

The Ultimate Product Discovery 15-Point Checklist Helping You Build a Blockbuster App

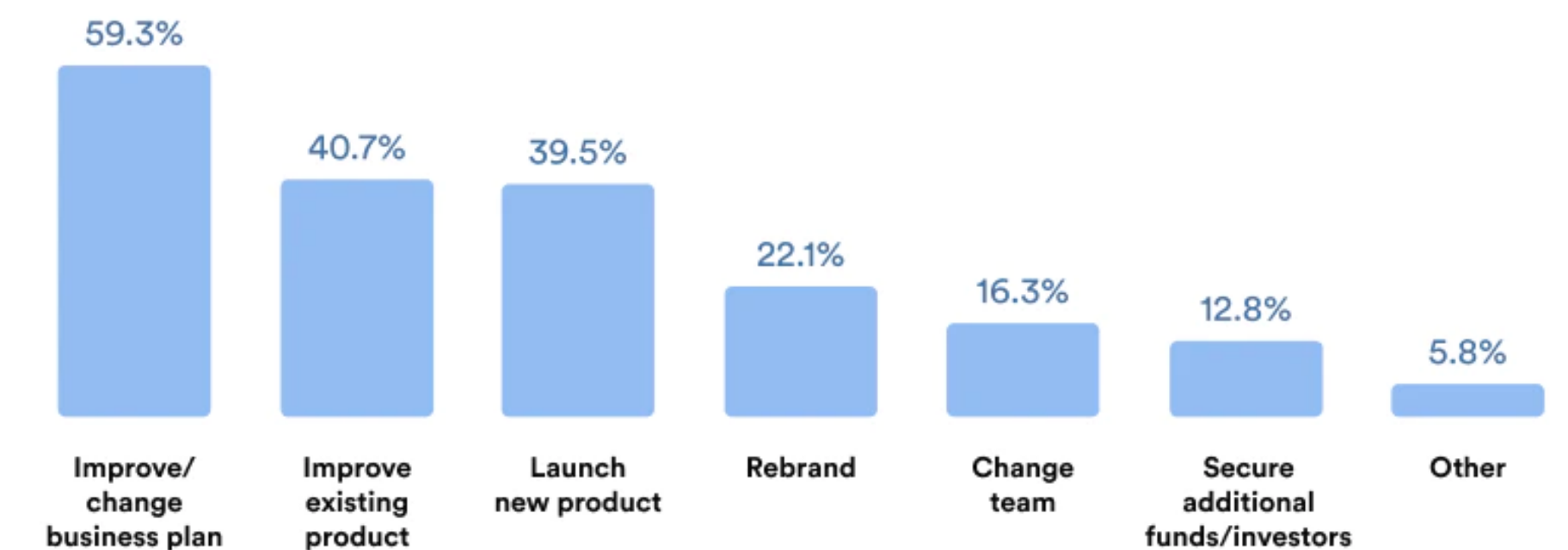
By Mike Parsons

1.

Did you change your product idea at least two times during user surveys, interviews and prototyping?

