

Give Your Big Idea a Chance: Test for Success

Before diving into building your app, ecommerce site, or digital service, thoroughly validate your idea. This step is crucial before investing in the entire project.

WORKSHOP

∅ PAUL BOAG





ABOUT ME

Paul Boag

- Nearly 30 years of experience working in digital with a focus on user experience.
- Extensive experience in conversion optimization and marketing.
- Have helped clients deliver dozens of SaaS apps in both B2c and B2B.
- Clients include bigger organizations like Shopify or PUMA, and dozens of smaller startups.

INTRODUCTION

I'm a grumpy old man

INTRODUCTION

Passive income is a fantasy!

INTRODUCTION

90% of startups fail



MySpace.com



Friendster



Vine



Zapstream



Dopplr



ArgyleSocial



Gowalla



Secret

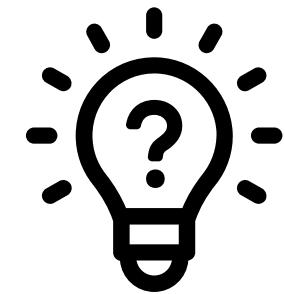


Yik Yak



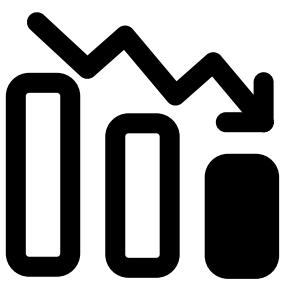
Crowdmix

Why SaaS apps fail



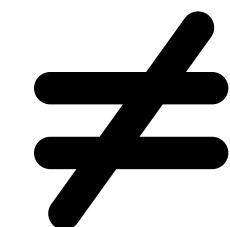
No real problem

Many SaaS startups struggle because they fail to solve a meaningful problem.



Poor marketing

Having a robust strategy for acquiring and retaining customers is essential.



No differentiation

Without a clear way of differentiating from others, many SaaS apps cannot break through.

It can be worth it!

Escape the 9 to 5

If you want to leave that corporate job, creating an app provides that opportunity.

Escape hourly ceiling

Do you feel your income is capped by the number of hours you work? A SaaS business can change that.

Escape the boss and clients

Hate your boss or working with clients? A SaaS business offers an alternative.

Additional revenue stream

Want to introduce a new revenue stream to an existing business? A SaaS app can help.

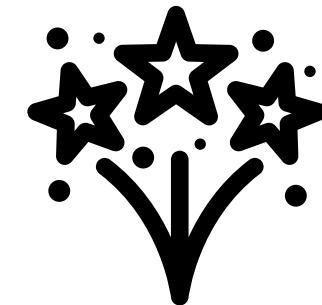
INTRODUCTION

Success is possible

INTRODUCTION

Success is possible with careful planning and avoiding impulsive actions.

There are exceptions



For fun

If you are just building a SaaS app for fun, go for it! You don't need to worry about financials.



To learn

If you want to learn something new then building a SaaS app can be a superb route.



To help out

Sometimes, you may want to build an app for a community, organization, or person.

Agenda



Section 01

Review the market



Section 02

Understand your audience



Section 03

Define your minimum viable product



Section 04

Run a test marketing campaign

A dramatic, low-light photograph of a person's face partially obscured by a hooded jacket and leather gloves. The person is looking directly at the viewer through a pair of binoculars. The background is dark with some glowing lights, suggesting a nighttime urban environment.

01

Review the market

Before taking any action, it's crucial to understand who else is addressing similar issues and the current market landscape.

Why do market research?

Define your audience

Market research provides a deeper insight into the exact niche you might want to target.

Identify market challenges

Market research will uncover the challenges you may face when you attempt to go to market.

Define your offering

Market research helps you get a clearer picture of what you need to build initially.

Establish a strategy

Market research will assist you in working out how you can establish a successful strategy.

REVIEW THE MARKET

**42% of startups fail
because there is no
market need.**

How to approach market research

Market research does not need to be complicated. But to get the most from it, you need to follow some simple steps.

1. Broadly define your niche

Your type of offering

What type of app are you creating and what is the rough extent of its functionality.

Your particular audience

What specific audience are you going to initially focus on when initially launching the product?



Avoid going too broad

Targeting a broad audience requires a larger marketing effort. Starting with a smaller audience increases the likelihood of success.

2. Find your competitors

Simple keyword search

Industry reports

Talk to your audience

Product Hunt / G2 etc.

SEO and SEM tools

News and publications

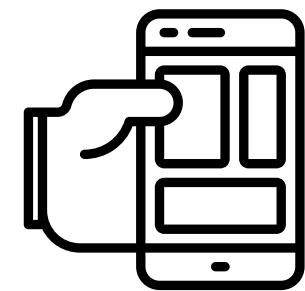
Social media & forums

Events

3. Try the competition's offering

Sign up for demos or free trials offered by potential competitors. This direct interaction will allow you to assess their features, usability, and customer support, giving you a better understanding of what you're up against.

4. Pay attention to competition reach



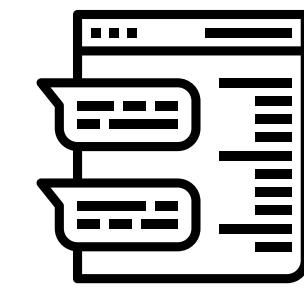
Advertising

Are they paying for PPC advertising and do they appear on websites relevant to your users?



Social

How many followers do they have on social media, and how often do they post?



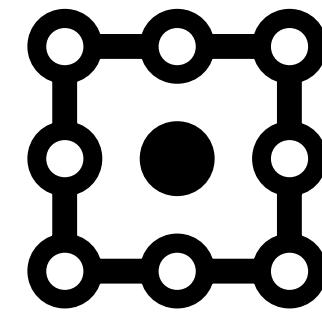
Media

How often are they mentioned on media site?

What to look for in your competitors

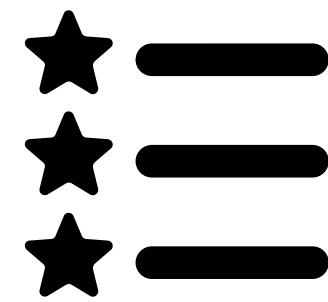
Once you know who your competitors are and broadly how they work, it is worth analyzing them in more depth.

Features and functionality



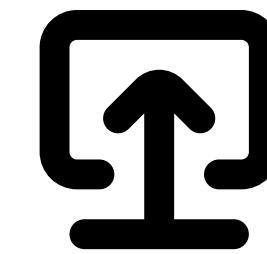
Core offering

What is the focus of their app? What features do they promote the most?



Unique features

What makes their app different from the other competitors and potentially your app?



Integration

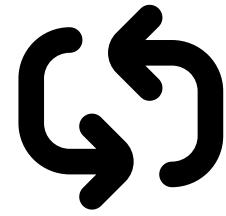
What platforms do they integrate with, and what does that integration allow?

User experience



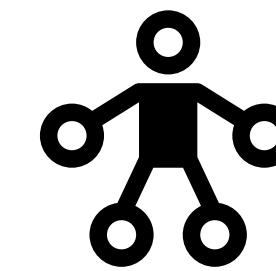
Onboarding

What is the first-time user experience like? Is the app easy to pick up or do you need support?



Repeat use

If you were using the app regularly would certain actions get annoying over time?



Accessibility

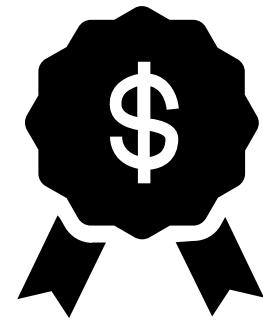
Does the app work for a variety of audiences across different platforms and devices?

Market position



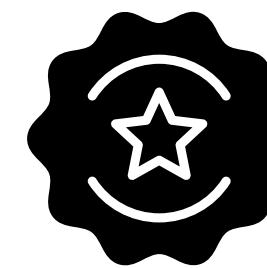
Audience

Who are their primary customers? Look for segments they might be overlooking.



Pricing

Analyze their pricing models, tiers, and any free trial or freemium options.



Brand

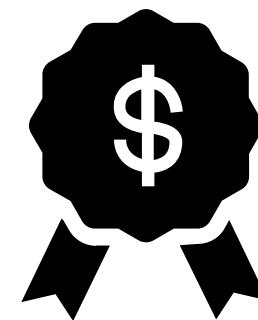
This includes their value proposition and the key benefits they highlight.

Market strategy



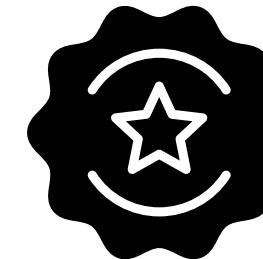
Digital Presence

Look at their site and landing pages to understand how they convert visitors.



Content Marketing

Understanding their keywords and content strategy can reveal a lot about reaching people.



Paid Advertising

Check their paid channels, such as Google Ads or social media advertising.

Customer feedback

Reviews and ratings

Platforms like G2 or Capterra can provide insights into what customers like and dislike about your competitors' solutions.

Case studies and testimonials

These can offer deeper insights into successful use cases and customer experiences.

Company health

Funding and Investment

Information on recent funding rounds or financial backing can indicate their capacity for growth and development.

Growth Metrics

Look for any available data on user base growth, market share, or geographic expansion.

Innovation

New Features or Products

Keep an eye on their product updates and new releases.

Patents and Technologies

Patents or unique technologies can indicate areas where they're innovating or investing heavily.

Technology

Performance

Does the app run fast?

Security

Have there been any reported security breaches?

Reliability

What is the uptime of the app like?

Privacy

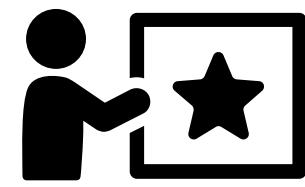
How do they store customer data and what do they do with it?

REVIEW THE MARKET

How to use what you learn

After reviewing your competitors, it's time to make decisions based on the insights you've gained.

Spot Gaps



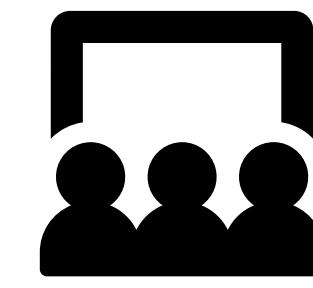
Feature Gaps

Missing features could also include integration, data privacy and more.



Experience Gaps

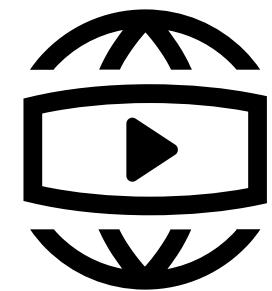
Experience gaps include both the app's UI and customer support.



Audience Gaps

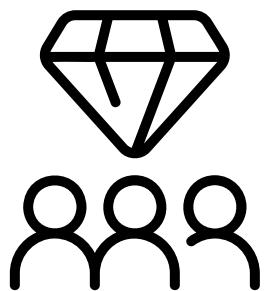
Is there a niche or region that the competitors fail to target?

Innovate



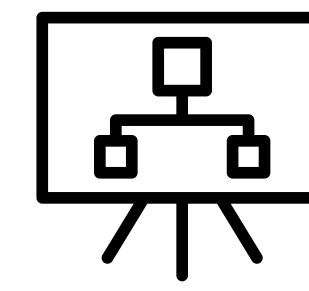
Technology

Technology evolves the whole time, while your competitors are dealing with legacy.



Values

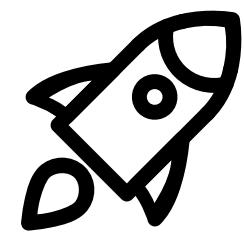
People's values change over time. For example, sustainability and privacy are big now.



Business model

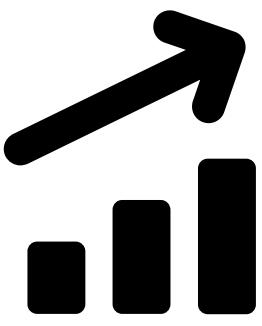
Explore alternative business models such as flexible pricing or freemium.

Optimize



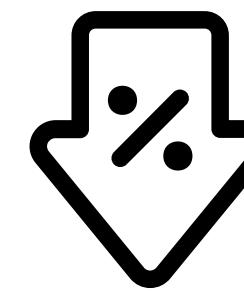
Faster

Can you enable people to achieve more in less time?



Better

Can you offer the ability to do more or do it to a higher standard?



Cheaper

Can you offer the same as competitors, but at a lower price point?

REVIEW THE MARKET

How to differentiate

To have any chance of competing, it's essential to clearly differentiate yourself from your competitors.

Features and functionality

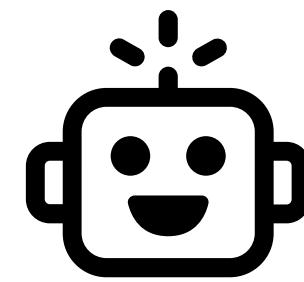
Solve unaddressed problems

Use market research and user feedback to find problems that competitors haven't solved or have inadequately addressed.

Enhance existing features

Take existing features common in your market segment and enhance them. This could mean making them faster, more user-friendly, or more powerful.

Technology



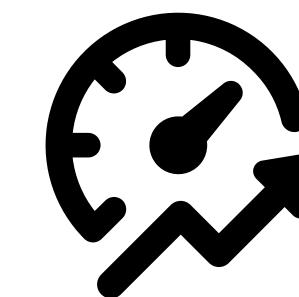
Emerging tech

Build in new technologies such as AI from the start.



Security

Offer improved privacy and security by complying with stricter standards.



Performance

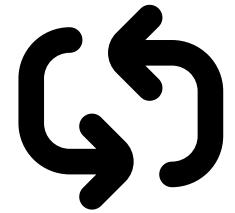
Ensure your platform is faster and more reliable with better uptime.

User Experience



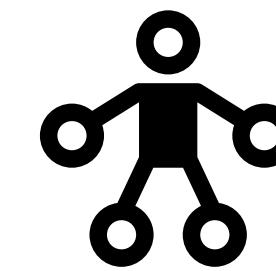
Onboarding

Make it easier for users to pick up the app and start using it.



Repeat use

Ensure that the app is easier for completing common and repetitive tasks.



Accessibility

Make the app accessible to the broadest possible audience.

Pricing

Subscription vs one-off

If your competitors all offer subscriptions, consider charging a one-off fee.

Free

Consider a free service supported by tips or a small slice of users sales.

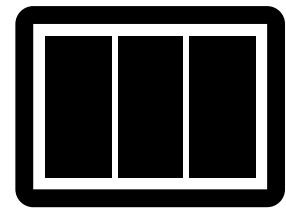
Freemium

Offering a free tier can be an effective way of establishing yourself in a crowded market.

Value added features

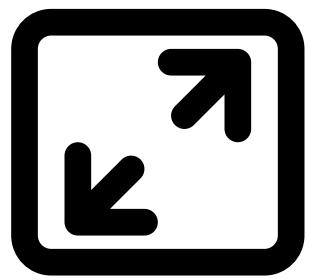
Explore a lower basic price, supported by chargeable extra features.

B2B Audience



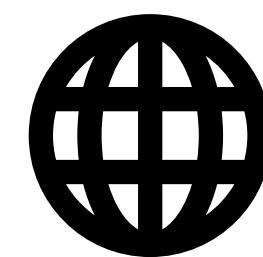
Vertical

Focus on a different vertical sector and build to meet their specific needs.



Size

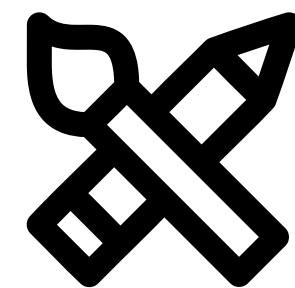
If competitors focus on enterprise, consider focusing on SMEs or vice versa.



Region

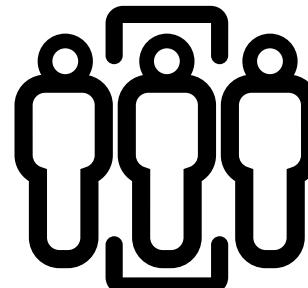
Consider focusing on a specific country or region to accommodate their unique situation.

B2C Audience



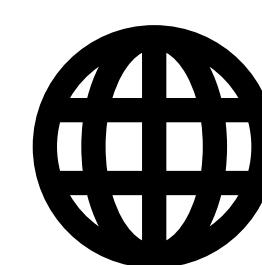
Interests

Focus on a different use case for your app based on the interests of your audience.



Demographics

If competitors focus on a particular age group or level of education focus elsewhere.



Region

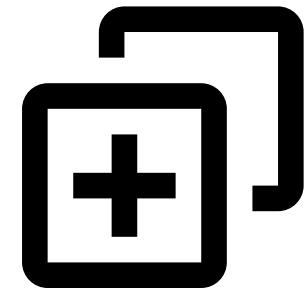
Consider focusing on a specific country or region to accommodate their unique situation.

Community building



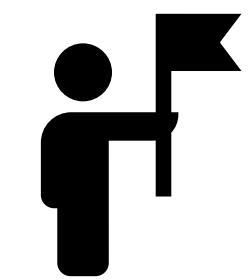
Support

Provide a space where users can support one another and share ideas.



