

Action Guide

387: When the world doesn't need another product in a crowded category

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Application Questions

1. If you have entered a crowded product category, what challenges have you had?
2. What differentiates your product? How can you balance being sharply differentiated and having parity with existing products?
3. What type of people (potential customers) would be useful to interview? What kind of questions would you ask?



Actions to Take

What to Do Now

- If you're creating a product to meet a need you personally have, be sure to still do customer interviews, because what you need might not be what other people need.
- Stay close to your customers. If you're offering a trial product, consider helping your customers set it up and observing their experience.

What to Do Soon

- When you're doing customer interviews, consider asking each your customers if they know anyone else who would be interested in being interviewed.
- Have a clear system for organizing and prioritizing feedback so you know what to act on.