

Data Science and Technology Entrepreneurship

Computer Science 6998-4, Business School – B8848-1

Spring 2013

Assignment 3

Due: March 11, 2013, Monday (6pm)

Part 1. Minimum Viable Product (MVP) Development

- a. Please complete the first beta version of your product. The product may not have all the features but it should have the basic end-to-end functionality.
- b. Please complete the first version of your marketing website that describes your product.
 - I. If your product is a web application then completing 1.a completes this part as well, e.g. You do not need to make a different marketing website for the product.
 - II. If your product is hardware or mobile application or other types of business, please complete an informative website that one can browse to learn about your product. Think of this as an informative marketing website that you will send it to your friends, family and prospective customers.
- c. Please upload 1.a or 1.b to a webserver and send us a web address.

Part 2. Field Assignment for MVP Testing

- a. Show your beta product to at least 5 different prospective customers and get their feedback.
 - I. You can interview a few customers by showing the mockups if the product is not ready. (see 2.a.II)

- II. Among the customers you interview, at least 2 prospective customers must provide feedback based on interaction with your beta version of the product (not the mock up).

 - III. Write a few sentences describing the feedback from the customer. You may also want to ask them quantifiable questions that you created for Assignment 2 besides qualitative questions.
- b. Get feedback from your mentor/advisor as you build the first beta version of the product. Write down the key pieces of advice you get from the mentor/advisor. (Optional)

Submission Process:

Use you team Google account to share the document link.

Remember to add the following in your email subject line

DSTE - Assignment 3 - TeamName