Create

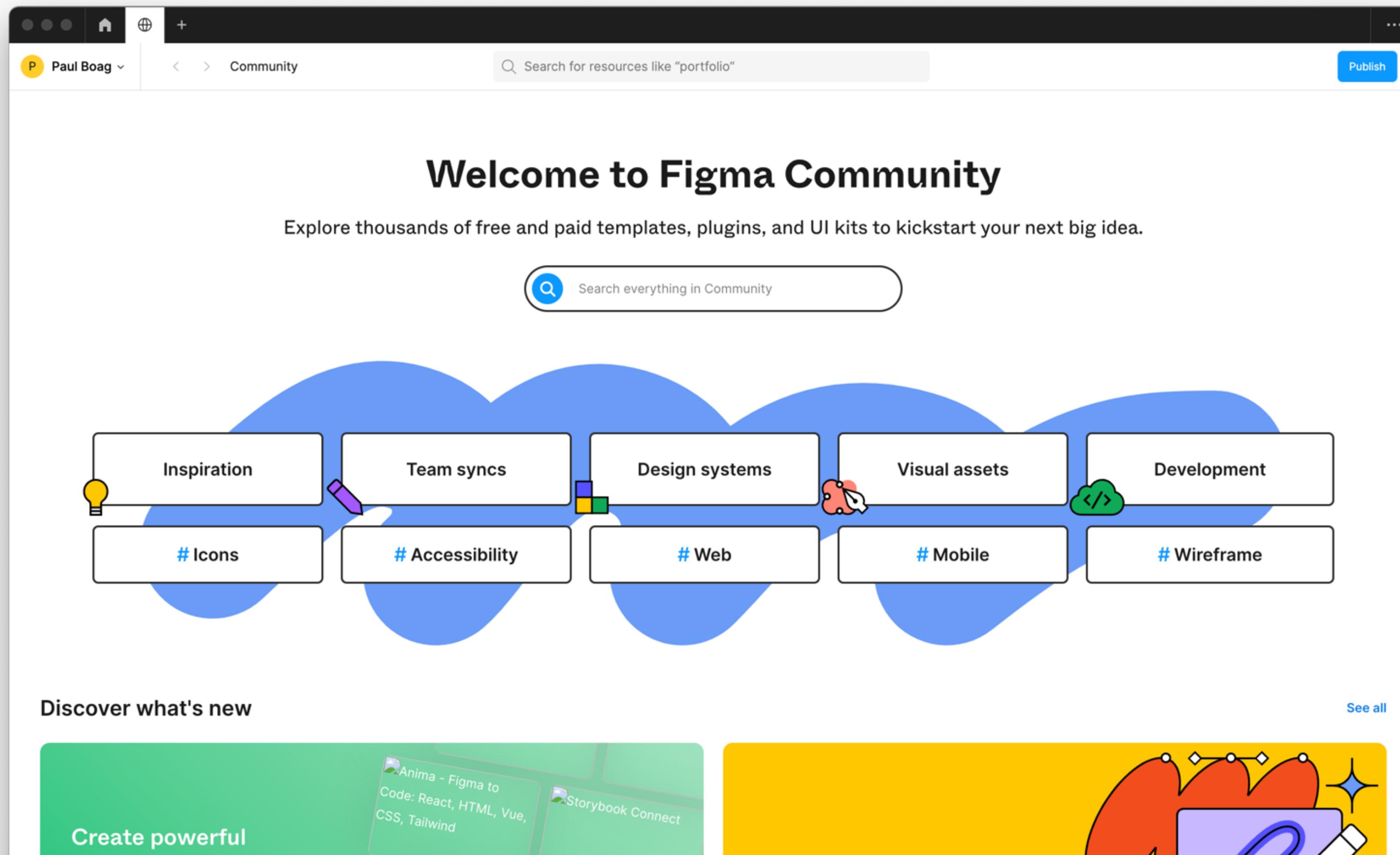
Allow people to create templates and plugins or build upon your app and what it offers.



Thought leadership

Provide advice and articles that relate to your app and the challenges it solves.

Community building



Customer support

24/7 support

Fast responses

Personalized

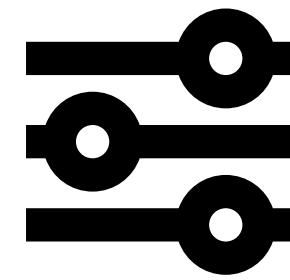
Multi-Channel

Community driven

Public roadmap

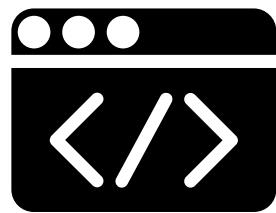
Self-service support

Flexibility



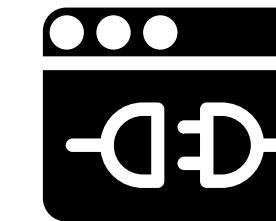
Customization

Provide the ability to customize everything from output to the user interface.



APIs

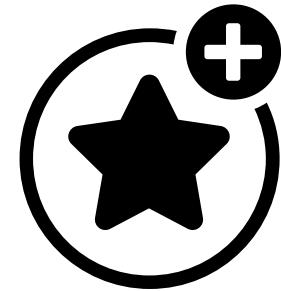
Allow people to build on your app programmatically.



Plugins

Allow people to expand the capability of the app by creating and sharing plugins.

Branding



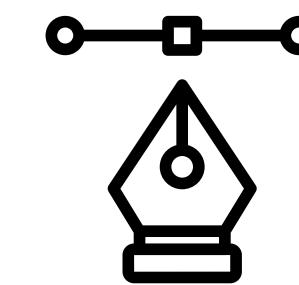
Value proposition

How you explain your app and the benefits it provides can set you apart from competitors.



Tone of voice

A strong tone of voice can make you stand out from more bland competitors.



Design language

Investing in art direction and a clear visual language makes your brand memorable.

Branding

Voice & Tone

CONTENT TYPES

- Freddie's Jokes
- Success message**
- App copy
- Company newsletter
- Blog
- App copy 2
- Public site
- Webinar
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account form
- Webinar 2
- Public Site 2
- Press Release

SUCCESS MESSAGE

USER

Woohoo! Finished this week's campaign. Now I can enjoy the weekend.

USER'S FEELINGS

- Relief
- Pride
- Joy
- Anticipation

TIPS

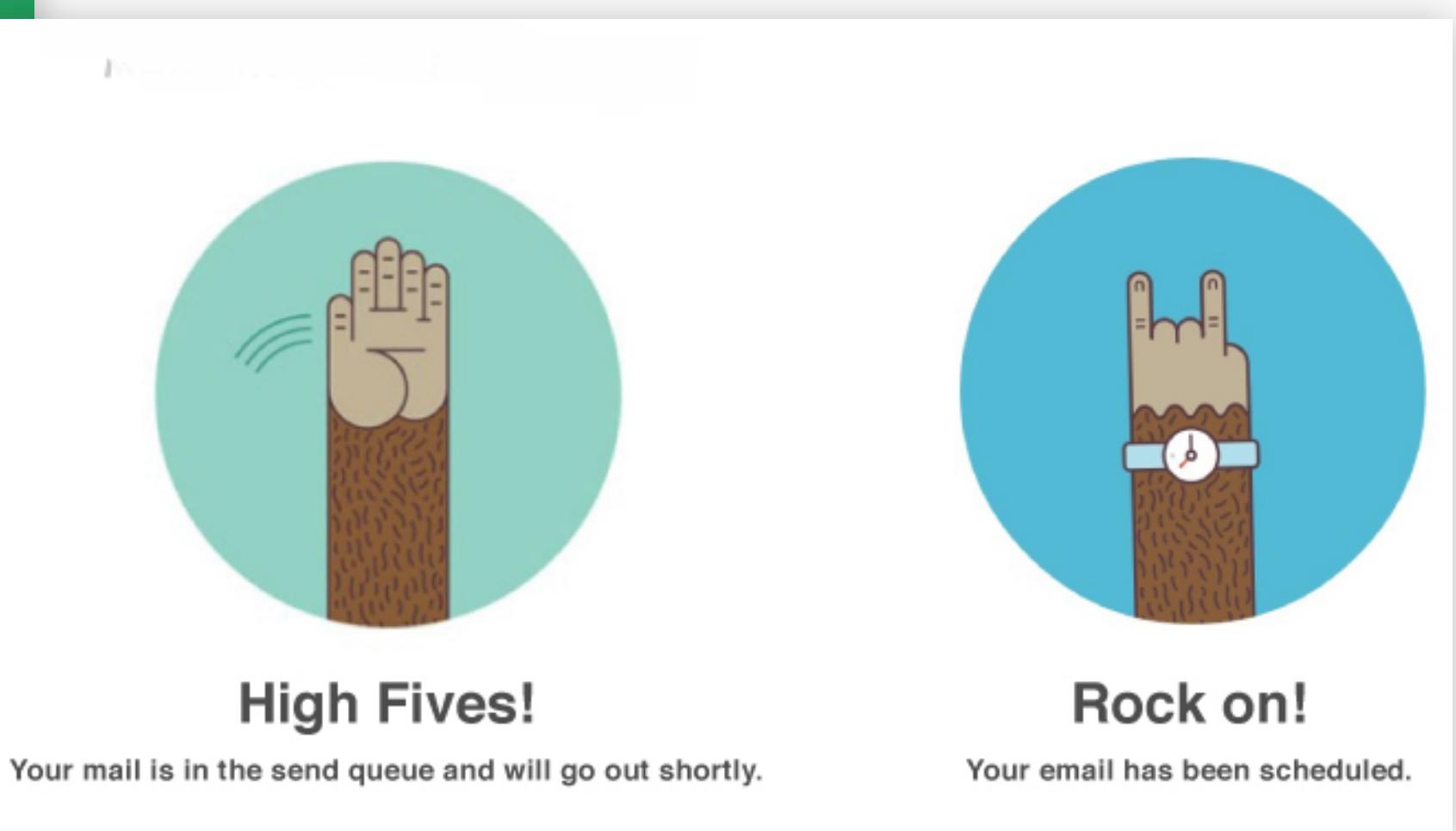
- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work!
You totally deserve a raise.

© 2012 The Rocket Science Group

About



High Fives!
Your mail is in the send queue and will go out shortly.

Rock on!
Your email has been scheduled.

REVIEW THE MARKET

It is okay to walk away.

Reviewing the market can lead to the harsh realization that it will be hard to compete without considerable investment.

Conclusion

- 1. Broadly define your niche.**
- 2. Find your competitors.**
- 3. Review your competitors.**
- 4. Identify gaps and ways to differentiate yourself.**



Next

Understand your audience

0
2

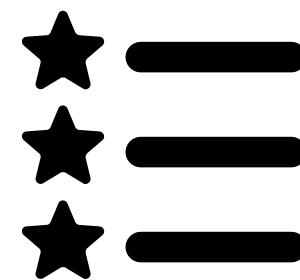


Understand your audience

To succeed, motivate your audience by being highly focused and understanding their needs.

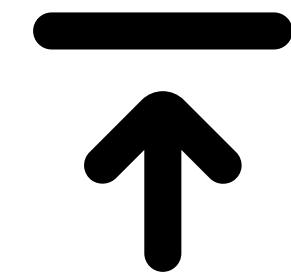
You don't just need to find an audience for your app. You also need to tailor your app to the audience.

Adapting your app to your audience



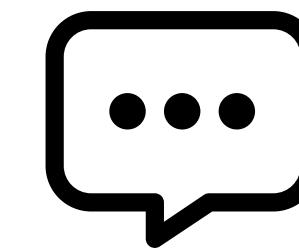
Features

What precisely the app will do should be tailored to the needs of your audience.



Top tasks

Which features you highlight will depend on what your audience uses most.



Messaging

How you communicate with your audience will be dependent on who they are.

Steps in picking an audience

1. Identifying possible audiences

2. Shortlisting your audiences

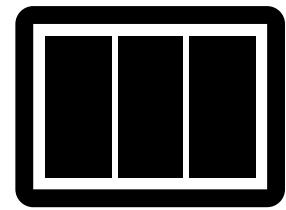
3. Pick an initial target

4. Dig deeper into your audience

Identifying possible audiences

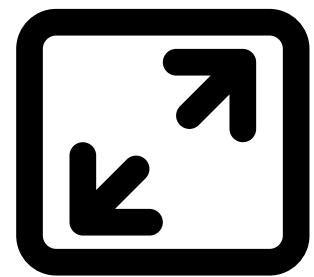
Begin by identifying as many possible groups of people who might be interested in your application.

If you are targeting B2B



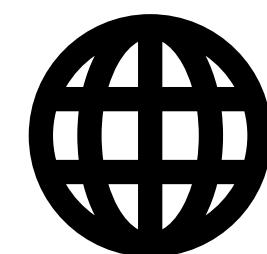
Verticals

List every sector in which your app could be used.



Size

List all the organizations of different sizes that your app could help.



Region

Does your app work globally, or are there region-specific limitations?

Examples of B2B Targeting

Verticals

- Healthcare
- Higher Education
- Charities
- Finance
- Technology

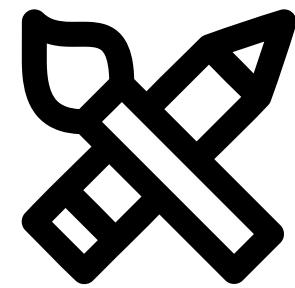
Size

- Revenue
- Employees
- Market Share
- Assets
- Valuation

Region

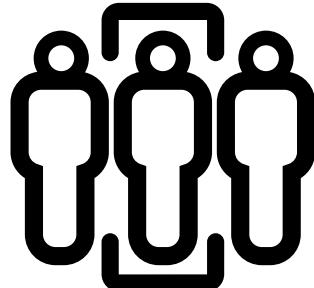
- Geographic region
- Country
- States
- City
- Zip Code

If you are targeting B2C



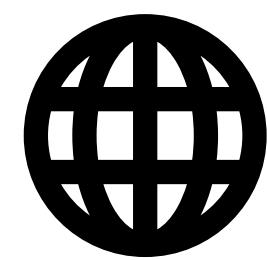
Interests

List any interest areas that are relevant to your app and which it could support.



Demographics

Are there age groups that the app could specifically appeal to?



Region

Does your app work globally, or are there region-specific limitations?

Examples of B2C Targeting

Interests

- Sports
- Hobbies
- Media
- Values
- Lifestyle

Demographics

- Age
- Gender
- Education
- Income
- Family

Region

- Geographic region
- Country
- States
- City
- Zip Code

Look at competition for inspiration

Who they target

Pay attention to where your competitors are advertising and what they choose to support.

Who follows them

Review your competitor's social feeds and pay attention to who buys their products and services.

Who is talking about the pain points you solve?

buzzsumo.com

hootsuite.com

mention.com

The Media Database That Really Understands Journalists
Explore Our Database And See What Journalists Create So You Can Better Connect [Find Out More >](#)

BuzzSumo

Features Use Cases Resources Pricing Company

Be inspired.
Stay informed.

See how much interest brands and content generate in the wild.

