

UTILITY TESTING VS MVP

Worksheets, updates
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Recap

Before we dive into Workbook 4, let's take a look at where you've been.

You started with Finding Your Early Adopters. In that workbook you answered the question:

Is there a problem out there that your customers are actively looking to solve?

This phase represented your classic Customer Discovery phase.

Next, in Offer Testing, you answered the question:

Are customers ready to solve it?

In this phase, you wanted to know, if you restated the problem back to folks in their own words, would they engage with you to solve the problem?

In Offer Testing you developed your marketing strategy, including optimizing your marketing message and

