

# FINDING AND VALIDATING PRODUCT IDEAS

# START WITH PEOPLE

**Choose an audience that...**

- 1. You know, understand, and like**
- 2. That buys things**
- 3. That congregates online**

WHAT GROUP ARE YOU BEST EQUIPPED  
TO SERVE?

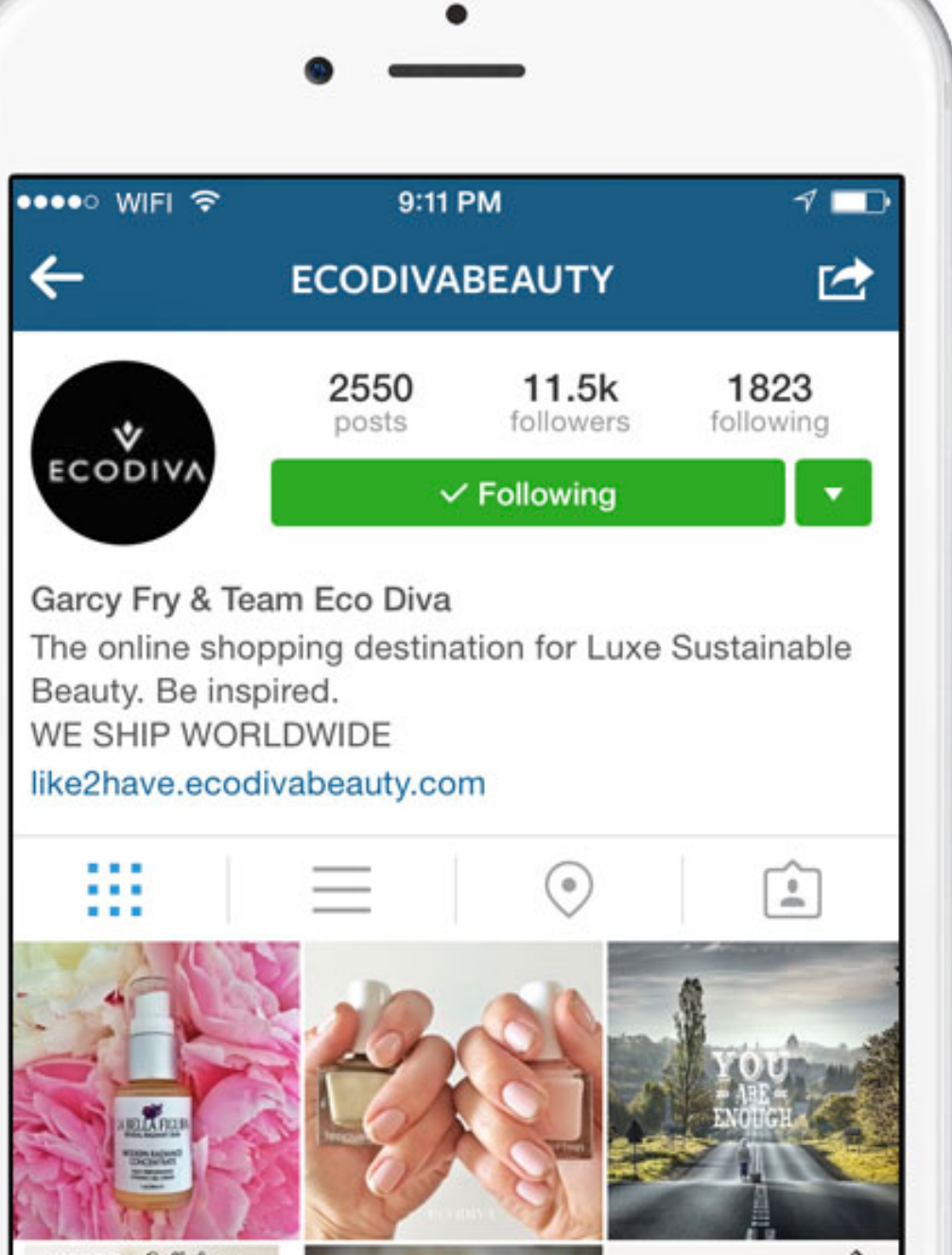
# CASE STUDY

**"I'd like to build software for dentists"**

**Questions:**

- 1. Do you like dentists?**
- 2. Do you hang out with dentists?**
- 3. Do you want to go to dental conferences?**

WHAT GROUP IS ALREADY PAYING YOU  
FOR YOUR TIME AND EXPERTISE?



