

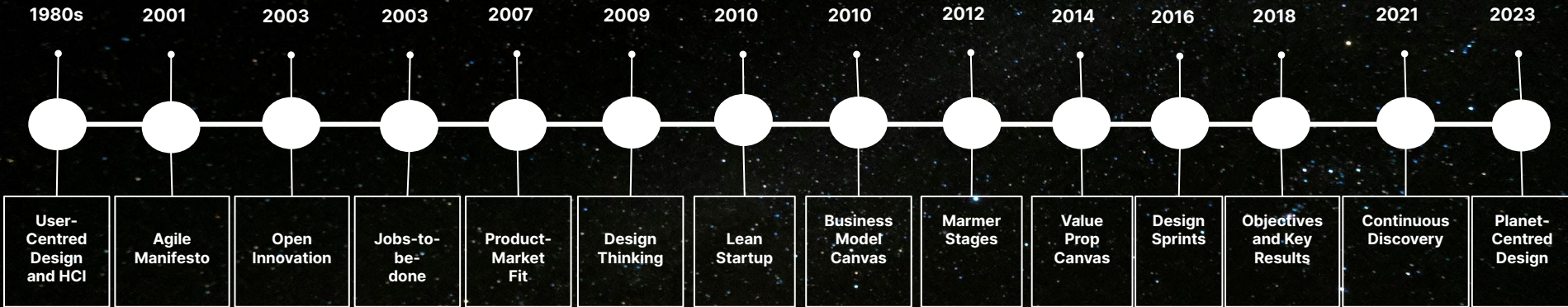
Journey from Product Idea to Launch

How to understand customer and user needs along
the way

Dr Chloe Sharp, Sharp Insight

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Our universe is multi-disciplinary..and messy



