

MVP vs MDP: About your customers, or for them?



Hello.

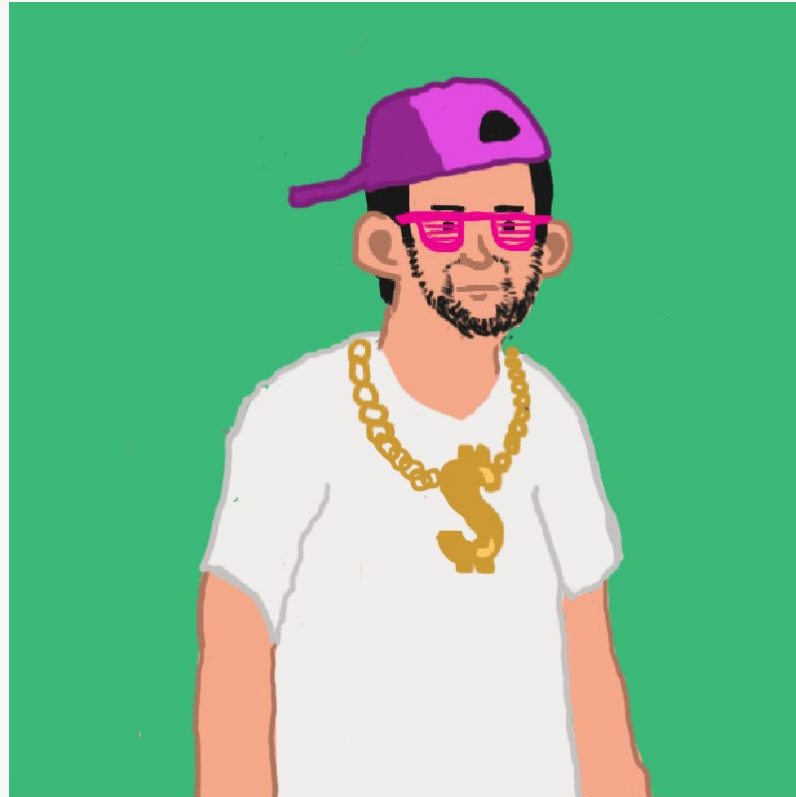
Who am I?



Clementine Brown

I'm Principal Product Designer at Red Badger, Lead Instructor at General Assembly, and I've been designing for the web since before the smartphone 🙈

Who is this?





What is MVP?

(Minimum Viable Product)



**MVP is trying to answer
this question:**

**What is the minimum I need to solve
the core problem, get to market and
validate against customer feedback?**



What is MDP?

(Minimum Desirable Product)



**MDP is trying to answer
this question:**

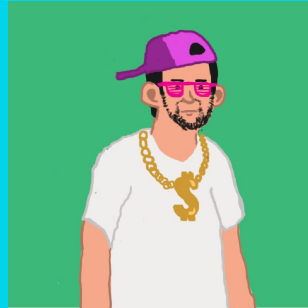
**What is the minimum product I have
to build to provide a great experience
and enough value for the user to
come back again?**

