

Validating Product Ideas Through Lean User Research

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Book File Details: Review: The book contains a lot of tools and techniques that will help to validate and test products. Easy to read and follow.... Original title: Validating Product Ideas: Through Lean User Research 344 pages Publisher: Rosenfeld Media; 1st edition (January 19, 2016) Language: English ISBN-10: 1933820292 ISBN-13: 978-1933820293 Package Dimensions:9.1 x 6.1 x 0.8 inches File Format: PDF File Size: 7162 kB Ebook File Tags: user research pdf, must read pdf, validating product ...

Validating Product Ideas Through Lean User Research by ...

Let's consider how our six great ideas shown above fare when we put them through the lean validation process: This idea fails at the first hurdle because we can't validate the problem. This idea validates the problem but can't establish a market. This one also fails to validate the problem. This ...

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