ACTIVITY I

In your "Phase 1", "Unit 2" folder, create a Google Docs file, renaming it to: "Name_Surname_2.6_Need Discovery".

In your document, enter one Primary Idea for which you're going to perform Need Discovery.

If necessary, you can always come back and repeat this process with another idea.

Using the Mom Test and other resources above, write out a rough list of questions for the Primary Idea you want to test.

Keep it simple and don't expect to follow these like a script. Some examples:

why do you bother with that?

tell me about the last time that happened?

how does that affect you?

what did you do about it?

how are you dealing with it now?

Find one or more members of the Get Startup Ready course and go through your Need Discovery questions. Provide feedback for each other and update your questions based on the feedback (feel free to copy and use effective questions from each other).

ACTIVITY II

It's time to make your assumptions about your Tribe. In your document, answer the following questions based on your chosen Primary Idea:

Who is your Tribe?

What is their problem that you're solving?

What is their need underlying the problem?

How do they currently go about solving their problem?

Why is your imagined solution better than what currently exists?

Now create a persona of the ideal customer (Tribe member) for your Primary Idea:

Name

Bio

3 reasons I'd use your product

3 reasons I'd buy your product

My interests

My personality

My dreams

on these questions, the more specific you can be, the better. So for their interests, don't say "likes music, fashion and entrepreneurship".

instead, say "likes music listened to on her iphone, usally techno or classical music. Fashion sense is lower-end but highly ecclectic; often at shopping at vintage clothing stores. Interested in startups, especially tech related, but unsure how to get started"

ACTIVITY III

Arrange to have Need Discovery conversations with at least 5 potential customers for your Primary Idea.

The conversations must take place within the next two weeks, but the sooner the better.

Your aim in these conversations is to find out your niche's problem and underlying needs related to your idea.

Use what you learned in Mom Test to guide you.

Use your list of questions, but don't follow them too strictly.

For each conversation, record your findings on the document you created.

Write out any useful insights which come up during the conversation.

Being good at Need Discovery conversations takes practice. Focus on making little improvements to your questioning each conversation.

If you do mention your solution to their problem and they show interest, remember to get commitments!

Receiving a compliment is bad data. Receiving a payment is excellent data. If they show interest, get the biggest commitment you can.

ACTIVITY IV

In the comment box below, write the most important problem you think your idea is solving, and why you think your Tribe have this problem.