



Purposeful
CoLab



PRODUCT VALIDATION BOOTCAMP

BY CARNELLIA AJASIN

A STORY OF

TWO JUICERS



**HUROM
SLOW
JUICER**



JUICERO



WHAT IS THE DIFFERENCE?



ONE WAS BUILT WITH USERS IN MIND.



THE OTHER WASN'T.

HELLO.

MY NAME IS

CARNELLIA.

Carnellia Ajasin

Mind Katalyst CEO and Founder

- Founded Mind Katalyst in 2009
- Background in Software Development and Strategic Management
- Big 4 Management Consultant
- Coach
- Help clients understand trends, emerging technology and create growth with meaningful and innovative products and services.



So you want to build a successful Product...

WHERE DO YOU START?

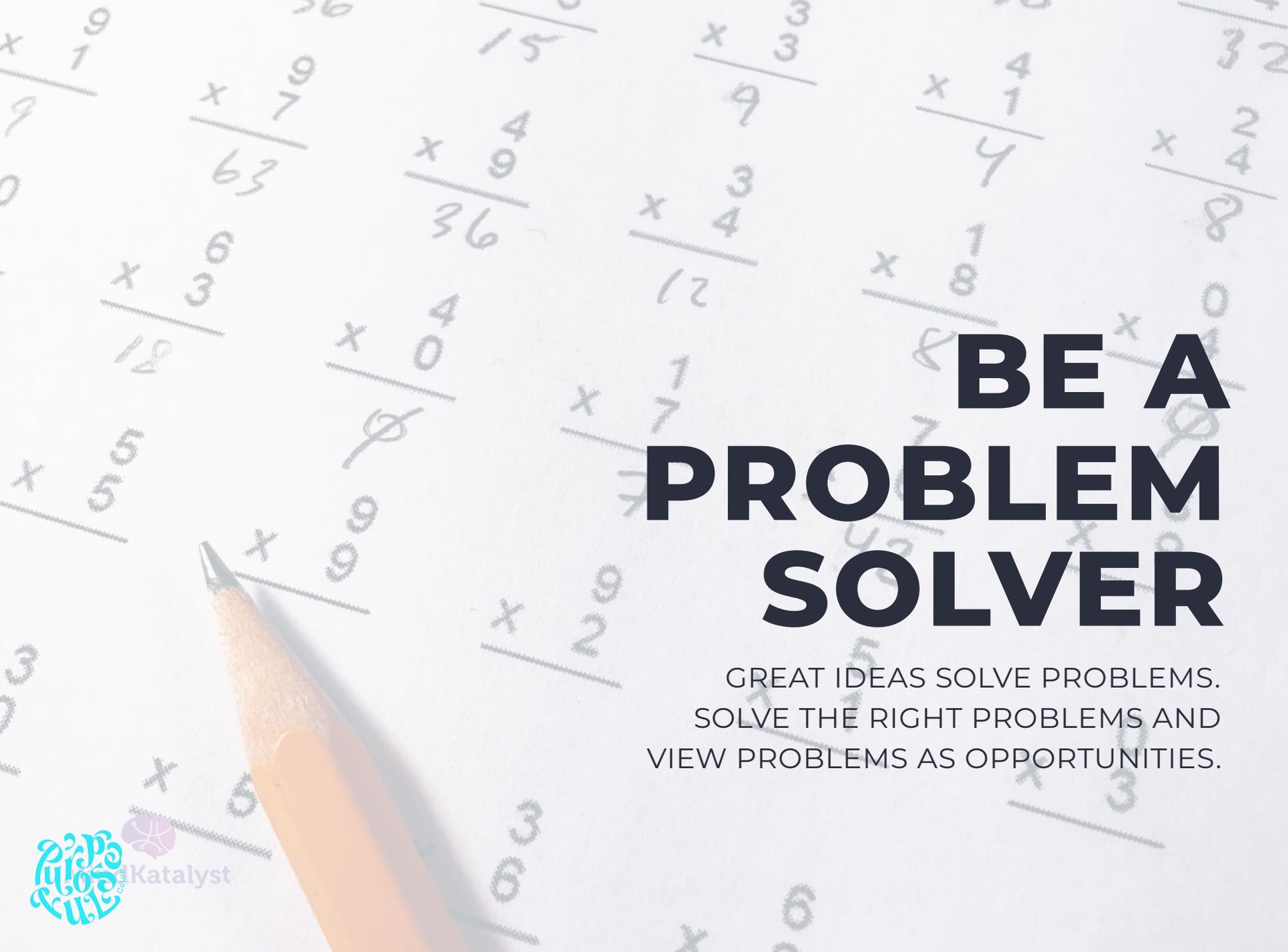


WHAT TO EXPECT

FROM THIS WEBINAR

- RESEARCH
- THEORIZE
- STORYBOARD
- TEST AND VALIDATE



The background of the image is a close-up of a notebook page filled with handwritten multiplication problems. A pencil is visible in the bottom left corner, pointing towards the center. The text 'BE A PROBLEM SOLVER' is written in large, bold, black capital letters on the right side of the page.

