
指派给:		% 完成:	10%
类别:		预期时间:	0.00 小时
目标版本:		虚拟交付:	
真实产品:			
真实交付:			

描述

1. Minimum Marketable Feature (MMF) Solution (MMS)

In Software by Numbers, Mark Denne defines MMFas:

“ The Minimum Marketable Feature is the smallestunit of functionality with intrinsic market value. ”

In other words, the MMF is a real feature thatprovides tangible value to customers. It addresses a specific need, solves acertain problem, and is of high quality and usability. It is a feature that canbe marketed, sold and shipped.

An example of MMF is releasing an initial productwith core features and then incrementally releasing additional features alongthe way as opposed to building a massive product with tons of features all atonce only to later discover that over 60% of features built are never or rarelyused. So the MMF is all about focusing on high-value features, reducing time tomarket and launching products faster to increase ROI.

1. Minimal Viable Product (MVP)

In Lean Startup, Eric Reiss defines MVP as:

“ The Minimal Viable Product is that version of anew product which allows a team to collect the maximum amount of validatedlearning about customers with the least effort. ”


In other words, the MVP is about validatedlearning using the least amount of time and money. It is about answering thequestion: Are we building the right thing? It is targeted at early adopters ora subset of customers with the main goal of obtaining feedback on the potentialviability of the product hypothesis. The MVP might not be a product at all. Itcan be a simple prototype as long as it helps acquire the relevant knowledge orraises key risks.

An example of an MVP is ad campaigns to productsthat do not exist yet. The campaigns simply directs potential customers tolanding pages with info about the product. Metrics track interest of potentialcustomers in the product and which features are receiving the most attention.These metrics help validate the hypothesis around certain features.


So the MVP helps a team discover the potentialMMF to build.

https://mp.weixin.qq.com/s/z_LQc10MpUdTk40HTsXmgQ


Like this!


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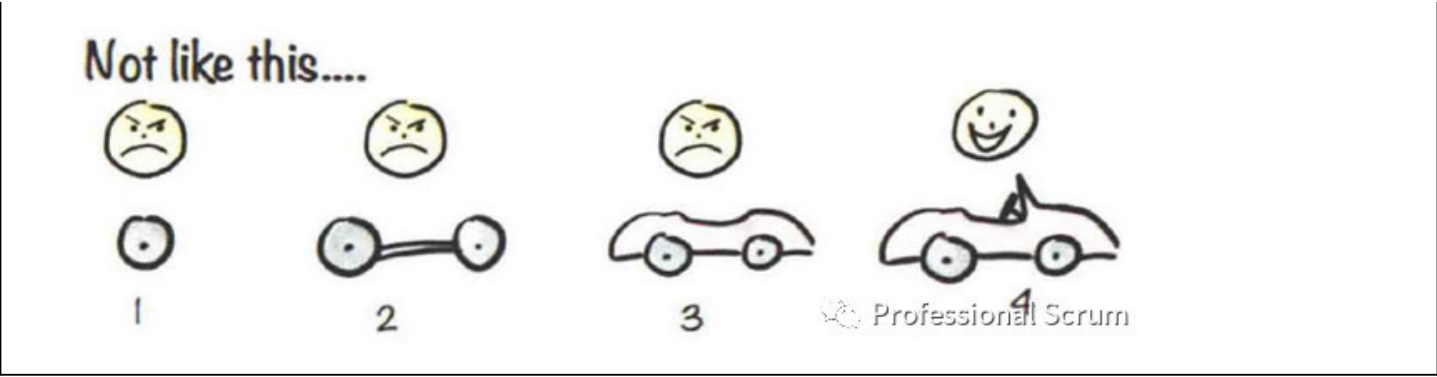

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Professional Scrum

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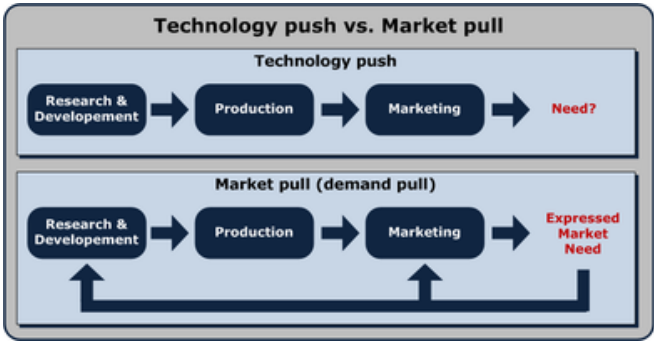
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历史记录

- #1 - 2019-12-14 04:28 下午 - 尹俊卿
 - 描述 已更新。
- #2 - 2019-12-14 04:30 下午 - 尹俊卿
 - 文件 IMG_0420.JPG 已添加
 - 文件 IMG_0421.JPG 已添加
 - 描述 已更新。
- #3 - 2019-12-16 12:31 下午 - 尹俊卿
 - 描述 已更新。
- #4 - 2019-12-18 11:48 上午 - 尹俊卿
 - 描述 已更新。
- #5 - 2019-12-19 03:22 下午 - 尹俊卿
 - 文件 390px-Technology-Push_Market-Pull.png 已添加

重视市场的按需拉动



- #6 - 2019-12-30 11:16 上午 - 尹俊卿
 - 状态 从 Identify:Charter 变更为 Close
- #7 - 2021-05-10 11:56 上午 - 尹俊卿
 - 标签 从 1.Agilekill 变更为 mvp
 - 项目 从 1. Win | 市场 变更为 未来工厂服务中心
 - 状态 从 Close 变更为 Identify:Charter

文件

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IMG_0421.JPG	25.1 KB	2019-12-14	尹俊卿
390px-Technology-Push_Market-Pull.png	37.1 KB	2019-12-19	尹俊卿