User Experience Checklist

Customer Profile: Finalize the hypothesized customer profile. Brainstorm what factors most dramatically distinguish users from another {e.g., age, use, current solution, size, gender, type of sales, tech savviness, title, problem, inputs, outputs, education, target, B2B/B2C, Co Age, Co Size, Experience, Sales Cycle, LTV, etc).

Sales Strategy: Develop a hypothesized sales strategy that is highly scalable {blast email; cold calling campaign and script; Google Adwords ad and splash page). Word of mouth or personal connections is likely not highly scalable.

Build List: Identify a list of potential customers that fit the hypothesized primary profile (see above). Use the hypothesized sales strategy as a recruiting strategy. For example, if you suspect that blast emails might work to sell the product, create a blast email to recruit research participants

Interview: Conduct exploratory interviews to understand key feature needs for the narrowly defined primary target; Gauge interest in proposed solutions to validate the primary target as the correct target; Ask what type of list of people they would want and listen to how they define their customer

Track Results: Create a Google form that contains all the inputs required to generate a list of data for the primary target

Mockups: Use the Google form 5-10 times to generate lists of data in exchange for feedback

Develop mock-ups and test with users

Revise Mockups: Continue to iterate on the mocked-up user interface until 80% of users are able to successfully complete the steps needed to pull the list of information they need

Develop Product: Build it.

Modify Sales Strategy: Using data from tracking your user interviews, modify customer profile, sales strategy, build lists, setup outbound and inbound sales process, cadences, lead nurturing, sell.