# INSTAGRAM JUST GOT INSTAGREAT

YOUR CUSTOMERS SEE YOUR PRODUCTS ON INSTAGRAM BUT  
CAN'T BUY. IT'S TIME TO CHANGE THAT!

GET STARTED

## HOW IT WORKS

NOT SURE WHAT WE DO? HERE'S THE LO-DOWN.



SNAP

Upload your photos to your Instagram account



SPARKLE

Add your product URLs to your LIKE2HAVE IT



SHOP

Watch as users work those fingers and tap their

HOW DO YOU FIND GOOD  
PRODUCT IDEAS?

YOU WANT TO HIT A NERVE THAT  
MAKES PEOPLE SAY...



**SHUT UP AND TAKE MY MONEY**



RESEARCH + LISTEN

RESEARCH YOUR AUDIENCE THE SAME  
WAY A BIOLOGIST OBSERVES A LION  
IN THE SAVANNA.

# PLACES TO DO RESEARCH ONLINE:

1. Google (look at related keywords)
2. Twitter
3. Reddit
4. Facebook Groups
5. Facebook search

DEMO

"MATH GRAD STUDENT"

IDENTIFY THEIR #1 ISSUE

OBSERVE THE JOBS TO BE DONE

# TOOLS

**Keeeb: keeeb.com**

**Raindrop: raindrop.io**

**Our Build: our.build**

**Pinboard: pinboard.in**

**Evernote: evernote.com**



# CREATE A HYPOTHESIS

## TRADITIONAL USER STORY:

As a math grad student I want an online course so  
that I can make it through my first year of grad  
school.

# CREATE A HYPOTHESIS

## JOBS TO BE DONE USER STORY:

When I get accepted into grad school, I want to make it through alive, so I can graduate and get a job.

WHAT DO YOU THINK IS THE #1 ISSUE  
IN THEIR LIFE?

TEST YOUR HYPOTHESIS

WHAT'S THE SMALLEST "PRODUCT" YOU  
COULD CREATE THAT COULD DISPROVE  
YOUR HYPOTHESIS?

# TINY PRODUCT IDEAS

- Workshop (online or in-person)
  - Landing page + waiting list
  - Email course / ebook
  - Productized service
    - Excel sheet
    - Slack

# WHAT YOU LEARN WHEN YOU LAUNCH A TINY VERSION:

1. How hard is it to find customers?
2. Did I hit a nerve? Did I identify the #1 pain?
3. How hard is it to get people to pay?
4. How satisfied were people with the solution?
5. Do I like the customers?

IF THE ANSWERS ARE ALL  THEN KEEP ITERATING  
ON THE PRODUCT.

Excel sheet → web app



# CASE STUDY: REMOTE WORKERS CLUB

# HYPOTHESIS

As a remote worker I want to receive job opportunities so that I can upgrade my current job or get a new job.

# Don't miss the remote job of your dreams

*Job sites expect you to go to them. **We bring great remote jobs to you.***

“

Remote working changed my life. Instead of a 2 hour commute every day, I work from home, or bike to my coworking office. My wife and I were able to move to the mountains, and we ski most weekends.

Once you've experienced working remotely, you can't go back.



—**JUSTIN JACKSON**

Get job offers  
***Without headhunters***

Looking for remote work? Just fill out your profile, and we'll get in touch as soon as we find a good match. You only have to respond to the opportunities you want.

# WHAT WE DID

1. Launched a paid beta (\$99)
2. Interviewed all 10 customers on Skype
3. Launched MVP: email list + Slack group

WHAT WE DISCOVERED

# WHY WERE THEY HIRING US?

1. 80% signed up because they were a fan
2. Most were insecure about their job prospects
3. Many were lonely: looking for community

# WHAT DID THEY REALLY NEED?

1. Their biggest pain: they're not "standing out" from the crowd.
2. They need better online profiles, better resumes + cover letters.
3. They need a better personal network

WE WERE SENDING THEM JOB  
OPPORTUNITIES BUT THEIR BIGGEST  
PAIN IS THEY DIDN'T KNOW HOW TO  
APPLY FOR A JOB.



BETTER SOLUTION:

Give them training.

- Workshops
- Online course