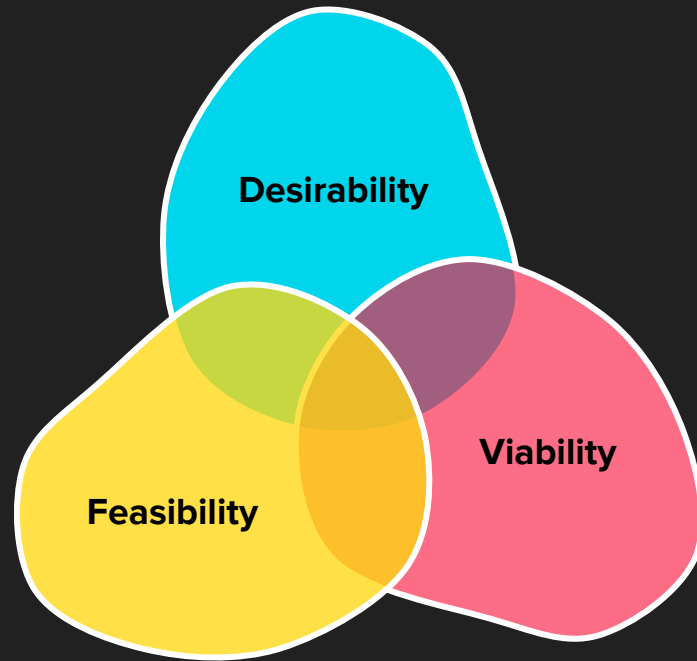


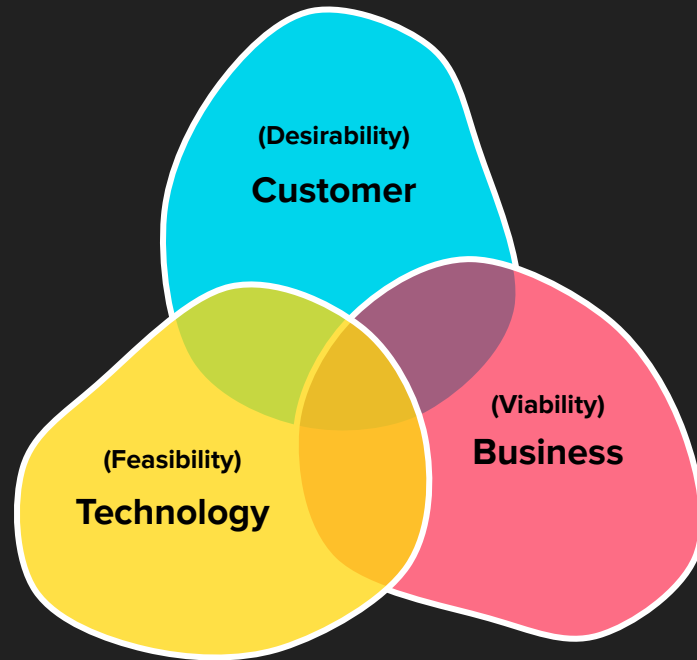
Using a merely viable product is like visiting someone who's sleeping. They're alive, but not that fun to spend time with.

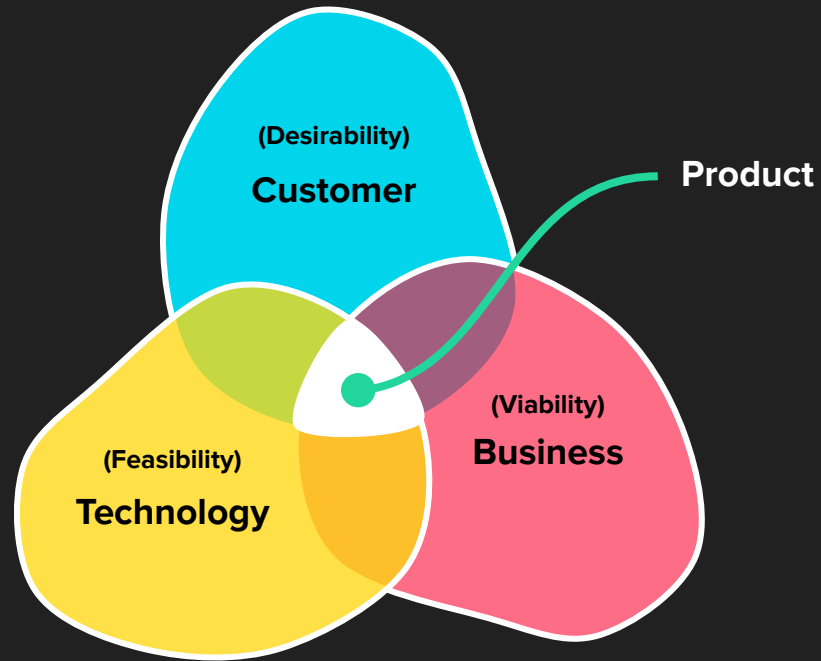


What makes a great product, Start-Up Guy?



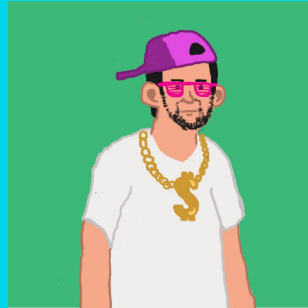






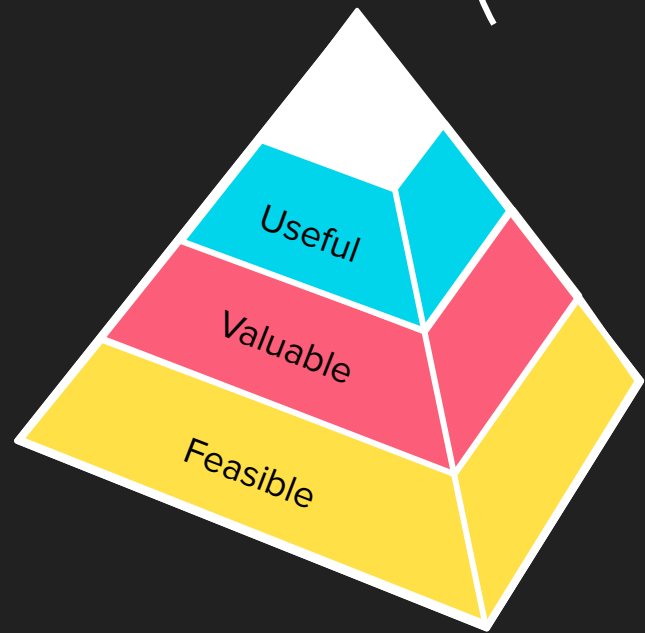


How do you deliver a great product, Start-Up Guy?



