Validating Product Ideas Through Lean User Research

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research.

A practical guide to effective business model testing 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller Business Model Generation, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas Close the knowledge gap between strategy and experimentation/validation Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

Real Users, Real Time, Real Research

A Programmer's Guide to Building Products, Technologies, and Teams

A Step-by-step Guide for Validating Your Ideas and Bringing Them to Life!

For Collaboration and Creativity in Your Work

How to Innovate for Radically Greater Social Good

Choose Your First Product

Simple Self Help Tips That Can Help Startups, Entrepreneurs and Small Business Owners to Validate Their Startup Business Idea

Surveys That Work

Surveys That Work explains a seven–step process for designing, running, and reporting on a survey that gets accurate results. In a no–nonsense style with plenty of examples about real–world compromises, the book focuses on reducing the errors that make up Total Survey Error—a key concept in survey methodology. If you are conducting a survey, this book is a must–have.

Many startups and entrepreneurs fail because they do not validate their startup business idea. I run some of the largest startup communities on LinkedIn. One of the largest communities that I moderate and engage on LinkedIn has around 300,000 global members including startups, venture capitalists, entrepreneurs, mentors and global experts. With my own experience of working with many startups, entrepreneurs, corporates and my regular interactions with successful business ventures I have understood the importance of validating your startup business idea before launching your product or services in the market.In this book not only have I collected my thoughts and experiences for validating a business idea but I have reached out to many experts globally to understand how to validate a business idea before going all out and launching your own business. Who Is This Book For ? It is extremely important that you validate your startup business idea in the market if you are a wannabe entrepreneur, a student, homemaker, professional, expert or anyone who is trying to launch a startup business This is extremely important for you to understand this right from the ideation stage itself. Sometimes in the enlightenment of the business idea or in the haste of getting things done faster with shortcuts (Howsoever the idea might be great), we end up doing the following: 1. We forget the simple basics 2. We tend to overlook similar experiences 3. We do not take stable advises 4. We rush into getting things done faster 5. We often get misguided 6. We overlook readily available data 7. We sometimes ONLY look at money and not the business process 8. We don't validate things before going all out Why This Book? Time and again I have seen my friends, colleagues, students, awesome entrepreneurs, startups (including myself) getting into a new business without validating their startup business idea. This often has led to extremely disastrous and sometimes fatal outcomes. Lot of things get on stake when you risk getting into a new business e.g. you risk your time, money, resources, relationships, career etcNever hurry into things. Always validate things from a rational and practical perspective. This will give you depth, more understanding and a far clear picture of how, when,where and what to do while going ahead into a new ventureThis book is a step to overcome all those hassles and validate your awesome business idea. A huge thanks to all these awesome global experts,entrepreneurs who have also contributed their ideas with me on the topic: Tina Zurbi, Sandeep Balaji, Neeraj Saini, Praval Kant, Dr Aniruddha Malpani, Joseph Roos, Avigail Berg, Diana Palchik, Dr Rajeev Tewari, Patrick Osman, Tishana Simon, Dr Pranab Sen, Nitin Jain, Ed Zimmer, Andrea Sica, Zile Soilihi, Jeffrey Hilton, Guy Cleveland, Richard Coleness, Tabitha Jean Taylor, Andrew MacWhirter, Matt Kurleto, Daniel Leping I would also love to hear from you once you have read this book on your experiences and how you have dealt with validating your own startup business idea. If you still might have some doubts please feel free to reach out to me on Twitter or LinkedIn. Scroll To The Top and Buy Now With Single Click and I Look Forward To Hearing From You.

