LET'S ZOOM IN ON WHAT WE ARE SOLVING
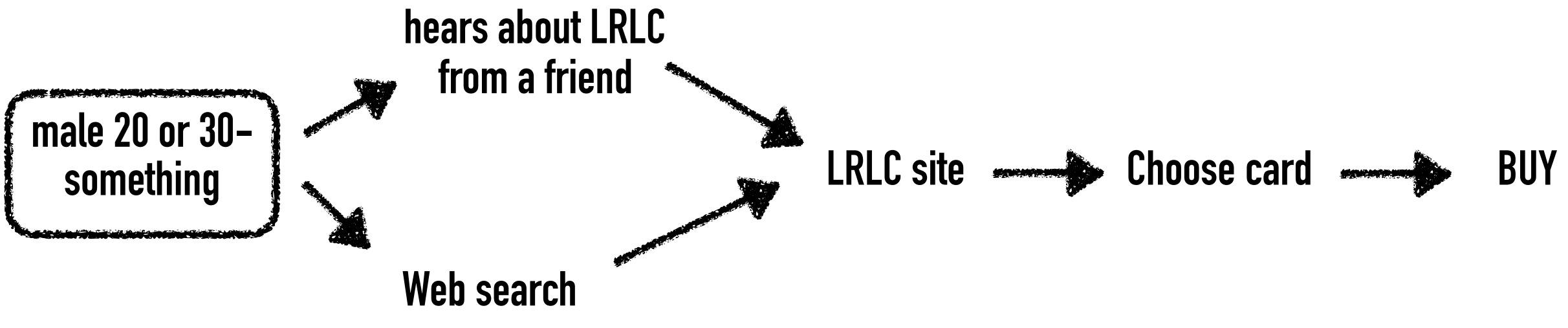
- The specific type of people that you hope to serve

- The concrete problem you're trying to help them solve

  - "buying a better card" is better than "deepening relationships"

MAP OUT THE "USER STORY":

male 20 or 30-something → hears about LRLC from a friend → LRLC site → Choose card → BUY
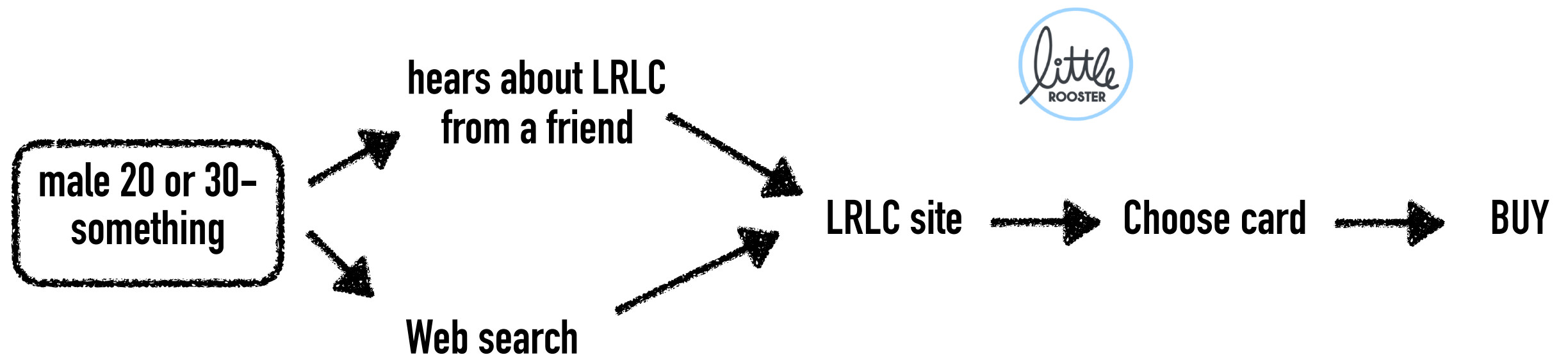
Web search → LRLC site

WRITE OUT:

‣ The specific type of people that you hope to serve

‣ The concrete problem you're trying to help them solve

‣ "buying a better card" is better than "deepening relationships"

MAP OUT THE "USER STORY":

A PREVIEW OF TEST TYPES

QUAL

QUANT

INTERVIEW A FEW STRANGERS

Find one or a few individuals to give detailed feedback on your prototype

ASK FRIENDS AND FAMILY FOR THOUGHTS

Develop a set of questions that people in your network can answer about your product

SEND OUT A SURVEY

Create a survey with quant and qual questions and send it out to a larger group

ADWORDS + WEBSITE

Make a quick website like what you'd sell your product on. Buy a few ads and see how people interact