

7 Ways To Validate Your SaaS

This is an extra resource to go along with the original article:

How Do I Decide The Best Features For My SaaS?

Want to validate the ideas you have for your SaaS? There are a number of ways to do so - we take a look at some here...

#1. Meet with the customer in their own environment

A successful SaaS is one that solves very specific problems for its customers and does so well. The best way to understand what those problems are is to know the environment of your target client and understand the problems they encounter.

One of the best ways to do this is to actually meet them in person and get a feel for the work environment. Obviously you can't do this at scale, but it's a good start.

#2. Call or email potential customers

A phone call is slightly more preferable than email because you are more likely to get immediate feedback, but either of these are a good option to help you understand the target client. It still always comes back to that problem they have that you are going to solve.

#3. Validate your audience

If your ideas have started with your own gut instinct, you need to be sure there's an audience beyond just yourself. One method of validating this is with Facebook's Campaign Builder. If you input the characteristics you believe belong to your target audience, you will get an idea of how narrow or broad an audience you are looking at.

#4. Surveys

Survey that target audience you have validated and ask them very specific questions which allow you to develop an idea of their problems, thoughts on solutions and features they are interested in.

#6. Landing pages

Landing pages are a great way to at least verify interest in your idea. The great thing about them is that you can build a list of interested people before you've spent a single dollar on

development. This doesn't necessarily mean you've successfully validated your idea though, because...

... the ultimate validation of your SaaS is...

#7. People pay you money for it

Plenty of people are always willing to tell you how great your idea is, but will they put their money where their mouth is? True validation of your SaaS happens when there's been an exchange of cash, and the good thing is that you can still do this before your product is fully developed.

You may want to incentivize people, for example by offering a lifetime discount if they sign up early, but you should also always offer them the security of a money back guarantee if they're not happy.