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. User experience research, also known as UX research, focuses on understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Ultimately, User Research is about putting natural powers of observation and conversation to use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

It's Our Research: Getting Stakeholder Buy-in for User Experience Research Projects discusses frameworks, strategies, and techniques for working with stakeholders of user experience (UX) research in a way that ensures their buy-in. This book consists of six chapters arranged according to the different stages of research projects. Topics discussed include the different roles of business, engineering, and user-experience stakeholders; identification of research opportunities by developing empathy with stakeholders; and planning UX research with stakeholders. The book also offers ways of teaming up with stakeholders; strategies to improve the communication of research results to stakeholders; and the nine signs that indicate that research is making an impact on stakeholders, teams, and organizations. This book is meant for UX people engaged in usability and UX research. Written from the perspective of an in-house UX researcher, it is also relevant for self-employed practitioners and consultants who work in agencies. It is especially directed at UX teams that face no-time-no-money-for-research situations. Named a 2012 Notable Computer Book for Information Systems by Computing Reviews Features a series of video interviews with UX practitioners and researchers Provides dozens of case studies and visuals from international research practitioners Provides a toolset that will help you justify your work to stakeholders, deal with office politics, and hone your client skills Presents tried and tested techniques for working to reach positive, useful, and fruitful outcomes

Three Steps to Test and Validate Any Market Opportunity

Practical Empathy

If You Build It Will They Come?

Validating Product Ideas

A Practical Guide to Designing Better Products and Services

7stepux(r)

Lean B2B

Faster, Smarter User Experience Research and Design

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

This expanded and revised version of the best-selling Universal Methods of Design is a comprehensive reference that provides a thorough and critical presentation of 125 research methods, synthesis/analysis techniques, and research deliverables for human-centered design. The text and accompanying photos and graphics of this classic resource are delivered in a concise and accessible format perfect for designers, educators, and students. Information can be easily referenced and utilized by cross-disciplinary teams in nearly any design project. This new, expanded edition includes updated information on scenarios, secondary research, territory maps, and other chapters. The addition of 25 new chapters brings fresh relevance to the text with innovative design methods that have emerged since the first edition, such as backcasting, behavioral design, horizon scanning, and transition design. Universal Methods of Designdistills each method down to its essence, in a format that helps design teams select and implement the most credible research methods suited to their design culture.

This book is the "Hello, World" tutorial for building products, technologies, and teams in a startup environment. It's based on the experiences of the author, Yevgeniy (Jim) Brikman, as well as interviews with programmers from some of the most successful startups of the last decade, including Google, Facebook, LinkedIn, Twitter, GitHub, Stripe, Instagram, AdMob, Pinterest, and many others. Hello, Startup is a practical, how-to guide that consists of three parts: Products, Technologies, and Teams. Although at its core, this is a book for programmers, by programmers, only Part II (Technologies) is significantly technical, while the rest should be accessible to technical and non-technical audiences alike. If you're at all interested in startups—whether you're a programmer at the beginning of your career, a seasoned developer bored with large company politics, or a manager looking to motivate your engineers—this book is for you.

Faced with the choice of starting a company or joining a large corporation, Steve Jobs believed that it was 'more fun to be a pirate than to join the navy'. But for innovators inside established companies, making a distinction between being a pirate and joining the navy is a fallacy. We have to figure out a way to become pirates in the navy! There is nothing harder in business than trying to innovate within large corporations. Innovators in big companies often face internal opposition as well as their external competitors. It is the management of the core business that tends to get in the way of innovation. Most intrapreneurs recognise that innovation can't be carried out as a series of one-off projects that always have to jump through political hurdles. They realise that there is a need for innovation to happen as a repeatable process. But how can they achieve this? This is a step-by-step guide to getting continuous innovation done in companies and reshaping them in the process. It is for anyone involved in corporate innovation and driving company change.

Impact Mapping

Universal Methods of Design Expanded and Revised

How Innovators Lead Transformation

Scaling Lean

How to Observe Users, Influence Design, and Shape Business Strategy

Reveal Gaps, Ignite Growth, and Accelerate Any Tech Product with Customer Research

A Practical Guide for Designing and Running Better Surveys

The Lean Startup

A cunningly crafted 4 step process to help you find and validate an IDEA on which to build a successful PRODUCT business. Are you itching to build a product, but you're terrible at marketing, and you hate wasting years of your life? This book provides a thorough and enjoyable guide to: Connect with your future customers Find problems worth addressing Build remarkable solutions and Ensure people will want to pay …So you can build and promote your product with confidence.