Start Your 30-Day Free Trial

Ruth Crilly
Twitter: modelrecommends | Instagram: modelrecommends
beauty blogger / prose-writer / mum of two sleep-fighter, spent ages thinking that up.
Influencer | Blogger

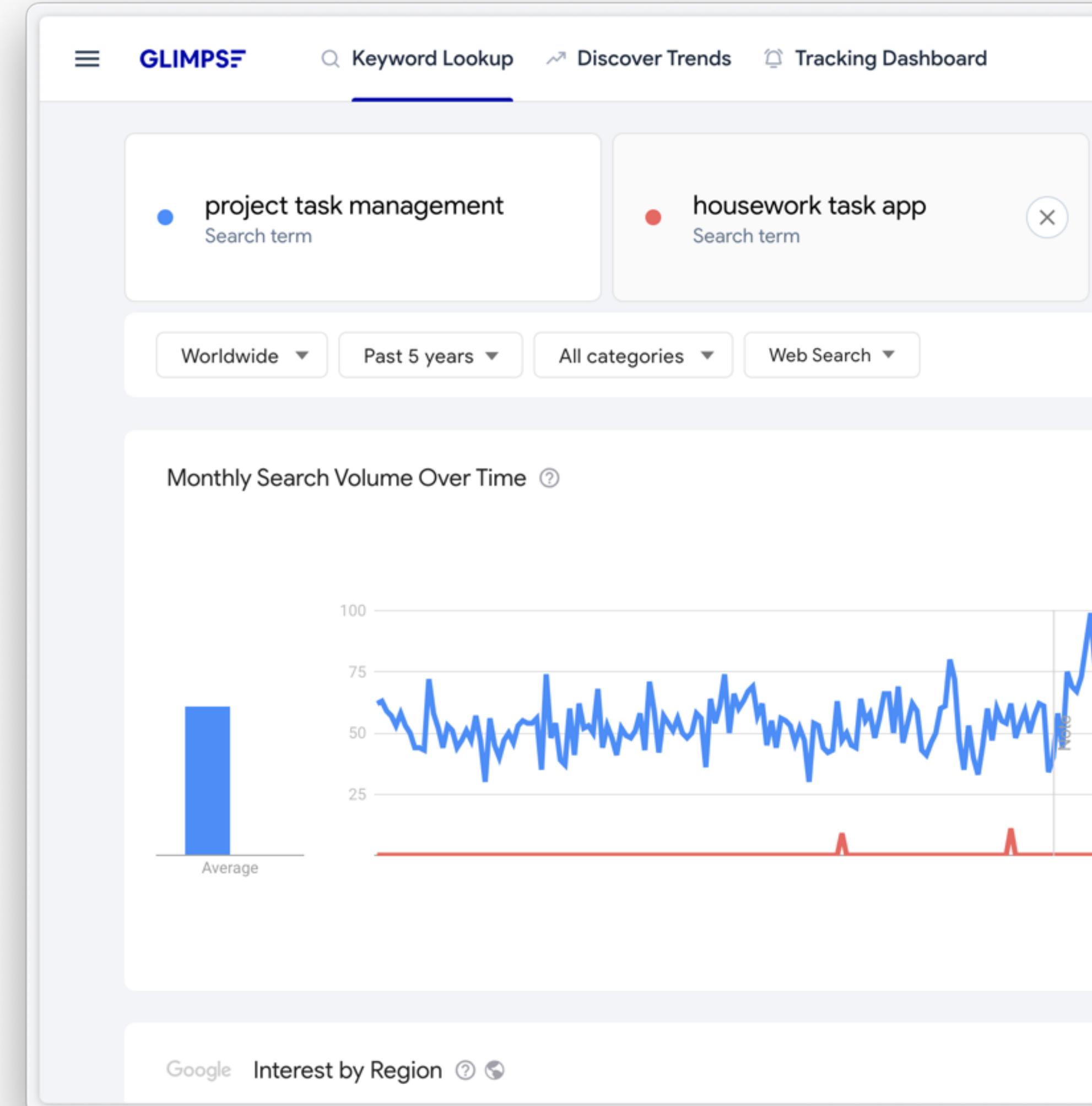
Look at related SEO terms

For example, if you have a task app, what related phrases do people use? Which would perform better: "project task management" or "housework task app?"

Google Keyword Manager

Ahrefs

SEMrush



Shortlisting your audiences

Once you have a long list of potential audiences, narrow it down to those with the most potential.

How to shortlist

Remove impractical options

Start by going through and removing any audiences that would prove either completely impractical or particularly challenging.

Prioritize what remains

Take those options that remain and prioritize them based on their potential.

Market Size and Growth Potential

Volume

Is your audience large enough to sustain and grow your business, or will you need secondary audiences to supplement it?

Growth

Look for markets with growth potential. A stable or growing audience is more attractive than one in decline.

Market Needs and Pain Points

Unique Needs

Does your product offer a compelling solution to the specific needs, problems, and pain points of the audience

Underserved Needs

Look for gaps in the current market offerings. Targeting an audience with unmet needs can position your SaaS as a valuable solution.

Product Fit

Alignment

Do your product features, benefits, and user experience align with the target audience's preferences and requirements?

Adaptability

How adaptable will your product need to be to meet the evolving needs of the target audience?

Competitive Landscape

Effectiveness

How well does the competition meet the needs of the audience you are considering?

Saturation

How many competitors are operating in the space?

Dominance

How entrenched are the existing competitors? Is there a clear path to disrupt the sector?

Buying Power

Affordability

Can your target audience afford the product you are proposing making?

Decision-making

How much effort and how many challenges will the audience face in making a purchase?

Lifetime Value

Profitability

What will be the potential cost of the acquisition for your audience? This will impact the profit you make.

Retention

How loyal do you predict your audience will be? How long do you expect to retain the customer?

Accessibility

Reachability

Evaluate how easily you can reach your target audience with marketing and communication efforts.

Engagement

Consider how willing the audience is to engage with your brand.

Regulatory Environment

Compliance

Be aware of any legal or regulatory requirements that may affect your ability to serve the target audience.

Barriers to Entry

Consider any potential barriers to entry, such as certifications, regulations, or high switching costs for customers.

Cultural Fit

Values and Preferences

Do you understand the values and preferences of the audience you are trying to reach? Can you communicate effectively?

Language and Localization

Are there going to be costs associated with making your product accessible to different languages or regions?

Technical Savviness

User Proficiency

Evaluate the technical proficiency of the target audience. Your product's complexity should match the audience's ability to use it effectively.

Support and Education

Consider the level of support and education your target audience will need to successfully use your product.

UNDERSTAND YOUR AUDIENCE

Pick an initial target

With your shortlist compiled it is time to select an initial audience that you are going to target for your minimum viable product and initial launch.

Why only target a small niche?

Bigger Impact

Given limited time and budget, it's more effective to concentrate marketing efforts in a smaller area for a greater impact.

Lower Cost

By targeting a small niche, you increase word-of-mouth and lower ad costs, reducing overall marketing expenses.

But I will be turning away customers!

A generic website

We will keep our main website generic so as to be open to the broadest possible audience.

Specific landing page

We'll use specific landing pages to target different sectors without excluding others.

More later

We'll explore other sectors once we've proven the effectiveness of our approach.

How to pick your audience

Potential

Which audience do you consider to have the most potential?

Experience

Which audience do you have insider knowledge of?

Passion

Which audience make you most excited to be involved in?

Community

Which audience has the most vibrant community?

How to research community

Influencers

Are there influencers that you could engage with to help promote the product?

Blogs

Are there blogs that your audience reads and relates to the topic of your product?

Groups

Are there online groups where your audience interact?

Events

Are there events relating to your product that your audience attends?

Digging deeper into your audience

Once you've chosen your target audience, delve deeper to grasp their motivations and traits. These factors will shape your communication and app functionality.

What is useful to know

PRIMARY

- **Questions.** What questions is the user seeking to answer?
- **Objections.** What might cause them not to act, or to abandon the experience?
- **Goal.** What is it they are ultimately trying to achieve?

SECONDARY

- **Tasks.** What actions do they need to take to achieve their goal?
- **State of mind.** How are using feeling during the experience?
- **Influence.** What is influencing the experience the user is having?
- **Challenges.** What pain points are the

What is a touchpoint?

Email

Website

Social Media

Messaging

Search

Online Ads

Phone

In-Person

Offline Ads

Do some online research

Review communities

SEO research

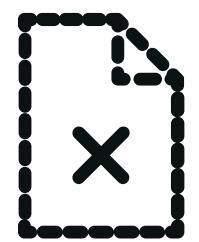
Social Media

Read related blogs

Existing reports

Ask AI!

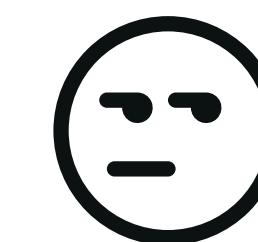
Identify the gaps



**Missing
Information**



**Out of Date
Information**



**Suspect
Information**

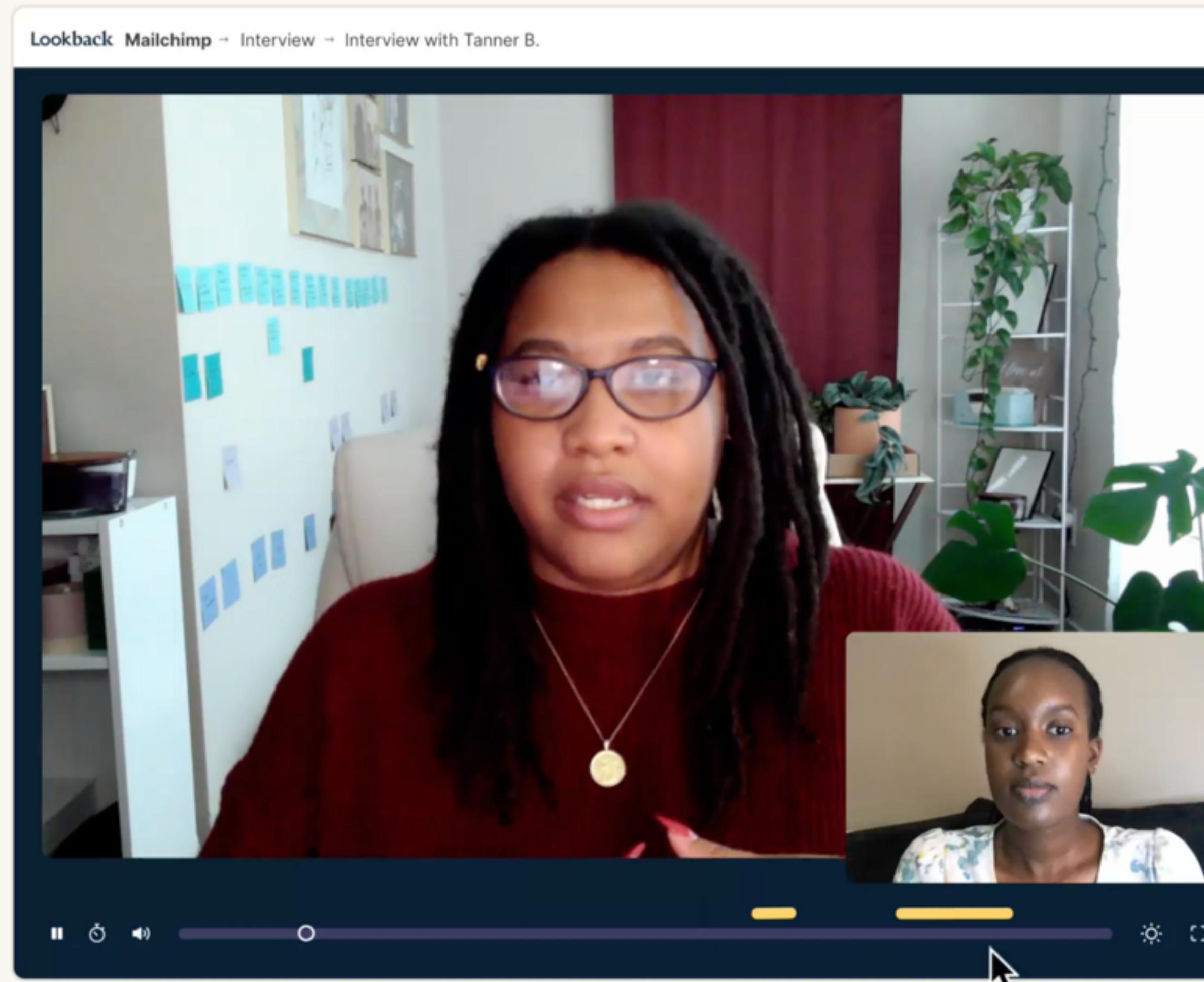
Fill the gaps with surveys

Surveys are excellent when you identify specific information you want to know or check.

The screenshot shows the Pollfish software interface for creating surveys. On the left, there's a sidebar with options like SURVEYS, SERVICES (New!), QUESTIONNAIRE, AUDIENCES, SURVEY SETTINGS, RESULTS, and TRANSLATIONS. A central panel shows a questionnaire step (Q3) with settings for 'Single selection' (selected), 'Recall information' (disabled), 'Carry answers from' (disabled), 'Shuffle answers' (disabled), 'Batch answers' (disabled), 'Predefined answers' (disabled), 'Add "None of the above"' (disabled), 'Add "Other"' (disabled), and 'Apply logic' (disabled). There's also a 'Randomize Questionnaire' toggle switch. To the right, two questions are listed: Q3 and Q4. Q3 asks about the overall design of a new interface, with five options: 01 Excellent - very user-friendly and visually appealing; 02 Good - intuitive and easy to navigate; 03 Average - somewhat confusing but manageable; 04 Poor - difficult to understand and use; and 05 Very Poor - unable to navigate or use. Q4 asks if the user prefers the previous interface or the new one, with ten options: 01 Previous interface; 02 New interface; 03 Prefer previous; 04 Prefer new; 05 Depends on the function; 06 Can't decide; 07 Both have pros and cons; 08 More user-friendly; 09 Too complicated; and 10 Less intuitive. At the bottom right, there's a 'Type an answer' button.

Fill the gaps with interviews

User interviews can be a luxury, but they are an excellent way of connecting with your audience and making it easier to empathize.



Questions to ask

- **Background and context.** Ask about the participants, their pain points, and their goals in using the service.
- **How they use the service.** How do they typically use the service, and what challenges do they encounter?
- **Needs and opportunities.** How satisfied are they with the service, and what areas would they like to see improved?
- **Open-ended feedback.** Always try to end by asking if there is anything you have not covered or if they have final thoughts they would like to share.

Feeling

How is the user feeling about the experience?

Questions and Tasks

What tasks are users trying to complete? What questions or objections do they need answering?

Pain Points

What pain points are the users experiencing that they hope to overcome?

Influences

What people, things, or places influence them?

Journey

Where is the user in their experience and what (if any) interactions have they already had?

Goals

What is the users ultimate goal? What are they trying to achieve?



Name of Person

Conclusion

- 1. Identifying possible audiences**
- 2. Shortlisting your audiences**
- 3. Pick an initial target**
- 4. Dig deeper into your audience**



Next

Define your MVP

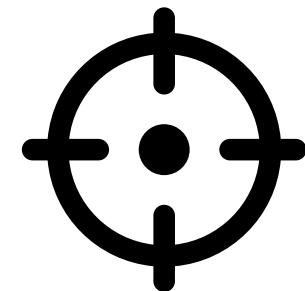
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3



Define your MVP

Working out what you intend to launch will be crucial for success and will also help define your approach to marketing.

Why your MVP matters



Defines Scope

Defining your MVP prevents your build from dragging on and never being finished.



Reduces Costs

By building the minimum possible, you can keep costs under control.



Aids Marketing

Your MVP allows you to launch faster and better define your initial target audience.

Steps for defining your MVP

1. Brainstorm possible tasks
2. Identify top tasks
3. Planning your launch features

1. Brainstorm possible tasks

Begin by identifying as many of the tasks users might want to complete when using your application.

Look at the competition

What's there

What tasks do the competitors support, and which ones do they most emphasize?

What's coming

Do your competitors publish their roadmap, and if so, what upcoming tasks do they address?

What's missing

What tasks are your competitors missing based on your experience and research?

Be inspired by your user research

Requests

What tasks did people mention during your user research?

Pain points

What tasks would users need to complete to address their pain points?

Goals

What completed tasks would allow users to achieve their goals?

Ask AI

I am trying to build a SaaS application for [audience] that enables them to [goal].

So far, I have identified the following tasks users will need to complete:

[tasks]

What other tasks should I consider adding to the application to help users.

The screenshot shows a conversation in ChatGPT 4. The user (You) has asked about building a SaaS application for web developers. ChatGPT has identified initial tasks like watching courses, reading articles, and taking notes. It then suggests additional features: 1. Interactive Coding Challenges, 2. Project-Based Learning, and 3. Peer Code Review. A message input field at the bottom allows the user to message ChatGPT.

ChatGPT 4

You
I am trying to build a SaaS application for web developers that enables them to become better coders.

So far, I have identified the following tasks users will need to complete:

- Watch courses
- Read articles
- Take Notes

What other tasks should I consider adding to the application to help users.

ChatGPT
Building a SaaS application for web developers is a fantastic endeavor, aiming to enhance their coding skills and knowledge base. You've identified some core tasks like watching courses, reading articles, and taking notes, which are great starting points. Considering the diverse needs of web developers and the complexity of web development itself, you might consider integrating additional tasks and features to make your platform more comprehensive and engaging. Here are some suggestions:

1. Interactive Coding Challenges
Offer hands-on coding challenges that users can solve directly in the browser. This could range from basic algorithm problems to complex, real-world scenarios. It encourages active learning and helps users apply what they've learned in courses and articles.

2. Project-Based Learning
Enable users to work on guided projects that cover end-to-end development of real applications. This can include front-end, back-end, and full-stack projects. Working on projects helps learners understand how different pieces fit together and gives them tangible outcomes they can showcase.

3. Peer Code Review
Facilitate a platform feature where users can submit their code for review by peers. This

Message ChatGPT...

