

# Product Design: A Hack

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# How to write software that people really use?

Code?

UX?

Engineering?

UI?

Architecture?

Data?

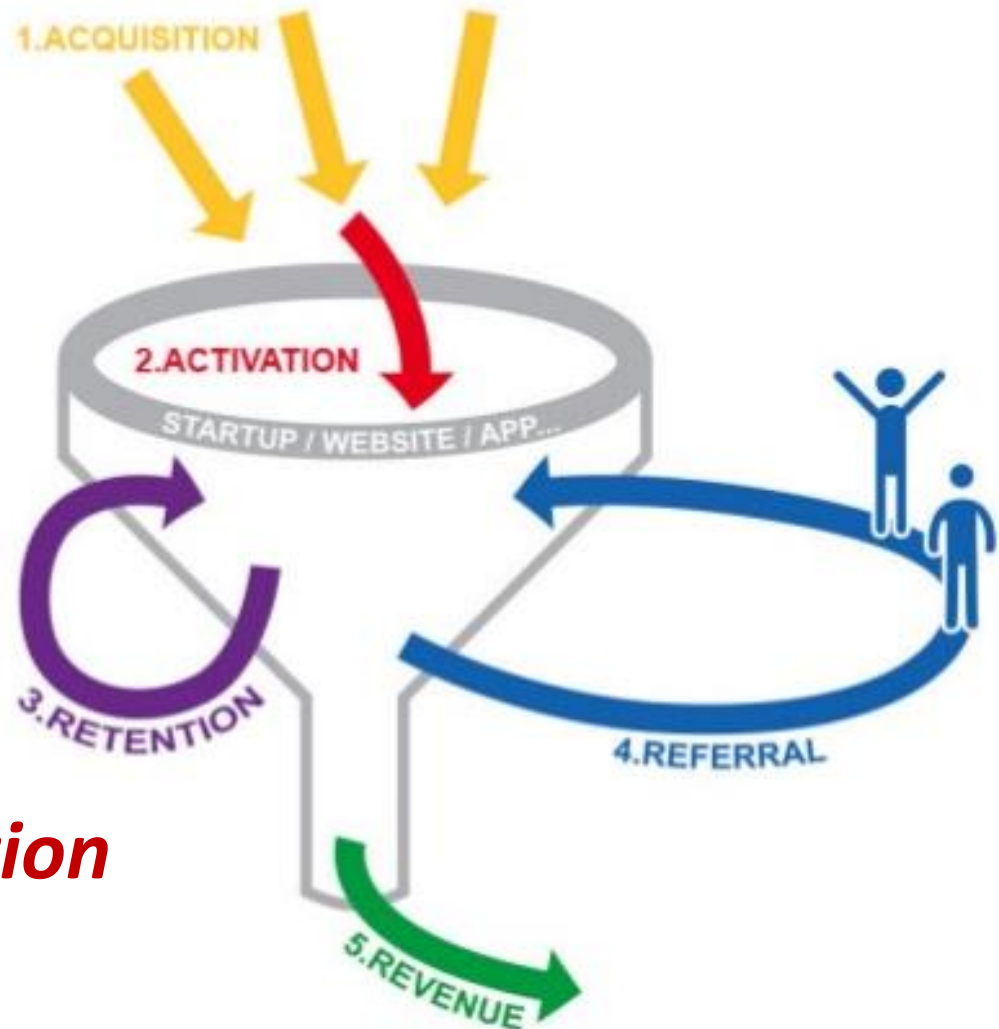
# Project Launched. And Then?

