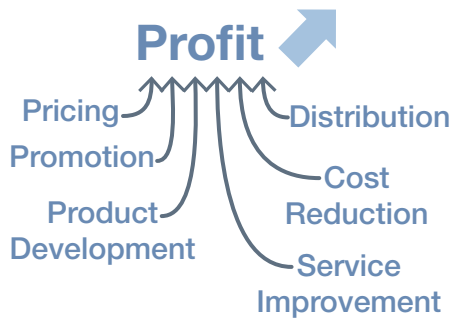


Product Validation

Product validation is an approach & method that enables businesses to validate and test ideas before extensive development from a qualitative and quantitative perspective

Where is the value in doing a Product Validation?



The simple answer is:

- maximize margins and profit
- ensuring forecasts and roadmap accuracy
- test assumptions and hypotheses prior to development
- validating the product value proposition, positioning and pricing

Doing a product validation provides snapshot of the current approach or thinking that is fundamental to your product(s) or service(s).

When?

Validations can be done at any time during the product life cycle to:

- Validate your commitments
- Validate your product vision

Essentially, ensuring you are still on track or your ideas and assumptions are still relevant.

What is the output?

- Improved sales tools & collateral that engage both customers & channel.
- Refined product pricing, positioning and promotion material.
- Up to date market information through customer, prospects and partner interviews.
- Real-world customer insight via, use cases, epics and user stories.
- Confidence in your product strategy.
- Roadmap alignment to market, customer and future sales opportunities.



- Are the uses cases still valid?
- Is the ideal customer still valid?
- What are the customer trends?
- What is the competition doing?
- Identify best & worst practices
- Is the value proposition still valid?
- What are the management concerns?

- What are the sales trends?
- Can margin be improved?
- What are the team concerns?
- What is the supply/demand chain process?
- Does the product still fit the market need?

- What are the customer trends?
- Are there alternative markets?
- Does the business model reflect the market?
- What do customers, prospects or channel think?
- Can usability be improved?
- Can margin be optimised via alternative pricing?
- Does the pricing relate to demand and competition?
- Does the value proposition resonate with the market?