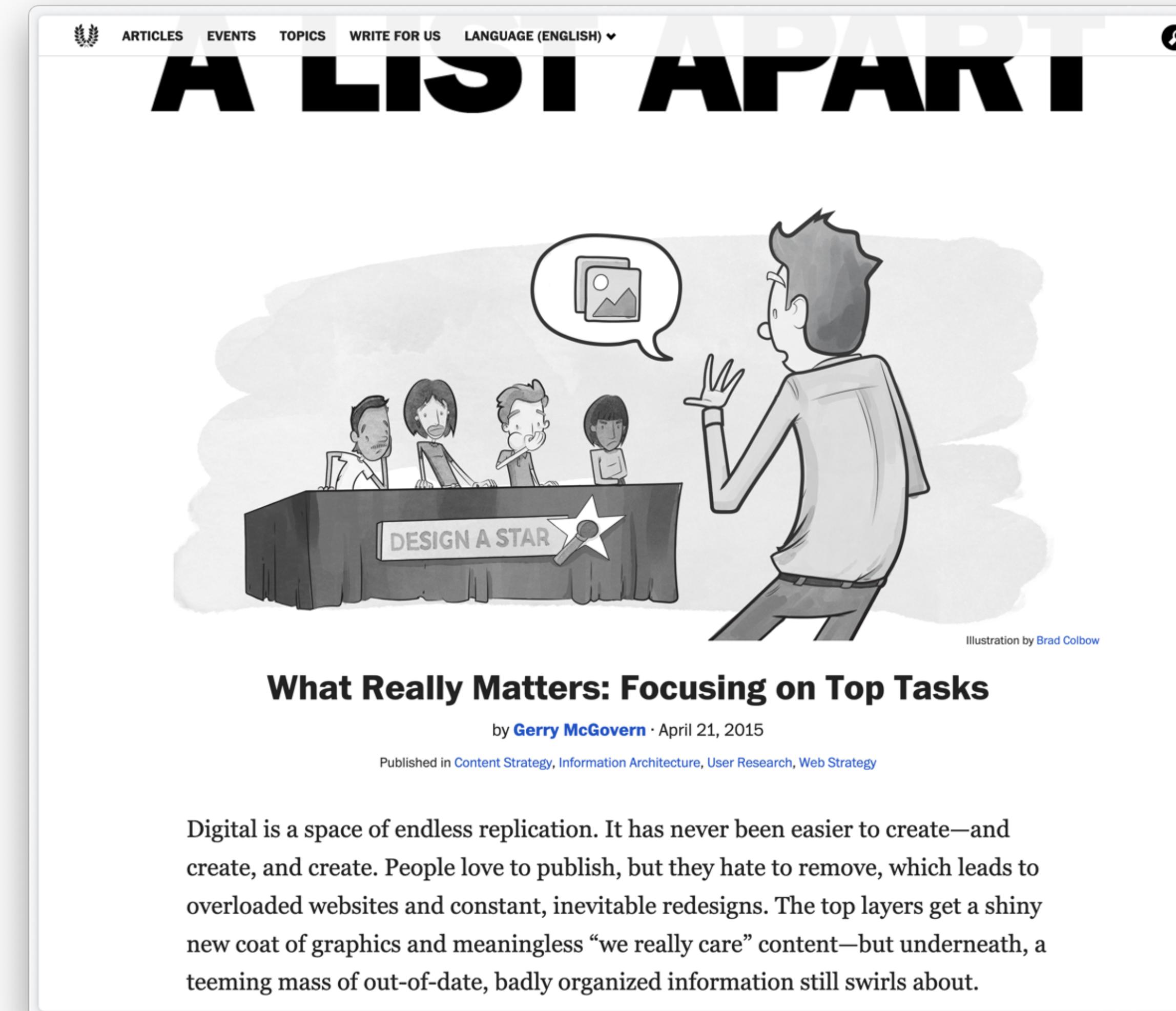
ChatGPT can make mistakes. Consider checking important information.

2. Identify top tasks

It is essential to identify the 20% of your features that 80% of users will primarily be interested in. These will help define the scope of your MVP.

Introducing top task analysis

Top task analysis is a user-centered method that identifies the most crucial tasks users aim to achieve, streamlining the design for enhanced usability and satisfaction.



The image shows a screenshot of the A List Apart website. At the top, there's a navigation bar with links for ARTICLES, EVENTS, TOPICS, WRITE FOR US, and LANGUAGE (ENGLISH). The main title "A LIST APART" is prominently displayed in large, bold, black letters. Below the title is a cartoon illustration by Brad Colbow. It depicts a man with dark hair and a light beard, wearing a grey t-shirt, standing on the right side and gesturing with his hands as if speaking. In front of him is a table covered with a dark cloth, which has a sign that reads "DESIGN A STAR". Behind the table, four other people are seated at desks, looking towards the speaker. A speech bubble above the seated individuals contains a small icon of two overlapping photographs. The background is a light grey with soft, white cloud-like shapes. At the bottom of the illustration, the text "Illustration by Brad Colbow" is visible. Below the illustration, the article title "What Really Matters: Focusing on Top Tasks" is written in bold black text. Underneath the title, it says "by Gerry McGovern · April 21, 2015" and "Published in Content Strategy, Information Architecture, User Research, Web Strategy". A paragraph of text follows: "Digital is a space of endless replication. It has never been easier to create—and create, and create. People love to publish, but they hate to remove, which leads to overloaded websites and constant, inevitable redesigns. The top layers get a shiny new coat of graphics and meaningless ‘we really care’ content—but underneath, a teeming mass of out-of-date, badly organized information still swirls about."

The steps involved in top task analysis

1. Gather a long list of potential tasks.
2. Rationalize this list into something more manageable.
3. Get users to vote on what tasks matter the most.
4. Analyze the results.

Top Task Analysis Lite

Top task analysis can be time-consuming to complete so I have adapted the process to be much faster, while still providing a similar quality of results.

The screenshot shows a blog post on the boagworld website. The header features the boagworks logo and navigation links for Strategy, Training, Design, Coaching, & boagworld, Blog, Podcast, and Books & Courses. A search bar is also present. The main content area displays a circular profile picture of Paul Boag, followed by the title "Top Task Analysis: Make it Fast and Efficient". Below the title are author details: Paul Boag (author), 22 September 2022 (date), Content Strategy (category), and 13 minutes (reading time). A summary paragraph explains that top task analysis is an excellent way of ensuring users can find the content and functionality they care about, noting that it doesn't need to be demanding to run. The post is attributed to Gerry McGovern. A concluding sentence states that the author wants to explain what it is, how it helps, and how to run a lightweight version.

Top Task Analysis: Make it Fast and Efficient

AUTHOR:
[Paul Boag](#)

DATE:
22 September 2022

CATEGORY:
[Content Strategy](#)

READING TIME:
13 minutes

Top task analysis is an excellent way of ensuring users can find the content and functionality they care about. What is more, it doesn't need to be demanding to run.

[Top Task Analysis](#), created by [Gerry McGovern](#), is one of the most used tools in my arsenal as a UX designer and conversion optimization specialist, yet few others seem to use it.

In this post, I want to explain what it is, how it helps, and how to run a lightweight

2. Create a survey

1. Create a new survey with PollUnit.
2. Populate that survey with some initial tasks.
3. Ask users to vote for existing tasks or suggest new ones.

The screenshot shows a user interface for a survey or idea submission platform. At the top, it says "What information do you need from the Network Rail website?". Below that, there's a message: "You can either vote for existing suggestions by searching or submit your own idea using the 'add idea' button below." A notification indicates "You have added 39 ideas so far". There is a "Add Idea" button. At the bottom, there's a search bar with "Search..." placeholder text, a "Sort options" dropdown, and a list of four ideas:

- Sustainability information
- Information for the media
- What its like working for Network Rail
- Getting involved in community rail

Each idea item has a small icon with the number "0" and a heart icon for voting.

3. Clean the results

Remove duplicates

There will be a significant number of suggested tasks that are similar. We need to combine these tasks and their associated votes.

Simplify wording

We want to be able to use the results in card sorting and so we want the description of each task to be as clear and concise as possible.

AI can help with the analysis

I want you to act as a data analyst. The attached file is the results of a top task analysis. The "ideas" column contains suggestions for tasks users might want to complete on [type of app], and the "votes" column is the number of times a user voted for that task.

Please complete the following steps in order.

1. Simplify each entry into the "ideas" column to less than 3 words while still attempting to maintain meaning.

2. Identify any conceptually similar ideas.
3. Combine similar ideas into a single row with a clear and concise name. Add together the votes for any combined ideas.
4. Output the new list of tasks with their associated combined votes in a new CSV file with the same columns.

The goal is to end up with a simplified list of ideas with their associated votes.

Ask any questions you need to complete this task successfully.

DEFINE YOUR MVP / IDENTIFY TOP TASKS /

The top 3rd of
your list are
your top tasks



DEFINE YOUR MVP / IDENTIFY TOP TASKS /

**But, I don't have access
to my users**

You've got a big problem!

If you don't have access to the audience that will use your app, how can you convince them to use it?

In the final section of this workshop, we will explore this challenge in more depth.

Possible places to look

Reddit

Forums

Mailing lists

Social media

Meetups

Conferences

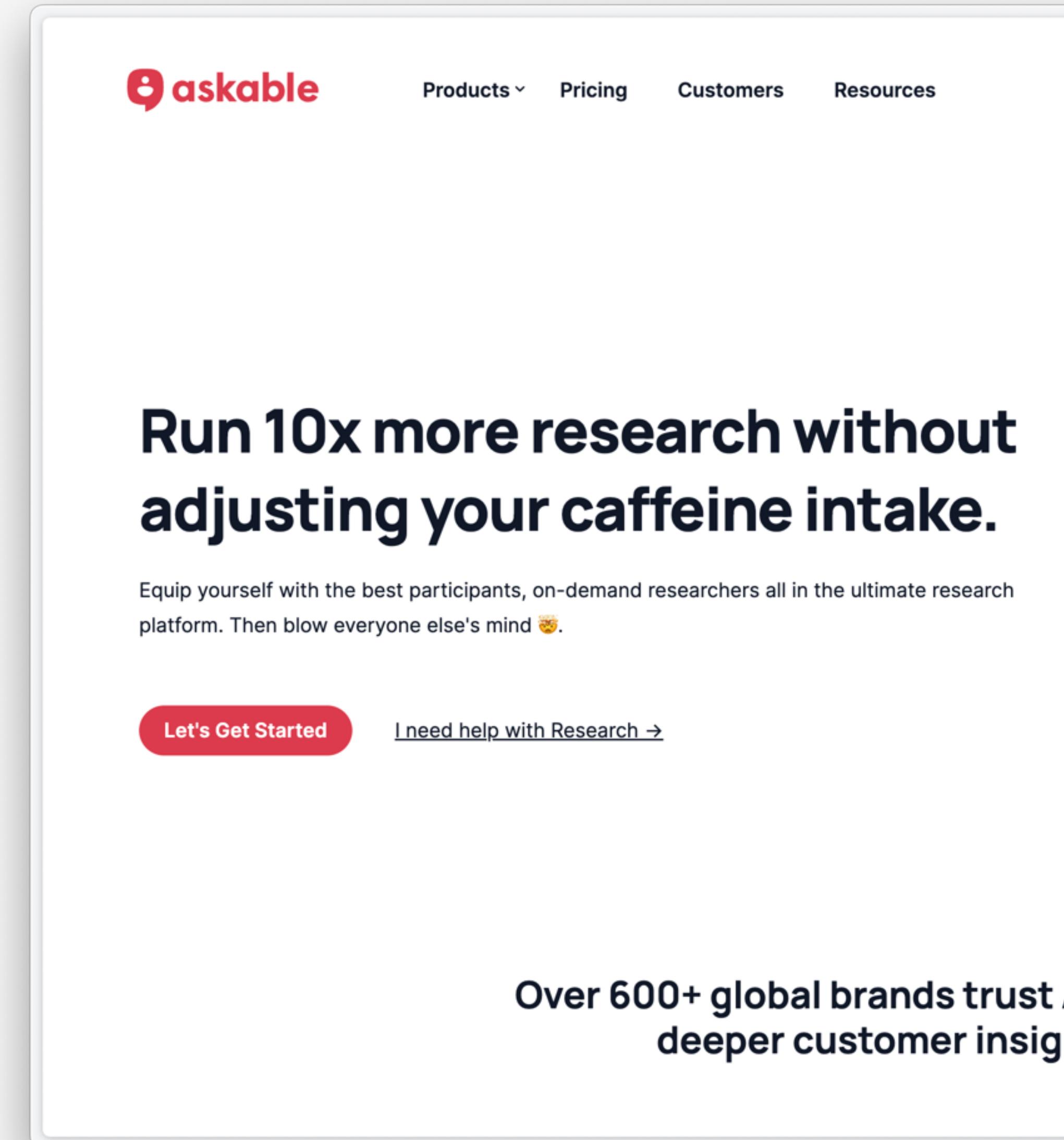
Quora

Stack Overflow

Slack

Using recruitment services

- Many testing tools will recruit participants for you for as little as a \$1 per person.
- Askable will recruit users without tying you to use a particular platform.



The image shows a screenshot of the Askable website. At the top, there is a navigation bar with the Askable logo, followed by links for Products, Pricing, Customers, and Resources. The main headline on the page reads "Run 10x more research without adjusting your caffeine intake." Below this, a sub-headline says "Equip yourself with the best participants, on-demand researchers all in the ultimate research platform. Then blow everyone else's mind 😎." At the bottom of the page, there are two buttons: a red "Let's Get Started" button and a blue "I need help with Research →" button. To the right of the main content area, there is a sidebar with the text "Over 600+ global brands trust Askable for deeper customer insights".

3. Planning your launch features

Once you have identified the tasks your users need to complete within your app and which matter the most to them, you can start planning your launch features.

Selecting launch features

Market fit

What features would provide the best competitive advantage when launching your application?

Practicalities

What is most achievable considering the constraints you are working within?

Market fit

Top Tasks

Based on your top task analysis, which features do users want the most?

Value Proposition

What features are most inline with how you want to position your application in the market?

Competition

Based on your market research, which features would help you stand out from the competition?

Impact

What features will most impress your audience and create the biggest buzz?

Practicalities

Easy to build

How easily can you build a feature you are considering for launch?

Scalability

How important is that feature for the future of the application?

For each feature create a set of user story cards

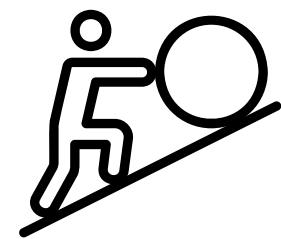
As a [role]
I want to [task]
So that I can
[goal]

As a frontend developer,
I want to learn about MVPs.
So that I can plan my SaaS app
launch.

Do not build, prototype.

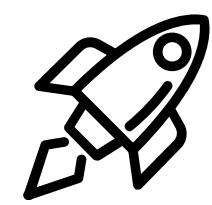
The most common mistake, especially among developers, is to jump into building the app immediately rather than first prototyping it.

3 reasons to prototype



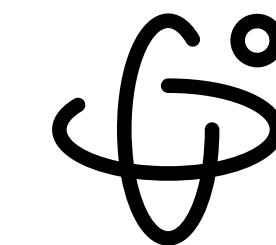
Save effort

It is easy to waste time building features that turn out not to be fit for purpose.



Faster to market

Prototypes avoid mistakes that would be time-consuming to fix during the build.



Plan for future

A prototype can help you envision the future of an app so you can lay better foundations.

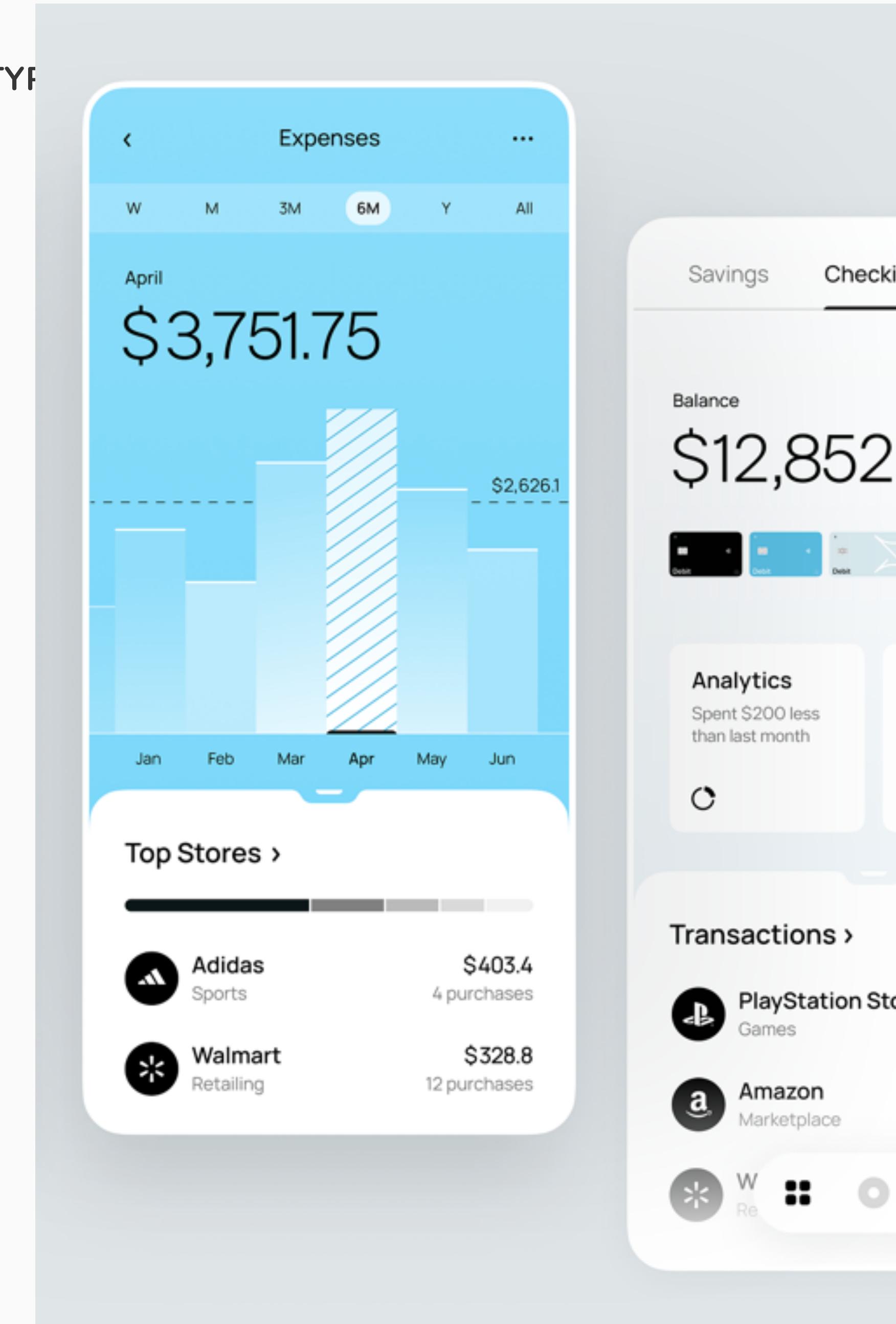
Start with wireframes

Low-fidelity wireframes are a great way to get a bird's-eye view of the application and how all the features work together.