Mapping the journey

CONCEPT

PROBLEM

IDEATION

PROTOTYPES

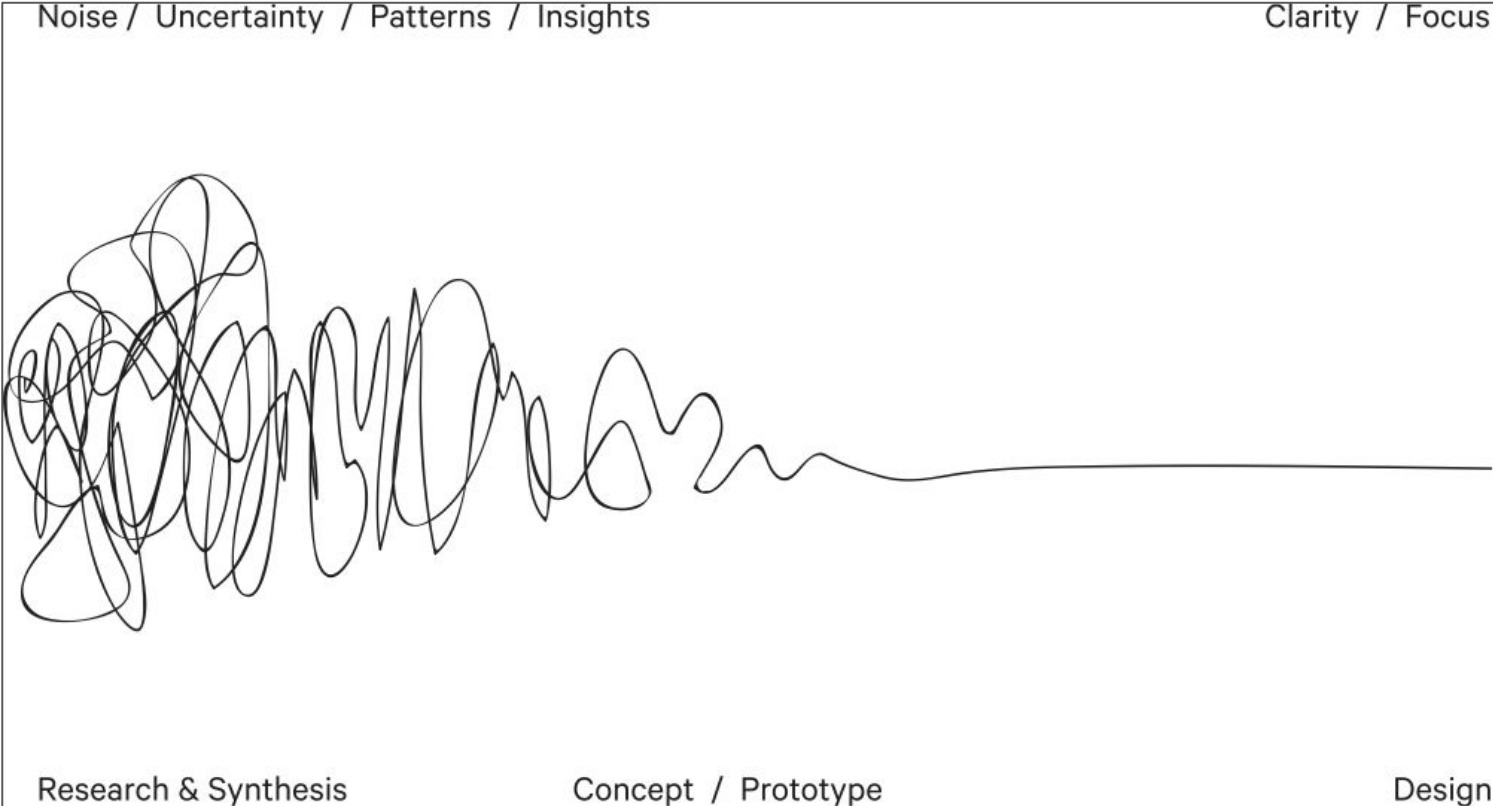
TEST MVP

BUILD

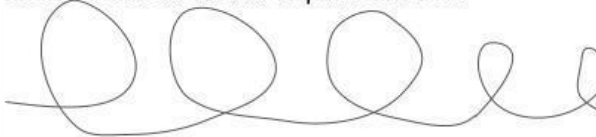

LAUNCH

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From Chaos to Clarity: Damien Newman



From Slow to Fast Research

Abstract Problem-Solution Fit			Concrete Product-Market Fit			
Slow research and in-depth feedback			Fast research, feedback and iterations			
						
Idea development	Explore problem and the context	Define the problem and ideate solutions	Test prototypes of solutions	Validate feasibility, validity and desirability of MVP	Deploy and launch product	Commercialise and continuously test
-Assess the risk -Create assumptions -Identify knowns and unknowns	-Collect data on users and customers to identify needs -Market and competition analysis	-Analysis and synthesis -Define problem -Generate ideas for solutions -Test concepts	-Create prototypes -Run experiments -Refine solution -Test usability -Prioritise core features	-Run experiments -Test usability -Validate the product and market -Identify business model	-Create final product -Test in real-life settings -Product vision and strategy -Product launch	-Continuous discovery -Metrics to measure engagement and uptake -Impact evaluation
Design Thinking			Lean Start-Up		Agile	

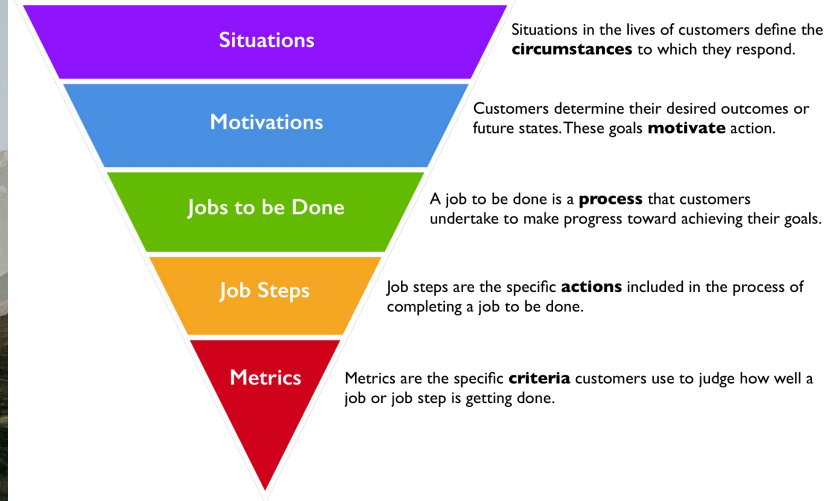
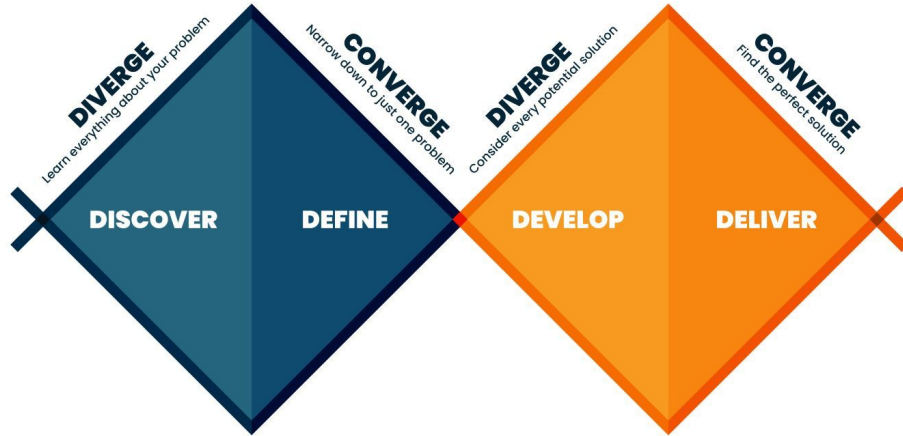
The Idea: What is the direction of travel?

