


RABBINIC (RE)DESIGN



IDEATING & IMPLEMENTING AN MVP
ADAPTED FROM THE RABBINIC (RE)DESIGN LAB WORKBOOK



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IDEATING AN MVP

See the glossary for a definition of MVP.

What is your idea for the MVP? Please describe your idea in detail.



IDEATING AN MVP

In each cell below, describe how the MVP will address each question.

	How is your MVP addressing each point?
What characteristics of the new normal and core concerns does your MVP address?	
What job is this idea doing for my constituents?	
What components of Social by Design could be included or strengthened?	
How am I building a strong user experience? Is it active and engaging, and does it use multiple senses?	
How can this idea be more than a one-off program?	
What will people have done, thought, and felt if this idea is successful?	

GLOSSARY & REFERENCES

* MVP - MINIMUM VIABLE PRODUCT/PROJECT

A Minimum Viable Product is the simplest form of a product that can be built and used, and provide feedback for further development of that product. In the context of this program, we will talk about “project” instead of “product”.

The concept of an MVP comes from Eric Ries’ book “The Lean Startup” in which he proposes a model of product development that favors experimentation and quick testing, rather than long phases of planning and market research.

For more information see:

<https://leanstartup.co>

<https://medium.com/@ClrMobile/planning-a-minimum-viable-product-a-step-by-step-guide-6f387d657870>

<https://www.youtube.com/watch?v=1FoCbbbcYT8>

* JOBS TO BE DONE

A phrase coined by Dr Clayton Christensen of Harvard Business School to help explain consumer behavior. A “job to be done” refers to the purpose (the “job”) that a product or service is being “hired” to do by consumers or constituents.

For more information see:

<https://www.christenseninstitute.org/jobs-to-be-done/>

<https://hbswk.hbs.edu/item/clay-christensen-the-theory-of-jobs-to-be-done>

and watch <https://www.youtube.com/watch?v=Stc0beAxavY>

<https://jtbd.info>

* SOCIAL BY DESIGN

Social by Design refers to the intentional design of all spaces, programs and interactions with people with an eye toward generating and helping them accumulate social capital.

This pedagogy recognizes the reality that Jewish people and their family members today have significantly lower levels of Jewish social capital than their predecessors. Moreover, most people who seek out community are seeking to accumulate friends and social standing. Thus, programs that incorporate this approach consciously attempt to “re-weave social fabric” by designing spaces, programs and interactions to accumulate social capital. In a “Social by Design” approach, all parts of an endeavor can be made pro-social in their orientation. A leader using this approach reflects on her use of self and space and attempts to make all aspects more social for participants.

For more ideas see:

From the Hillel context -

<https://docs.google.com/document/d/1CAAd-dEjRf79ze9ljbSmxyAM2mLld0Cj61vvzuWwPDBE/edit>

<https://www.youtube.com/watch?v=ZNDkmzBQn4E>

