

VIABLE PRODUCT



MindKatalyst

WEBINAR

BY CARNELLIA AJASIN



FEEL FREE TO ASK ME QUESTIONS!

SO, WHO'S HERE?



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WHO AM I?

Carnellia Ajasin

Mind Katalyst CEO and Founder

- Founded Mind Katalyst in 2009
- Background in Software Development and Strategic Management
- Big 4 Management Consultant
- Coach
- Help clients understand trends, emerging technology and create growth with meaningful and innovative products and services.



SO YOU WANT TO BUILD A SUCCESSFUL PRODUCT...

WHERE DO YOU START?



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DESIGN THINKING

AND

MINIMUM VIABLE PRODUCT



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FIRST DESIGN THINKING

HUMAN-CENTERED APPROACH TO BUILDING NEW PRODUCTS



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SECOND

WHAT IS

THE MINIMUM VIABLE PRODUCT

THE BEST THINGS COME IN SMALL PACKAGES

THE BARE BONE NECESSITIES OF YOUR PRODUCT



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TO
PRODUCT

HOW DO YOU GO FROM
CONCEPT



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WHAT IS THE

MAIN FEATURE OR **FUNCTIONALITY**

OF YOUR PRODUCT?



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IT'S ABOUT THE
USER

NOT ABOUT
YOU

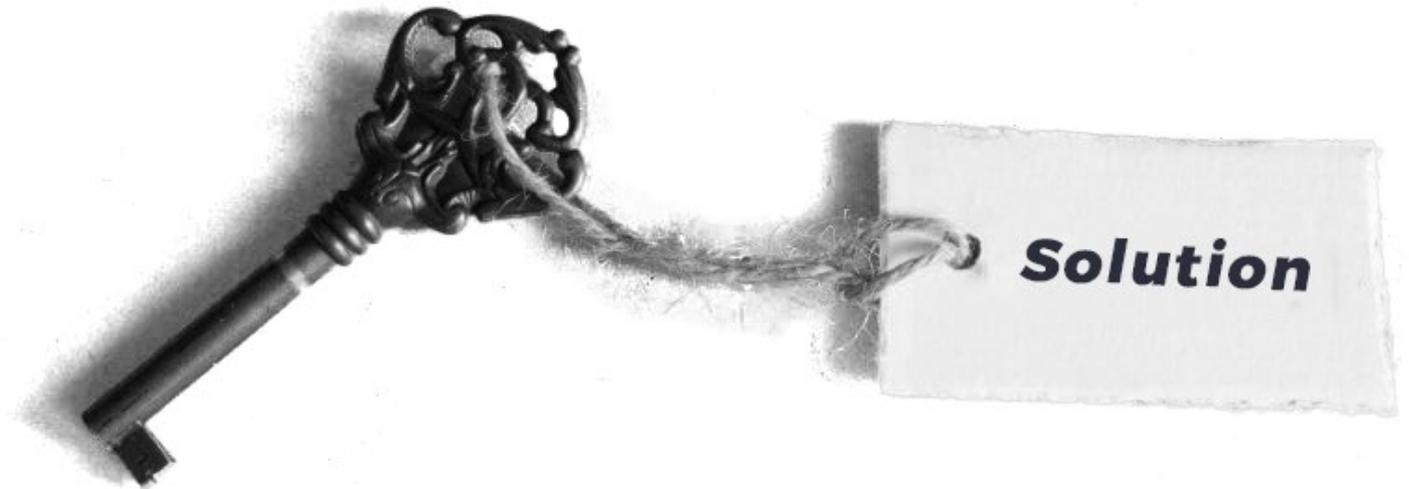


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WHAT IS THE

KEY PROBLEM

YOUR PRODUCT SOLVES?



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HOW WILL YOUR PRODUCT
SOLVE THIS PROBLEM
FOR YOUR CUSTOMER?