Most Common Pivot Strategies

Used by Startup Founders



Source: Wilbur Labs survey of 156 startup founders, December 2020

wilburlabs

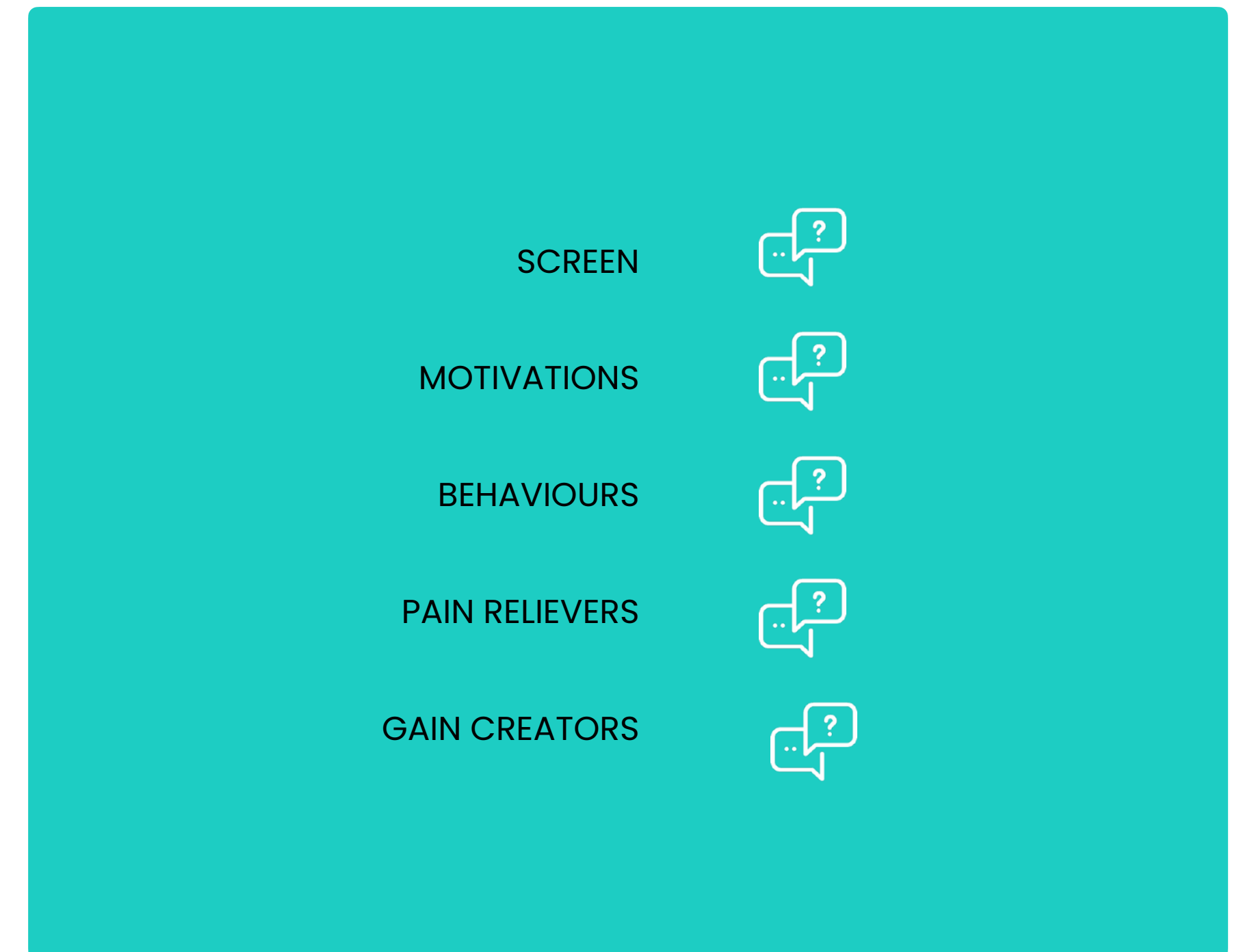
- ✓ SCREEN
- ✓ JOBS TO BE DONE
- ✓ PAINS & RELIEVERS
- ✓ GAINS & CREATORS
- ✓ OPEN CONTRIBUTIONS

2.

Did you survey at least 50 users to verify the jobs to be done and the pains and gains they have?

3.

Did you interview at least ten users to find out about their motivations and user behaviours?



4.

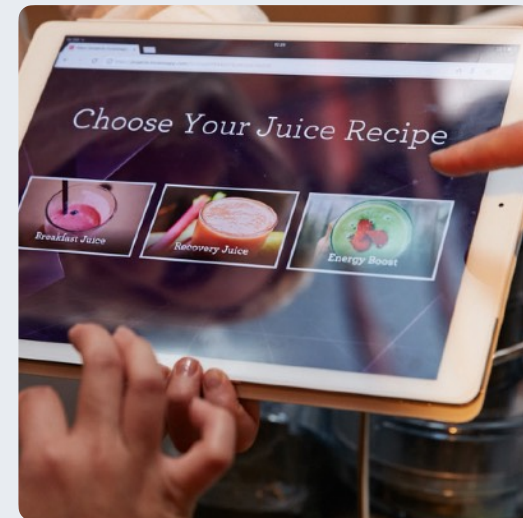
WHITEBOARD



PAPER & CARDBOARD



DIGITAL




Did you prototype in person with at least 25 users?

