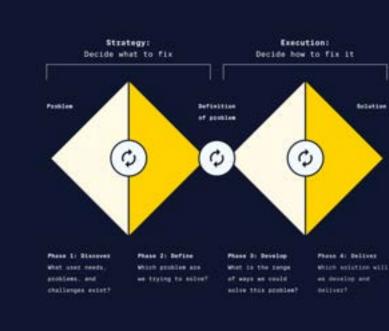




O'REILLY'

Eric Ries, Series Editor





VALIDATING PRODUCT IDEAS

Through Lean User Research

by TOMER SHARON Foreword by Benjamin Eadbow

JUMPING JAMIE

Scenario, potrie needs to switch has current maticle plan. She wurts a plan that can pass her money without having to

DEFINE	COMPARE	N	
Define parameters To new plan Person of ron person of ron person person person person person person person person person	3. Walthau commencial on TV 4. Researcher companies and offers on consumer regards website tool to compare options for data! Tigh, while is a difficult?		

OPPORTUNITIES

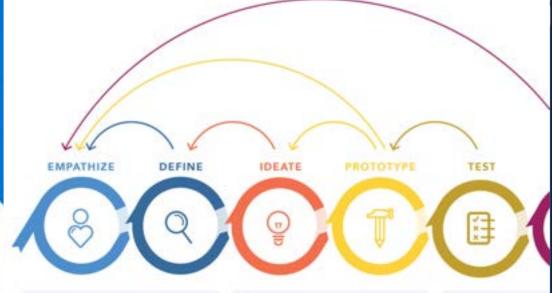
- · Compare attentals company; offers for but
- . Breakdown current plan into \$ amounts
- INTERNAL

Customer Support Sea Web Team, add Suttle Marketing Team, truck . Customer support via test messaging lobal

BESTSELLER SOLVE BIG PROBLEMS

INTERNATIONAL BESTSELLING SENSATION THE LEAN

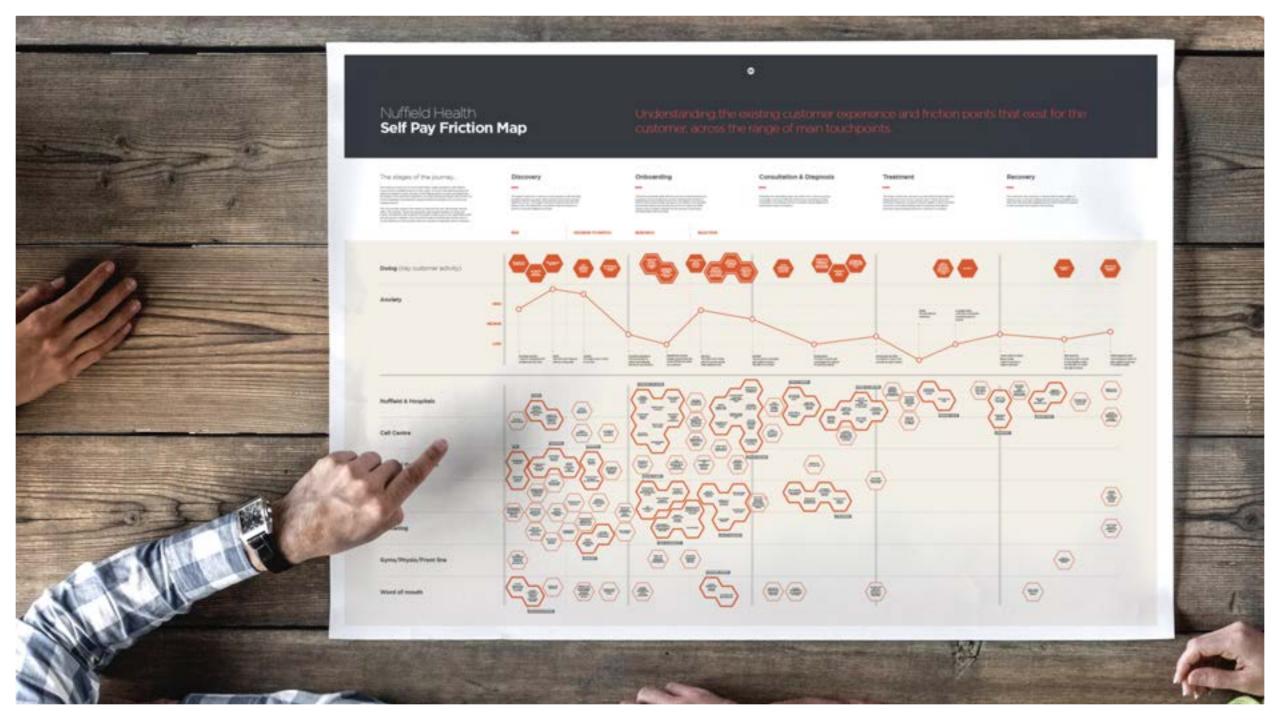
How Constant Immovation Creates Radically Pueinocooe