"The Lean Entrepreneur" banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. This guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently.

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products

"Solving Product lays out the territory, helps you see where you are, and gets you back on track when you're in the ditch." – Amanda Robinson, Product Manager at Salesfloor - Solving Product isn't your typical business book. It's not a book that was written to be read front to back, then simply put away. Solving Product was carefully designed to help product teams and entrepreneurs reveal the gaps in their business models, find new avenues for growth, and systematically overcome their next hurdles by leveraging the greatest resource at their disposal: customers. No matter where you are in the product growth cycle—at the idea stage, at maturity, or somewhere in between—Solving Product help you: - Gain clarity: Reveal gaps and blindsides, know exactly what challenges you're facing; - Overcome blockers: Lay out clear action plans to fix the most pressing issues and get your business moving forward, fast; - Ignite growth: Find new approaches to get your product growing. The book contains more than 25 case studies and actionable advice from hundreds of product leaders and customer research experts. Solving Product offers a simple, unique, and wildly powerful business compass. It's a book you'll find yourself going back to, time and time again.

Digital Entrepreneurship

The User's Journey

How to Devise Innovative Digital Products that People Want

UX Strategy

Successful products from fuzzy business ideas

A Research and Design Survival Guide

How to Uncover Compelling Insights

Impact on Business and Society

Despite enormous investments of time and money, are we making a dent on the social and environmental challenges of our time? What if we could exponentially increase our impact? Around the world, a new generation is looking beyond g purpose. But, unlike business, few social interventions have achieved significant impact at scale. Inspired by the modern innovation practices, popularized by bestseller The Lean Startup, that have fueled technology breakthroughs touching Impact turns our attention to a new goal - radically greater social good. Social change is far more complicated than building a new app. It requires more listening, more care, and more stakeholders. To make a lasting difference, solutions m address root causes, and include an engine that can accelerate growth to reach the scale of the need. Lean Impact offers bold ideas to reach audacious goals through customer insight, rapid experimentation and iteration, and a relentless brings a unique perspective from across sectors, from her years as a tech executive in Silicon Valley to her most recent experience as the Chief Innovation Officer at USAID. She vividly illustrates the book with real stories from interviews w US and around the world. Whether you are a nonprofit, social enterprise, triple bottom line company, foundation, government agency, philanthropist, impact investor, or simply donate your time and money, Lean Impact is an essential guide scale.

"Scaling Lean offers an invaluable blueprint for modeling startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, an interventions when things go wrong."--Amazon.com.

It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empath development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Like a good story, successful design is a series of engaging moments structured over time. The User's Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vis a "story first" approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

Build Better Products

Running Lean

The Lean Entrepreneur

Iterate from Plan A to a Plan That Works

A Field Guide for Rapid Experimentation

A Modern Approach to Building Successful User-Centered Products

Storymapping Products That People Love
Build Products Businesses Want

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

The Lean Product Lifecycle is a playbook that provides frameworks, methods and tools to develop innovative new products and business models, while managing your core portfolio.

A practical guide to impact mapping, a simple yet incredibly effective method for collaborative strategic planning that helps organizations make an impact with software.

UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the experience back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/DesignFind new material on business modeling and outcomes to help teams work more strategicallyDelve into the new chapter on experiment designTake advantage of updated examples and case studies.