- AARRR Funnel

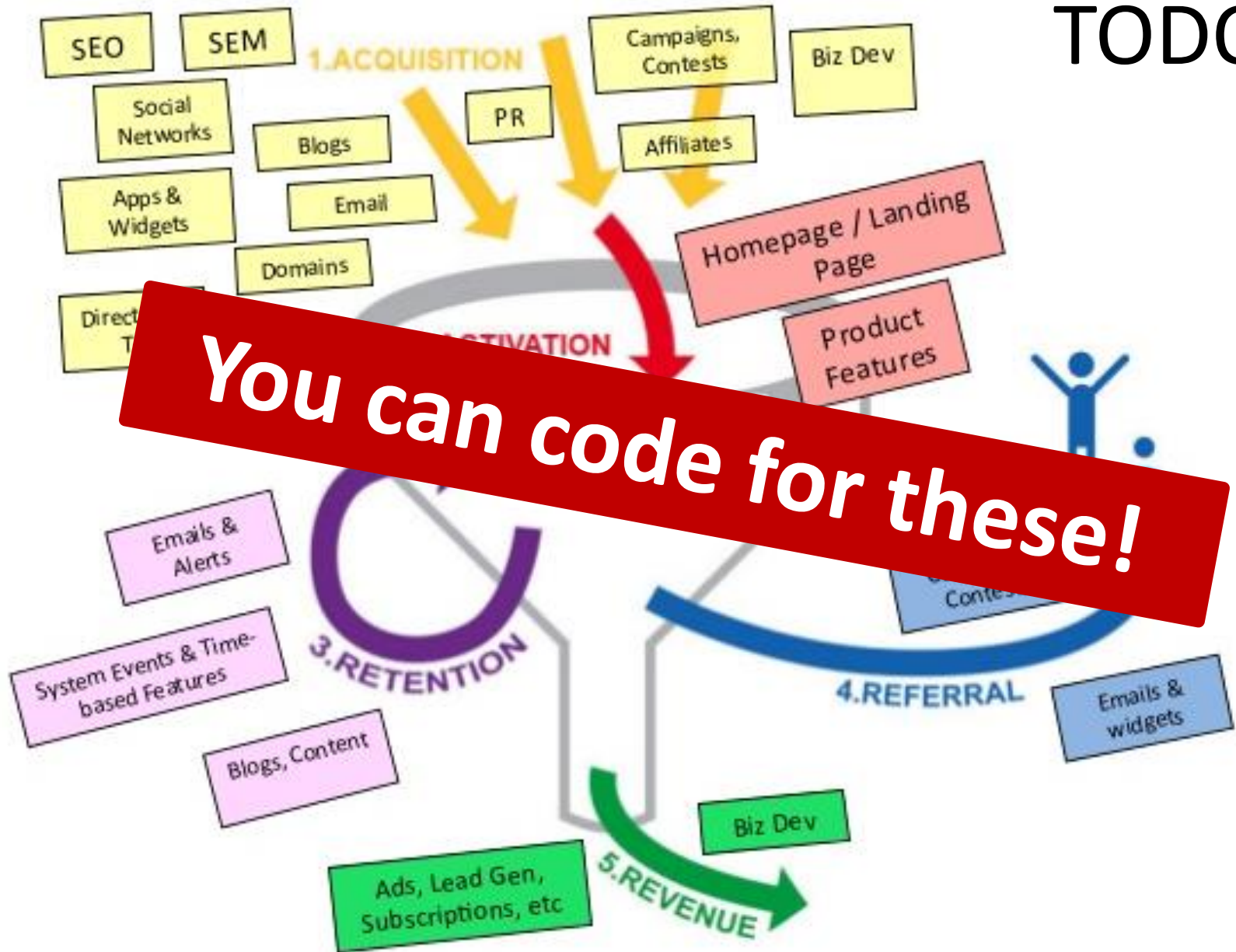
- **A**cquisition
- **A**ctivation
- **R**etention
- **R**eferral
- **R**evenue

- It's a funnel

- It's about **execution**



# TODOs



# Common Terms

- Target Audience (TA)
  - People you *assumed* will use your service
- Product-Market Fit (PMF)
  - When people *actually* use your service
  - When you pass the retention phase
- Pivot
  - You change idea/service in lack of PMF
- Growth hacking
  - Hacking TODOs to make them more effective

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#1 Pitfall:  
Not making (few) users *very* happy

