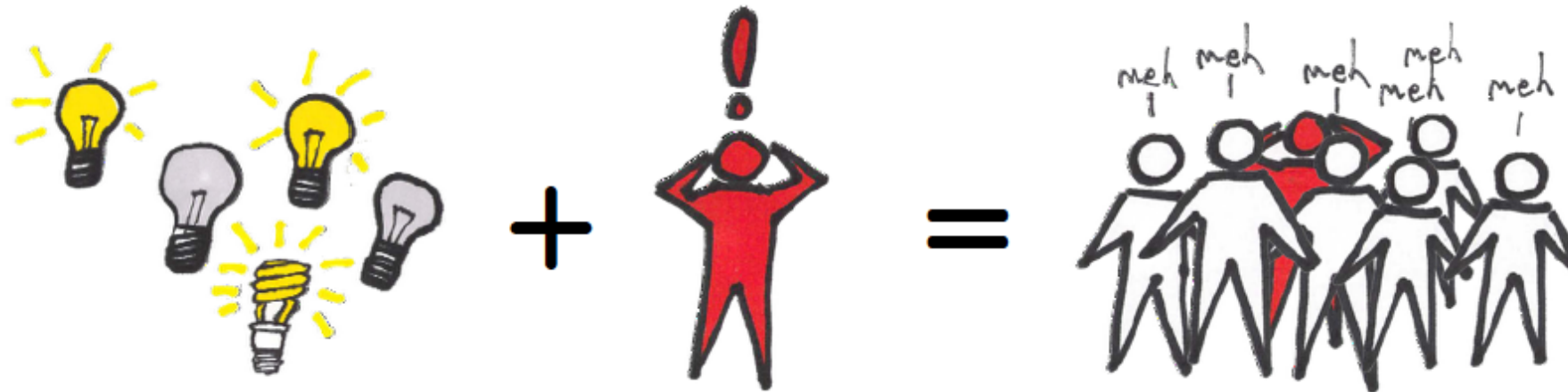


# The Lean Startup Playbook



# Generative Market Research



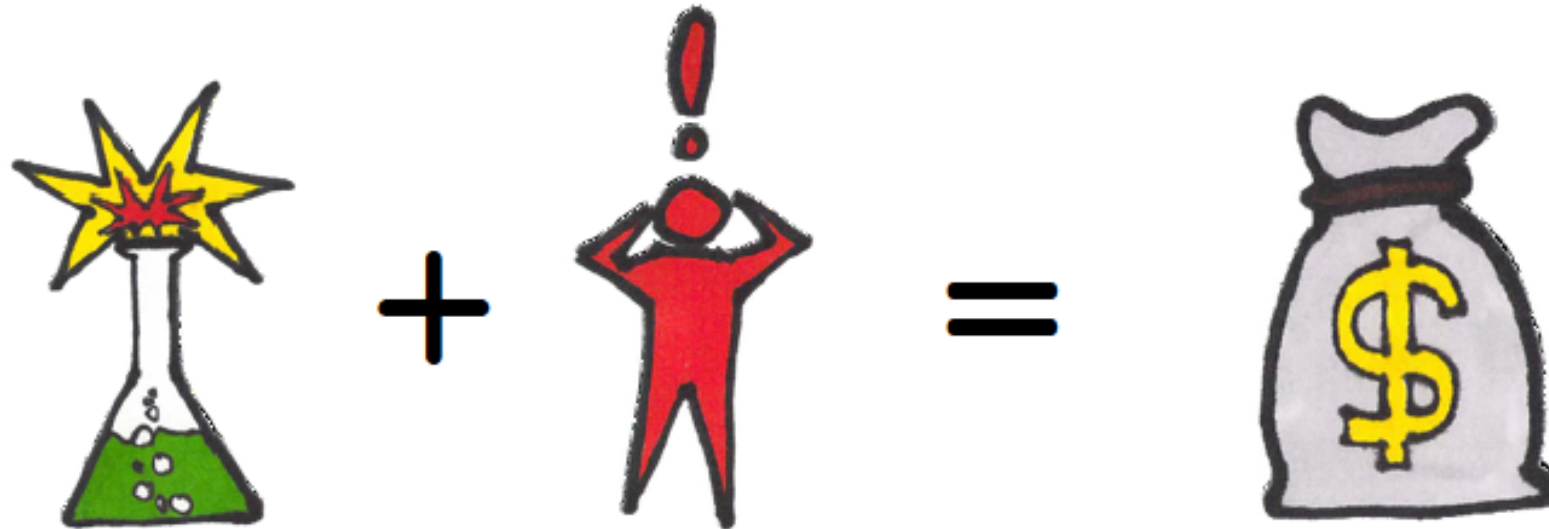
## Questions to Ask

- Who is our customer?
- What are their pains?
- What job needs to be done?
- Is our customer segment too broad?
- How do we find them?

