



12 Proven Sources of Insights to Fuel Your Product Discovery

Customer interviews

Ask about specific situations and operate on facts to understand why customers behave that way. Leverage the storytelling technique.

Observation

Observe people performing a specific job outside your product and map a series of steps they take to cover the entire job-to-be-done.

Surveys

Gather numerical data or use open-ended questions to let respondents express themselves freely. Remember to ask the right questions.

Secondary research

Leverage SEO and SEM reporting, industry blogs, public data, and research organizations (Gartner, Forrester, Statista). Consider PESTEL and SWOT.

Social listening

Monitor social media, forums, online communities, and internal channels to gather insights about customer opinions, sentiments, and feedback.

New technologies

Identify and explore emerging technologies, like AI, that can amplify your strategic choices and enable you to solve problems you couldn't before.



Data analytics

Analyze customers' data and behavior to understand what they do. Session recordings, heatmaps, web events, and Business Intelligence (BI).

Experiments

Conduct experiments not only to validate your assumptions, but also to collect data, uncover new insights, and fuel your discovery cycles.

Stakeholder interviews

Talk to success, sales, and founders. Many of them spend hundreds of hours with customers every month. Ignoring what they know is waste.

Synthetic user research

A new approach supported by scientific papers. Run your research with the human-like AI participants and your proprietary data.

Benchmarking

Reverse-engineer and validate problems others have already solved. There is no need to reinvent the wheel from scratch every time.

Feature requests

You don't want customers to dictate features. Use their requests as starting points to explore underlying needs and consider alternative solutions.