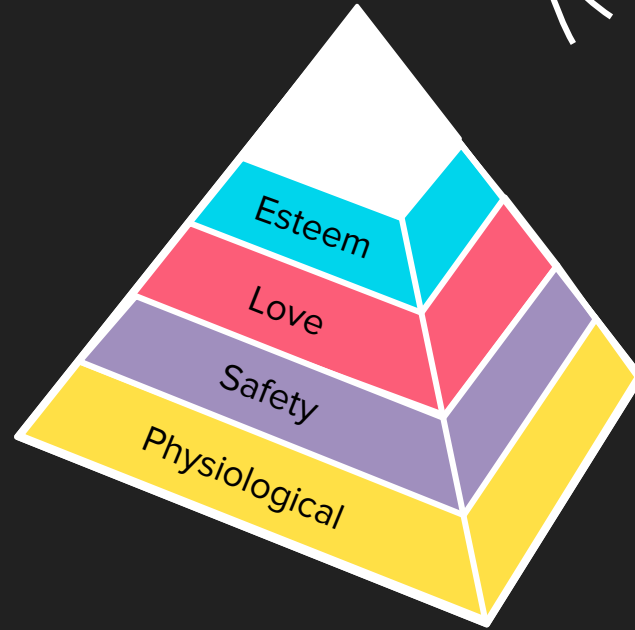


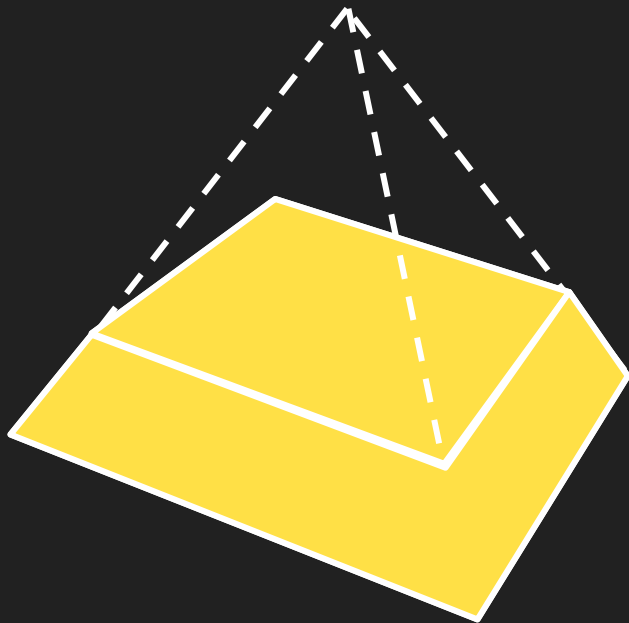
Desirable

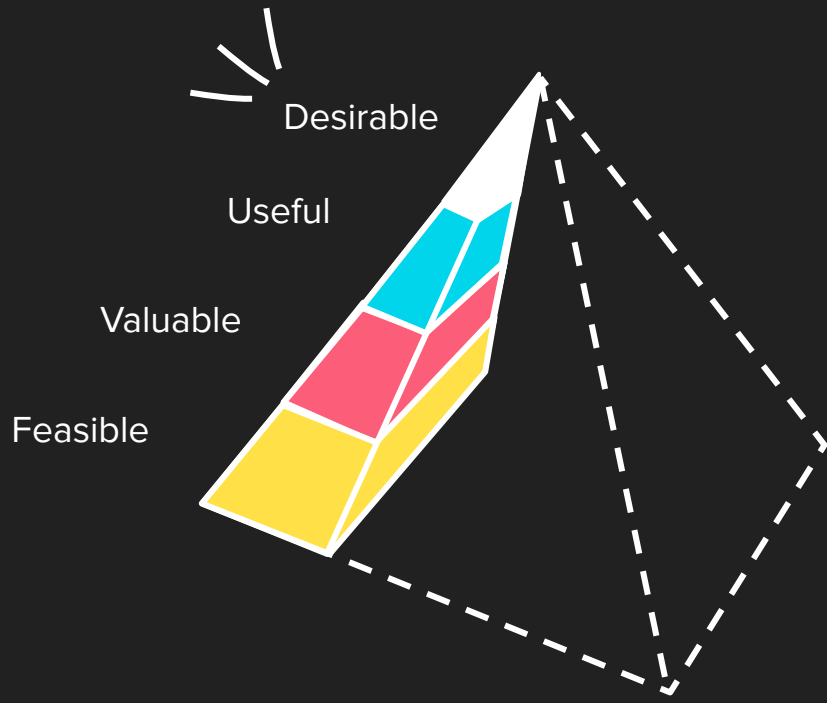




Self-actualisation

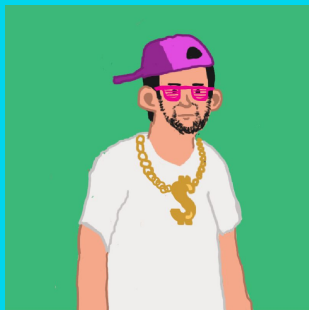








“Gestalt FTW!”



