

# MVP Development for Aperture

## Chosen MVP Solution – Landing Page MVP

### Explanation of the Solution & Success Criteria

**MVP Format:** Landing Page MVP will provide a streamlined, testable interface where users can interact with the new filter enhancement features before we fully integrate these into the main app. This setup allows for rapid deployment and immediate user feedback without extensive backend changes.

### Functionality Goals:

- Enhance visibility and ease of use of photo filters to increase user engagement.
- Introduce interactive filter previews directly on the landing page.

### Functionality:

1. **Prominent filter access:** Redesigned user interface to make filter tools more accessible and user-friendly.
2. **Interactive previews:** Users can see how filters would affect their photos before applying them.

### Measurable and Achievable Metrics:

- **Engagement Rate:** Aim for a 50% increase in interactions with the filter feature within the first two months post-launch.
- **Feedback Quality:** Gather qualitative feedback from at least 80% of users on the landing page regarding the new design and functionality.
- **Conversion Rate:** Track a 30% improvement in the number of users who use filters after visiting the landing page.

### Assumptions & Risks

#### Assumptions:

- Users desire quicker and more intuitive access to filters.
- Enhanced filter visibility will lead to increased usage and engagement.

#### Risks:

- Users may find the new interface too different from the current layout, affecting adoption negatively.

- Potential technical challenges in integrating real-time interactive previews on the landing page.

## Team

### For MVP:

- **Annika (UX Designer):** Responsible for the aesthetic and functional design of the landing page.
- **Evan (Software Engineer):** Implement the interactive elements and ensure responsive design.
- **Adem (Product Manager):** Oversee the project, ensuring it aligns with user feedback and business objectives.

## Timeline

### MVP and User Testing – 6 Weeks:

- **Now (Weeks 1-2):** Gather all necessary requirements and develop the initial design for the landing page.
- **Next (Weeks 3-4):** Build and deploy the landing page; begin user testing.
- **Later (Weeks 5-6):** Analyze user interaction data and feedback, develop improvements based on insights.

## Budget

- No additional external tools will be used; all designs and developments will be handled in-house.
- The estimated cost for the in-house resource allocation is approximately \$4,500, assuming 150 hours of combined design and development time at an average rate of \$30/hr.