BE A PROBLEM SOLVER

GREAT IDEAS SOLVE PROBLEMS.
SOLVE THE RIGHT PROBLEMS AND
VIEW PROBLEMS AS OPPORTUNITIES.

1

MODULE 1

RESEARCH

LEARN AS MUCH AS YOU CAN ABOUT YOUR
IDEAL CUSTOMER AND THE PROBLEMS YOU'RE
TRYING TO SOLVE.



PRODUCT VALIDATION SPRINT

A STREAMLINED PROCESS OF TURNING AN
IDEA INTO A VIABLE CONCEPT. A REPEATABLE
METHODOLOGY AIMED AT GETTING TO THE
RIGHT SOLUTION QUICKLY.



3 THINGS TO REMEMBER

INNOVATORS
ARE
COMFORTABLE
SPRINTING

CUSTOMER'S
FEEDBACK
MATTERS MOST

THE SOONER
YOU CAN
PROTOTYPE
YOUR IDEA,
THE BETTER



PRODUCT VALIDATION SPRINT

1

RESEARCH
EMPATHIZE
& UNDERSTAND

2

THEORIZE

3

STORYBOARD &
PROTOTYPE

4

TEST
& VALIDATION



THE RISKS

OF IGNORING THE PROCESS



EMPATHY = KEEP YOUR CUSTOMER TOP OF MIND

A PRODUCT BUILT WITHOUT EMPATHY =
[THE JUICER](#)



A PRODUCT BUILT WITH EMPATHY =
[A BABY'S INCUBATOR MADE OF COMMON CAR PARTS](#)



