

Minimum Viable Product Development and Validation Training Course

23 – 27 August 2027
Casablanca

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Training Center

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Ref: 1743_230973 **Date:** 23 – 27 August 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Minimum Viable Product Development and Validation Training Course is a one-week intermediate course for product managers, product owners, startup founders, innovation teams, and business analysts who leave with an MVP Validation Playbook. Participants convert uncertain ideas into testable hypotheses, use customer discovery interviews, design focused experiments, build fit-for-purpose MVPs, and evaluate behavioral evidence through actionable metrics. The course connects minimum viable product development with documented pivot, persevere, or stop decisions. Agile Leaders Training Center develops practical MVP validation capability.

Who Should Attend

- Product functions responsible for shaping product hypotheses and validation priorities
- Product ownership functions responsible for backlog choices and early-release scope
- Startup functions responsible for testing demand before committing scarce resources
- Innovation functions responsible for running experiments and reviewing evidence
- Business analysis functions responsible for customer needs, assumptions, and decision records

The course assumes participants evaluate new product ideas at work, and it leaves out broad product-manager career development, software engineering, and certification preparation.

Departments and Industries

The course supports departments and industries that test new products, services, and operating concepts before scaling investment.

- Product management, innovation, strategy, and business analysis
- Technology, software services, digital commerce, and financial services
- Healthcare, education, mobility, and professional services
- Manufacturing, energy, consumer products, and industrial services
- Startup studios, accelerators, research teams, and corporate venture functions

Learning Objectives

By the end of this course, participants will be able to:

- Analyze customer problems and riskiest product assumptions
- Build testable hypotheses and evidence thresholds
- Prioritize MVP scope with value and risk criteria
- Apply experiment methods to desirability, feasibility, and viability
- Evaluate actionable metrics and evidence strength
- Use findings for pivot, persevere, or stop decisions

Course Agenda

Day 1: Problem Evidence and Assumptions

- Customer Problem Statement Canvas
- Customer Discovery Interview Guide
- Assumption Mapping Matrix
- Desirability, Feasibility, and Viability Risk Map
- Testable Product Hypothesis Template

Day 2: MVP Scope and Experiment Design

- Value Proposition Evidence Map
- Core Outcome and Feature Prioritization Matrix
- MVP Experiment Design Card
- Evidence Threshold and Kill-Criteria Register
- Prototype, Proof-of-Concept, and MVP Comparison Guide

Day 3: Build and Run Validation Tests

- Concierge and Wizard-of-Oz Test Method
- Landing Page and Call-to-Action Test Plan
- Preorder and Commitment Experiment Protocol
- Usability Test Script and Observation Sheet
- Experiment Ethics and Participant Consent Checklist

Day 4: Metrics, Learning, and Product Decisions

- Build-Measure-Learn Feedback Loop
- Actionable Metric and Vanity Metric Screen
- Experiment Evidence Strength Scale
- Validated Learning Dashboard
- Pivot, Persevere, or Stop Decision Record

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Day 5: MVP Validation Practice

- Exercise: Diagnose a Weak Product Hypothesis
- Exercise: Select an MVP Form and Scope
- Exercise: Review Conflicting Customer Evidence
- Exercise: Make a Product Continuation Decision
- Capstone Exercise: MVP Validation Playbook

Practical Exercises

The course uses suggested activities to connect product assumptions with observable customer behavior and documented decisions.

- Suggested activity: conduct a customer discovery interview and separate facts, opinions, and unsupported assumptions.
- Suggested activity: create an MVP experiment with a measurable signal, evidence threshold, and stopping rule.
- Suggested activity: compare qualitative and behavioral evidence, then record a defensible continuation decision.
- Suggested activity: assemble the MVP Validation Playbook from problem framing through decision review.

FAQs

Who suits minimum viable product development training, and what does it assume?

Product, startup, innovation, and analysis functions suit the training. It assumes responsibility for evaluating new concepts but does not require software-development expertise.

How does MVP validation differ from broad product management training?

MVP validation concentrates on assumptions, experiments, evidence, and early product decisions, while broad product management training spans the full lifecycle, organization, career, and market responsibilities.

What makes an MVP experiment useful for a product decision?

A useful MVP experiment links one critical hypothesis to observable behavior, a defined audience, an evidence threshold, and a decision rule established before results are reviewed.

Which metrics support validated learning from an MVP?

Validated learning uses metrics tied to customer behavior, such as activation, repeated use, commitment, conversion, retention, or task completion, selected according to the hypothesis under test.

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When should a team pivot, persevere, or stop an MVP?

A team should decide after comparing collected evidence with its stated threshold, reviewing data quality and risk, and documenting whether the tested assumption is supported, uncertain, or contradicted.

Conclusion

Participants take an MVP Validation Playbook back to work. It connects customer problems, assumption mapping, MVP experiment design, scope choices, behavioral evidence, a validated learning dashboard, and decision rules. It changes loosely defined product ideas into traceable validation cycles that teams can review before increasing investment.