

The art of obtaining non filtered feedback about the product or service you plan to sell.

Optimise your learning experience by filling in this document before the Meetup.

Before you can define a solution, you have to understand the problem.
Talk to customers, to understand their *worldview*, before formulating a solution.

Terms

Early adopter= a customer who ranks one or more of the problems you're solving as a *must have*, and will generally pay to have it solved.

Example		Your start-up idea	
My start-up is an online shop that sells elegant 40+ sized women's shoes.			
Customer Segment	Who has the pain? How to identify early adopters? I articulate distinguishing characteristics of early adopters as hypothesis:	Customer Segment	Who has the pain? How to identify early adopters? I articulate distinguishing characteristics of early adopters as hypothesis:
Customer Segment	Hypothesis 1 Early adopters will be women who want to be elegantly dressed.	Customer Segment	Hypothesis 1
Customer Segment	Hypothesis 2 Early adopters will be women who have a problem finding elegant shoes of size 40+	Customer Segment	Hypothesis 2
Customer Segment	Hypothesis 3 Early adopters will be women who can afford to spend money on expensive shoes.	Customer Segment	Hypothesis 3
Problem	What are you solving? I believe that finding elegant big sized shoes is a real problem for women. Whilst there exists a vast range of beautiful shoes in normal sizes, there is hardly any choice to be had for women who's shoe size is 40+	Problem	What are you solving?
Problem	How do customers rank the top 3 problems? Here's my expected ranking for the top 3 problems.	Problem	How do customers rank the top 3 problems? Here's my expected ranking for the top 3 problems.
Problem	Hypothesis 1 A lack of purchasing opportunities (i.e. shops) stocking elegant +40 size women shoes will be voted as the No. 1 problem	Problem	Hypothesis 1

This data was assembled in Table format, based on content provided in the book [Running Lean](#) by Ash Maurya

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Example			Your start-up idea		
How do customers rank the top 3 problems? Here's my expected ranking for the top 3 problems.			How do customers rank the top 3 problems? Here's my expected ranking for the top 3 problems.		
Problem	Hypothesis 2	A lack of choice of elegant +40 size women shoes will be voted as the No. 2 problem	Problem	Hypothesis 2	
Problem	Hypothesis 3	Lack of time searching for elegant +40 size women shoes in town will be voted as the No 3 problem	Problem	Hypothesis 3	
Problem	What is their pain level? must-have, nice-to-have, don't need? NB: There needs to be an explicit expectation that the No. 1 problem is a <i>must-have</i> . Otherwise it's not worth solving.		Problem	What is their pain level? must-have, nice-to-have, don't need? NB: There needs to be an explicit expectation that the No. 1 problem is a <i>must-have</i> . Otherwise it's not worth solving.	
Problem	Hypothesis 1	Lack of purchasing opportunities (i.e. shops) stocking +40 size women shoes will be voted as a <i>must-have</i> problem	Problem	Hypothesis 1	
Problem	I'll further make a pain level prediction for the other 2 problems		Problem	I'll further make a pain level prediction for the other 2 problems	
Problem	Hypothesis 2	A lack of choice of +40 size elegant women shoes will be voted a <i>must-have</i> problem.	Problem	Hypothesis 2	
Problem	Hypothesis 3	Lack of time searching for elegant +40 size women shoes in town will be voted as a <i>nice-to-have problem</i> .	Problem	Hypothesis 3	
Problem	How do customers solve these problems today?		Problem	How do customers solve these problems today?	
Problem	Hypothesis 1	Early adopters currently visit many shops to find elegant 40+ size women's shoes.	Problem	Hypothesis 1	
Problem	Hypothesis 2	Early adopters currently are resigned to the fact that there's not a big choice of elegant 40+ size women's shoes.	Problem	Hypothesis 2	
Problem	Hypothesis 3	Early adopters currently spend more time than they wish purchasing elegant 40+ size shoes.	Problem	Hypothesis 3	

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