Design high-fidelity mockups for critical screens

Prototyping a small selection of screens to production quality allows you to conduct lightweight testing to answer three fundamental questions.



What you want to learn



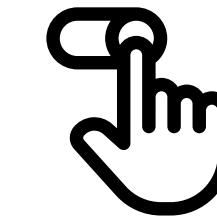
Do they like it?

Does the design visually appeal to the audience and communicate the correct impressions?



Do they get it?

Did they understand the interface and what they could do with it?

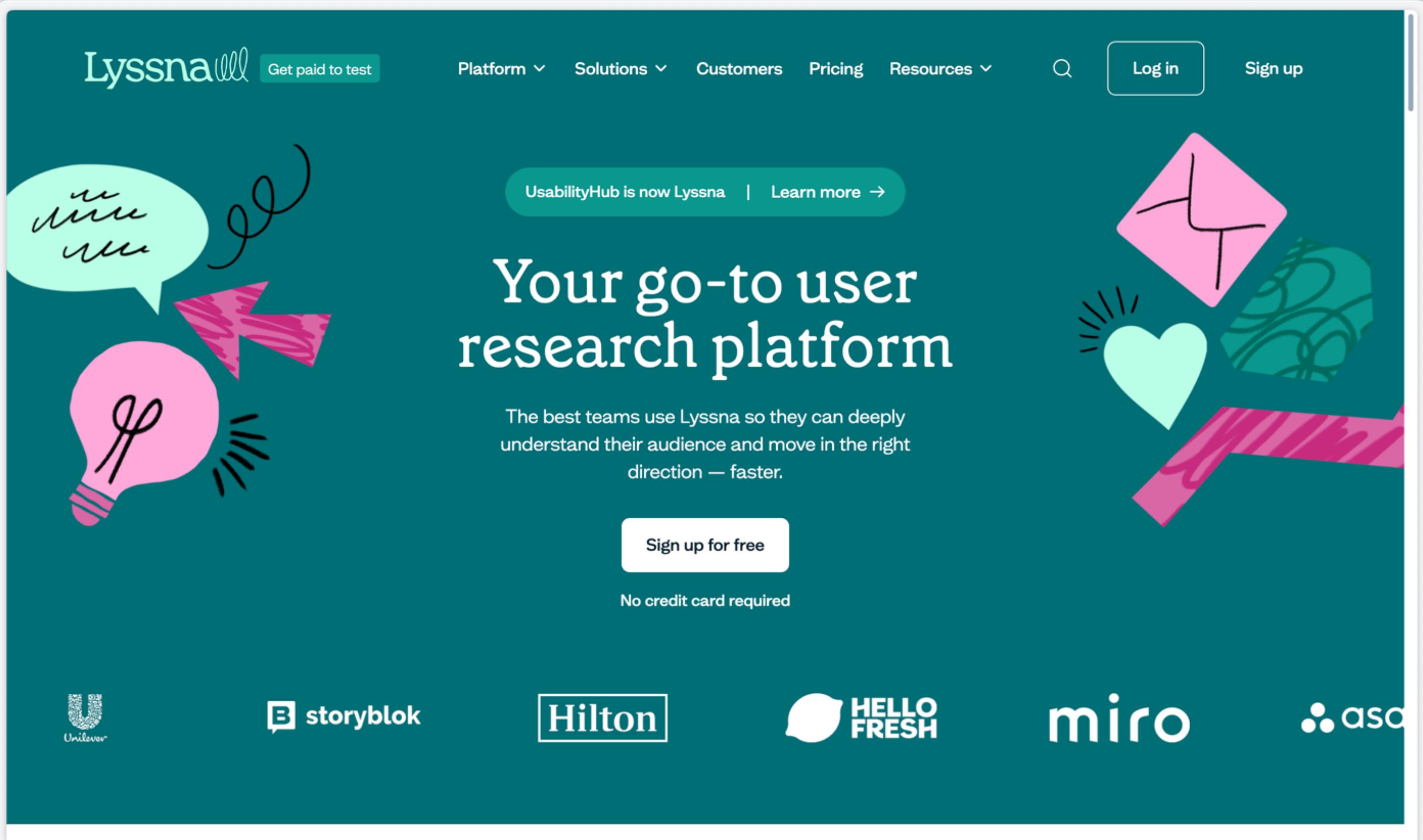


Can they use it?

Did the user see critical elements and will they be able to navigate successfully?

DEFINE YOUR MVP / PLANNING YOUR LAUNCH FEATURES / DO NOT BUILD, PROTOTYPE

Test with Lyssna



The image shows the homepage of the Lyssna website. The header features the Lyssna logo and a "Get paid to test" button. Navigation links include Platform, Solutions, Customers, Pricing, Resources, a search bar, a "Log in" button, and a "Sign up" button. A prominent message states "UsabilityHub is now Lyssna | Learn more →". The main visual is a teal background with a pink lightbulb, a speech bubble with "uuuu", and a brain with a pink ribbon. The central text reads "Your go-to user research platform". Below it, a subtext says: "The best teams use Lyssna so they can deeply understand their audience and move in the right direction — faster." Buttons for "Sign up for free" and "No credit card required" are present. At the bottom, logos for Unilever, storyblok, Hilton, Hello Fresh, miro, and asci are displayed.

Lyssna UsabilityHub is now Lyssna Get paid to test

Platform Solutions Customers Pricing Resources

Q Log in Sign up

UsabilityHub is now Lyssna | Learn more →

Your go-to user research platform

The best teams use Lyssna so they can deeply understand their audience and move in the right direction — faster.

Sign up for free

No credit card required

Unilever storyblok Hilton Hello FRESH miro asci

Do they like it

A semantic differential survey can be used to see if the design matches the brand keywords you seek to communicate.

The image consists of two overlapping screens. On the left, a smartphone displays the Lyssna app's 'Surveys' section, which features a large orange header with the Lyssna logo, a sub-header 'Surveys', a descriptive text about surveys, and two buttons: 'Sign up for free' and 'No credit card required'. At the bottom, there are logos for IPG, storyblok, and as. On the right, a desktop browser window shows the Pollfish website. The top navigation bar includes 'PUBLISHER'S AREA >', 'How it works', 'Pricing', and 'Resources'. The main content area has a dark blue background with the text 'Create with' and 'Type your survey goal and let... e.g. I want to understand how likely people...'.

PUBLISHER'S AREA >

How it works Pricing Resources

Pollfish[®]
A [presto] Company

Create with

Type your survey goal and let...
e.g. I want to understand how likely people...

Surveys

Surveys are a powerful tool for gathering information and generating insights so you can validate your assumptions and make informed decisions.

Sign up for free No credit card required

IPG storyblok as

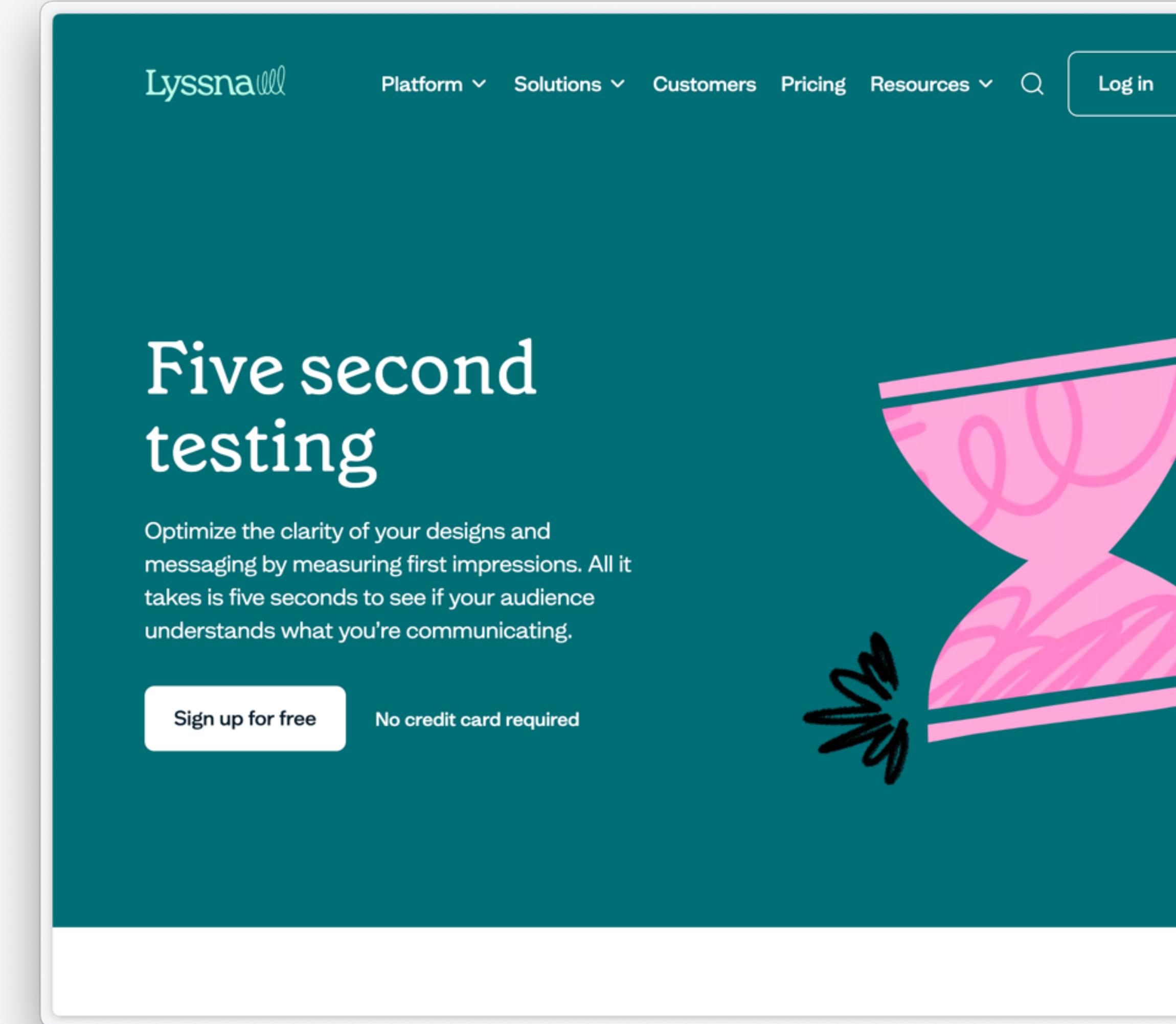
DIY Market Research

Reinventing Market Res...

Pollfish is the only DIY market research provider with...

Do they get it

A 5-second test involves showing users the design for only five seconds, after which they are asked to recall specific details or first impressions, assessing the clarity and effectiveness of its visual communication.



The image shows a screenshot of the Lyssna website. The header features the word "Lyssna" with a small "all" logo next to it, followed by a navigation bar with links for "Platform", "Solutions", "Customers", "Pricing", "Resources", a search icon, and a "Log in" button. The main content area has a teal background with a large white graphic of a pink flower on the right. The title "Five second testing" is displayed prominently. Below the title is a descriptive paragraph: "Optimize the clarity of your designs and messaging by measuring first impressions. All it takes is five seconds to see if your audience understands what you're communicating." At the bottom of the section are two buttons: "Sign up for free" and "No credit card required".

Can they use it

First-click testing is a technique that analyzes the initial click made by people using an interface.

Lyssna

Platform ▾ Solutions ▾ Customers Pricing Resources ▾

Log in

First click testing

Unlock insights into user navigation challenges, optimize design flow for enhanced engagement, and deliver intuitive interactions that align with user expectations.

Sign up for free

No credit card required

**Should you create an
interactive prototype
and do more thorough
testing?**

Not until you know if people would buy your app.

Conclusion

An MVP is an indispensable step in creating a SaaS application.

Brainstorm all the tasks a user may want to complete.

Identify the tasks that matter the most to users.

Work out what features are most practical to launch with.

Prototype those features before building.



Next

Run a test campaign

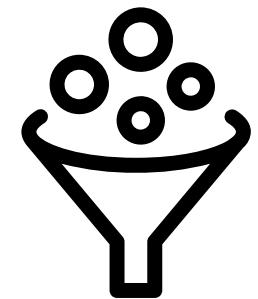
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Run a test campaign

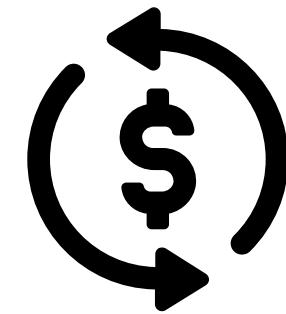
Customer acquisition is one of the biggest challenges associated with running a SaaS application. Running a test campaign addresses this problem before investing in building the app.

What you learn from a campaign



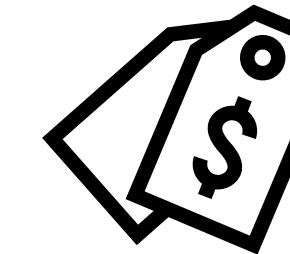
Acquisition

Running a test campaign will ensure you have a plan for driving leads.



Conversion

A test campaign gives you a chance to work out what your conversion rate will be.



Pricing

A test campaign provides the opportunity to make decisions about price.

RUN A TEST CAMPAIGN

Steps in running a campaign

1. Define success

2. Set your price

3. Build a landing page

4. Drive traffic

5. Nurture your audience

RUN A TEST CAMPAIGN

1. Define success

How will you judge the success of your campaign and the viability of your business idea?

The "stay informed" approach

Although this approach provides a general sense of someone's interest in the app, it does not indicate whether they are willing to buy.

However, it does provide an opportunity to nurture the lead before launch.



Follow the development of Acme

- Regular updates
- Early access
- Heavy discount

Enter your Email

Subscribe

RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "waiting list" approach

Creates a sense of the app being in demand.

Allows you to nurture leads.

Could be considered less honest about the state of the app.



