



What is an MVP?

THESE DAYS THE TERM **MVP**, OR **MINIMUM VIABLE PRODUCT**, IS USED OFTEN IN REFERENCE TO AUDIENCE MEASUREMENT. WHAT EXACTLY IS AN MVP AND WHY IS IT SO IMPORTANT IN THE DEVELOPMENT OF COMPLEX MEASUREMENT SOLUTIONS? WE WENT STRAIGHT TO NUMERIS EXPERT **MIKE BASDEN**, **DIRECTOR, PRODUCTS & PLATFORMS** TO FIND OUT.

Q: Mike, can you explain the concept behind an MVP?

A: An MVP is designed to provide the basic features required of a product, while not being the final version. The idea is to build an initial product that can demonstrate its ability to meet some of the objectives while gathering valuable user feedback during the development process. The product is then iteratively enhanced as the users' feedback is implemented. It is an agile concept that allows for user-based exploration and improvement to the product as it's being built in an evolutionary manner.



MIKE BASDEN
DIRECTOR,
PRODUCTS & PLATFORMS


Q: What are the benefits of launching as an MVP?

A: When developing a new product, it takes time to get it right. This is particularly true for audience measurement, as consumption fragmentation adds more complexity and requires larger scale to develop solutions that capture and report all behaviours accurately.

By launching as an MVP, we learn things along the way that may not have been known in advance. The benefit is it allows us to gain an understanding of the product, which although not perfect yet, yields enough results to help frame and enhance it as the product gets more use. We rely on users' feedback to let us know what is working and what is not. Did we miss anything or is there a feature we didn't know that we needed? This is an important step and ensures clients have a chance to work with the product and provide us with ongoing feedback that allows the product to continually evolve. An MVP allows us to be more responsive and incorporate feedback at earlier stages of development.

It also helps users to get used to the different functionalities of the product and assess its full value and potential impact on business processes.

Q: What are the key things to remember about MVPs?

A: An MVP will never be perfect as it is not the ultimate solution out of the gate and it's not meant to be. By design, it is meant to be the first look at what is possible. Feedback is crucial to help the product get to where it needs to be.

Q: So, how long should an MVP typically last?

A: It's not just a product that launches early with only limited features made available. It's also not necessarily something you build only once, and then consider the job done. An MVP is a process that is repeated over and over again until the product delivers its intended goals and answers clients' needs and the timing all depends on the product you are building.

Q: Specific to Numeris, why are MVPs necessary?

A: Audience measurement is complicated and new measurement products require a tremendous amount of planning. The initial product release may not fully yield the expected results, and being able to pivot and address any issues as we go along the development process allows us to provide a final solution that delivers on planned expectations. The concept of a new product is a hard thing to visualize but being able to see it in an MVP form and play around with it is a tangible way of determining if the requirements have been met.

Building audience measurement solutions also requires a significant amount of time to get them up and running. By the time a new product is released, it can take years. Years during which a lot can change. We all know nowadays that consumers' behaviour evolves and changes rapidly. If an audience product is built and only made available when it is perfected, after years of development, the delivered product may not reflect the needs of the market anymore. By launching a product as an MVP, there is the opportunity to adjust it as it is built according to the changing needs of the market.

Our products are designed for our clients' needs and we want to continue to provide them with innovative and relevant cross-platform, cross-media solutions. The best way to do that is to involve them as early as possible during development and ensure that enhancements are provided that deliver added value. This is what we did with VAM, the first iteration of our Cross-Platform Video Measurement solution, and what we will continue to do with further iterations and additional new products.



GLOSSARY

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