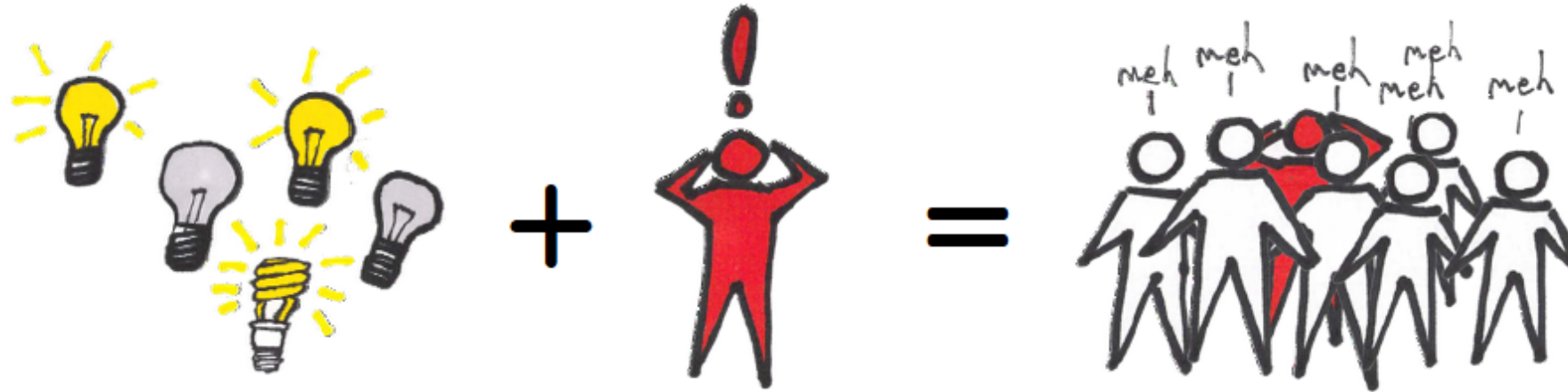# The Lean Startup Playbook

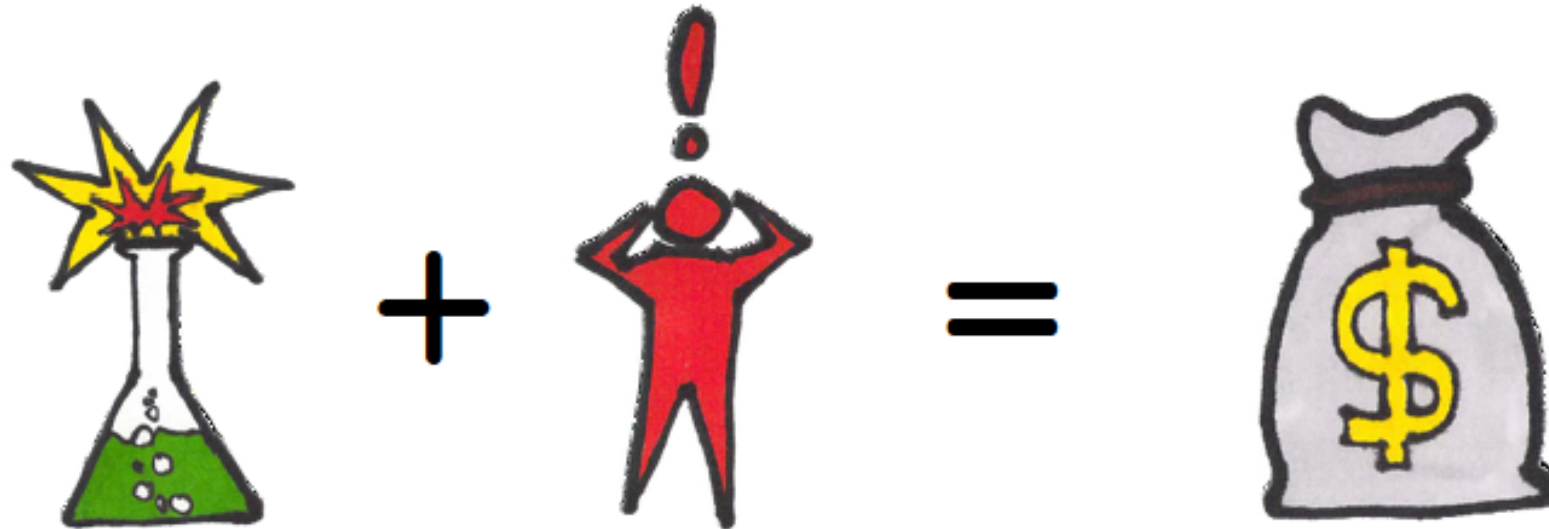# Generative Market Research

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
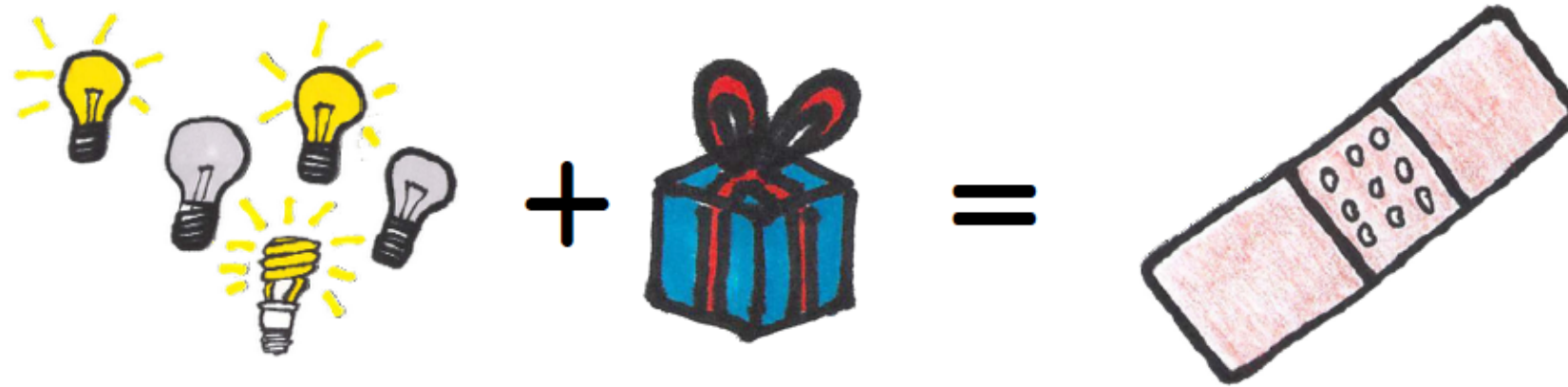
Questions to Ask

- 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 <u>do</u> 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