THINGS I WANT TO KNOW BEFORE I DESIGN MY PRODUCT

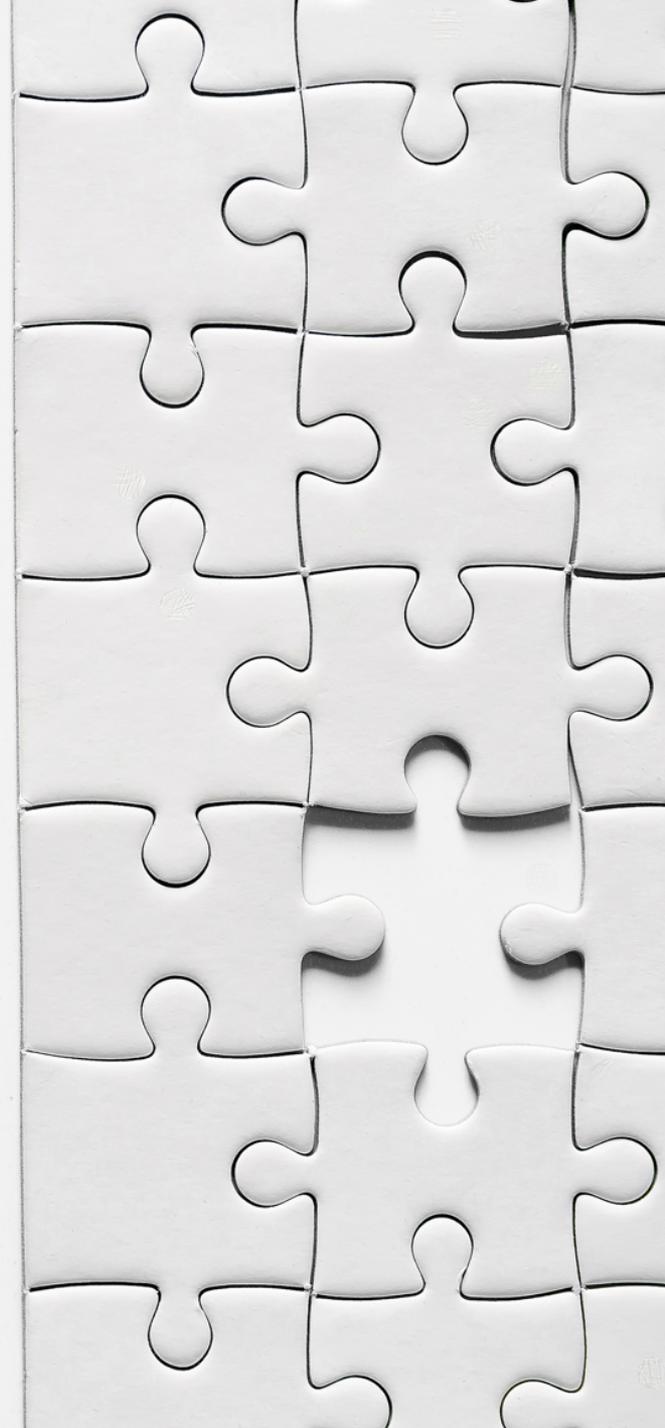
- DEMOGRAPHICS
- MOTIVATIONS
- GOALS
- FRUSTRATIONS
- PREFERRED CHANNELS
- BUYING HABITS



TIME TO IMPLEMENT

WHAT IS THE KEY PROBLEM

YOUR PRODUCT
SOLVES?



