



Ninth Annual Conference – Oct. 2nd, 2017

Presentation Title	Product development – from minimum viable to maximum valuable
Speaker	Mohammed Al-Arabi
Abstract	Avoiding building products that customers do not want and seek to get information about the customer requirements iteratively is called a minimum viable product' way of thinking. The product should have just those core features sufficient to deploy. The value proposition design helps the product to fit with what exactly the customer wants. By adopting this way of thinking, the customer gets a workable product from the beginning and participate to maximize the value during the development.