**Join the waiting list
as we roll out gradually**

Regular updates Early access Heavy discount

Enter your Email

Subscribe

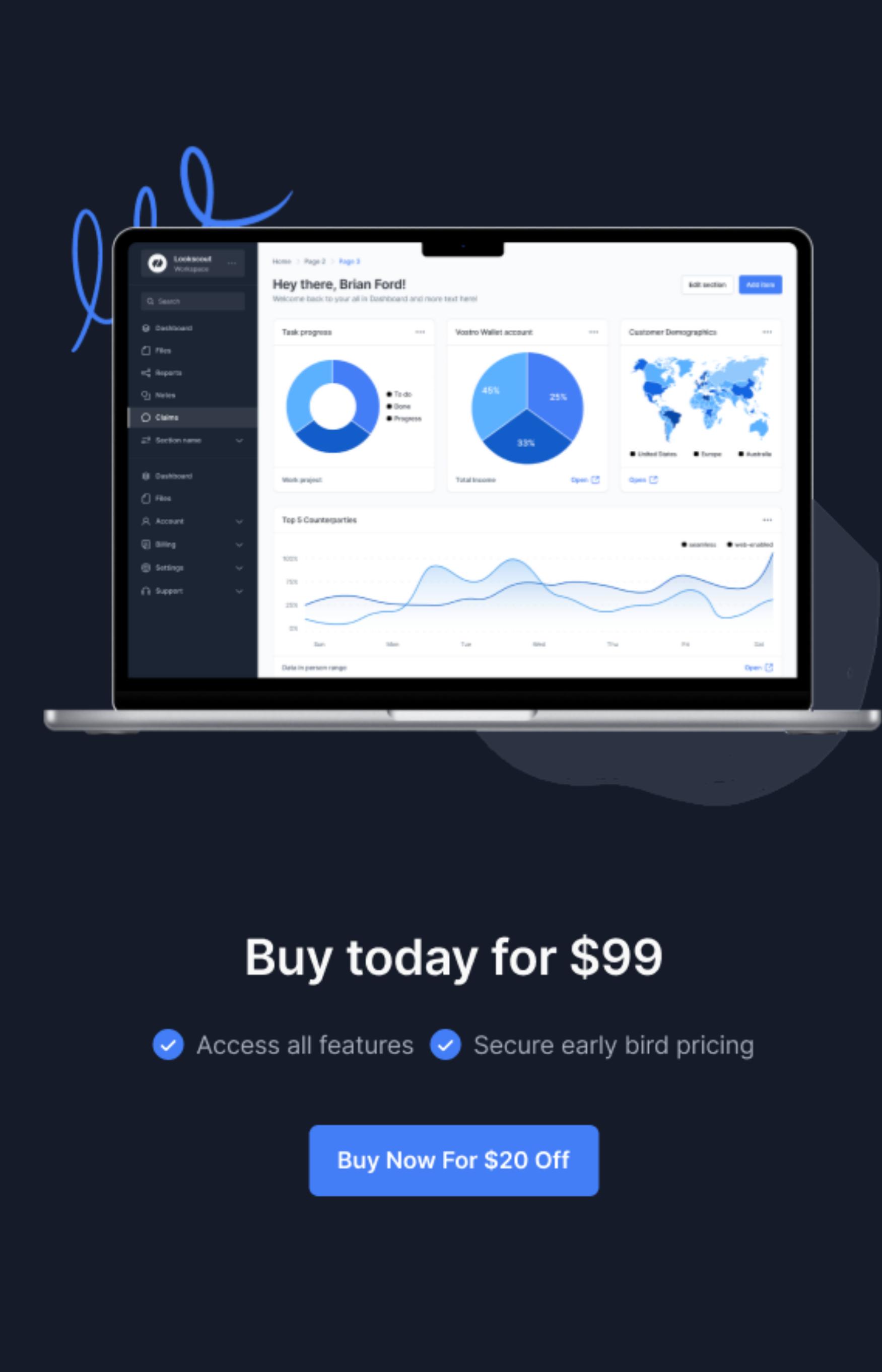
RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "fake order" approach

Offer the user the option to buy, but when they click, inform them that it isn't ready and they can sign up for updates instead.

A more accurate buying experience.

Could alienate users.



RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "preorder" approach

Allow users to preorder the product for a heavy discount.

Offers an actual buying experience, although the levels will be lower than normal.

Preorder today and save \$99

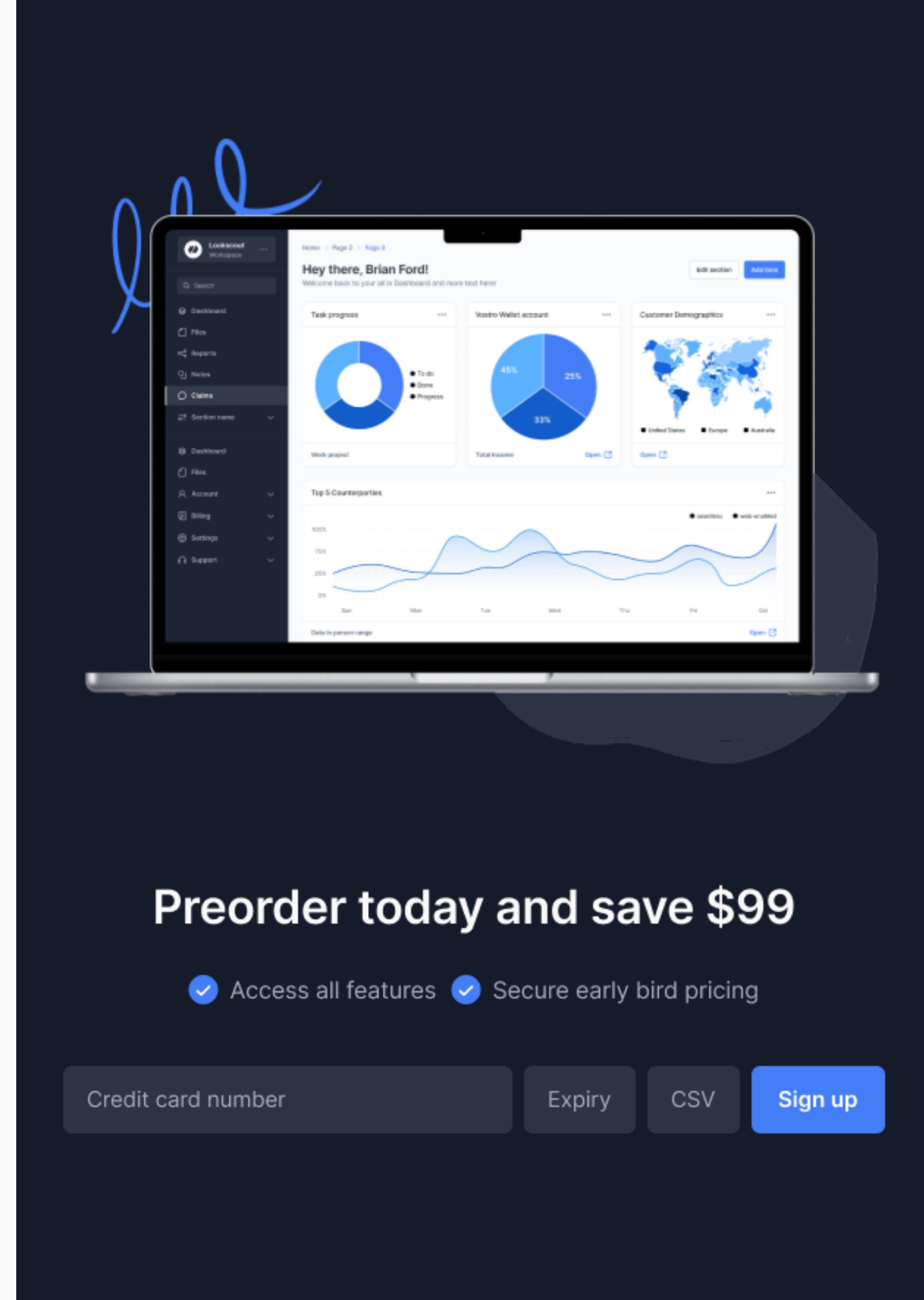
Access all features Secure early bird pricing

Credit card number

Expiry

CSV

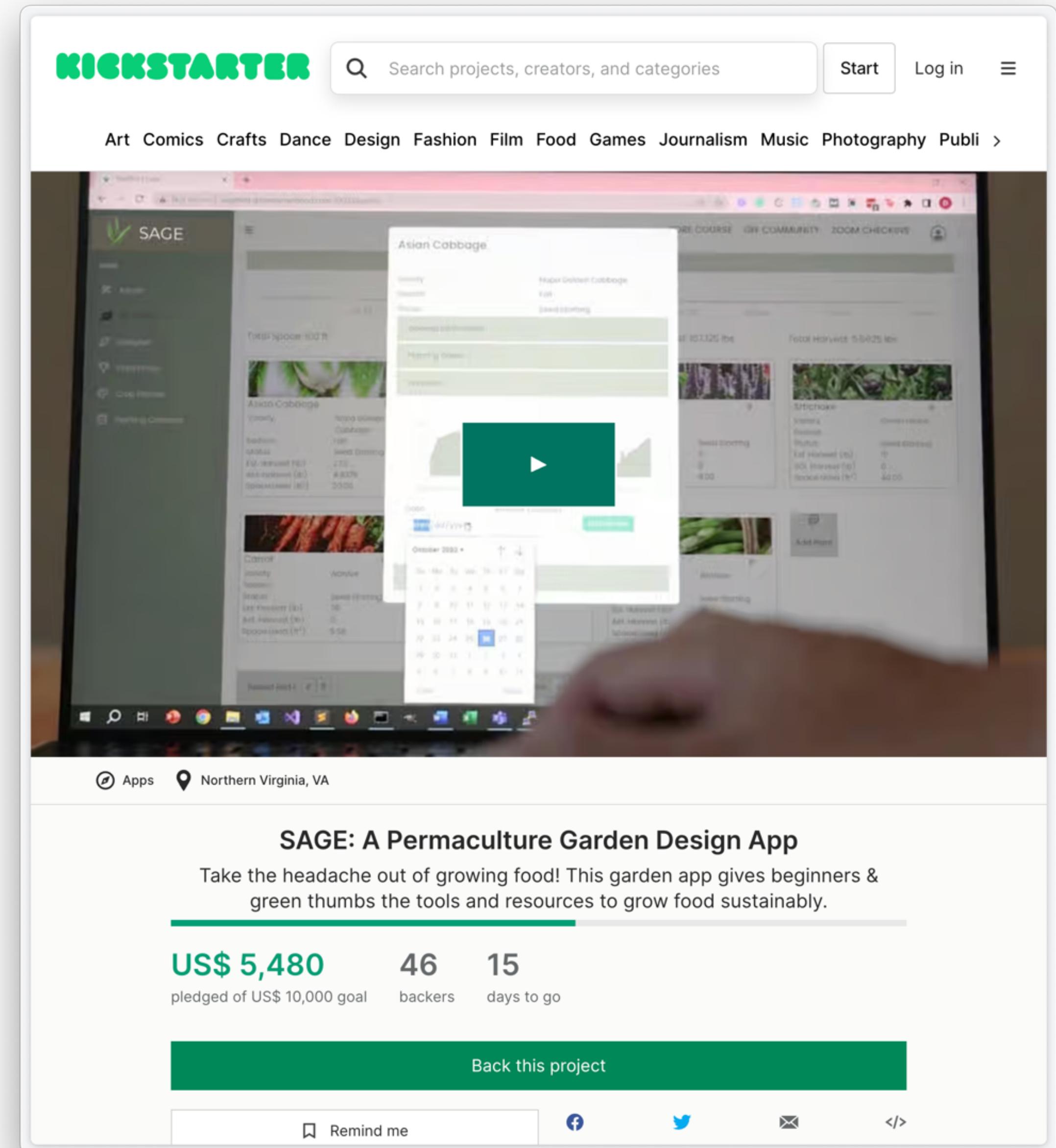
Sign up



RUN A TEST CAMPAIGN / DEFINE SUCCESS

What about crowdfunding?

Using Kickstarter or Indiegogo is an option, but it's not a reliable test for your app's long-term viability or your ability to consistently acquire new customers.



2. Set your price

The price is a critical factor in the uptake of your application, so it should be a part of any test campaign you run.

Freemium

Provides free basic software with the option to upgrade for additional features or capacity.

Benefits

Great for user acquisition, as it reduces the entry barrier and can rapidly build a large user base, potentially leading to paying customers.

Challenges

Convincing users to upgrade is challenging. It involves providing sufficient value in the free version to attract users, while also offering premium features that are compelling enough to pay for.

Subscription

Users are charged a recurring fee for software access, often with tiered pricing based on features, users, or usage limits.

Benefits

Provides predictable revenue and can scale with the size of the user's business or needs. It encourages ongoing development and support.

Challenges

Unpredictable revenue can complicate budgeting for providers and users. Monitoring and communicating usage is crucial to avoid bill shocks.

Usage-Based

Charges are based on usage, like the number of emails sent, data stored, or hours used. This is also known as a "pay-as-you-go" model.

Benefits

Fair to users since they only pay for what they use, which can be a strong selling point. It aligns costs directly with value received.

Challenges

You need to continuously prove value to prevent churn. It's important to have clear tier differentiation and to manage feature updates well.

Per-User

Charges based on the number of user accounts or seats. This is straightforward and common in B2B software.

Benefits

Easy for customers to understand and scales well with the size of the customer's team.

Challenges

Can discourage adoption within large teams or organizations due to cost. It might lead to sharing accounts, reducing security and data integrity.

Feature-Based

Offers multiple packages with a different set of features at each price point.
Users pay more for advanced features.

Benefits

Allows customers to choose a plan
that fits their needs and budget.
Encourages upgrades as needs grow.

Challenges

Determining which features to
include at each tier can be tricky.
There's a risk of overwhelming
users with too many choices.

Hybrid

Combines elements of the above models to fit unique business needs. For example, a freemium model with additional pay-per-use features.

Benefits

Flexibility to tailor the pricing model to your product and market. Can address multiple customer segments simultaneously.

Challenges

Can be complex to communicate and manage. Requires careful balance to avoid confusion and maintain a clear value proposition.

Pricing factors to consider

Audience

How much are people willing to pay and what payment structure suits them most?

Competition

What are the competition's charges and how do they structure their pricing plans?

Flexibility

Does your pricing allow enough flexibility to offer discounts or to change over time?

Costs

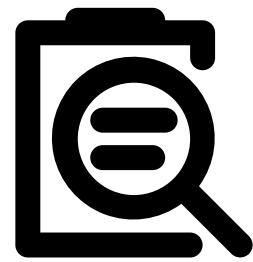
Will your price cover costs at any level of customer, or do you need a minimum customer base?

RUN A TEST CAMPAIGN

3. Build your landing page

Once you have set your success criteria and pricing, you can create a landing page for your campaign designed to sell your application.

Value Proposition



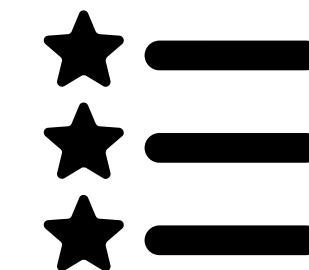
Strapline

Summarize your application in a single sentence.



Benefits

List ways the app helps users achieve their goals or overcome their pain points.



Features

Detail the features that allow users to receive the benefits you have listed.

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

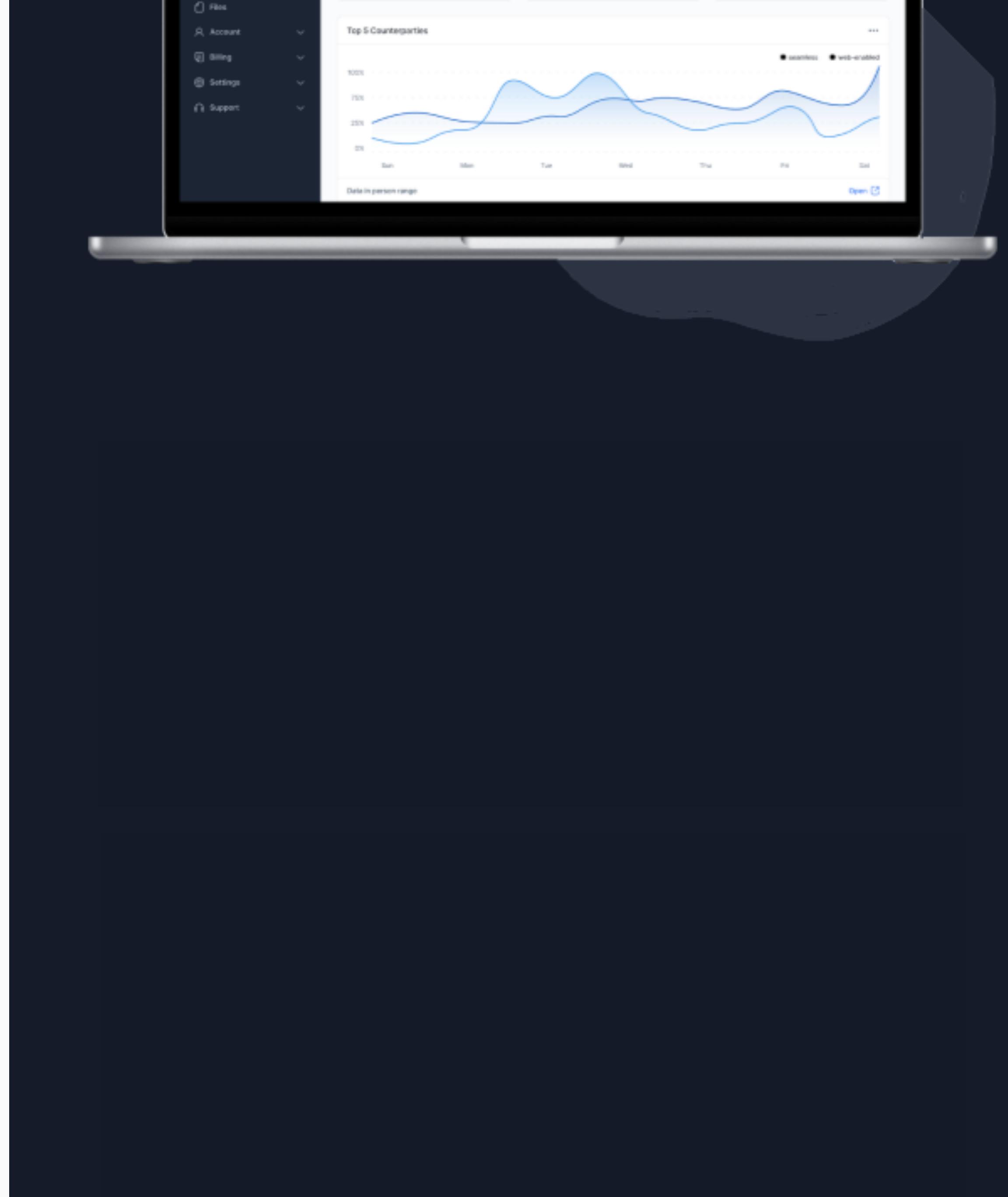
Calls to Action

Primary

For example, your primary call to action may be to preorder.

