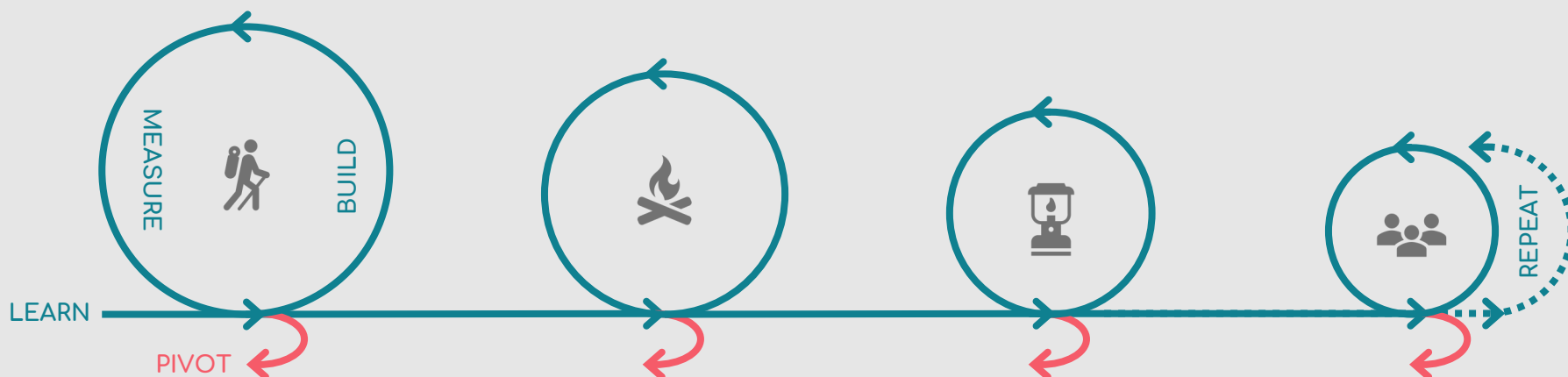


LEAN VALIDATION CHEAT SHEET



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 those people's lives?
 How do people (try to) address the problem now?
 How much money or value do people spend to address this problem now?

BUILD

Vision, Objectives, Actions
 Character Map or Persona
 Journey Map

MEASURE

(Empathic) Interviewing
 Field Observation
 Co-Create Journey Map
 Diary Study
 Contextmapping

PIVOT OR PERSEVERE

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 the solution enough to use it?
 Are people willing to exchange money or value for this solution?

BUILD

Value Proposition (Canvas)
 Concierge MVP

MEASURE

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

PIVOT OR PERSEVERE

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 necessary behavior change?

BUILD

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

MEASURE

Design Review
 Usability Testing
 UX Testing
 Alpha & Beta Testing

PIVOT OR PERSEVERE

PRODUCT – MARKET FIT

CORE ASSUMPTION

Our business model is sustainable.

LEARN

How many people have this problem?
 Can we continue delivering this product over time?
 Do people trust our product enough to use it?
 Are people willing to exchange money or value for our product?

BUILD

Landing Page
 Newsletter Page
 Video Prototype

MEASURE

Ads Testing
 A/B Testing
 Pre-order Experiment

PIVOT OR REPEAT

