

Don't work on the wrong thing

Doing quick research

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find insight



Working hard is not enough

It doesn't matter how smart you are, and how hard you work if you work on the wrong thing.

if you switch what you work on every 30 minutes, it doesn't matter how hard you work. You'll never do anything.

Asymmetric upside

Figure out what you can work on, that has asymmetric upside. This means that you can lose some money, a few months work maybe, but where you can gain 10 or 100 times as much as you can lose. This usually means finding a market that's growing. You might make a living doing what everyone else is doing, like starting a bar, but it's highly unlikely that this will such an outside success that you make a real profit.

Test ideas to death

No validation

Now that we're working on something worthwhile, and we're working hard, and we're smart. It's time to think about how to test if your ideas are right or wrong. This is where UX research comes in.

No user will be happier if we design a perfect product for something they don't want to do. There's no perfect toilette brush glove.

Don't try to "validate" things. I flinch every time I hear someone say validate. Nothing true needs validation. Only when you're not sure do you need validation.

This doesn't help when we're making products and services.

What we're trying to find out is will this idea fail, and if it will why? And we want to find this out as fast as possible.

Who to talk to

1. Focus on the problem. Not the solution.
 2. Find people with this problem.
 3. Talk to them.
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What to ask them

1. Ask them how they're solving the problem, if they aren't trying to.
They won't try your solution either.
 2. Ask them how much time or money they're spending solving the problem.
This is your budget.
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Ask good research questions

- Don't ask them about the future
 - Ask what they did do
 - Ask if they will give you money now.
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- Ask how they have bought something.
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How to talk to them

- Survey: **Tally.so**
 - User Interview: **FindInsight.ai**
 - User Interview: Call them
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How to talk to them

- Survey: **Tally.so** - 100+
 - User Interview: **FindInsight.ai** - 20
 - User Interview: Call them - 5
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Fail fast

Still applies here

Early research is where fail fast is really good advice. You can't afford to waste time. Close as many ideas and avenues as possible.

100 experiments

At any one point in the journey. You are 100 failed experiments from a great breakthrough. And the mental game is to make sure you go through them as fast as possible. Because it's really hard to stay motivated when all you hear is "no".

But that's the point. Each no isn't a failure. Each no is an experiment that lead you closer to the yes. So aim to do 100 reps.

Start with that intention and it's a lot easier to get through them.

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1. **Work on real problems**
 2. **Ask ppl about problems**
 3. **Get to "no"**
 4. ***Repeat x 100***
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Thank you

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