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WHY

**WOULD YOUR CUSTOMERS
SPEND MONEY OR TIME ON YOUR PRODUCT?**



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UNDERSTANDING THE

KEY BENEFIT

OF YOUR MVP



NO CALORIES



LOOK
BETTER THAN
THAT BITCH FROM
ACCOUNTING AT
THE END OF YEAR
PARTY



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THE BEST MVPS ARE:

**CONCISE AND
BEAUTIFULLY DESIGNED**



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VS

PARKING SCHEDULE

	M-F	SAT	SUN
7am			
8am			
8 ³⁰ am			
4pm			
7pm			



VS

OTHERS

**SOCIAL
MEDIA**



Nerd.



VS

Pretty Boy.



SO HOW DO WE FIND **THIS BALANCE?**



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QUALITY



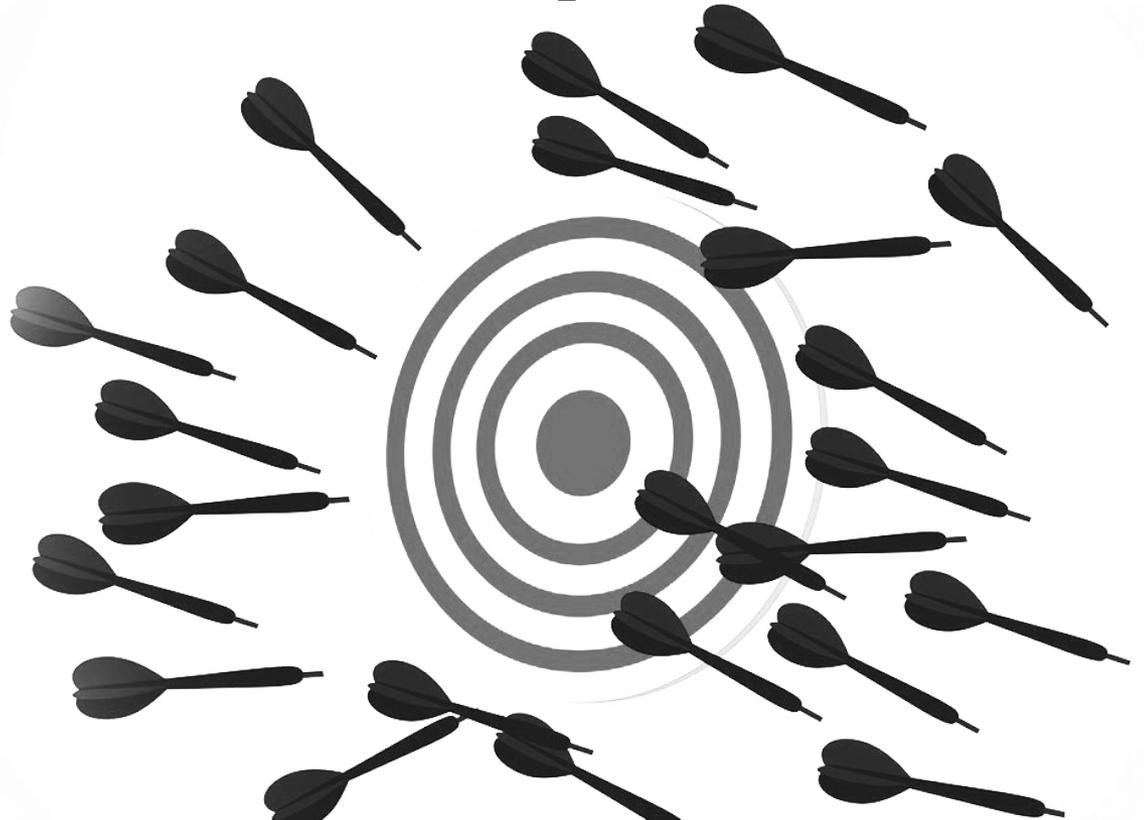
QUANTITY

**PICK A SMALL NUMBER OF WELL EXECUTED FEATURES
THIS ISN'T ALWAYS CHEAP, OR QUICK**



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AVOID FOMO (FEAR OF MISSING OUT)



QUESTIONS?



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THANKS FOR JOINING!

EMAIL QUESTIONS TO CARNELLIA
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The Viable Product Webinar
by Carnellia Ajasin
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