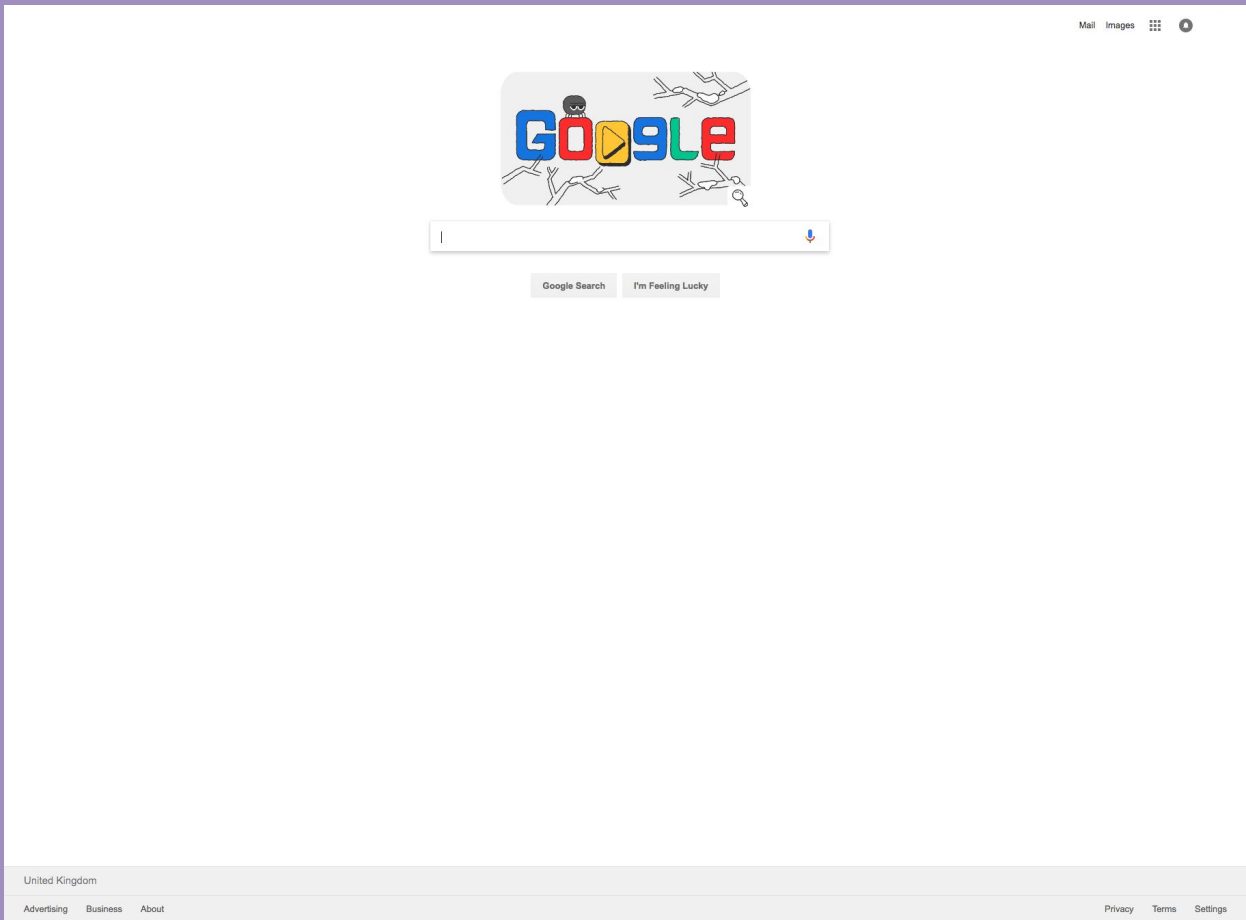
*“The whole is other than the
sum of the parts”*

Aristotle



**When the gestalt is great the
product feels inherently
complete no matter if it has
all the features**







Clementine

[Mail](#)

[Images](#)

- [My Account](#)
- [Mail](#)
- [Drive](#)
- [Docs](#)
- [Sheets](#)
- [Slides](#)
- [Calendar](#)
- [Meet](#)
- [Google+](#)
- [Sites](#)
- [Contacts](#)
- [Groups](#)

Search

[Add a shortcut](#)

More

- [YouTube](#)
- [Maps](#)
- [AdWords](#)
- [Photos](#)
- [Hangouts](#)
- [Forms](#)
- [Keep](#)
- [Cloud Search](#)
- [Earth](#)