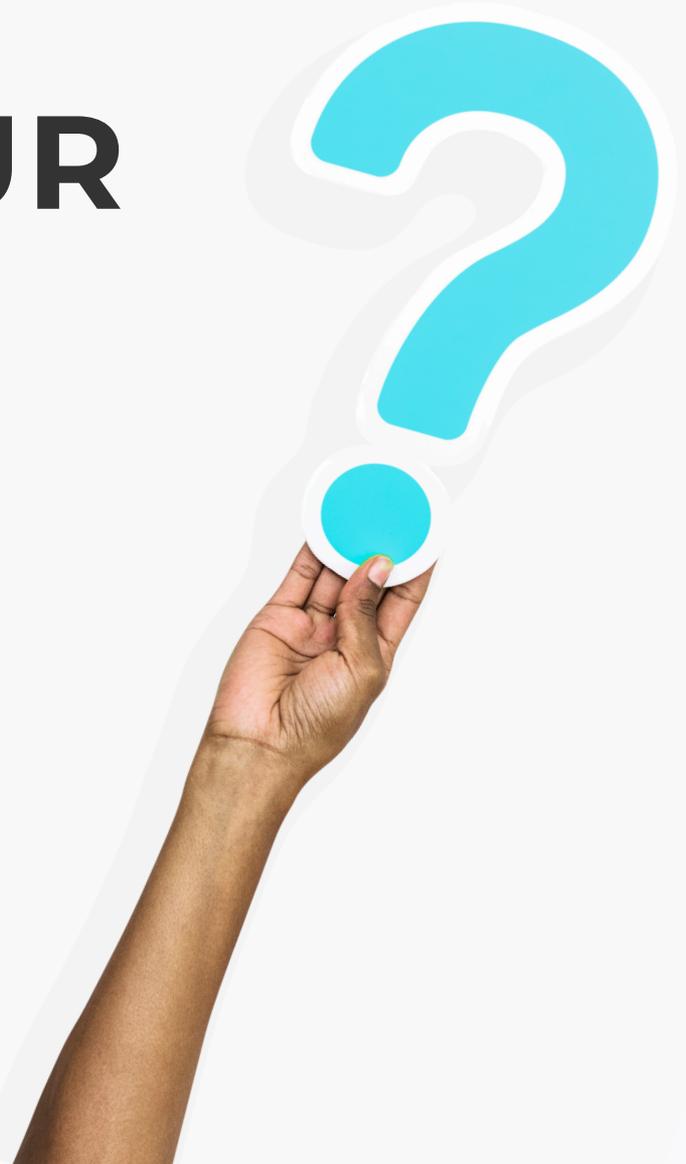


HOW WILL YOUR PRODUCT SOLVE THIS PROBLEM FOR YOUR CUSTOMER?



WHY WOULD YOUR CUSTOMERS

**SPEND MONEY OR TIME ON
YOUR PRODUCT?**



2

MODULE 2

THEORIZE

BE A VESSEL! OPEN UP FOR INSPIRATION AND
POSSIBLE OPPORTUNITIES AND NEW IDEAS.



THE NUMBER ONE MISTAKE PRODUCT BASED
ENTREPRENEURS MAKE

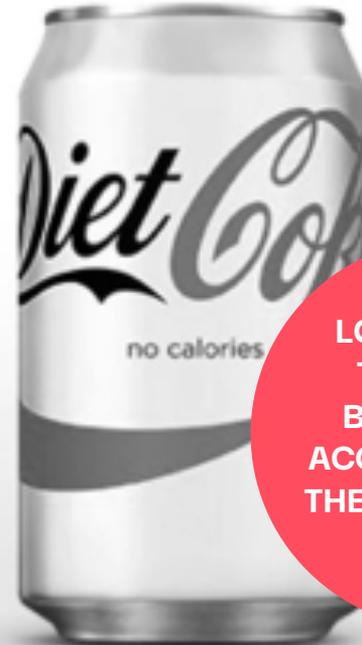
THEY THINK ABOUT THE PRODUCT BEFORE THE PROBLEM



UNDERSTANDING THE

KEY BENEFIT

OF YOUR MVP



THE BEST MVPS ARE:

CONCISE AND
BEAUTIFULLY
DESIGNED



QUANTITY

QUALITY

THE MORE IDEAS AT THIS POINT, THE BETTER.
YOU CAN'T SEE YOUR SOLUTION FROM ALL ANGLES AND
PERSPECTIVES WITHOUT HELP.



AVOID FOMO

(FEAR OF MISSING OUT)



WHAT IF...



SO THAT...



WHAT IF

WE GIVE PEOPLE A BETTER OPTION TO BUY
LOWER-PRICED, HIGH-QUALITY SUNGLASSES?

SO THAT

THEY DON'T WORRY ABOUT LOSING THEM WHILE
VACATIONING?



TIME TO IMPLEMENT

SKETCH YOUR MVP

- Notes
- Ideas
- Crazy 8s
- Solution sketch

3

MODULE 3

STORYBOARD

& PROTOTYPE

MAKE A DECISION!