UNDERSTAND

EXPLORE

MATERI



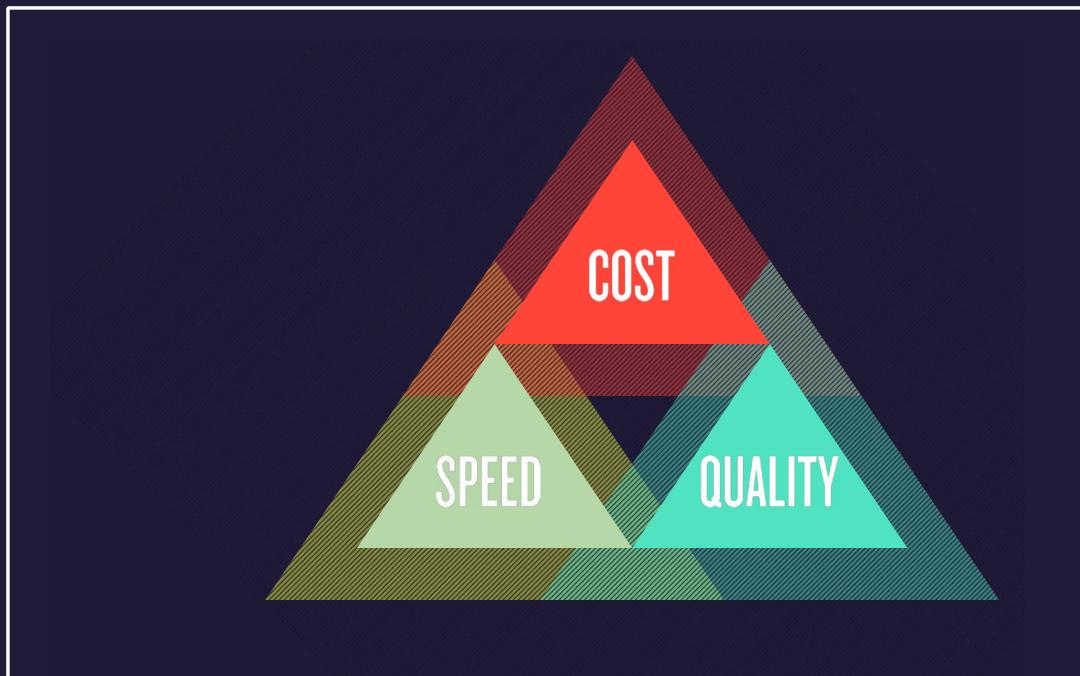


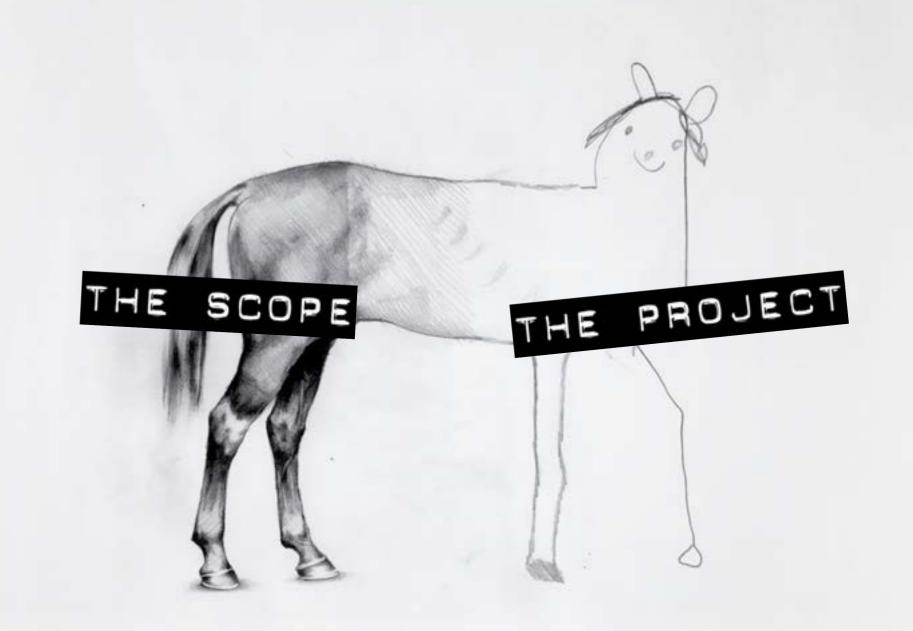
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
JTBD & tasks					
Customer pains & gains					
Channels & touchpoints	==	==	==	==	==
Thoughts & sentiment					
Opportunities & themes					

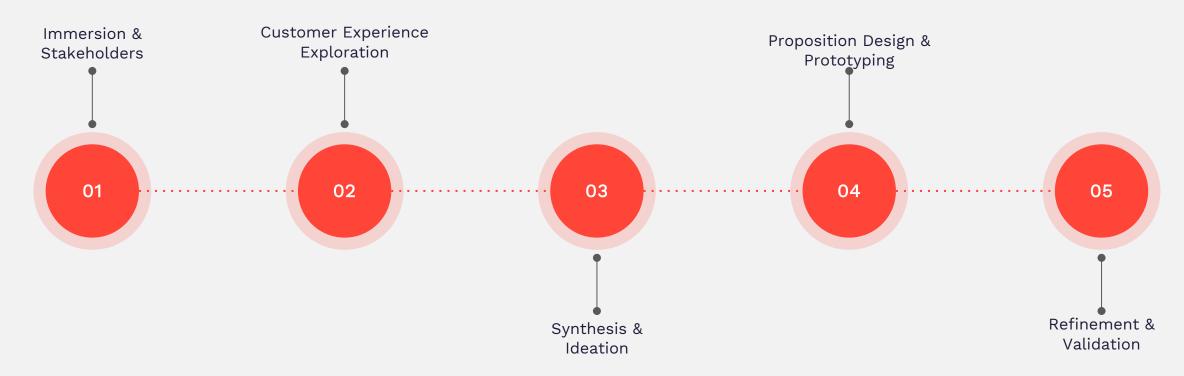
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5				
JTBD & tasks Customer pains & gains Channels & touchpoints Thoughts & sentiment Opportunities & themes									
LINE OF INTERACTION									
Frontstage									
EMPLOYEE ACTIONS									
TECHNOLOGY	==	==	==	==	==				
LINE OF VISIBILITY									
Backstage actions									
LINE OF INTERNAL INTERACTION									
Support processes									



