# **Empathic Product Validation**

Traversing the problem and solution space

Empathy, the ability to understand and share the feelings of another.











#### Hi, I'm Noble











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# "Make something you understand that delights and addresses unmet needs."

You **DON'T HAVE** to change the world.

[http://www.paulgraham.com/good.html]

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"Start with the customer experience and work backwards to the tech."

Steve Jobs

Market

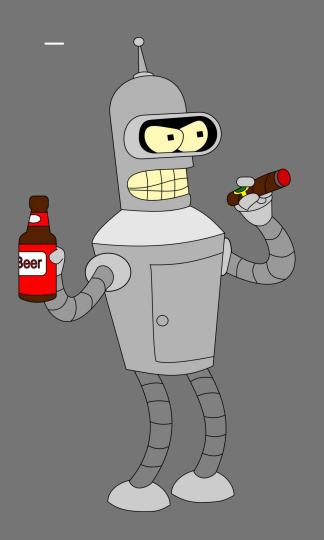
Product

Problem & Solution space

Hypothesis

Rework reduction





Validating a self driving robot butler empathically

#### **Meet Pennyworth**

The adorable **Golf concierge** 

You can **summon** with an app.



Rover credit: Starship [starship.xyz]

# An actual Delivery rover called Starship.





#### **Problem Space**

Now for some fun:

- → Let's find our target audience

  Trust your intuitions about people
- → Meeting underserved needs

  Ideas are cheap, execution is scarce
- → Value Proposition
  Insights inform value statement
- → Start with the Golden Path Focusing the key user journey
- → Build > Learn > Measure

  Testing and improving the Golden Path

Finding your target persona through user research screenings, user interviews.



- Golf/Country Clubs
- Hospitality Managers
- Golfers
- Craigslist\*
- Your network\*



Users make ideas evolve, they fuel your product market



Let go, to learn.

#### **Our Persona**

We've found our persona, mission accomplished?





#### **Problem Space**

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  Ideas mostly suck, research...research
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What business are we in?

## Importance vs Satisfaction

Plot this with logistic regression ML algorithms or the Kano model



#### Tip

- Don't be led astray
   by not identifying
   the right customer
- Discover addl value
   (Manager: Better service for example)

#### Visualizing Value



	Goals	Signals	Metrics
Happiness			
Engagement			
Adoption			
Retention			
Task Success			Credit: Google Ventures

#### The landscape

Unmet needs of a **resort manager**?

Unmet needs of a **golfer**?





#### **Solution Space**

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Value position "user story" For (target customer) who (problem) our (name) is (solution) that provides (benefit). Unlike (competition), our product (competitive differentiation) Credit: Geoffrey Moore

#### Value Statement Framework

For golf club managers who want to reduce cost of concessionaires, Pennyworth is a robot that delivers goods to resort patrons. Unlike Starship ...



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#### Low > Medium Fidelity Prototypes

MVP ≠ Minimum Viable Prototype

M♥P === "Minimum Loveable Product"

### Golden Path



Software Hardware



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"Don't make something unless it is both necessary and useful; but if it is both necessary and useful, don't hesitate to make it beautiful"

Shaker Design Philosophy





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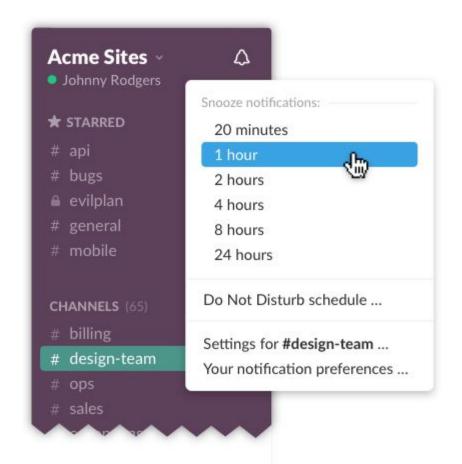
  Testing and improving the Golden Path

Measuring user satisfaction and delight after launch with empathic feature validation

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Empathic Product Validation in the real world.

Slack and Do Not Disturb



Empathic Product
Validation in the real
world.

iPhone Camera and Black Skin



Let be more **empathic** in our problem and solution space phases to understand and address real human needs.





#### **Lost Explorers** Tech Talks

- G+ +nobleackerson
- @nobleackerson
- /founder-in-the-trenches
- /c/nobleackerson











#### Good luck!

- → HEART Framework https://goo.gl/qxZH2m
- → Kano Model

  https://goo.gl/181lEi
- → Slack DND

  <a href="https://goo.gl/14Coo3">https://goo.gl/14Coo3</a>
- → Kodak Camera & Racial Bias http://goo.gl/o3T1He
- → Original Medium Post https://goo.ql/jWGojg