UX for Lean Startups
Interviewing Users
The Complete UX Process from Strategy to Design
Designing Great Products with Agile Teams
4 Easy Steps to Find and Validate a Humble Product Idea
Lean Impact
Hello, Startup
User Research

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designer's tool kit to the rest of your product team Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

Create products people will pay for before they're even built. You have an idea in your head. Maybe even more than one! But you're stuck simmering on it because you just don't know if it's the right one to pursue. You're wondering whether people will even use your product, let alone pay for it. The uncertainty is overwhelming, so you do ... nothing. But what if you were confident that your idea would help people? How would you feel if you turned your passion into a living, breathing software product ... and you made money from it? Poornima Vijayashanker has founded 3 startups and personally guided 100+ people who have launched products that make 6 and 7 figures per year. Everyone started with varying levels of technical and business know-how-or none at all-but everyone was passionate about an idea. Now, Poornima travels around the country teaching people how to bring their ideas to life. With the right roadmap in front of you, you can launch a winning software product too. "But I don't know how to code or run a business." The tangled world of startups and software development is intimidating and hard to navigate. To start with, not every entrepreneur knows how to code. Even the ones who do still need other skills to succeed; they need to design a good user experience, figure out how to attract paying customers, and hire and fire technical talent. There are hundreds of tools and services to help build products, and they need to know which ones are useless and which ones will save them time. They'll eventually run out of cash to keep paying rent and developing, and will need to figure out whether to get investors, apply to an accelerator, or bootstrap. Trial and error takes years of research, setbacks, and heartache ... not to mention a lot of money. You could go to design school, teach yourself how to code in the off-hours, and spend thousands of dollars testing marketing campaigns. Or you could... Follow a proven guide for turning your ideas into successful products (and even 6- to 7-figure businesses). This book will teach you how to: - Validate your idea before you spend time and money on it. - Talk to prospective customers without feeling awkward or pushy. - Leave competitors in the dust with good design and positioning. - Save time and heartache by building only the features people will actually use. - Hire talented people to build your product for you. - Get more paying customers with scrappy marketing strategies. - Find money to fund your business. This guide includes time-tested strategies and tools that entrepreneurs love: Over 13 case studies with the inside scoop on companies like Mint.com, AirBnB, and Zappos. The exact systems and tools Poornima and other startup founders have used to build rock-solid products. 7 interviews with successful startup founders and early employees like: - Melody McCloskey, CEO & Co-Founder of StyleSeat - Brittany Forsyth, Head of Human Relations at Shopify - Ben Congleton, CEO & Co-Founder of Olark - Julia Grace, Head of Engineering at Tindie - Thomson Nguyen, CEO & Co-Founder of Framed Data - Alyssa Ravasio, CEO & Co-Founder of Hipcamp - David Cummings, CEO & Co-Founder of Pardot

Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives. Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.

How to Make Products People Want
Align Your Markets, Organization, and Strategy Around Customer Needs
The Lean Product Lifecycle
Pirates In The Navy
The Lean Product Playbook
Lean Customer Development
Making a Big Impact with Software Products and Projects
How to Innovate with Minimum Viable Products and Rapid Customer Feedback

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

p>Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product's lifecycle Understand why you should design a test before you design a product Get nine tools that are critical to designing your product Discern the difference between necessary features and nice-to-haves Learn how a Minimum Viable Product affects your UX decisions Use A/B testing in conjunction with good UX practices Speed up your product development process without sacrificing quality

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gerea, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze ⭐⭐⭐⭐ 86% of Readers Rated it 5-Stars ⭐⭐⭐⭐ « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » — Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » — Paul Gillin, Co-Author, Social Marketing to the Business Customer

Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

Lean UX
125 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions
The User Experience Team of One
How to Validate Your Startup Business Idea
Building Products Your Customers Will Buy
Getting Stakeholder Buy-in for User Experience Research Projects
How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
It's Our Research

Offers a systematic approach to product/market fit, discussing customer involvment, optimal time to obtain funding, and when to change the plan.

