

## Action Guide

### 392: How uncovering customer pains and unmet needs led to launching a rapidly growing product

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## Application Questions

1. What's an early experience that shaped your interest in creating products?
2. Describe an underserved market or an unmet need you discovered. What product did you create or what product would you like to create to solve that problem?
3. How do you get feedback from customers?



## Actions to Take

### What to Do Now

- Look for opportunities to integrate your strengths in different fields, like how Matt uses his artistic and technical strengths.
- Seek to create delight when customers use your products.

### What to Do Soon

- Spend time in your customers' shoes. If possible, do their jobs or live their lives to gain a deeper understanding of the problems they deal with.
- When you're building an MVP, do research first and get constant feedback along the way.