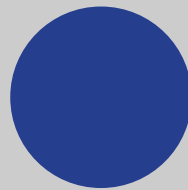


# MVP Planner



Ready to build your app? Plan and prioritise critical features to save you time and money.




## Instructions

Got so many ideas you don't know where to start? We hear you. Fill out our MVP Planner worksheet to get clear on what's critical for your Minimum Viable Product (MVP). This planner will help you and your development team scope the key priorities and deliverables for your app - putting you on the fast-track to launch. Let's go!

### How to rank your feature sets?

- **Important features** are those that are critical to the functionality of your app - e.g. social sign-on might be vital for a youth audience.
- **Impact** refers to features that will make a difference to user adoption - e.g. importing Snapchat bitmojis for user profile pics to make onboarding faster, or adding video demonstrations of exercises for a fitness app to make it easier to follow.
- **Innovation** refers to new solutions you need created to solve your users' problem. This might be adopting an existing technology (such as geotargeting) or re-purposing another technology (such as payment systems) or creating something brand new that hasn't been offered before. Game-changing innovation can be expensive and time-consuming, which may delay your app launch so you'll need to consider whether it's more important to get to market fast, or to change the market when you get there.



Apptivate MVP Planner

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**Your App Name\_MVP Planner**

Use this Planner to isolate your critically important features for your MVP

- 1 Make a copy of this spreadsheet (File > Make a copy)
- 2 List all the features you want your app to include, from social sign-on to push notifications, geotargeting, and location tracking. Everything! One line for each feature.
- 3 Note the primary benefit of each feature in a few words (why it will be useful to the user).
- 4 Rank each feature by Importance, Impact and Innovation, where 1 is the least important, and 3 is the most ultimate.
- 5 Review your list. The features requiring the greatest innovation will be highlighted in yellow. The most priority features, with scores of 6 or more, will be highlighted in RED.
- 6 Red cells indicate your most critical features for your MVP.
- 7 Yellow cells indicate features that may cost more or take longer to develop, but are still worth investing in, revolutionary innovation.
- 8 Review your yellow cells and decide if they are worth investing in now or later before you launch.
- 9 Brief your app developer and get going!

Feature	Benefit	Important	Impact	Innovation	Priority
XYZ feature	abc benefit	3	3	3	9
					0
					0
					0
					0
					0
					0
					0