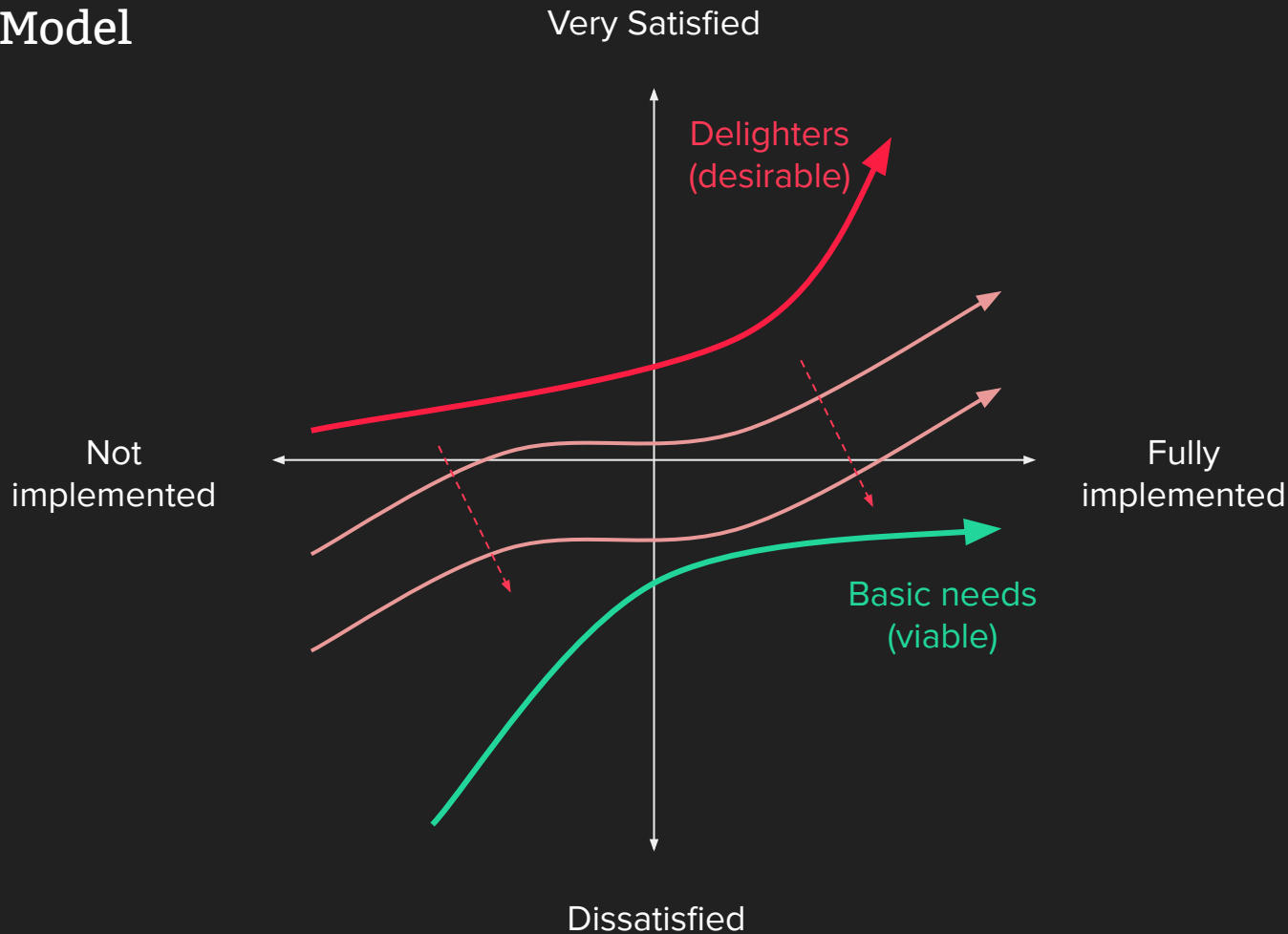
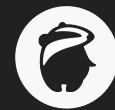
[Google Search](#) | [I'm Feeling Lucky](#)

