

THE MVP PLAYBOOK PROMPTS

Introduction

Welcome to your personalized AI-assisted guide for mastering the Minimum Viable Product (MVP) process. This document is designed to help you leverage the power of AI to streamline and enhance your approach to creating, testing, and refining your MVP. By using these carefully crafted prompts with an AI assistant, you'll be able to navigate the complex journey of developing an MVP with greater efficiency and effectiveness.

The prompts in this guide are organized into key themes from the book, allowing you to focus on specific aspects of the MVP process as needed. Each prompt is designed to help you apply the concepts learned, overcome common challenges, and make informed decisions throughout your entrepreneurial journey.

To get the most out of this guide:

1. Read through the prompts before starting your MVP journey to familiarize yourself with the available resources.
2. Use the prompts in sequence as you progress through your MVP development, or select specific prompts that address your current challenges.
3. When using these prompts with an AI assistant, provide as much context as possible about your specific situation,

product, and goals.

4. Treat the AI's responses as a starting point for your own critical thinking and decision-making process.
5. Regularly revisit and adapt these prompts as your MVP evolves and your needs change.

Remember, the AI is a tool to augment your knowledge and creativity, not replace it. Use these prompts to spark ideas, gain new perspectives, and refine your approach to building a successful MVP.

Let's begin your journey to MVP mastery!

Defining Your MVP

1. **Distilling Your Business Idea**

Prompt: "I have a business idea for [briefly describe your idea]. Help me distill this into its most essential elements for an MVP by asking me probing questions about the core problem it solves, the target market, and the unique value proposition. Based on my answers, summarize the key components that should be included in my MVP."

2. **Identifying Target Market**

Prompt: "I'm developing an MVP for [your product/service]. Can you help me create a detailed profile of my target market? Consider demographics, psychographics, pain points, and current solutions they might be using. After I provide some initial thoughts, please ask follow-up questions to help me refine and expand my understanding of my ideal customer."

3. **Crafting a Value Proposition**

Prompt: "Based on the following information about my product [insert brief description] and target market [insert key details], help me craft a compelling value proposition. Use the format: 'For [target customer] who [statement of need or opportunity], our [product/service name] is [product category] that [statement of benefit or compelling reason to buy].' After generating an initial version, provide suggestions for how to make it more impactful and memorable."

4. **Setting MVP Goals and Metrics**

Prompt: "I'm preparing to launch an MVP for [your product/service]. Help me establish clear, measurable goals and metrics for success. Consider factors like user acquisition, activation, retention, revenue (if applicable), and

user feedback. Based on the following context about my product and market [insert relevant details], suggest 3-5 specific, quantifiable targets I should aim for with my MVP."

Feature Prioritization

5. MoSCoW Method Application

Prompt: "I'm using the MoSCoW method to prioritize features for my MVP [briefly describe your product]. Here's a list of potential features: [insert feature list]. Help me categorize these features into Must-have, Should-have, Could-have, and Won't-have for this version. For each categorization, provide a brief rationale. After the initial categorization, challenge me on any classifications that might seem misplaced based on common MVP best practices."

6. Kano Model Analysis

Prompt: "I want to apply the Kano Model to prioritize features for my MVP [briefly describe your product]. Here are the main features I'm considering: [list features]. Help me categorize these features according to the Kano Model (Must-be Quality, One-dimensional Quality, Attractive Quality, Indifferent Quality, Reverse Quality). Then, suggest how I might validate these categorizations through user surveys or interviews."

7. User Story Mapping

Prompt: "I need to create a user story map for my MVP [briefly describe your product]. Can you guide me through the process? Start by asking me about the main user activities, then help me break these down into user stories. After we've created a basic map, assist me in identifying the

essential stories that should be included in the MVP slice. Provide suggestions for how to visualize this map effectively."

8. Impact vs. Effort Matrix

Prompt: "I want to use an Impact vs. Effort Matrix to prioritize features for my MVP [briefly describe your product]. Here's a list of potential features: [insert feature list]. Help me evaluate each feature's potential impact on users and the effort required to implement it. Then, plot these features on a 2×2 grid and provide recommendations on which features to prioritize based on their position in the matrix."

Prototyping and Testing

9. Choosing the Right Prototype Fidelity

Prompt: "I'm ready to create a prototype for my MVP [briefly describe your product and its current stage]. Given the following goals for this prototype [insert your objectives], help me determine the most appropriate fidelity level (low, medium, or high). Explain the pros and cons of your recommendation and suggest specific prototyping tools or methods that would be suitable."

10. Designing Effective User Flows

Prompt: "I need to design user flows for my MVP prototype [briefly describe your product]. Based on the following key features and user goals [insert relevant details], help me outline the main user flows that should be included in the prototype. For each flow, break down the steps a user would take and suggest potential pain points or areas where we might need to pay special attention during testing."

11. Crafting Usability Test Scenarios

Prompt: "I'm preparing to conduct usability testing for my MVP prototype [briefly describe your product and prototype]. Help me create 5-7 specific, task-based scenarios that will effectively test the core functionality and user experience of my MVP. For each scenario, provide the task description, success criteria, and any specific aspects we should pay attention to during testing."

12. Analyzing Usability Test Results

Prompt: "I've completed usability testing for my MVP prototype [briefly describe your product]. Here's a summary of the key observations and user feedback: [insert testing results]. Help me analyze these results by identifying patterns, prioritizing issues, and suggesting potential solutions or improvements. Also, recommend any areas where we might need to conduct further testing or investigation."