5.

Are your product and company vision in alignment?

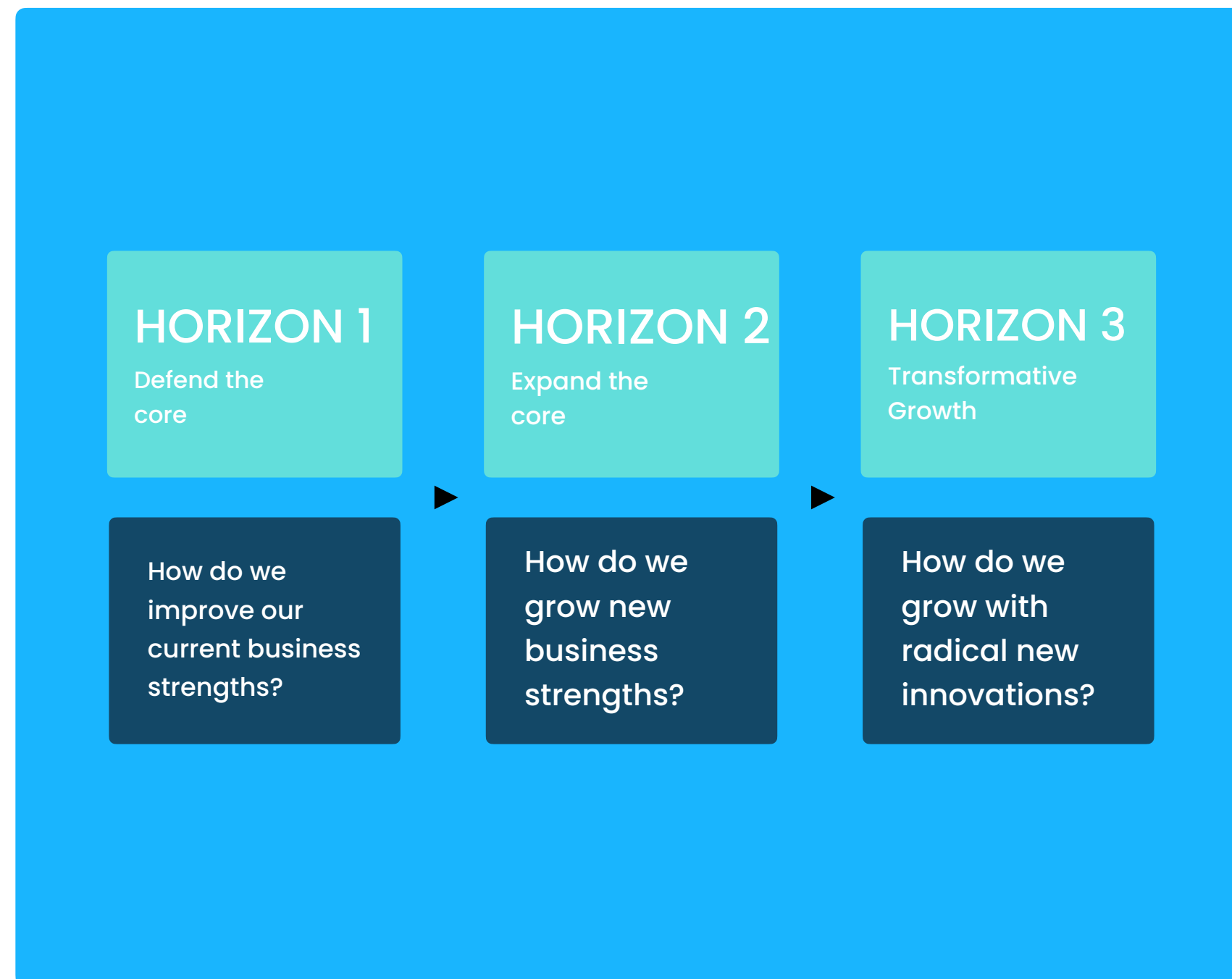
amazon

The image shows the Amazon logo at the top. Below it is a photograph of a brown cardboard shipping box resting on a dark, textured wooden surface. The box is partially open, showing some internal packing material. The text is overlaid on the right side of the box.