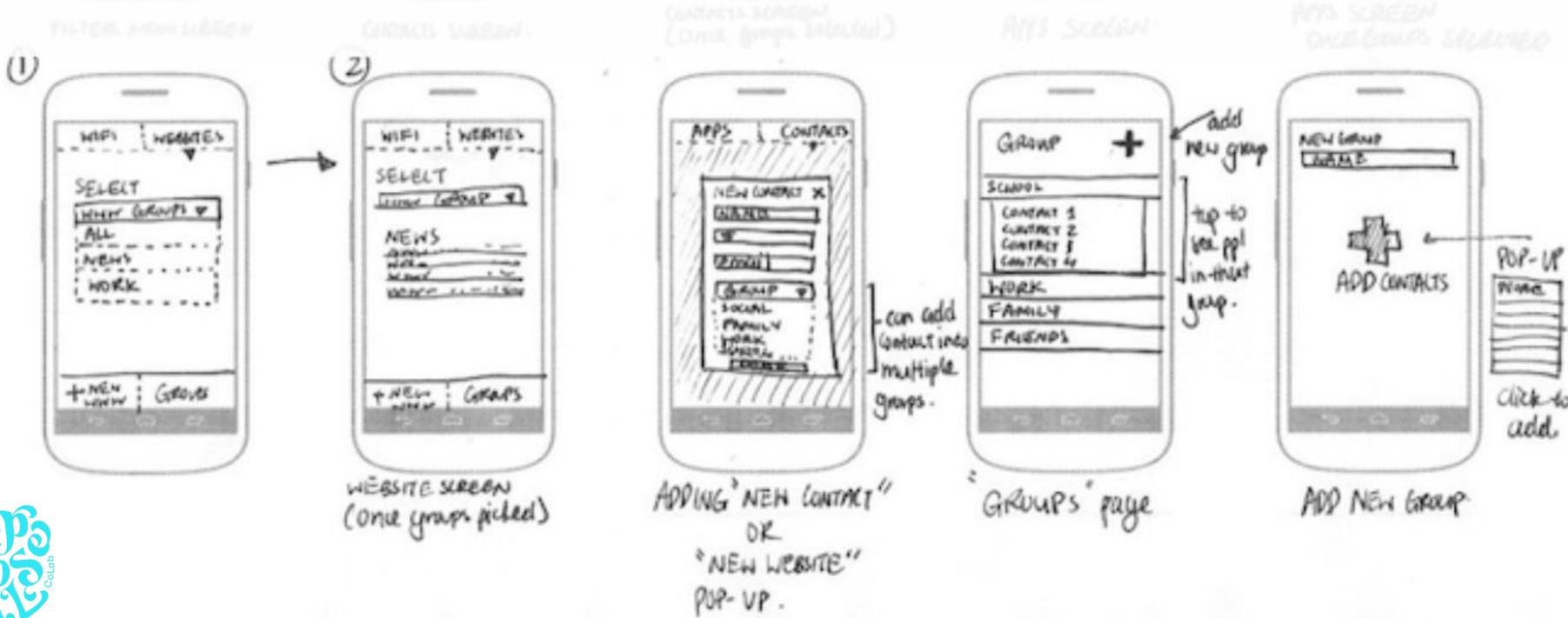


CREATE FILTER / EDIT FILTER PAGES.