Secondary

While a secondary call to action may be to sign up for updates.



RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Objections

- What if they sell my email address to a third party?
- What if the content is rubbish?
- What if they make it hard to unsubscribe?
- What if they send me too many emails?
- What if they pressure me into buying?
- What if they get hacked?



**Join the waiting list
as we roll out gradually**

Regular updates Early access Heavy discount

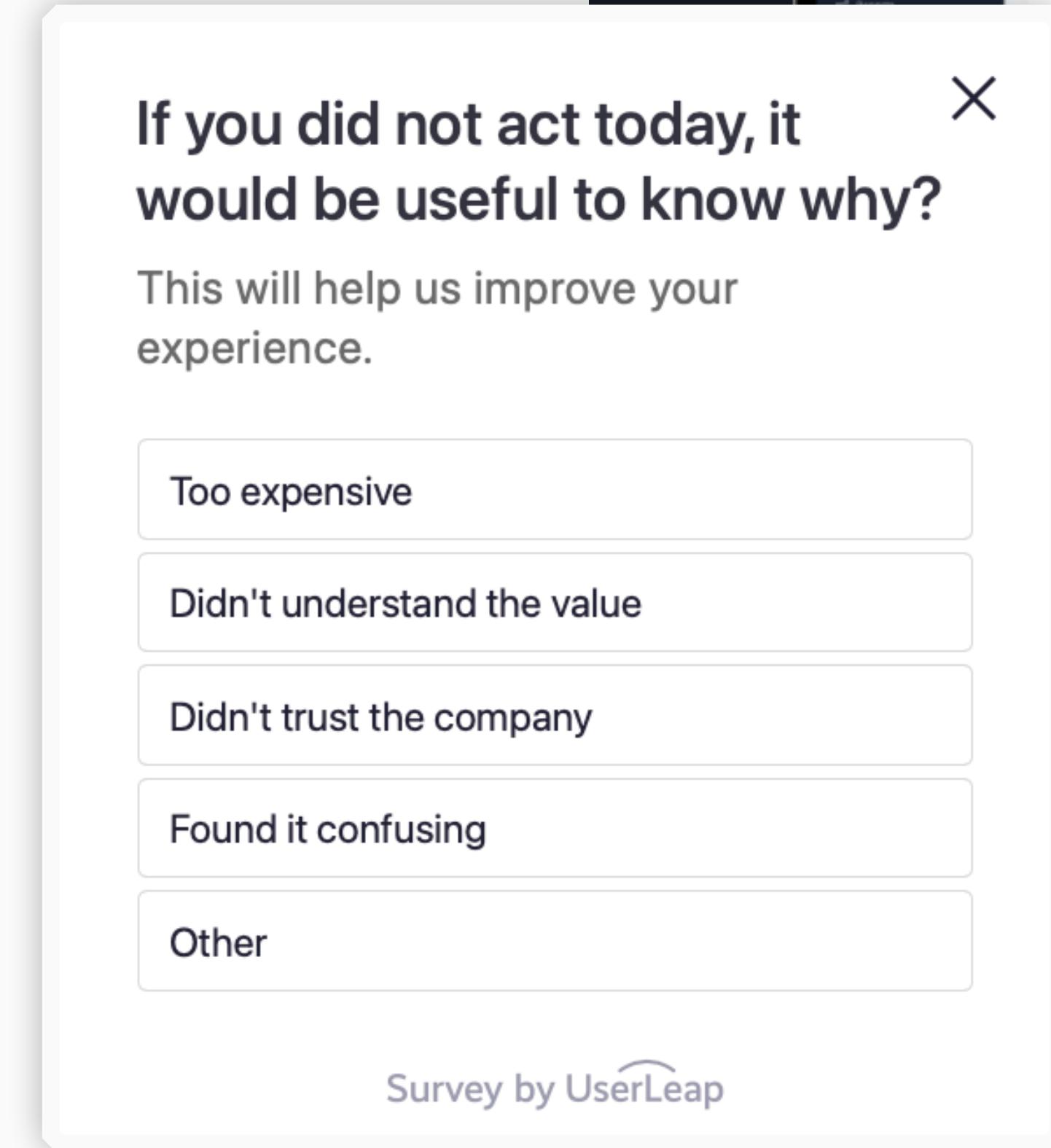
Enter your Email

Subscribe

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Objections

Add an exit intent survey to understand why people are not signing up for the application. This will help improve the landing page and increase the app's chances of success.



Hey there, Brian Ford!

Welcome back to your oil Dashboard and more text here!

Task progress

Vostro Wallet account

Customer Demographics

45% 25% 33%

United States Europe Australia

Total Income

Countparties

Sun Mon Tue Wed Thu Fri Sat

new users well-enrolled

In the waiting list
We roll out gradually

Early access Heavy discount

Enter your Email

Subscribe

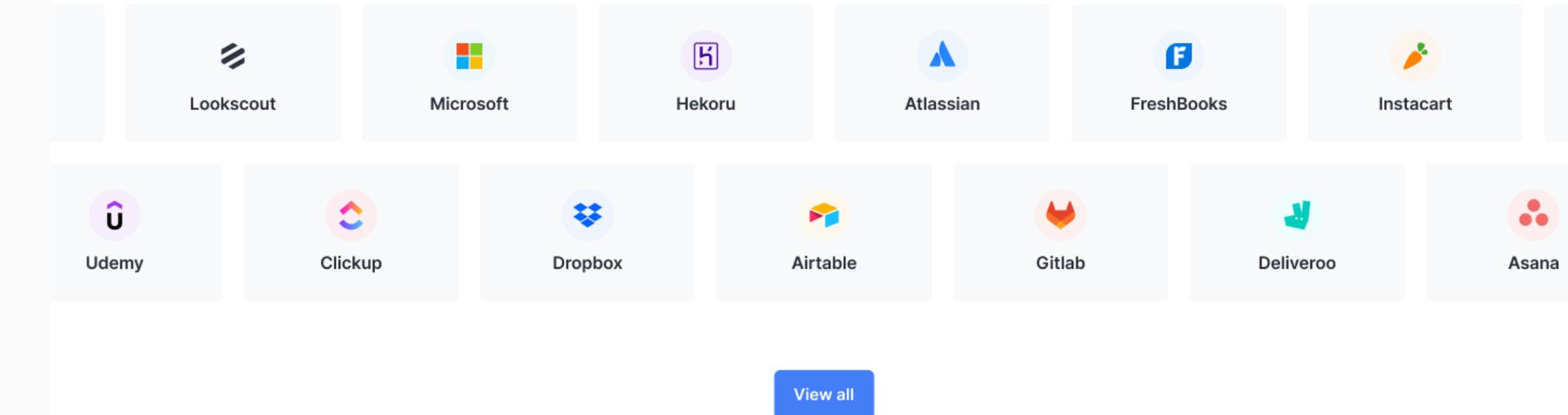
RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Social proof

- Review and ratings.
- Testimonials (both video and written).
- Simple naming of high profile customers.
- Celebrity endorsement.
- Third-party accreditation.
- Industry awards.
- Positive press coverage.

Proud to Be Used By

Professionally cultivate one-to-one customer service with robust ideas. Dynamically innovate resource-leveraging customer service for state-of-the-art customer service.



What Our Customers Say

Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment. Bring to the table win-win strategies to ensure domination.



Great job, I will definitely be ordering again! LookScout is worth much more than I paid. I would like to personally thank you.

Joe Christensen



[View all](#)

Pricing that Adapts to You

Keeping your eye on the ball while performing a deep dive on the start-up mentality to derive convergence on integration. Collaboratively administrate markets via networks.

Website	Website	Website	Website
\$12	\$16	\$35	

Scale your business, increase productivity and achieve new heights.

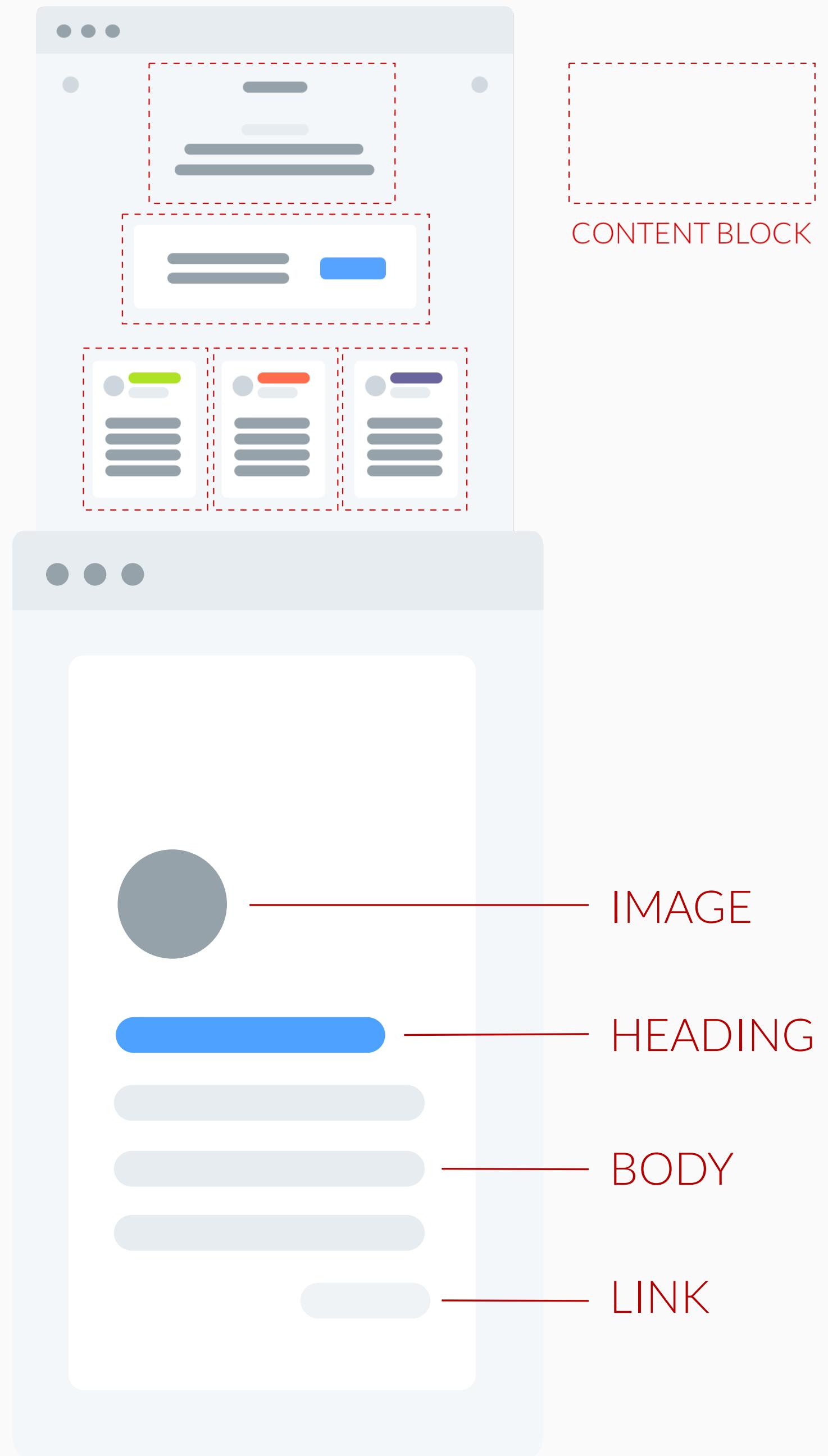
Scale your business, increase productivity and achieve new heights.

Scale your business, increase productivity and achieve new heights.

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Content blocks

- Each Benefit.
- Each Feature.
- Each Social Proof.
- Add objections into existing content blocks.



Improve your content quality

The screenshot shows the Hemingway Editor interface. At the top, there's a toolbar with 'File' (dropdown), 'AI tools (Beta)' (dropdown), 'Bulleted List' (dropdown), bold/italic/underline/undo/redo buttons, and a status bar showing 'AI used: 114 / 5.0k' and 'Paul Boag Plus Plan'. Below the toolbar, the main content area contains the following text:

At Frontend Masters, we offer courses taught by experts from top companies, such as:

- Netflix
- Spotify
- Google
- Stripe

On the right side, the Hemingway Editor provides readability analysis:

Readability H1
Grade 8
Good.

Words: 40
Show more stats ▾

0 adverbs. Well done.

0 uses of passive voice.
Nice work.

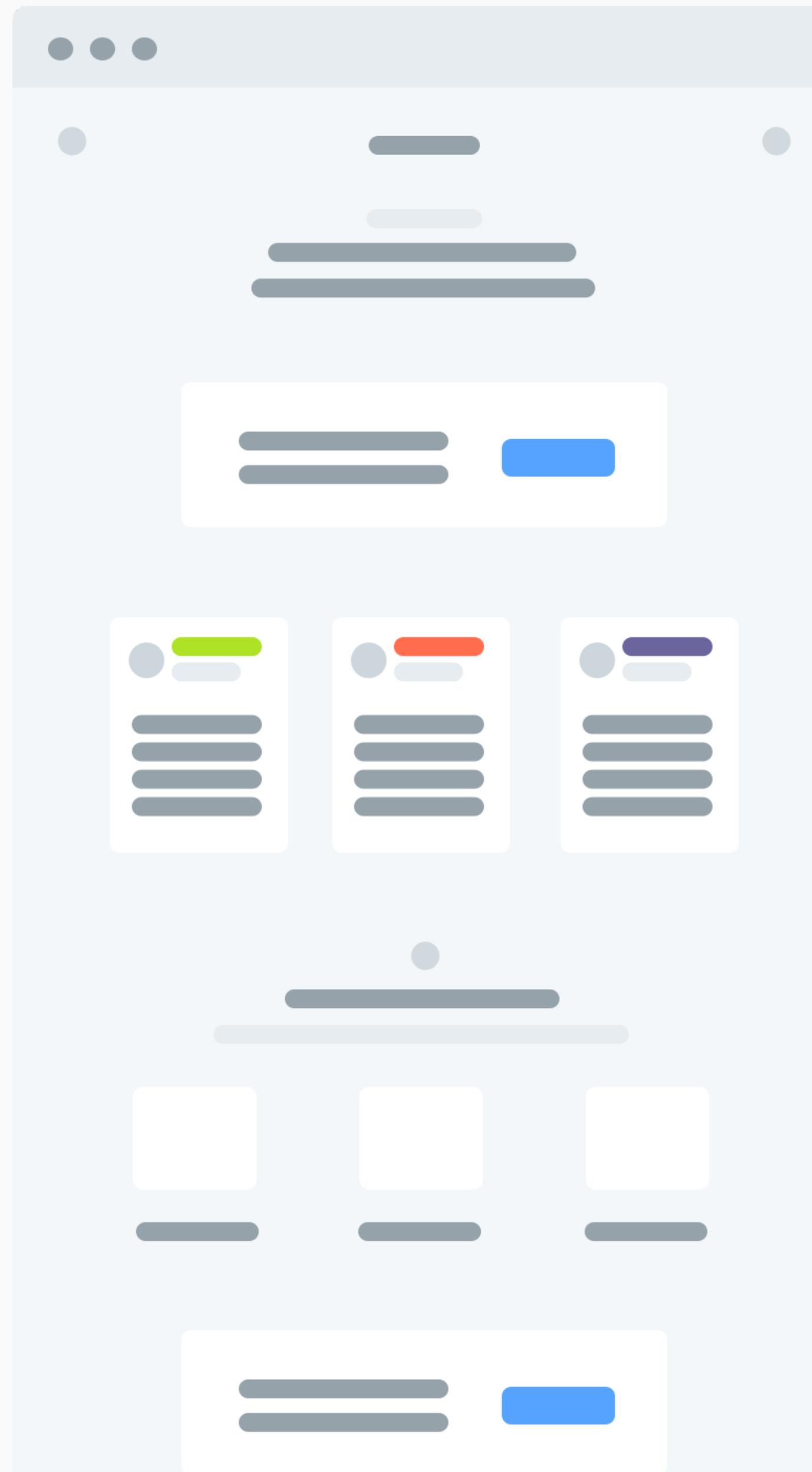
0 phrases have simpler
variants.

Updated Curriculum

- We always update our curriculum with the latest trends. This ensures our learners learn industry-standard practices and the latest techniques.

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Page flow



SUMMARY

CALL TO ACTION

SOCIAL PROOF

BENEFITS

CALL TO ACTION

Aesthetics

TRUSTWORTHY

Sarah 1 day ago
It looks great. Have you circulated this with the design team yet?
Reply

Stuff to organise

- 3 x concepts to Sarah by 23rd (Friday)
- Talk to John about the fabrics
- Make an enquiry about illustrator to create backgrounds
- Email Suzie about custom laces. Has anyone made them before?

Locations and props for photo shoot.pdf
Download - 231 KB

Nike Air Max 270: Loop
Endlessly rising Air bubbles featuring the Nike Air graphic plate - developed as part of the Nike Air Max 270 campaign creative.

