

## Module: Market Research and Validation

Validate the real problem, pain points, and potential customers for your web development startup.

### Step 1 - Identify target market and pain points

1. Identify target market for web development services
2. List down pain points faced by small businesses in web development
3. Record findings and insights

### Step 2 - Analyze current solutions and alternatives

1. Research current solutions for web development
2. Evaluate pros and cons of existing alternatives
3. Document your analysis

### Step 3 - Evaluate unique value proposition

1. Define unique value proposition of your web development services
2. Analyze how your solution solves identified pain points
3. Create a value proposition statement

## Module: Idea Refinement and Prototyping

Refine your web development idea and create prototypes to test your concept.

### Step 4 - Refine your business idea

1. Review market research findings
2. Identify necessary adjustments to your business idea
3. Update business idea accordingly

### Step 5 - Create initial prototype

1. Outline core features of your web development service
2. Sketch a basic prototype on paper or using online tools
3. Seek feedback on the prototype

### Step 6 - Iterate on prototype

1. Collect feedback on the initial prototype

2. Identify areas for improvement based on feedback
3. Update and refine the prototype

## Module: Minimum Viable Product (MVP) Development

Develop and bootstrap an MVP for your web development startup.

### Step 7 - Define MVP features

1. Identify essential features for MVP
2. Prioritize features based on importance
3. Create a roadmap for MVP development

### Step 8 - Build MVP

1. Set up necessary tools or platforms for MVP development
2. Build core features of the MVP
3. Test functionality and usability

### Step 9 - Solicit feedback on MVP

1. Reach out to target customers for feedback
2. Collect feedback on MVP usability and features
3. Document feedback and insights

## Module: User Feedback Collection

Collect valuable feedback from users to improve your web development service.

### Step 10 - Implement feedback

1. Review feedback from users
2. Identify key areas for improvement
3. Make necessary adjustments to MVP

### Step 11 - Engage with early users

1. Schedule interviews or feedback sessions with early users
2. Ask specific questions about their experience and pain points
3. Record feedback and suggestions

### Step 12 - Iterate on MVP based on feedback

1. Prioritize feedback implementation on MVP

2. Make necessary changes to improve user experience
3. Test the updated version with users

## Module: MVP Refinement

Continuously refine your MVP based on user feedback and insights to optimize your web development service.

### **Step 13 - Optimize user experience**

1. Identify areas for UX improvement
2. Implement changes to enhance user experience
3. Conduct usability testing

### **Step 14 - Finalize MVP for launch**

1. Perform final testing of the MVP
2. Polish any remaining issues or bugs
3. Create a launch plan