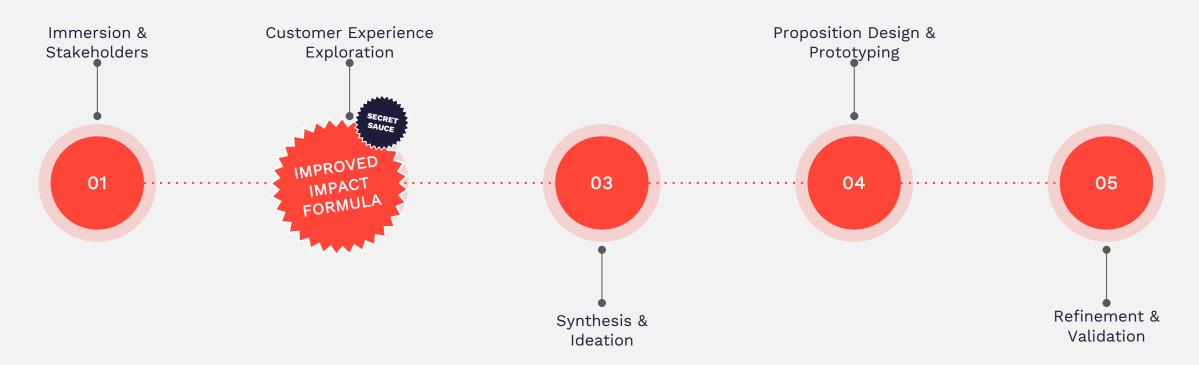




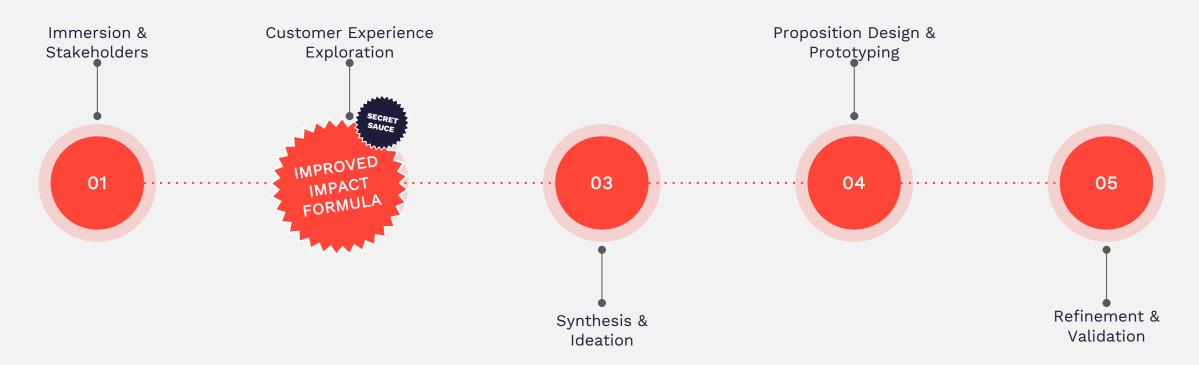




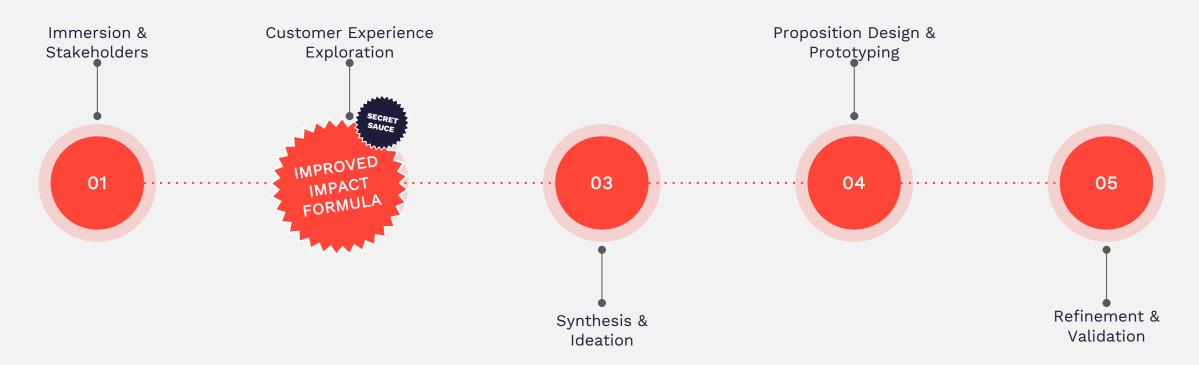




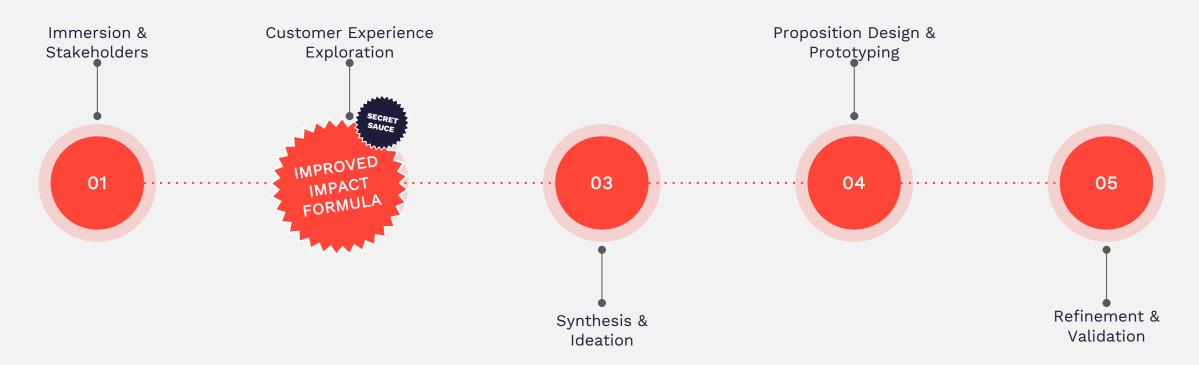




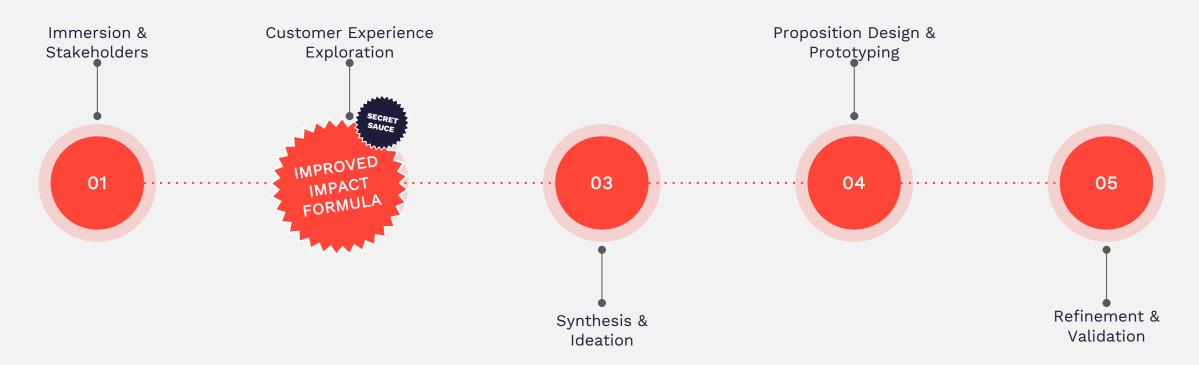








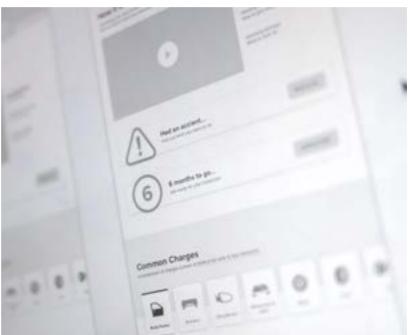




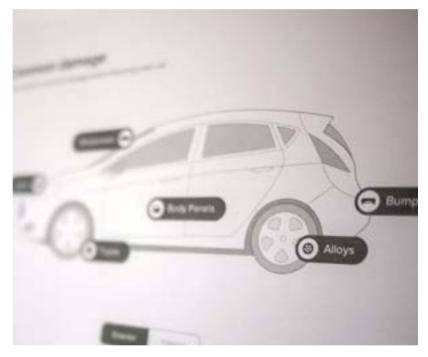












Start with stories, not data

Cluster for clarity

Measure impact, not noise



() 4Blend qualitative with quantitative

Use Al to empower humans not replace



Prototype fast, learn faster

Thank you

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