



Idea testing and validation

Talk to
prospective
customers

20-100 potential customers

In person

Explore job to be done,
pains, and gains

About what?

Document

Document assumptions- VP, CS, CH, CR

Formulate

Formulate hypothesis

Validate or
reject

Validate or reject the hypothesis

Watch out
for...

Mistaking

Mistaking positive feedback for validation

Asking

Asking closed ended questions

Describing

Describing a product offering before understanding customer need and behavior

Talking

Talking with friends