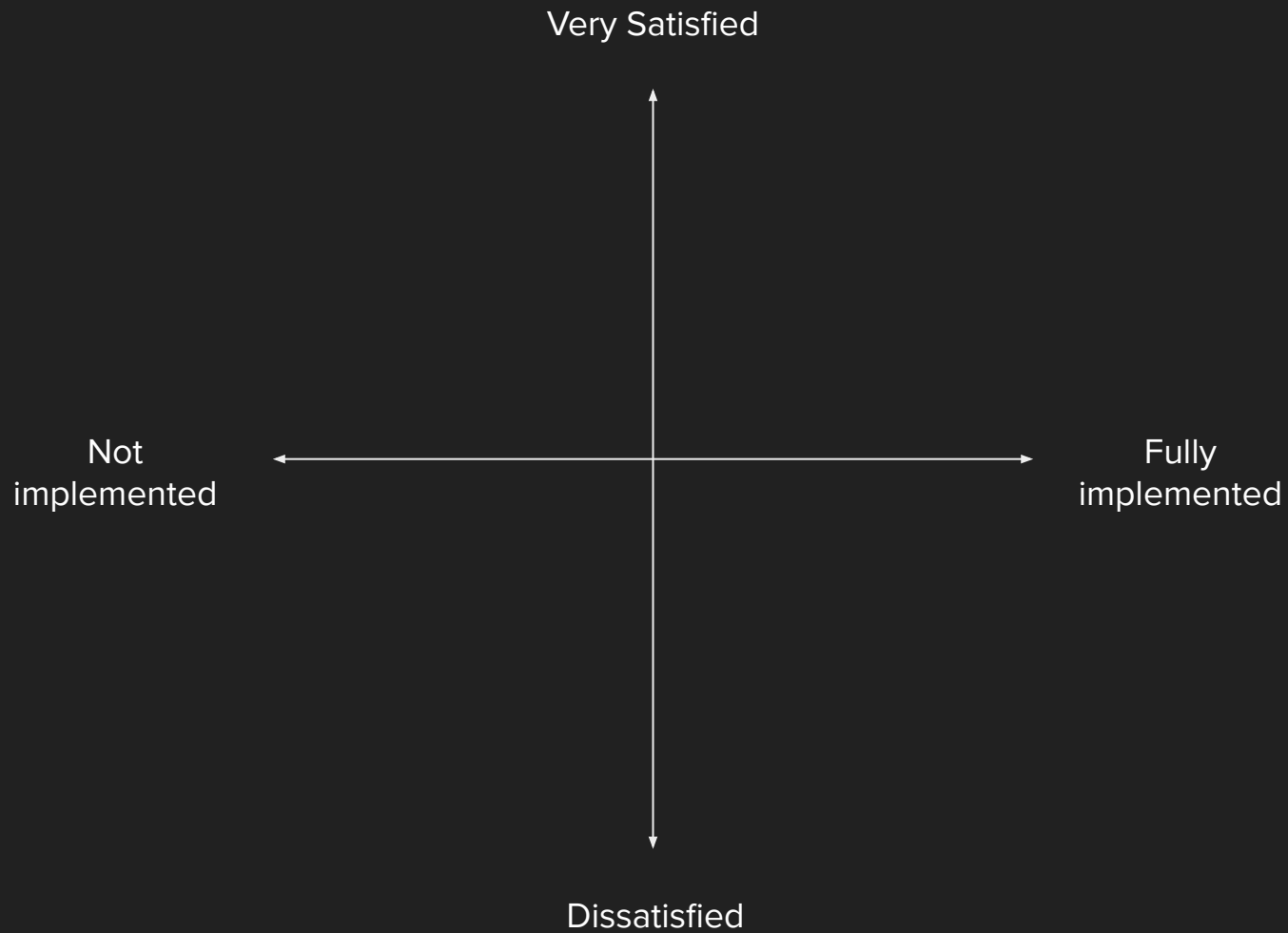
© Kingdom

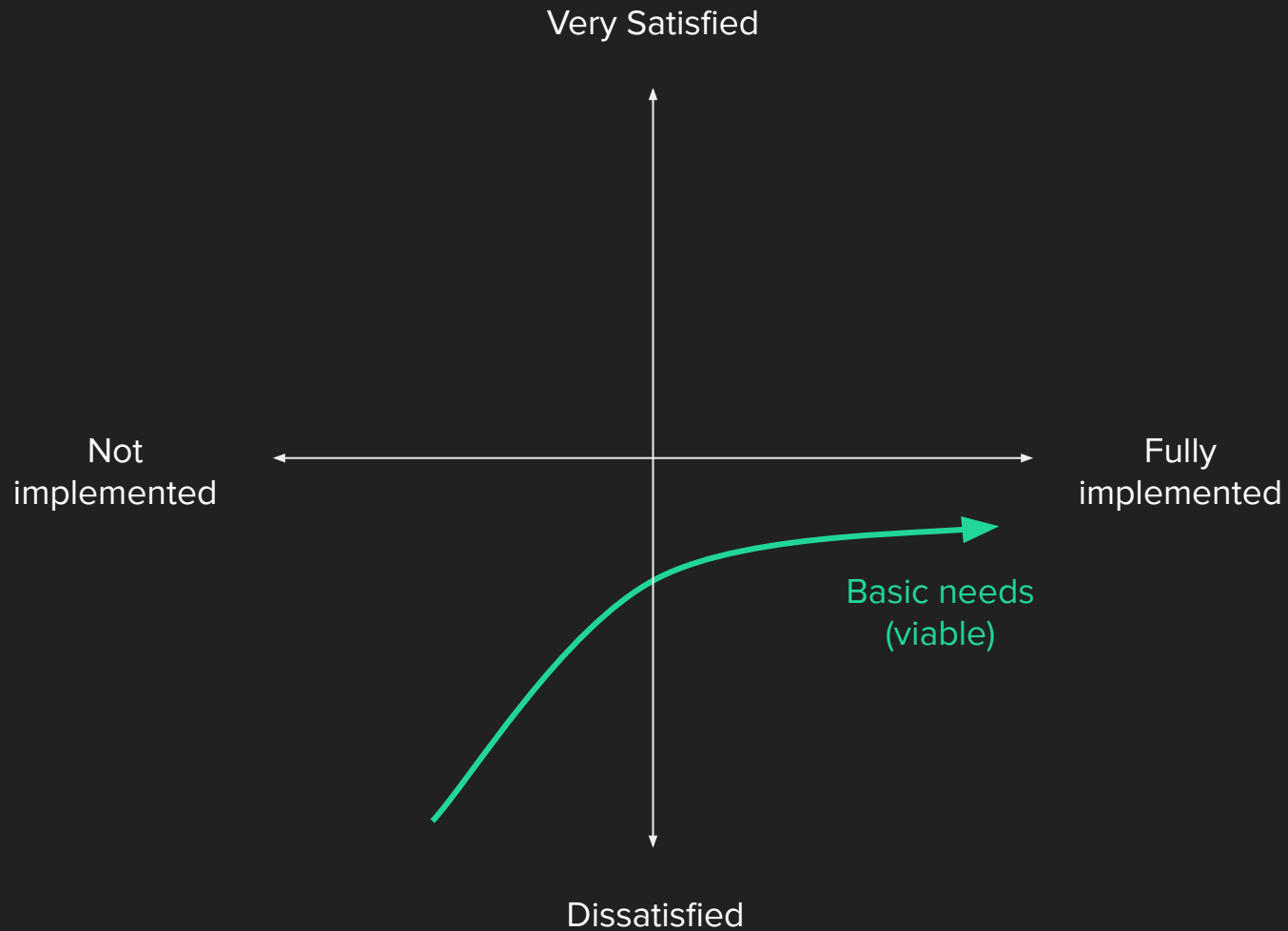
[Advertising](#) [Business](#) [About](#)

