

MVP Proposal and Roadmap Process (ShopeWise Retail Ltd)

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:	Using the data and stakeholder insights available, consider the following questions: • Which product categories should be prioritized in the recommendation model? • What factors contribute to the high basket abandonment rate? • How can recommendations increase conversion rates effectively? • What data sources will be most valuable for making recommendations?
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:	Consider the following questions: • Which product categories should be prioritized in the recommendation model? • What factors contribute to the high basket abandonment rate? • How can recommendations increase conversion rates effectively? • What data sources will be most valuable for making recommendations?
Technical considerations:	Consider the following technical factors: • <i>Data sources required (customer behavior, product metadata, etc.)</i> • <i>Integration points with existing systems</i> • <i>Infrastructure and technical feasibility</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:	Questions to consider: • What are the essential first steps to launch an MVP within 3 months? • What features should be added in later phases to improve accuracy and personalization? • How can the system scale while staying within budget and IT constraints? • What metrics should be tracked to measure success and optimize recommendations?
Key deliverables:	• Build and integrate the basic recommendation model • Test with a small subset of users • Implement success tracking metrics
Risks and mitigation:	• <i>Data availability issues → Define alternative data sources</i> • <i>Limited user engagement → Develop incentive strategies</i>

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

Objective:	Define the optimization and expansion plan.
Phase 2 enhancements:	Questions to consider: • How can we improve recommendation accuracy with refined algorithms? • How can we add A/B testing and user feedback loops? • How can we introduce personalized promotions?
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:	Questions to consider: • How can we expand recommendation strategies (e.g., real-time, cross-device tracking)? • How can we optimize for budget and IT constraints? • How can we establish ongoing monitoring and AI-driven improvements?
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:	Consider which metrics would best measure success: • Conversion rate improvements • Reduction in basket abandonment • Engagement with recommendations (CTR, dwell time, etc.) • ROI analysis of recommendation impact
Iteration strategy:	Consider how momentum will be maintained: • <i>How often should we conduct performance reviews?</i> • <i>How will we prioritize continuous refinement based on user behavior and feedback?</i> • <i>How often will we phase rollouts for new features to meet business needs?</i>
Key deliverables:	<i>[Summarize success measuring and evaluation plan]</i>