Buying this book, you will be granted access to the 7STEPUX App as well!If you want to get started with UX or extend your product design skills, this book has it all for you. SEVEN STEP UX is a business-savvy, hands-on process for devising a great product idea, including planning, applying UX research, creating the design and testing.In this book, we will: - Understand the basics of UX and see how it is essential for business- Learn how to plan a product (let it be a website or app).- How to apply UX research to validate your ideas and create better products (all methods are hands-on and step-by step)- How to start sketching your ideas and building up meaningful wireframes- How to flesh out wireframes and create an interactive prototype that you can test with target users- How to create a kick-ass visual design for your product that is engaging to your target audience- How to test out designs, mobile apps, landing pages to increase conversions and improve usability- How to hand-off designs for developers that they'll love.This book will guide you through all the steps, in a lightweight, conversational way with humor. Also, if you buy this book, you will have access to the exclusive 7STEPUX APP. In the App you can: - Download practical templates, checklists and templates to boost UX work- Ask questions to the author and discuss UX with other people who've already purchased the book- Access multiple formats of the book for a better reading experien

Know if you'll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures, and if you compound this with a recession, now more than ever you can't afford to be wrong. In If You Build It Will They Come, business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment. Adams outlines a simple and effective market validation and testing strategy that is proven, giving entrepreneurs and managers the ability to dramatically improve the prospect of product success. He explains how to quickly gather information on competitors, directly interview members of your target market, and figure out what the market really wants to buy, versus what customers say they want. The steps to quickly understanding the viability of your market Where to go to gather the information needed to hit the market requirements How to follow through with the right product launched in the right way Adams cuts through the fancy terms and expensive market research that gives lots of data but no real product oriented information about usage, pricing, features and competitive forces. In the end you'll produce results on your first release of a far more mature product, shipped in a faster timeframe with features customers will actually use. This book is for anyone involved with designing, developing and launching new products. Its examples and advice cover everything from the fledgling start-up that needs their first product to work just to survive to the successful Fortune Class company establishing new worldwide markets. Examples cut across all major industrial sectors including consumer, retail, manufacturing, technology, life sciences and services. This book offers the step-based guidance you need to make sure failure is not an option.

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice–to–have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Applying Lean Principles to Improve User Experience
Through Lean User Research
Testing Business Ideas
How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets
The Product Book: How to Become a Great Product Manager
How to Transform Your Ideas Into Software Products
Solving Product
Mastering the Key Metrics for Startup Growth

A guide to product management exploring the best practices: identifying the impact-driven product, planning for success, setting up and measuring time-bound metrics, and developing a lean product roadmap. Key Features Identifying Impact-Driven Products Investing in Key Business Outcomes Value mapping to maintain a lean product backlog Utilizing time-bound product metrics Eliminating process waste Book Description Lean Product Management is about finding the smartest way to build an Impact Driven Product that can deliver value to customers and meet business outcomes when operating under internal and external constraints. Author, Mangalam Nandakumar, is a product management expert, with over 17 years of experience in the field. Businesses today are competing to innovate. Cost is no longer the constraint, execution is. It is essential for any business to harness whatever competitive advantage they can, and it is absolutely vital to deliver the best customer experience possible. The opportunities for creating impact are there, but product managers have to improvise on their strategy every day in order to capitalize on them. This is the Agile battleground, where you need to stay Lean and be able to respond to abstract feedback from an ever shifting market. This is where Lean Product Management will help you thrive. Lean Product Management is an essential guide for product managers, and anyone embarking on a new product development. Mangalam Nandakumar will help you to align your product strategy with business outcomes and customer impact. She introduces the concept of investing in Key Business Outcomes as part of the product strategy in order to provide an objective metric about which product idea and strategy to pursue. You will learn how to create impactful end-to-end product experiences by engaging stakeholders and reacting to external feedback. What you will learn How do you execute ideas that matter? How can you define the right success metrics? How can you plan for product success? How do you capture qualitative and quantitative insights about the product? How do you know whether your product aligns to desired business goals? What processes are slowing you down? Who this book is for If you are leading a team that is building a new product, then this book is for you. The book is targeted at product managers, functional leads in enterprises, business sponsors venturing into new product offerings, product development teams, and start-up founders.

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In Remote Research, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over

into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.
Remote Research
Lean Product Management
The Jobs To Be Done Playbook
Think Like a UX Researcher