

Action Guide

424: Lean product management

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Application Questions

1. How do you determine problem-solution fit?
2. What process do you use to find product-market fit?
3. How would you describe your target customer? What segment(s) is your product marketed to?



Actions to Take

What to Do Now

- Identify your target customer and segment your market by demographics, attitudes, behaviors, and needs.
- Brainstorm the problems your customer has and look for underserved needs.

What to Do Soon

- Define a value proposition that addresses performance benefits (features), must-haves, and delighters.
- Build an MVP and test it with customers.