



Product Research

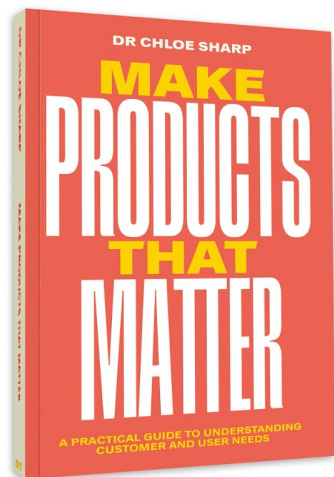
Dr Chloe Sharp



**sharp
insight.**

Sharp Insight: Building capability in evidence-led, data-driven innovative product development.

Author, speaker, coach and trainer



Make Products That Matter: Practical Guide to Understanding Customer and User Needs

Available on Amazon

Product Research Workshop: Practical Skills

- Identifying customers
- Assumptions and hypotheses to underpin the research
- Overview of Product Research
- How to research customers
- Getting research tools ready
- Recruitment and incentives

Problem-Solution Fit Workshop

- Analyse data
- Research outputs
- How to use experiments to test ideas

What is Product Research?

It's important to know what success means to you before starting product research. Be clear on the question you are trying to answer first.

Much like a scientific experiment, you should identify the aims and objectives and develop a hypothesis to test. Design your research methodology around the hypothesis.

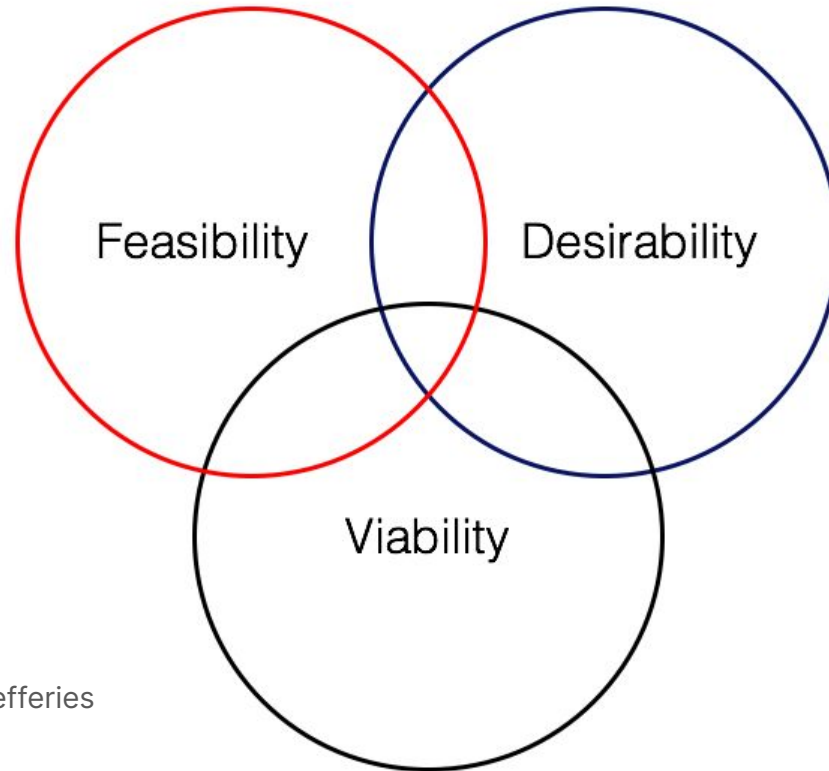
You might choose a survey, a literature review, or something else. The results, once analyzed, should illustrate a statistical significance in your findings to prove or disprove your hypothesis—a true measure of research success.

Natalie Furness
Founder and CEO of Niam Marketing

Goal: Speaking to at least 5 customers

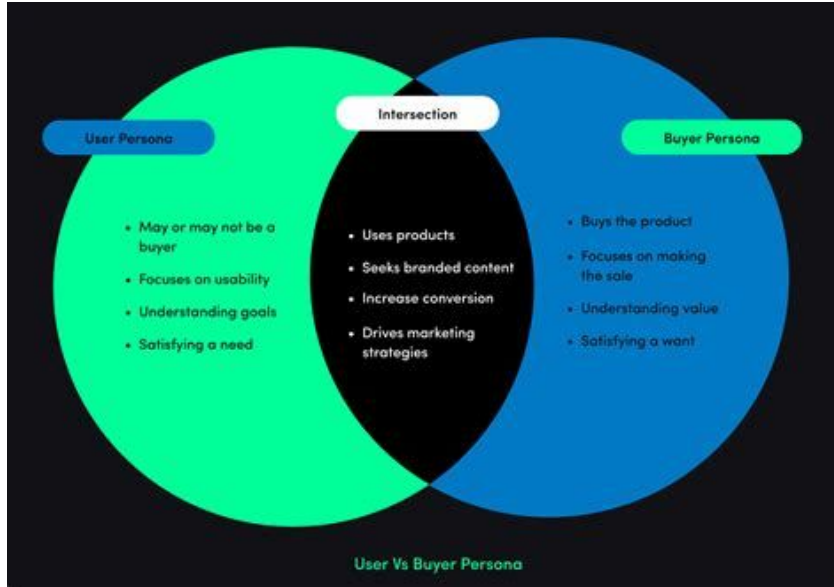
- Defining your customer/user group (Persona)
- Research aims
- Recruitment
- Structuring questions for a survey and interview/focus group
- Concept testing
- Prototype testing
- Having a clear value proposition
- Feedback loop

