

## Action Guide

### 368: An example of engineering a disruptive product

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## Application Questions

1. What opportunities are there for disruption in your industry?
2. Do you use data? If so, how? If not, how could it help you?
3. What tools do you use to discover how to improve your user experience?



## Actions to Take

### What to Do Now

- Watch for opportunities for disruption in your industry. Look for what existing companies are not doing.
- Talk to users and listen to their feedback.

### What to Do Soon

- Collect user data, either directly in your software product or by talking to customers about your hardware product.
- Iterate fast and respond to feedback and data. Find indicators of good business outcomes.