

Validating Product Ideas

*PM Series I:
Ideation and Conceptualization*



Reverse Brainstorming -> Customer Feedback Loops Template

Objective: To gather direct feedback from users on potential flaws in the idea.

Description of the Idea: Briefly describe the idea you want to validate.

Target Audience: Define the user group you are targeting for feedback.

Reverse Brainstorming Questions: List specific questions that focus on what could go wrong or what might break the product.

Feedback Collection Method: Choose method(s) such as surveys, interviews, focus groups. Define the process for collecting feedback.

Analysis & Plan: Detail how you will analyze the feedback and what steps you will take based on the insights planned.

KEEP SWIPING

Problem-Solution Mapping -> Prototype Testing Template

Objective: To test prototypes developed from solutions identified in problem-solution mapping.

Problem Statement: Clearly state the problem you are addressing.

Mapped Solution: Describe the solution you have developed based on the problem-solution mapping.

Prototype Description: Provide details of the prototype you have created to test the solution.

Testing Methodology: Outline how you will test the prototype such as user testing sessions, beta testing, etc.

Feedback Analysis and Iteration Plan: Explain how you will analyze the feedback received and plan to iterate the solution.

ONE MORE

Storyboard -> Market Analysis Template

Objective: To validate the product idea by comparing storyboarded user journeys with the existing market offerings.

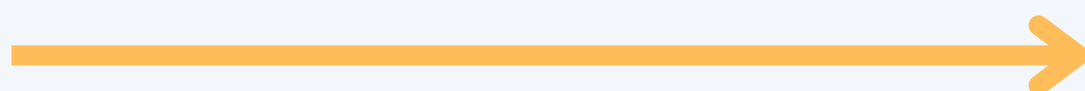
Storyboarded Journey Description: Describe the storyboard for the product idea.

Market Research Parameters : Define the parameters for your market research such as competitor analysis, market trends, etc.

Comparison Criteria: List the criteria you will use to compare the storyboard with existing market offerings.

Research Methodology: Detail how you will conduct the market research such as online research, industry reports, user interviews, etc.

Analysis and Decision Plan: Explain how you will analyze the market research data and what decisions you will make based on this analysis.



**Need to validate your
specific idea?**

DM for practical application.

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