

MVP Proposal and Roadmap Process [Template]

The MVP Proposal & Roadmap Process streamlines product development by identifying key business needs, defining essential features, and planning phased implementation. It ensures efficient resource use, mitigates risks, and measures success to guide future improvements.

Step 1 Business Needs Analysis	
Objective:	Define the main goals and pain points the MVP aims to address.
Key Business Needs:	<i>[List and prioritize based on how critical to the business each are]</i>
Summary of requirements:	<i>[Summarize findings]</i>
Challenges and opportunities:	<i>[Highlight critical challenges and opportunities]</i>

Step 2 Propose an MVP Solution

Objective:	Define the core features for MVP to meet critical needs first.
Core MVP features:	<i>[Summarize core MVP features here detailing how they meet critical needs first]</i>
Technical considerations:	<i>[Detail any technical factors that need to be considered, detailing the potential risks or opportunities]</i>
Summary of MVP:	<i>[Summarize core MVP features here detailing how they meet critical needs first]</i>

Step 3 Roadmap: Phase 1 MVP Launch (0–3 Months)

Objective:	Define the initial MVP release schedule.
Phase 1:	<i>[Summarize the launch plan for initial MVP, detailing rationale]</i>
Key deliverables:	<i>[List the key deliverables]</i>
Risks and mitigation:	<i>[List potential risks and how you'd mitigate them]</i>

Step 4 Roadmap: Phase 2 Optimization & Expansion (3–6 Months)

Objective:	Define the optimization and expansion plan.
Phase 2 enhancements:	<i>[List and prioritize enhancements]</i>
Key deliverables:	<i>[Summarize phase 2 enhancements, detailing rationale]</i>

Step 5 Roadmap: Phase 3 Scaling & Personalization (6+ Months)

Objective:	Define the scaling and personalization plan.
Long term goals:	<i>[Summarize long term goals]</i>
Key deliverables:	<i>[Summarize approach to ongoing scaling, detailing rationale]</i>

Step 6 Roadmap: Success Metrics & Evaluation

Objective:	Define how success will be measured and evaluated.
Key metrics:	<i>[Detail key success metrics]</i>
Iteration strategy:	<i>[Summarize iteration plan]</i>
Key deliverables:	<i>[Summarize success measuring and evaluation plan]</i>