STORYBOARDING

STORYBOARDS ARE A QUICK AND INEXPENSIVE WAY TO SHOW PEOPLE YOUR PRODUCT CONCEPT



STORYBOARD EXAMPLE



BUILD A PROTOTYPE MVP

ALLOWING SOMEONE TO ENGAGE WITH A PROTOTYPE IS MORE
EFFECTIVE THAN A THEORIZED IDEA WITHIN A DOCUMENT



SIMPLE AND NIMBLE



BUILD YOUR PROTOTYPE

WHAT YOU NEED

- AN AGREED SCRIPT
- AN AGREED SET OF PAGES
- PAPER, GLUE, MARKERS & STICKY NOTES



TIME TO IMPLEMENT

BUILD YOUR PROTOTYPE

4

MODULE 4

TESTING &

VALIDATION

PROBLEM + SOLUTION + VALUE

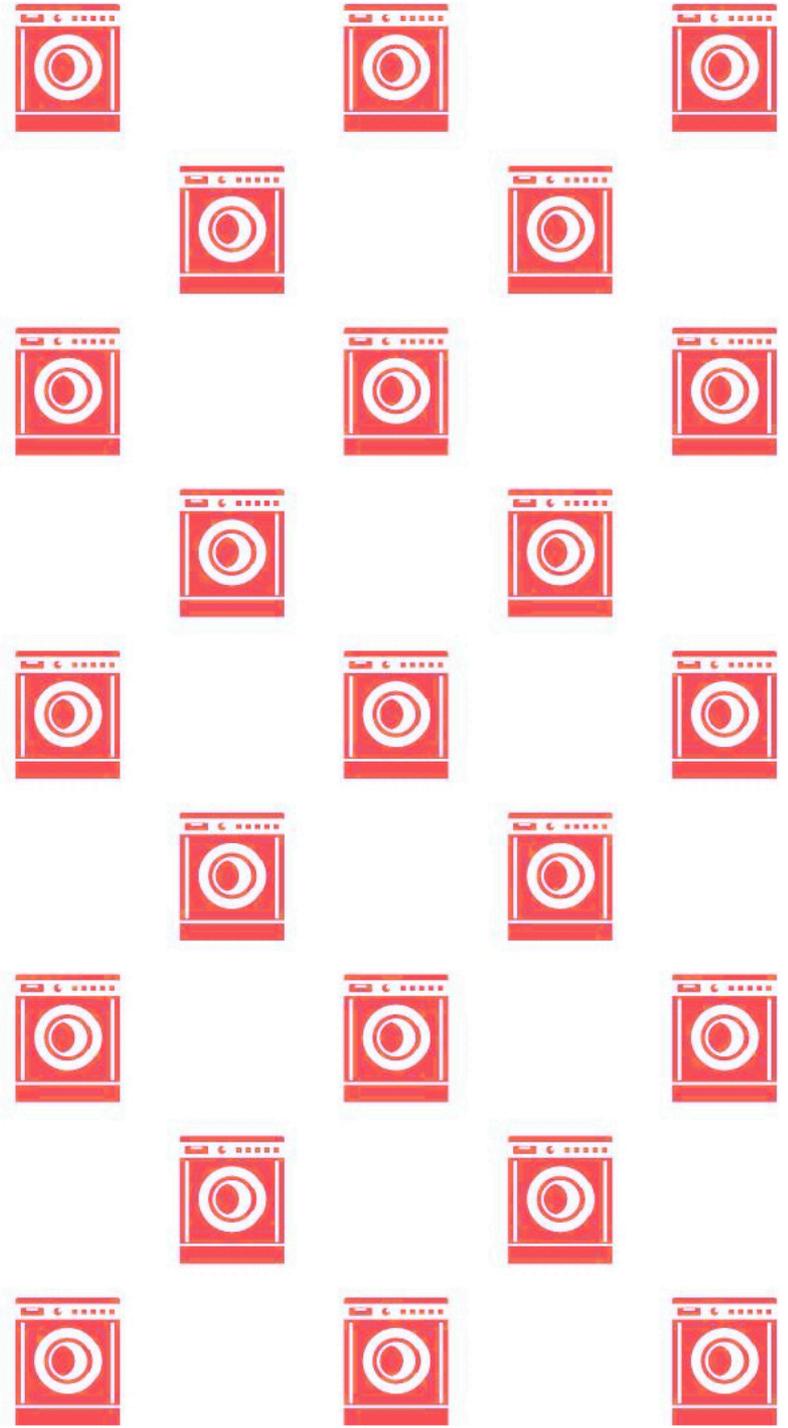


OBSERVE 

 **LISTEN**

 **LEARN**

REMEMBER TO
**RINSE AND
REPEAT**



**READY TO
DIVE IN DEEPER?**



Q&A?



THANK YOU FOR ATTENDING

EMAIL QUESTIONS TO

HELLO@PURPOSEFULCOLAB.COM

