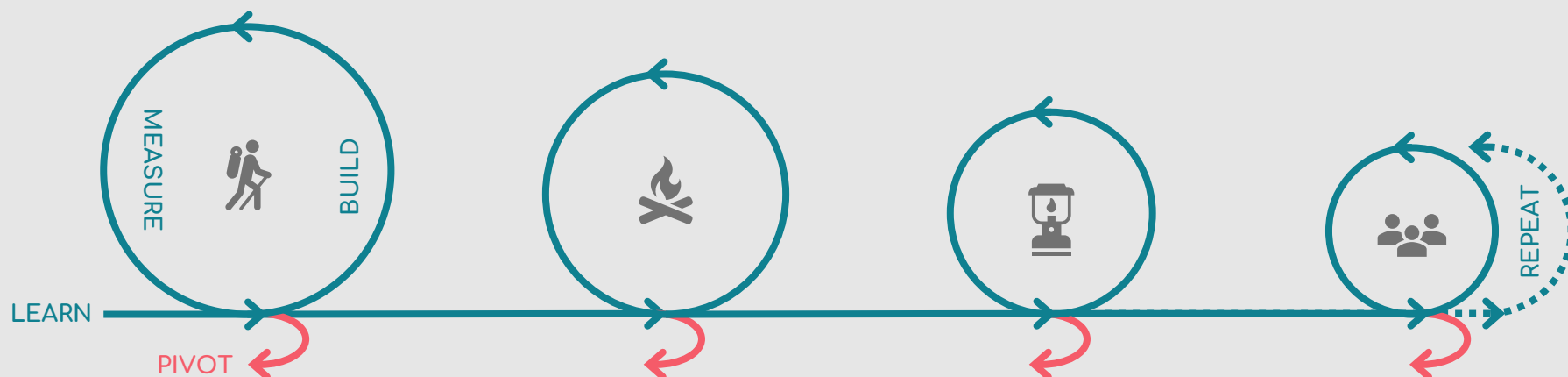


LEAN VALIDATION CHEAT SHEET



VALIDATE THE PROBLEM

CORE ASSUMPTION

This is a meaningful *problem* to address.

LEARN

- What is the problem?
- Who has this problem?
- How does it impact people's lives?
- How do people (try to) address the problem now?

BUILD

- Vision, Objectives, Actions
- Character Map or Persona
- Journey Map

MEASURE

- Interviews
- Field Observation
- Co-Create Journey Map
- Diary Study
- Contextmapping



PROBLEM - SOLUTION FIT

CORE ASSUMPTION

This *solution* fixes (part of) the problem.

LEARN

- Does this solution work (and can we prove it)?
- Does it solve enough of the problem to be meaningful for people?
- Do people trust it enough to use it?
- Are people willing to spend (more) time & effort to solve this problem?

BUILD

- Value Proposition (Canvas)
- Concierge MVP

MEASURE

- Literature Study
- Competitive Analysis
- Survey
- Co-Create Value Proposition
- Concierge experiment



SOLUTION - PRODUCT FIT

CORE ASSUMPTION

Our *product* delivers the solution effectively.

LEARN

- Is our product meaningfully better than what people are doing now?
- Is our product usable enough to deliver the solution effectively?
- Does our product enable the behavior change needed to address this problem?

BUILD

- Paper prototype
- Click-demo
- Wizard-of-Oz prototype
- Minimum-Viable Product

MEASURE

- Design Review
- Usability Test
- UX Test
- Alpha & Beta Testing



PRODUCT - MARKET FIT

CORE ASSUMPTION

Our business model is a sustainable one.

LEARN

- How many people have this problem?
- Do people (still) trust our product to solve their problem?
- Are people (still) willing to exchange money or value for our product?
- Can we continue delivering the solution?

BUILD

- Landing Page
- Newsletter Page
- Video Prototype

MEASURE

- Ads Test
- A/B Test
- Pre-order Experiment

