USE THE MVP THAT SUITS YOU THE MOST
MVP Types

Minimum Viable Product (MVP) is a simple product with only a minimal set of features to enable testing with real users. That can be achieved using various types of MVPs.

MVP Archetype	Description	Metrics	Observation depth	Hypothesis validation
Concierge	Hand-created experience you want a customer try	Qualitative observations of the individual steps of the experiment	High	Low
Wizard of Oz	Interface with a human under behind the curtain making things happen	Subject interaction with the interface and affinity for experience	Medium	Medium
Sales	Selling something before actually having it	General growth metrics: click-through, sign up, opened / responded emails	Low	High
Explainer videos	Videos describing how complex product works and what is special about it	Track engagement and analyze the demand	Low	Medium
Landing page	A page explaining the advantages of the product with an option to buy it	Analyze the demand and user behavior	Low	High
Piecemeal MVP	A usable product composed of already available tools instead of building new ones	Analyze the demand and validate the hypothesis	Medium	Medium
Single-feature product	Creating a product with only the core functionalities	Narrow down a target group, analyze feedback	Medium	Medium