Where good ideas
come from

Product ideas

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Start with the problem or challenge



**Design Council:
Design Thinking**

Jobs-to-be-Done

Identify assumptions

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1 Do they want this?

Write each answer on orange stickyies

- Who are the target customers for our solution?
- What problems do our customers want to solve?
- How do our customers solve this problem today?
- Why can't our customers solve this problem today?
- What is the outcome our customers want to achieve?
- Why will our customers stop using their current solution?



2 Can we do this?

Write each answer on blue stickyies

- What are our biggest technical or engineering challenges?
- What are our biggest legal or regulatory risks?
- What are our internal governance or policy hurdles?
- Why does our leadership team support this solution?
- Where does our funding for this solution come from?
- Why is our team is uniquely positioned to win?

3 Should we do this?

Write each answer on green stickyies

- What are our main acquisition channels for obtaining customers?
- How will our customers repeatedly use our solution?
- Why will our customers refer us to new customers?
- How does this solution support our company vision?
- Who are our primary competitors to our solution?
- How will our solution generate revenue?

4 Assumptions Mapping

Map your answers from the left onto the graph below. Create evaluative experiments from the top right. Create generative experiments from the bottom right. Check the top left against your plan. Defer comment on the bottom left.



PRECOLD

Riskiest Assumption Canvas

DESIGNED BY: IOANNIS NOUSIS

Customers	Problem	Solution	MVP
<p>Who are your customers? What do they do for a living? Where can you find groups of them? How many of them are there?</p> <p>Assumption 1: My target user is a professional worker rather than the Managing Director</p> <p>Probability of wrong assumption: (1-5)</p> <p>Level of Impact if you are wrong: (1-10)</p> <p>Total Risk Level probability*impact</p>	<p>Have you identified a pain point for your target customers? Are they currently doing something to try and solve it?</p> <p>Assumption 1: Problem is that they want to share information with each other regularly</p> <p>Probability of wrong assumption: (1-5)</p> <p>Level of Impact if you are wrong: (1-10)</p> <p>Total Risk Level probability*impact</p>	<p>Will your solution solve your customers' problem? Can they get their core job done?</p> <p>Assumption 1: Having a messaging/commenting functionality will help them collaborate and share info</p> <p>Probability of wrong assumption: (1-5)</p> <p>Level of Impact if you are wrong: (1-10)</p> <p>Total Risk Level probability*impact</p>	<p>What is the Minimum Viable Product for which your customers will pay for?</p> <p>Assumption 1: Providing sharing info via email first will be good enough for our customers</p> <p>Probability of wrong assumption: (1-5)</p> <p>Level of Impact if you are wrong: (1-10)</p> <p>Total Risk Level probability*impact</p>
<p>Assumption 2</p> <p>Assumption 3</p> <p>Assumption 4</p> <p>⋮</p>	<p>Assumption 2</p> <p>Assumption 3</p> <p>Assumption 4</p> <p>⋮</p>	<p>Assumption 2</p> <p>Assumption 3</p> <p>Assumption 4</p> <p>⋮</p>	<p>Assumption 2</p> <p>Assumption 3</p> <p>Assumption 4</p> <p>⋮</p>
<p>Competition</p> <p>Who else is providing this solution? What is your competitive advantage?</p> <p>Assumption 1: Our main tech technology is more advanced compared to the competition</p> <p>Probability of wrong assumption: (1-5)</p> <p>Level of Impact if you are wrong: (1-10)</p> <p>Total Risk Level probability*impact</p>		<p>Sales channels</p> <p>How will you sell your product/service? Online? Inside sales? Outside sales? Distribution?</p> <p>Assumption 1: We need each sales rep to sign up 20 new accounts per month</p> <p>Probability of wrong assumption: (1-5)</p> <p>Level of Impact if you are wrong: (1-10)</p> <p>Total Risk Level probability*impact</p>	

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Assumption Mapping:
David Bland

Riskiest Assumption Test:
Ioannis Nousis

Look at the wider environment

Market analysis

Competitor analysis

Desk research

Expert interviews



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Deep-dive into the problem space

A black and white photograph of a diver in a dark, narrow underwater crevice. The diver is positioned centrally, facing away from the camera, with their arms and legs spread out. The walls of the crevice are dark and textured, creating a sense of depth and isolation. The water is dark, with some light reflecting off the diver's fins and the surrounding rock.