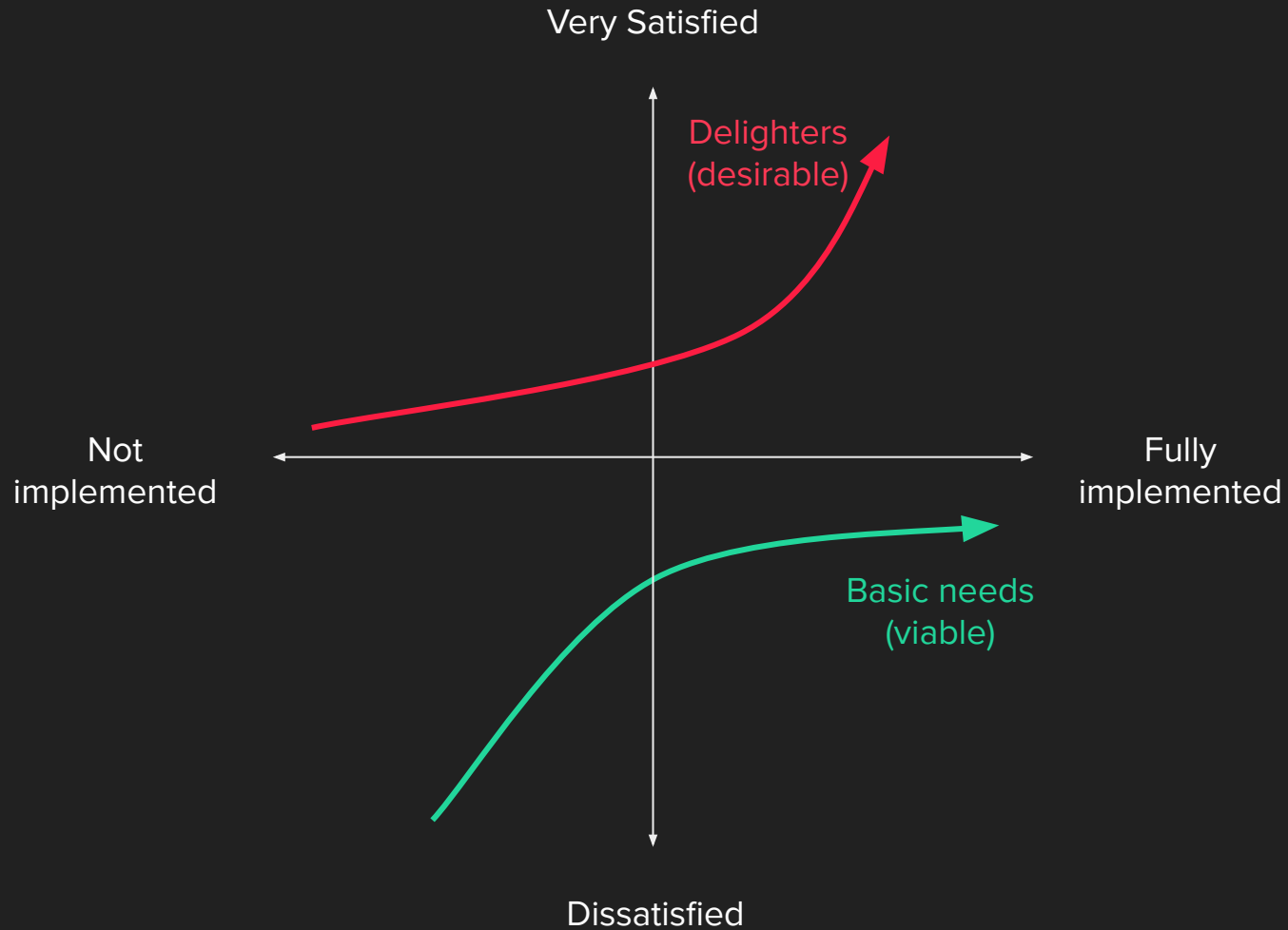
[Privacy](#) [Terms](#) [Settings](#)

