

Validating Product Ideas Through Lean User Research

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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 ...

A Lean Approach To Product Validation — Smashing Magazine

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