Optimizing Feedback Loops

13. Designing In-App Feedback Mechanisms

Prompt: "I want to implement effective in-app feedback mechanisms for my MVP [briefly describe your product]. Suggest 3-5 different ways I could gather user feedback within the app itself. For each suggestion, explain how it would work, what type of feedback it would collect, and how it might impact the user experience. Then, help me decide which method(s) would be most appropriate for my specific product and user base."

14. Creating a Feedback Analysis System

Prompt: "I need to create a system for analyzing user

feedback for my MVP [briefly describe your product]. Help me design a process for categorizing and prioritizing feedback. Include suggestions for tools or methods to use, how to involve team members in the analysis, and how to ensure that insights are acted upon quickly. Also, propose a schedule or triggers for when feedback should be reviewed and analyzed."

15. Implementing Rapid Iterations

Prompt: "I want to set up a process for rapid iterations based on user feedback for my MVP [briefly describe your product and development setup]. Help me create a step-by-step workflow for quickly implementing changes, from receiving feedback to deploying updates. Include suggestions for tools or practices (like feature flags or A/B testing) that could help speed up this process. Also, advise on how to balance speed with quality and stability."

16. Measuring Feedback Loop Effectiveness

Prompt: "I want to ensure my feedback loops for my MVP [briefly describe your product] are effective. Help me define key metrics to track the performance of our feedback and iteration processes. For each metric, explain why it's important, how to measure it, and what would be considered a good benchmark. Also, suggest how often these metrics should be reviewed and how they might inform changes to our feedback and development processes."

Scaling and Growth

17. Identifying Scale-Ready Features

Prompt: "My MVP [briefly describe your product] has gained traction, and I'm preparing to scale. Help me assess which

features of my current MVP are ready for scaling and which might need refactoring or reimagining. Consider factors like technical architecture, user adoption, and potential bottlenecks. Then, suggest a prioritized approach for scaling these features, including any preparation work that might be needed."

18. Developing a Growth Hypothesis

Prompt: "I'm looking to accelerate growth for my product [briefly describe your product and current traction]. Based on the following information about my user base and market [insert relevant details], help me develop a growth hypothesis. Include potential channels for user acquisition, strategies for improving activation and retention, and ideas for encouraging viral growth. Then, outline an experiment we could run to test this hypothesis."

19. Scaling Customer Support

Prompt: "As my MVP [briefly describe your product] grows, I need to scale our customer support capabilities. Given the following information about our current support process and common user issues [insert relevant details], suggest strategies for efficiently scaling our support. Consider both technological solutions (like chatbots or self-service portals) and human-centered approaches. Also, advise on how to maintain or improve support quality as we scale."

20. Preparing for Market Expansion

Prompt: "My MVP [briefly describe your product] has been successful in its initial market, and I'm considering expanding to new markets or segments. Based on the following information about my product and current market [insert relevant details], help me evaluate potential new

markets or segments to target. Consider factors like market size, competition, regulatory environment, and required product adaptations. Then, outline a step-by-step approach for validating product-market fit in a new market."

Implementation Strategy

To effectively use these prompts with an AI assistant and achieve your MVP development goals:

1. **Prepare Your Context:** Before using each prompt, take a moment to gather relevant information about your product, market, and specific challenges. The more context you provide, the more tailored and useful the AI's response will be.
2. **Use Prompts Sequentially:** While you can use these prompts in any order based on your needs, consider following the general flow from defining your MVP through to scaling and growth. This sequential approach ensures you're building a solid foundation before moving on to more advanced topics.
3. **Iterate on AI Responses:** Treat the AI's initial response as a starting point. Ask follow-up questions, request clarifications, or challenge assumptions to refine the output and make it more applicable to your specific situation.
4. **Combine AI Insights with Human Expertise:** Use the AI's suggestions as input for discussions with your team, advisors, or mentors. The most effective strategies often come from combining AI-generated ideas with human experience and intuition.
5. **Document and Review:** Keep a record of your interactions with the AI, including the context you provided, the AI's responses, and your resulting decisions or actions. Regularly review these notes to track your progress and identify patterns or insights you might have missed.

6. **Set Reminders for Follow-ups:** Many of these prompts involve setting goals or defining metrics. Set reminders to revisit these prompts and update the AI on your progress, allowing for refined recommendations as your MVP evolves.
7. **Experiment with Prompt Variations:** Don't hesitate to rephrase prompts or combine elements from different prompts to address your specific needs. The more you experiment, the better you'll become at crafting effective prompts.
8. **Balance AI Input with Real-World Testing:** While AI can provide valuable insights and suggestions, remember that real-world testing and user feedback are irreplaceable. Use AI to generate ideas and strategies, but always validate them in the market.
9. **Stay Updated on AI Capabilities:** As AI technology evolves, new capabilities may become available. Stay informed about updates to your AI assistant and be prepared to adapt your prompts to leverage new features.
10. **Foster a Culture of Continuous Learning:** Encourage your team to engage with these prompts and the AI assistant. Create opportunities for sharing insights gained from AI interactions, fostering a culture of innovation and continuous improvement.

By following this implementation strategy, you'll be able to maximize the value of these AI-powered prompts throughout your MVP journey. Remember, the goal is not just to build a product, but to create a learning engine that propels your business forward. Embrace the iterative nature of MVP development, and

use these prompts as tools to accelerate your learning and decision-making processes.

Your journey from concept to a successful, scalable product is unique, and these prompts are designed to adapt to your specific needs and challenges. Stay curious, remain open to new insights, and don't hesitate to revisit prompts as your understanding of your product and market evolves. With persistence, creativity, and the smart application of AI assistance, you're well-equipped to navigate the exciting world of MVP development and beyond.

Good luck on your entrepreneurial journey!