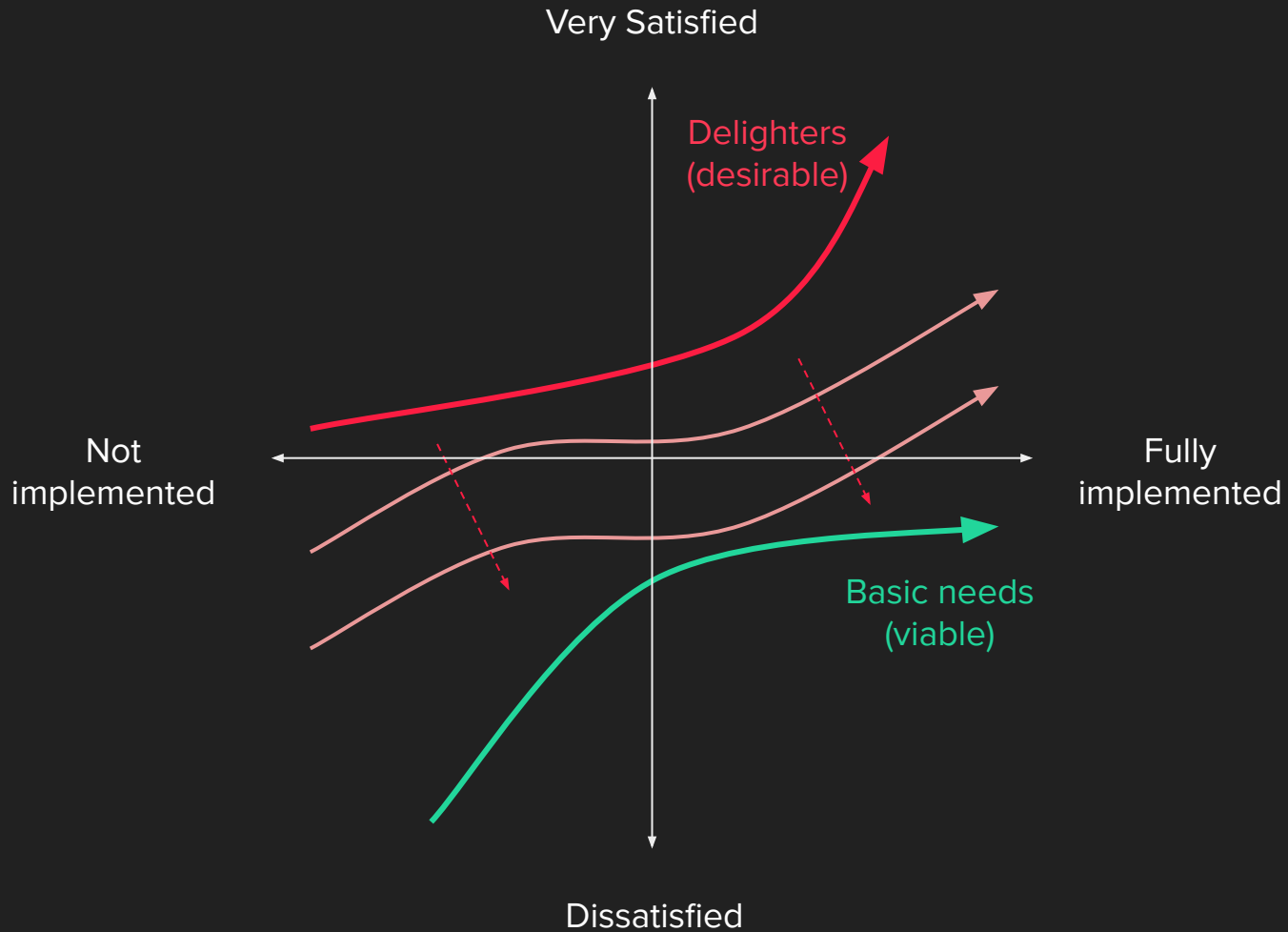
The Kano Model





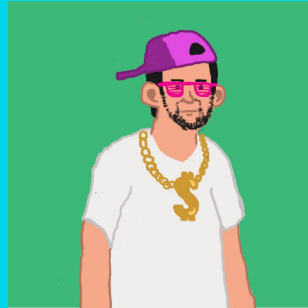








With all this research, how do you avoid Analysis Paralysis, Start-Up Guy?

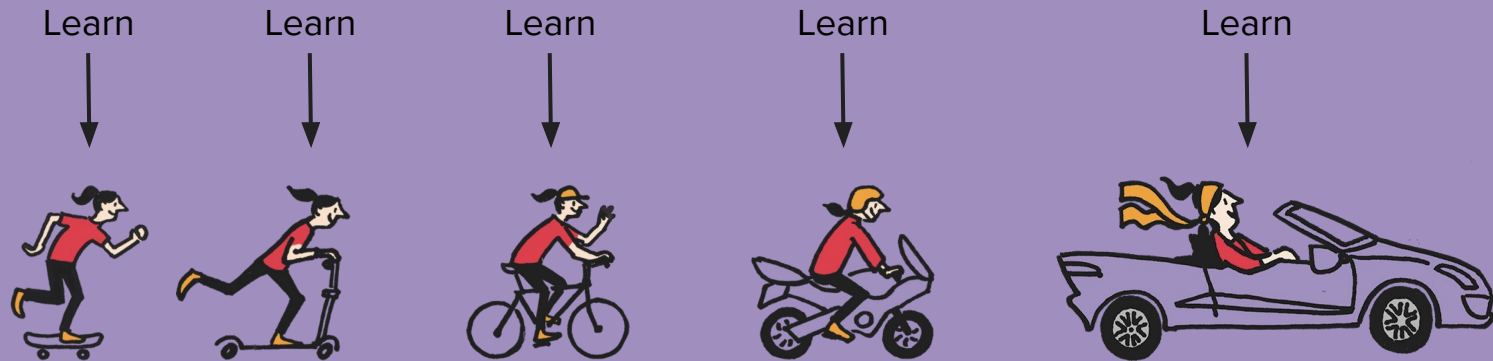




**It occurs when people have too
much information –
overanalyzing to the extent
they outthink themselves until
they are completely lost**



Build



Build



Build



Build



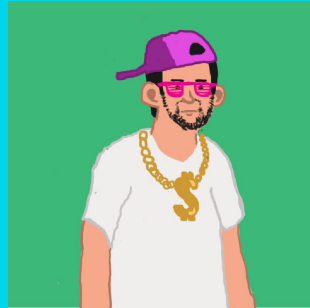
Build



**You'll learn more by
launching a desirable product
than repeatedly revising a
viable one**



So what now, Start-Up Guy?





Focus on the **why**
instead of **what**



Don't be **guilty** of
doing **too much**



Remember the **power** of
building a community



Go for the **zen** of
two kinds of quality







The moral of the story is:

Nail it then scale it



Any questions?