FRIENDLY

POSITIVE

RELIABLE

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Test your landing page

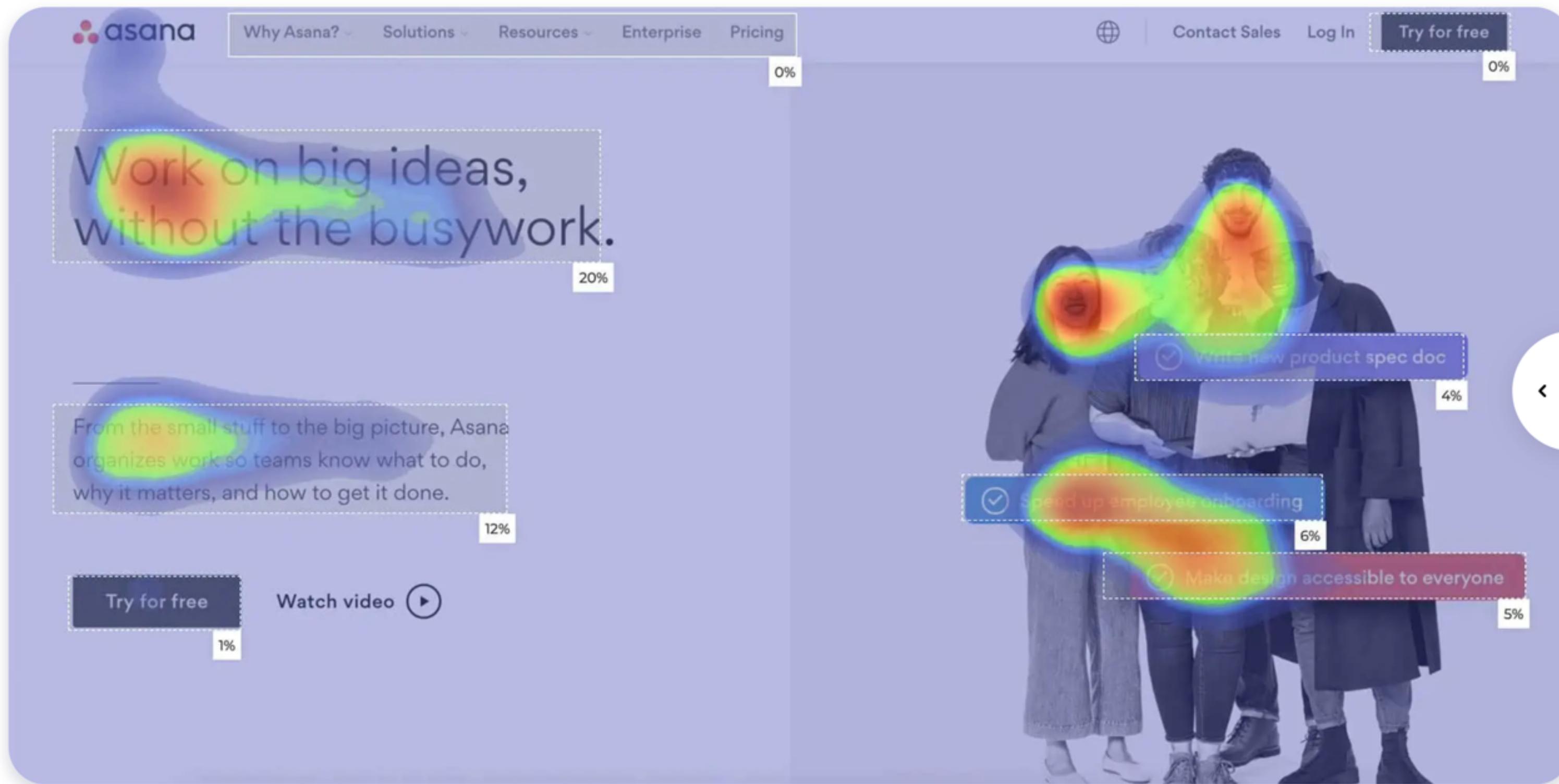
- 5-Second test.
- First-click test.
- Semantic differential survey.
- Eye-tracking simulation.

The screenshot shows the homepage of the Attention Insight website. At the top left is the logo, which is a stylized eye icon with the text "Attention Insight" next to it. To the right of the logo is a horizontal navigation bar with links: Features, Technology, Case Studies, Pricing, Blog, Tutorials, EU Projects, and Login. The main headline reads "See how consumers engage with your landing page before the launch". Below this, a sub-headline says "Validate your concepts for performance during the design stage with AI-generated attention analytics". There is a bulleted list of three benefits:

- ✓ Get crucial feedback in <1 minute
- ✓ Analytics are 90%-96% accurate
- ✓ 100% GDPR and privacy compliant

At the bottom of this section are two buttons: "Try free for 7 days →" and "Book a demo call". Below this is a large screenshot of a heatmap analysis tool. The interface includes tabs for "Heatmap" and "Areas of Interest". The main area shows a "Website Landing page" with a heatmap overlay. The heatmap highlights areas of high consumer engagement with colors ranging from green to red. A specific element, a video player with the text "Watch me", is highlighted with a green dashed box and a percentage value of "28 %". In the top right corner of the heatmap area, there is a "Download Study" button.

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE / TEST YOUR LANDING PAGE



RUN A TEST CAMPAIGN

4. Drive traffic

Once you have your landing page ready you can drive traffic to the page and monitor its success.

RUN A TEST CAMPAIGN / DRIVE TRAFFIC

Community engagement

Reddit

Forums

Mailing lists

Social media

Meetups

Conferences

Quora

Stack Overflow

Slack

RUN A TEST CAMPAIGN / DRIVE TRAFFIC

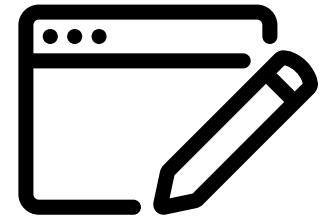
What about Product Hunt?

Product Hunt tends to favor applications with broad appeal. It also does not address the issue of how you will generate traffic long-term.

The screenshot shows the Product Hunt homepage. At the top, there's a search bar with a magnifying glass icon and the text "Search (⌘ + k)". To the right of the search bar are links for "Launches", "Products", "News", "Community", and "Advertise". Below the header, a banner says "Welcome to Product Hunt! 🙌" and "The place to launch and discover new tech products. [Take a tour.](#)". Underneath the banner, a section titled "Top Products Launching Today" is displayed. It features a list of seven products, each with a small icon, the product name, a brief description, and a "View on Product Hunt" link. To the right of each product entry is a small box containing an upward arrow and a number: 182, 178, 124, 94, 88, 293, and 76. At the bottom of the page, there's a pink call-to-action bar with the text "Get the best of Product Hunt, directly in your inbox." and a red "Sign me up" button.

Rank	Product	Description	Upvotes
1	HIPAA SmartChat Assistant	AI powered healthcare bots, integrate & embed with ease	182
2	Boost.space 3 - Two-way Data Sync	Enable 1,800+ tools talk to each other - LTD ending soon	178
3	Nas.io Challenges & Competitions	Make money helping your community achieve their goals	124
4	In-App Notification Center	Pre-built real-time notification center for your app & web	94
5	Storipress Prophet	Transform your blog into a lead-gen engine	88
6	TheyDo	All customer journeys in one place	293
7	Holihopper	Collaborative kanban style trip planning	76
8	Potion	Notion-style email builder with AI powered autocomplete	67

Content marketing



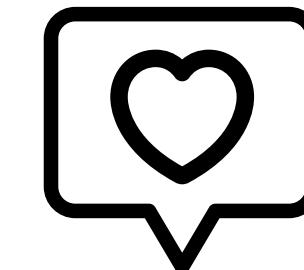
Blogging

Guest blogging can be an excellent way of reach your target audience.



Podcasts

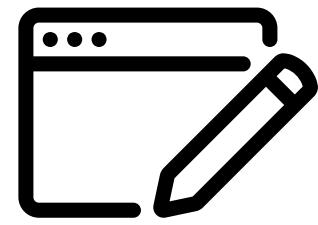
Appearing as a guest on podcasts that your audience listen to can work well.



Social

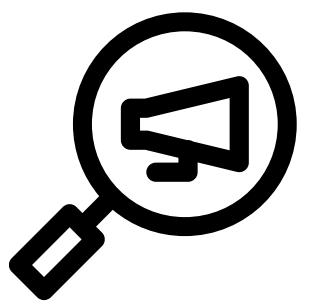
Posting about the pain points, questions and goals of your audience can help.

Paid acquisition



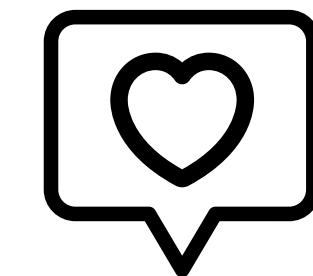
Paid Posts

Sponsored posts can work well if you struggle to get guest post opportunities.



Search Ads

Pay-per-click advertising around relevant search terms may work for you.



Social Ads

Advertising on social networks like LinkedIn can work when reaching some users.

RUN A TEST CAMPAIGN

5. Nurture your audience

Whether users preorder or signup to a mailing list, it is worth nurturing those relationships to ensure they turn into active customers.

RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Onboarding emails

Plan a series of emails that users will receive following signing up that talk them through the features and benefits they will receive.

The screenshot shows the Boagworks email editor interface. At the top, there are navigation links: Grow, Send, Automate, Earn, Learn, Content, Reports, and Settings. The current page is 'Content', specifically the 'Emails' section. On the left, a sidebar lists several other email campaigns: 'Exceeding Clients Expectation' (immediately), 'Exceed Your Targets and Esta...' (immediately), 'Why Shady Tricks Cost Your C...' (1 day), 'A Better Way to Encourage Cli...' (1 day), 'A Better Way to Encourage Cli...' (1 day), 'Do You Want to Start Encoura...' (1 day), 'Last Chance for Instant Access' (1 day), and 'I'm Always Here to Help' (2 days). The main area shows the email editor for 'Exceeding Clients Expectation'. The subject line is 'Exceeding Clients Expectation'. The status is 'Published' with a green toggle switch, set to send 'Immediately' using the 'Boagworld Basic' template. Below the editor is a preview of the email content:

```
{% if subscriber.first_name != blank %}  
Hello {{ subscriber.first_name }},  
{% else %}  
Hello,  
{% endif %}  
  
Thanks for signing up to my encouraging clicks waiting list.  
I will notify you as soon as the course is available again.  
  
I know it seems a little strange that I only open the course  
a couple of times a year. However, it's the approach that  
works best for me as I explain here.
```

At the bottom of the editor is a decorative image of a person's face in profile, framed by a gold-colored oval mirror.

RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Progress updates

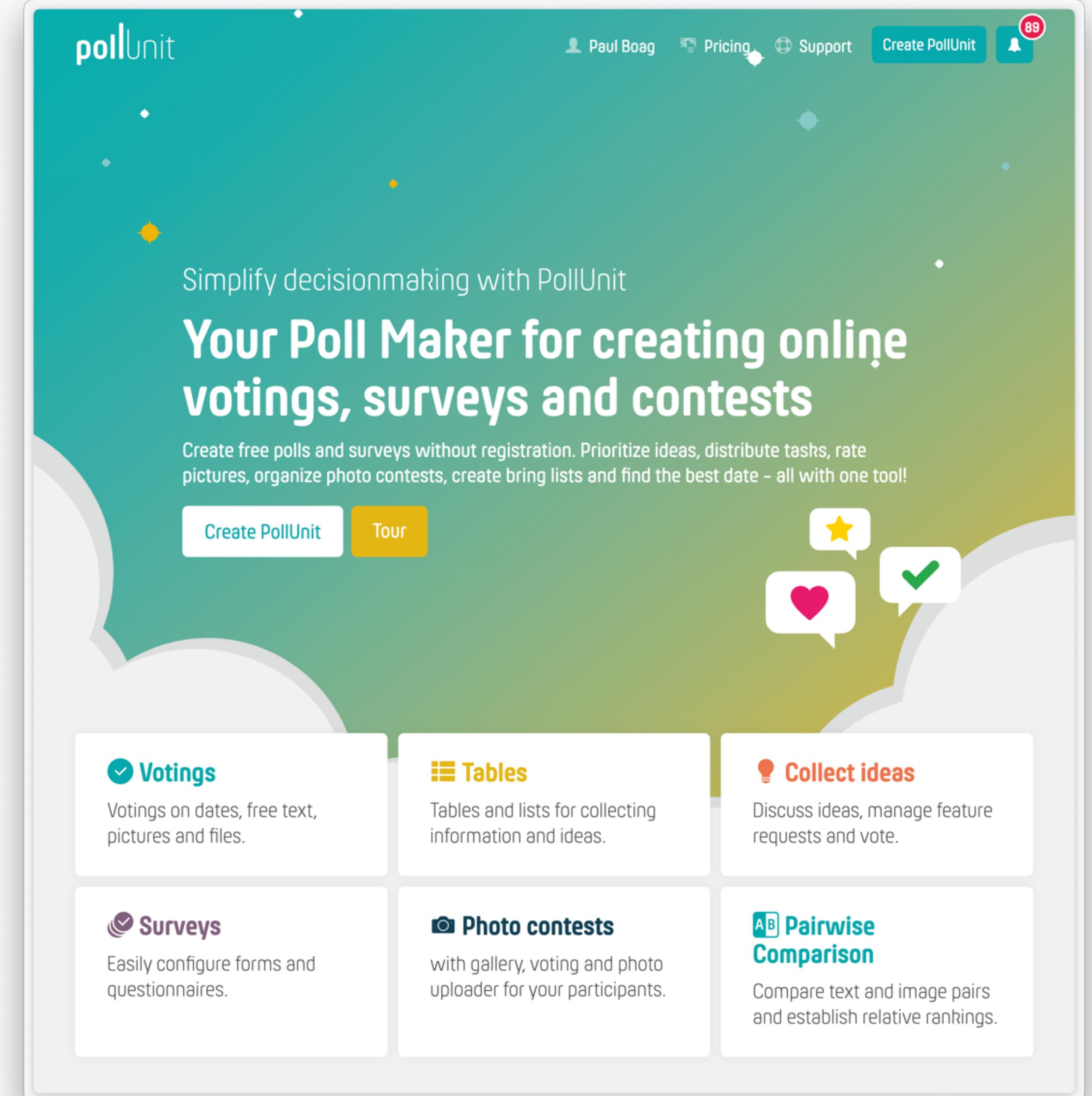
Periodically follow up with progress updates to ensure they don't forget about the application and to reassure them that development is progressing.

The image shows the ConvertKit homepage. At the top right are navigation links: 'Log in' (blue outline), 'Sign up free' (green button), 'Features ▾', 'Use cases ▾', 'Resources ▾', and 'Pricing'. Below the navigation is a large circular diagram with four quadrants and arrows indicating a cycle. The top-right quadrant features a blue envelope icon with a star and the text 'SEND BEAUTIFUL EMAILS'. The bottom-right quadrant features a computer monitor icon with a play button and the text 'AUTOMATE YOUR MARKETING'. The bottom-left quadrant features a bar chart icon and the text 'EARN AN INCOME'. The top-left quadrant features a bar chart icon and the text 'GROW YOUR AUDIENCE'. In the center of the circle is the text 'Sustainable growth tools for creators'. Below this is a paragraph: 'ConvertKit helps 600k+ creators like you work smarter – not harder – with email, automation, and monetization tools that work together to drive continuous growth.' To the right of this paragraph is a green button labeled 'Get started free'. At the very bottom of the page is a small vertical line of text: '14-day free trial. No card required. [Free migration service.](#)'

RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Feature Suggestions

Create a place where users can submit ideas about what they want to see in the application.



The screenshot shows the PollUnit landing page. At the top right, there are user profile, pricing, support, and a 'Create PollUnit' button. A red notification badge with the number '89' is visible on the support button. The main heading is 'Your Poll Maker for creating online votings, surveys and contests'. Below it, a subtext reads: 'Create free polls and surveys without registration. Prioritize ideas, distribute tasks, rate pictures, organize photo contests, create bring lists and find the best date - all with one tool!'. There are two buttons: 'Create PollUnit' and 'Tour'. To the right, there are three icons in speech bubbles: a yellow star, a pink heart, and a green checkmark. Below these are six feature cards arranged in a 2x3 grid:

- Votings**: Voting on dates, free text, pictures and files.
- Tables**: Tables and lists for collecting information and ideas.
- Collect ideas**: Discuss ideas, manage feature requests and vote.
- Surveys**: Easily configure forms and questionnaires.
- Photo contests**: With gallery, voting and photo uploader for your participants.
- Pairwise Comparison**: Compare text and image pairs and establish relative rankings.

RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Early Access

Offer early access for free to those on
your mailing list to encourage
engagement and build interest.

Conclusion

- 1. Define success**
- 2. Set your price**
- 3. Build your landing page**
- 4. Drive traffic**
- 5. Nurture your audience**

Give Your Big Idea a Chance: Test for Success

I genuinely want to help, so email me anytime to paul@boagworld.com.



Market Research



User Research



MVP



Testing