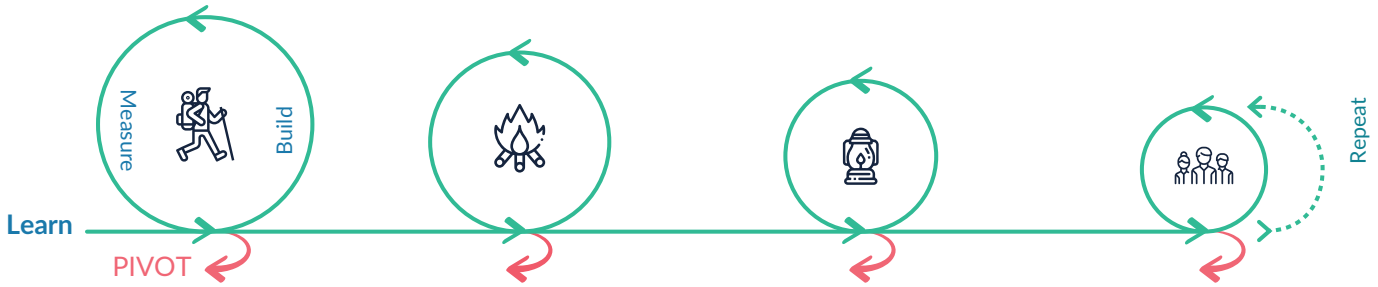


LEAN VALIDATION CHEAT SHEET



VALIDATE THE PROBLEM	PROBLEM-SOLUTION FIT	SOLUTION-PRODUCT FIT	PRODUCT-MARKET FIT
<p>CORE ASSUMPTION This is a meaningful <i>problem</i> to address</p> <p>LEARN</p> <p>What is the problem? Who has this problem? How does it impact people's lives? How do people (try to) address the problem now?</p> <p>BUILD</p> <p>Vision, Objectives, Actions Customer Empathy Map, Journey Map</p> <p>MEASURE</p> <p>Interviews Field Observation Co-Create Journey Map Diary Study Contextmapping</p>	<p>CORE ASSUMPTION This <i>solution</i> fixes (part of) the problem</p> <p>LEARN</p> <p>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?</p> <p>BUILD</p> <p>Value Proposition (Canvas) Concierge MVP</p> <p>MEASURE</p> <p>Literature Study Competitive Analysis Survey Co-Create Value Proposition Concierge experiment</p>	<p>CORE ASSUMPTION Our <i>product</i> delivers the solution effectively</p> <p>LEARN</p> <p>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?</p> <p>BUILD</p> <p>Paper prototype Click-demo Wizard-of-Oz prototype Minimum Viable Product</p> <p>MEASURE</p> <p>Design Review Usability Test UX Test Alpha & Beta Testing</p>	<p>CORE ASSUMPTION Our business model is a sustainable one</p> <p>LEARN</p> <p>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?</p> <p>BUILD</p> <p>Landing Page Newsletter Page Video Prototype</p> <p>MEASURE</p> <p>Ads Test A/B Test Pre-order Experiment</p>

