A12
TOOL

THE INNOVATION CODEX · TOOLKIT

Minimum Viable Adoption (MVA) Plan

Purpose. Move an innovation from shipped to used by deliberately planning its adoption on one page.

What it captures. An adoption goal written as a usage metric with a deadline, plus the target audience, adoption triggers, success metrics, habit-formation tactics, owner, and cadence.

When to use it. As a feature or change moves from build to rollout, before anyone assumes that availability means use.

Common mistake. Measuring shipping rather than use, counting stores switched on instead of returns actually processed through the guided path. A capability that is available but unused has not been adopted.

Decision rule. Track adoption as a usage rate against a deadline, and treat a stalled rate as a defect to diagnose, not a number to wait for.

Target Audience

Adoption Goal *a usage metric with a deadline, not mere availability*

Adoption Triggers

Success Metrics *measured as use, not installs*

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Habit-Formation Tactics

Owner

Cadence and Reporting *via the Weekly Adoption Summary (appendix A13)*

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