



MVP Planning Checklist

BloomBinary Stack — bloombinary.com

Use this checklist before you start building a first version of your product. Answering these honestly upfront saves rework later.

1. Problem & Users

- ☐ Who, specifically, is the first user? (Not "everyone" — a named persona or segment.)
- ☐ What problem are they experiencing today, and how are they solving it now?
- ☐ What does this user do right after using your product, if it works?

2. Scope

- ☐ What is the single core action your product must support to be useful at all?
- ☐ List every feature you want. Now mark which ones are required for the core action to work, versus "nice to have."
- ☐ For each "nice to have," write down why it's tempting to include it now. (Usually the honest answer is "it feels incomplete without it" — that's a signal to launch without it and see if users actually miss it.)

3. User Flow

- ☐ Sketch the exact steps a first-time user takes from arrival to completing the core action. Count the steps. Can any be removed?
- ☐ Identify every point where the user could get confused, stuck, or drop off.
- ☐ Decide what happens on error (empty states, failed actions, no results).

4. Technical Scope

- ☐ List every third-party service you'll depend on (payments, auth, email, maps, etc.). Each one adds integration time — confirm you actually need it for v1.
- ☐ Decide what "launched" means technically: what needs monitoring, what needs a support plan, who fixes it if it breaks.

5. Success Criteria

- ☐ Write down, in one sentence, what would tell you this MVP is working.
- ☐ Decide how you'll actually measure that (not "gut feeling").
- ☐ Set a review date — a specific point where you'll look at real usage and decide what to build next.

6. Before You Build

- ☐ Could you validate the riskiest assumption with something cheaper than full development (a landing page, a manual process, a prototype)?
- ☐ Does everyone involved agree on what's in scope for v1? Get it in writing.

Need help scoping yours? Talk to us at bloombinary.com/contact