

MFP – MINIMUM FUNCTIONAL PRODUCT



MFP Name Give a name to your prototype.		
Starting situation	Plan	Results
Persona Whom is the prototype for?	Vision & Product plan What does the product vision look like? What about the product plan?	Summary & next steps What are the most important insights?
	Top 3 problems & challenges What is the prototype focused on?	Top 3 qualities What are the prototype's most important qualities?
User journey & use case Which user journey steps / which use case can we improve?	Building How can the qualities be implemented and tested?	Summary of learnings What are the key insights?
	Costs & Planning What are the costs and what does the detailed plan look like?	Measuring How can the results be measured?

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