## Research Techniques

- Customer Discovery Interviews
- Contextual inquiry / ethnography
- Data mining
- Focus groups\*
- Surveys\* (open ended)

# Evaluative Market Experiment



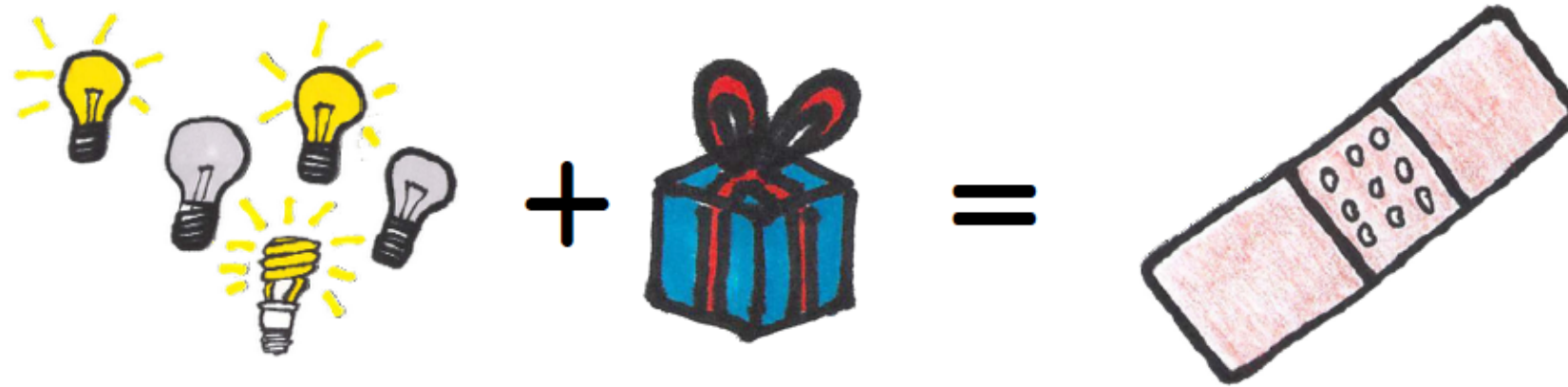
## Questions to Ask

- Are they really willing to pay?
- How much will they pay?
- How do we convince them to buy?
- How much will it cost to sell?
- Can we scale marketing?

## Experiment Techniques

- 5 second tests
- Comprehension
- Conjoint Analysis
- Data mining / market research
- Surveys\* (closed)
- Smoke tests
  - Video
  - Landing page
  - Sales pitch
  - Pre-sales
  - Flyers
  - Pocket test
  - Event
  - Fake door
  - High bar

# Generative Product Research



## Questions to Ask

- How can we solve this problem?
- What form should this take?
- How important is the design?
- What's the quickest hack?
- What is the minimum feature set?
- How should we prioritize?

## Research Techniques

- Solution interview
- Contextual inquiry / ethnography
- Demo pitch
- Concierge test / Consulting
- Competitor Usability
- Picnic in the Graveyard

# Evaluative Product Experiment



## Questions to Ask

- Is this solution working?
- Are people using it?
- Which solution is better?
- How should we optimize this?
- What do people like / dislike?
- Why do they do that?

## Experiment Techniques

- Paper prototypes
- Clickable prototypes
- Usability
  - Hallway
  - Live
  - Remote
- Wizard of Oz
- Takeaway
- Functioning products
- Analytics / Dashboards
- Surveys\* (NPS)



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Note: We will frequently post updated versions on [GrasshopperHerder.com](http://GrasshopperHerder.com)



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