To be Earth's most customer-centric company where customers can find and discover anything they might want to buy online.

6.

Do you have a clear argument for which horizon (defend, expand, transform) your product matches?



7.

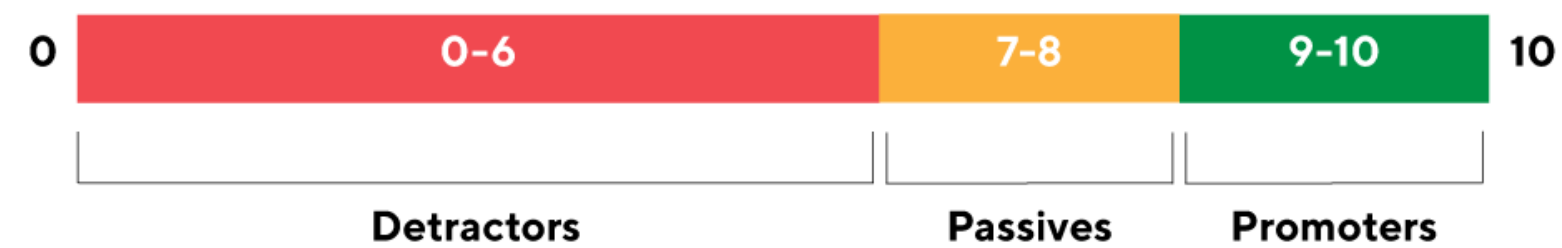
Can you argue for industry and consumer trends that your product takes advantage of?

BUSINESS INDUSTRY	TECHNOLOGY	CONSUMER TRENDS
Agriculture	AI	Behaviours: shopping, saving, health and wellness, etc
Finance	ML	Attitudes: personal, political, religion, lifestyle
Government	Quantum computing	

8.

Have you examined existing data, such as NPS and reviews, that is relevant to this use case?

Net Promoter Score



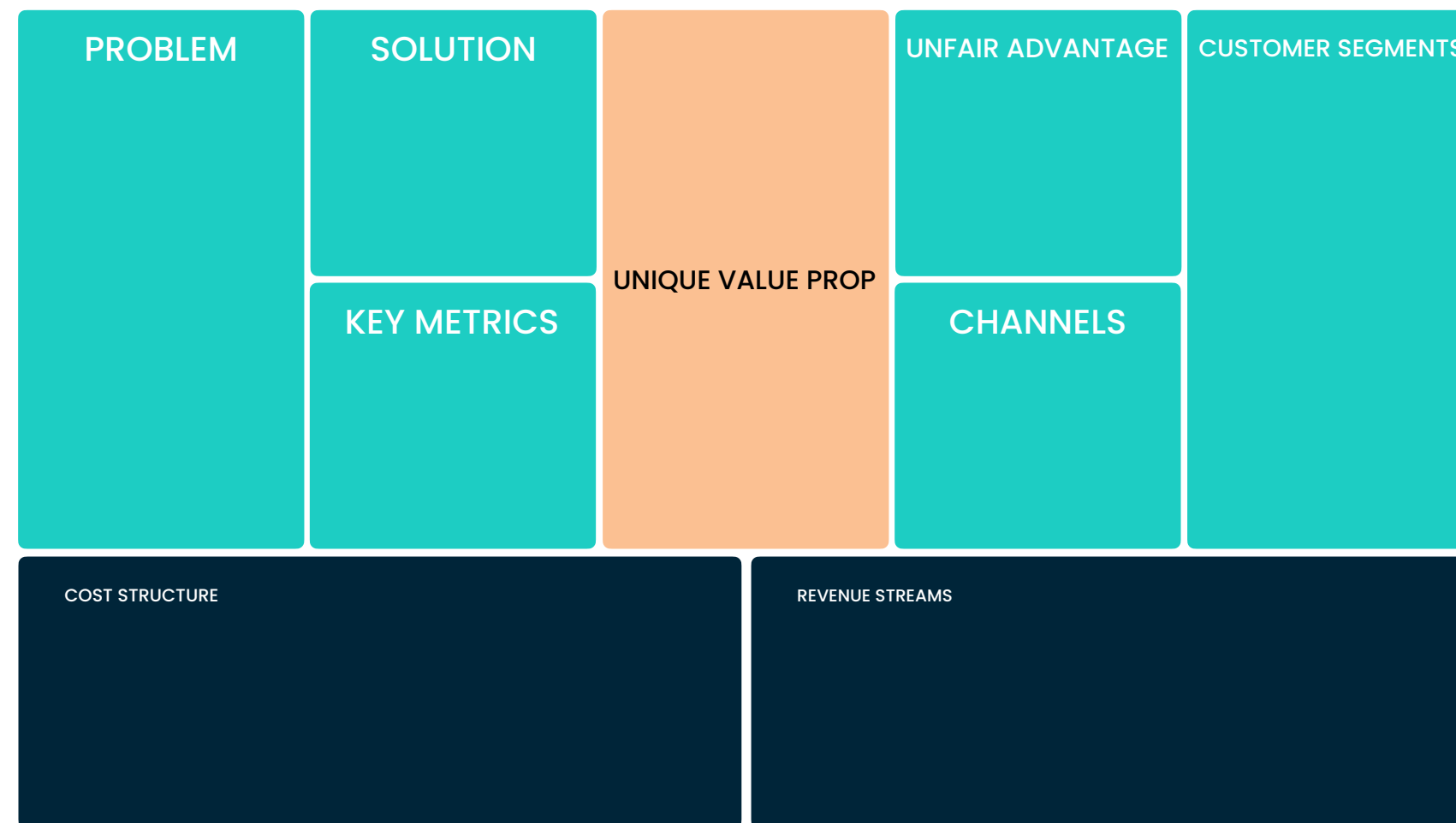
9.