Evaluating the
problem space

User research

Market research

Interviews

Focus groups

Observations

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Outputs to understand user and customer needs

Empathy map

Miro board: Affinity mapping

User journey map

User stories and acceptance criteria

Report



Ideation to generate solutions based on needs

Problem-Solution Fit

How Might We...?

Ideation methods (there are loads!)

- 8 whys
- Worst possible idea
- Crazy 8s

Selecting ideas

- 2x2 matrix
- £100 distribution test



Test and experiment using prototypes

Prototyping + Testing (just a few...)

- **Low-fidelity**
 - UX
 - Concept
- **Mid-fidelity**
 - Desktop walkthrough
 - Roleplay
- **High-fidelity**
 - Task analysis
 - Accessibility analysis



Testing Minimal Viable Products

Many types of MVPs

- Concierge
- Wizard of Oz
- Piecemeal

Lean startup: Start with learning not building

Lean experimentation: Test cards and learning cards

Product Market Fit

Testing MVPs

- Usability
- Heuristic Evaluation
- Comprehension



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Continuous Discovery Habits

Opportunity Solution Tree

- Talk to customers
- Test your ideas
- Prioritise learning
- Cross-functional collaboration

Product discovery, continuous discovery and UX research



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Release: Alpha and Beta testing

Software testing

UAT

Closed beta testing

Task-level satisfaction
questions

Open beta testing

Pilot



Launch: Keep testing and improving!

User experience satisfaction

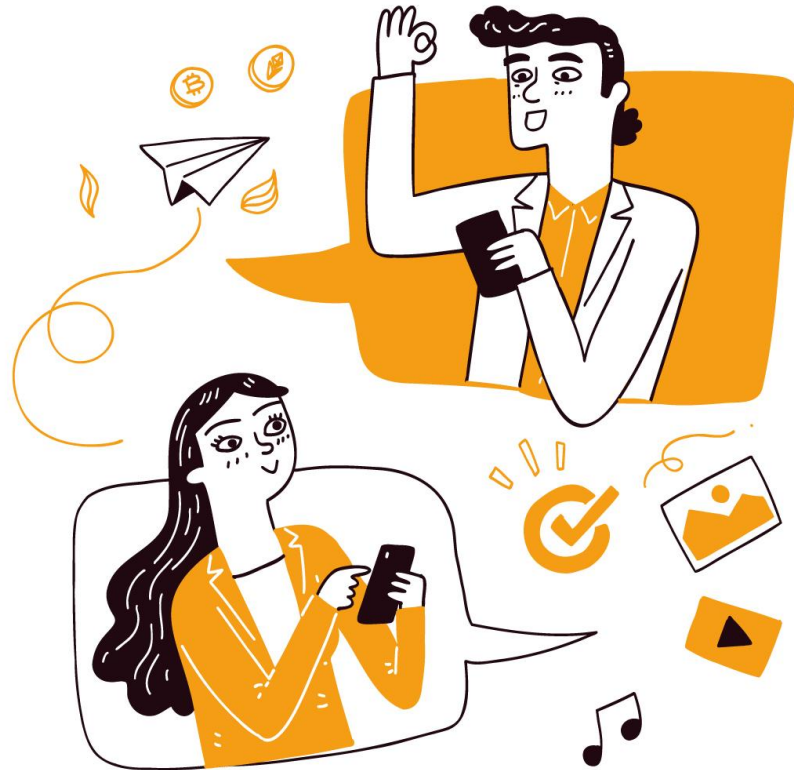
Continuous market research

User engagement and behaviour

UX Audit and benchmarking

Marketing analytics

Product management and agile



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Research in a business: Mindset and Stakeholders

Business mindset

**Democratisation of research:
researchers as coaches and
stakeholders as user experts**

Stakeholder buy-in

ROI of good research

Research maturity

**Research transparency:
Repository**

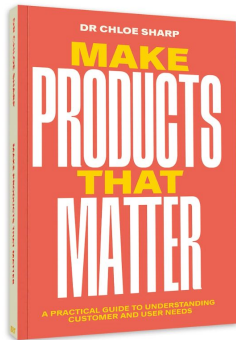


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Dr Chloe Sharp

Speaker, Coach and Trainer