MVP Planning Checklist 2025

Step-by-step guide to building your startup MVP in 6–8 weeks

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1. Define Your MVP Scope

- Write a one-sentence problem statement your product solves.

- Identify your target user persona (age, role, pain points).

- List top 3–5 must-have features (everything else is nice-to-have).

- Prioritize features with the RICE framework (Reach, Impact, Confidence, Effort).

- Map out user journey from first click → first value.

2. Set Budget & Timeline

- Establish a realistic MVP budget range ($15K–$70K typical).

- Commit to a 6–8 week development cycle.

- Break roadmap into 3–4 agile sprints with weekly demos.

- Allocate ~20% of budget for design, 60% for dev, 20% for QA + launch.

- Build in a 1-week buffer for testing and fixes.

3. Assemble the Right Team

- **Core roles needed**:

  - 1 UX/UI designer for flows & prototypes.

  - 2–3 developers (frontend + backend).

  - 1 QA tester to ensure stability.

  - 1 product manager to keep roadmap lean.

- Decide between in-house, agency, or hybrid model.

- Confirm availability of team members before kickoff.

4. Design & Prototype

- Create wireframes for all major screens.

- Develop a clickable prototype (Figma, Sketch, XD).

- Validate flows with 5–10 target users.

- Keep branding minimal: logo, primary colors, typography.

- Document UX decisions (don't leave them in designer's head).

5. Develop the MVP

- Choose scalable but lean stack (e.g., React + Node.js + PostgreSQL).

- Build only essential workflows (signup, core action, feedback loop).

- Integrate key APIs (auth, payments, analytics).

- Set up CI/CD pipeline for fast deployments.

- Plan for mobile-first (web responsive or Flutter/React Native).

6. Quality Assurance (QA) & Testing

- Run unit and functional tests for each sprint.

- Perform regression tests before final release.

- Test across major devices and browsers.

- Conduct load testing (simulate 500–1,000 concurrent users).

- Maintain a bug tracker with priority levels (critical/major/minor).

7. Compliance & Security

- Review whether your MVP falls under:

  - GDPR (Europe)

  - HIPAA (US healthcare)

  - CCPA (California users)

- Implement minimum viable compliance:

- Secure login/authentication.

- Basic data encryption (at rest + in transit).

- Avoid storing unnecessary personal data.

8. Analytics & Feedback Loops

- Set up Google Analytics / Mixpanel / Amplitude.

- Define key metrics:

  - DAU (Daily Active Users)

  - Signup → activation rate

  - Churn / retention

- Add in-app feedback forms or NPS survey.

- Plan user interviews after 2 weeks of launch.

9. Launch Strategy

- Build a private beta list (50–200 users).

- Announce on Product Hunt, LinkedIn, and startup forums.

- Prepare onboarding emails/tutorials.

- Have a support channel ready (Slack/Discord/Intercom).

- Collect structured feedback (bugs, usability, feature requests).

10. Post-MVP Scaling Plan

- Identify which features worked (double down).

- Cut or rethink features that users ignored.

- Plan next sprint: add 1–2 high-demand features.

- Prepare investor update with metrics + traction story.

- Decide: continue bootstrapping or raise funding.

Final Tips

- If you're debating whether a feature is essential → it probably isn't.

- Ship lean, test early, and be ready to pivot.

- Remember: Your MVP is not your product. It's your experiment.

Ready to Launch Fast?

Don't wait months. Get your **MVP roadmap** mapped in just 48 hours and see how your product can go live in **6–8 weeks**.

Start My MVP Roadmap Now