Design Thinking



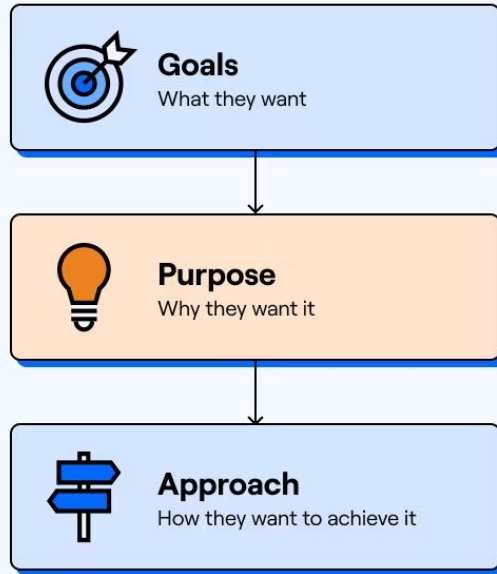
Source: Isaac Jefferies

Customers vs. Users



Source: CreateApe

Defining your customers/users

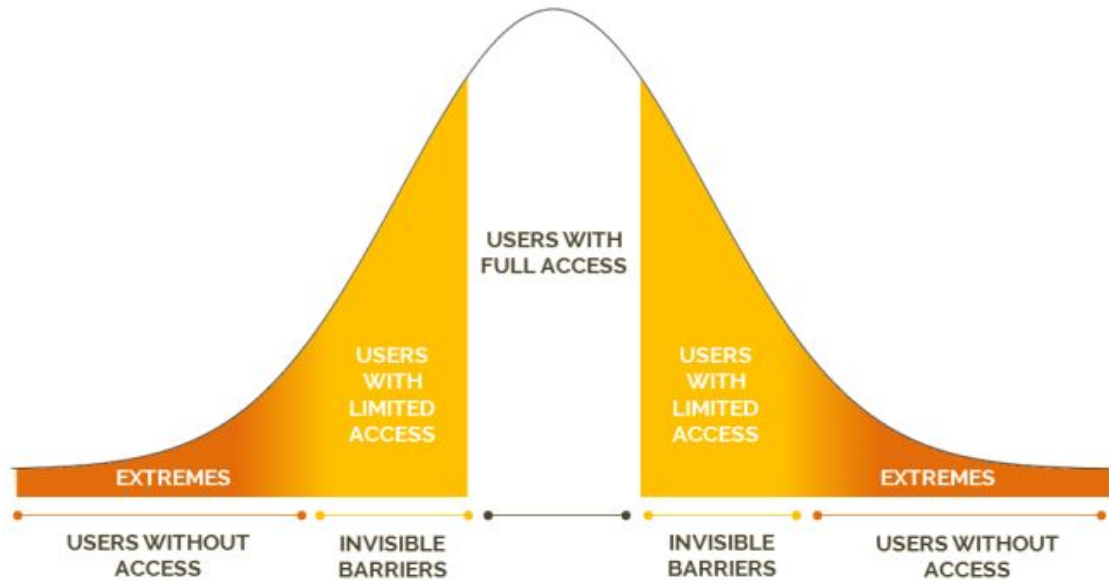


Who are your users?

Which ones have the problem so painful, they are willing to pay to solve with your product?

Choose one user group: what's the inclusion criteria?

Extreme Users: Consider accessibility early on



Source: accpl.co

Hypotheses-Led Research and Research Aims

For that User Group, Holliday shows how to create a hypotheses:

We think that [this] is true

Which we think creates [this] opportunity

We can validate that by speaking to [user group]

Based on your assumptions, what are you aiming to find out and validate in your research?

Recruitment

How will you attract that particular user group to take part in your research?

Where will you find them?

What incentives could you offer?

Interview/Focus Group

Ethical questions and considerations

- Consent
- Participant Information
- Handling data

Interview skills: building rapport and asking questions

Organisation and practical considerations

Talk 20% of the time to ask questions and clarifying questions

Interview/Focus Group

First Half: Intro + Problem

- Introduction to yourself
- Understanding of the research and its purpose
- Finding out about the problem you're looking to solve
 - How do they currently solve it?
 - Tell you more about the problem
 - What would make their life easier?

Second Half: Solution

- Give a brief description of your value proposition (2-3 mins max)
- Ask them their first thoughts
- Show them low-fidelity prototype (e.g. slide deck, cardboard cut-outs, sketch)
 - What do they like about it?
 - What don't they like about it?
 - Would this be something they would use? Why?

Interview/Focus Group

**Create your focus group/interview
guide**

Next Time: Problem-Solution Fit Workshop

- How to clean your data
- Analysis
- Creating outputs that are useful and relevant (compare Empathy Maps!)
- Close the feedback loop: Update your participants
- Refining your value proposition in your market
- Desk research: market and competitor analysis
- Running experiments