Did you evaluate two distinctly different opportunities to realise the product?



10.

Did you make a Lean Business Canvas?



11.

Did you recruit a team with not only relevant skills but also demonstrated a collaborative and adaptive mindset?



**Collaboration and
Communication:**

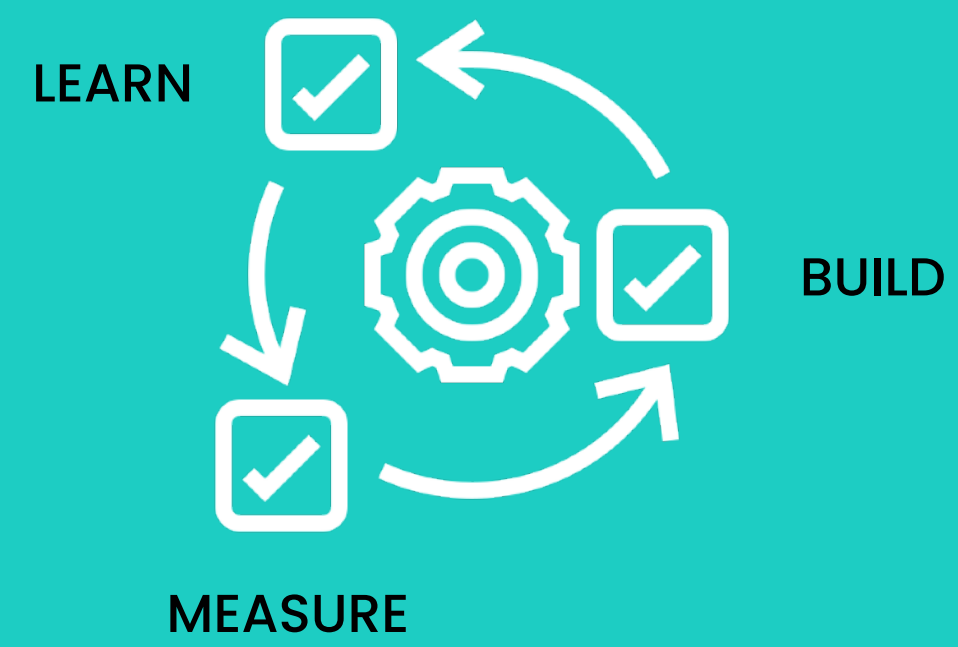


**Adaptability and
Flexibility:**



**Embracing Continuous
Improvement:**

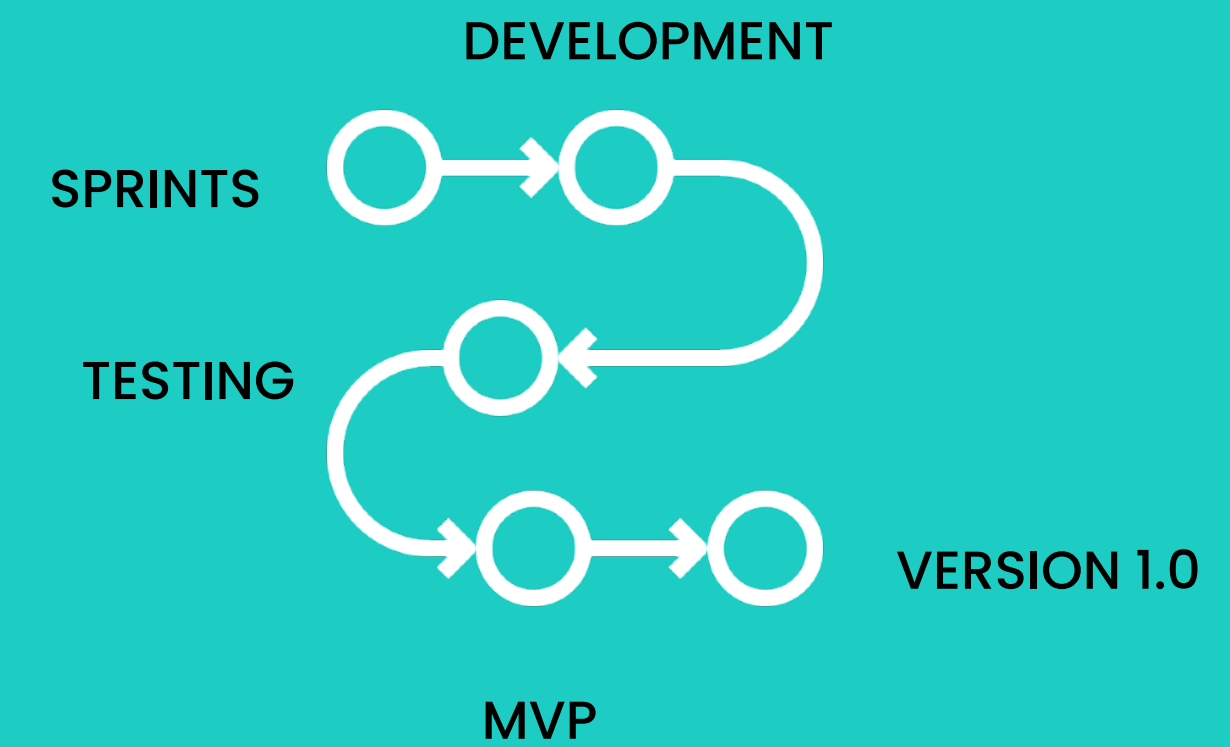
12.



Did you draft a lean hypothesis?

13.

Do you have a clear time-based roadmap to MVP?



14.

Zoom-in pivot
Zoom-out pivot
Customer segment pivot
Customer need pivot
Platform pivot
Business architecture pivot
Value capture pivot
Engine of growth pivot
Channel pivot
Technology pivot

Did you write down all your
product and business learnings so
far?

Have you collaborated with team members to create an extensive outline of the development challenges you face?

Technical Risks: There is always a risk that the technology used in the project will become outdated or not perform as expected.
Cost Overruns: Custom software projects can often exceed their budget, impacting the project's viability.
Schedule Delays: Delays in custom software development can impact the project's success.
User Adoption: One of the most significant risks in custom software development is ensuring users adopt and use the software.
Security Concerns: With custom software, there is always a risk of security breaches.
Quality Assurance: Ensuring the quality of custom software can be challenging, especially if the development team is inexperienced.
Scalability: Custom software must be scalable and handle increasing user demand.
Integration: Custom software must integrate with other systems and technologies.
User Experience: Custom software must deliver a positive user experience to be successful.
Maintenance: Custom software must be maintained to ensure its continued performance and security.



THANKS

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