**build MVP**  
(Minimal Viable Product)

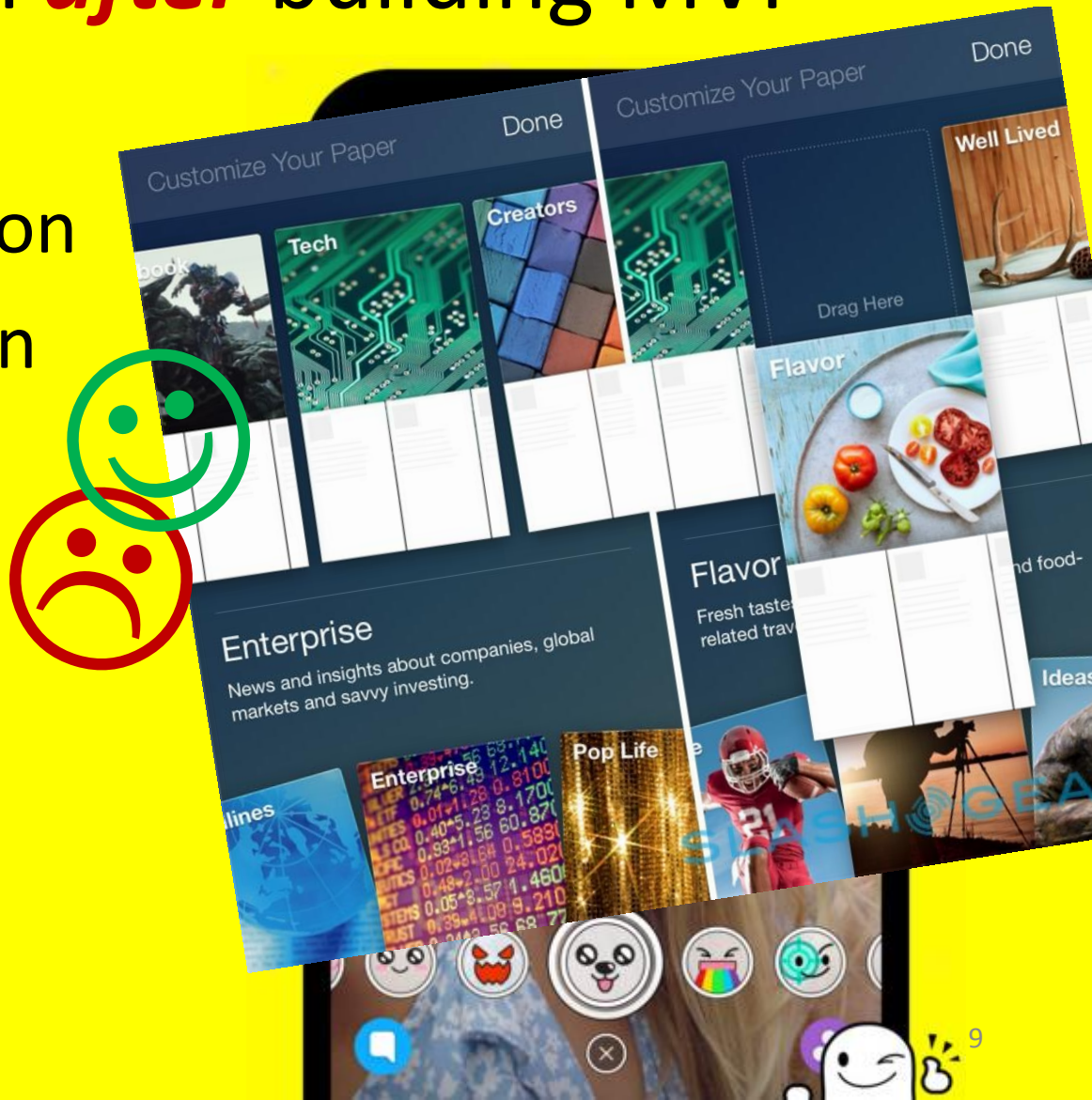
~~How to write software that~~  
people really use?

*What would users think?*



# #2 Pitfall: Acquisition *after* building MVP

- Problem validation
- Value proposition
- Feature design
- Beta testers
- Seed users



Hack: use *landing page* to validate TA

1. Pitch key values
2. Mock up key features
3. Add a “Notify When Available” button
4. Collect email addresses
  - Optionally, incentive visitors to take a short survey
5. Spread landing page (on PTT, Reddit, etc.)

# Example

