

Governing Energy

Mediocracy is the Goal?

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Software App developers have embraced the concept of MVP.ⁱ In their rush to get product to market many are expecting consumers to accept a minimal level of performance or Minimum Viable Product.

An App released at the MVP level is not the traditional Beta version of software which is clearly in the pre-release testing stage.ⁱⁱ Rather, by definition it *“has enough value that people are willing to use it or buy it initially.”*ⁱⁱⁱ

In the bad ole days, product testing would assure some level of reliability/consistency. Recently, this author went on one of the travel advisor web sites to “rate” a hotel recently stayed at. After several attempts resulting in “mandatory fields not completed” which were filled in each time, I finally received, not an accepted message but the opportunity to integrate with one of the social media sites.

So what? My objective is not service the financial goals of these large public companies. I simply wanted to give a family owned hotel that I though deserved it a good recommendation.

Most of us have received the message “you have been randomly selected” or the result of CRM auto query to rate, to provide feedback (often in the middle of filling out a given form) and hence to provide a data point for Big Data. What is the value of this solicited data, especially when it interferes with a business transaction process?

Begs another question what is the accuracy of Big Data when micro data is input using these tactics? Question the results of such processes!

Marketers relying on this data may miss their mark. Might be similar to political surveys (polls) where respondents deliberately lie.

Should the energy industry adopt this business model, the results might be more than suboptimal. Moreover, are you willing to purchase a self-driving automobile sold at the MVP release level?

Finally, in an era of scary cyber threats, one wonders if MVP creates a cyber risk or security flaw in the software at this release level. In other words does MVP actually perform as advertised—*has enough value that people are willing to use it or buy it initially* at minimal risk.

Rapid Time-to-Market has been the rage for generations.^{iv} However, if during this soaring flight, if the products and solutions are *average* or even less is the customer receiving the value advertised?^v

What level of Mediocrity is Acceptable from your Vendors?

About the Author

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End Notes

ⁱ <https://www.techopedia.com/definition/27809/minimum-viable-product-mvp>

ⁱⁱ <http://www.pcmag.com/encyclopedia/term/38567/beta-version>

ⁱⁱⁱ <https://www.techopedia.com/definition/27809/minimum-viable-product-mvp>

^{iv} https://en.wikipedia.org/wiki/Time_to_market

^v https://en.wikipedia.org/wiki/Average_is_Over