

HOW TO BUILD A UTILITY TEST

Worksheets, updates and comments available online:



Problems it Solves

1. What if you don't have a development team?

If you're not a developer, or don't have a development team, how can you go about providing a solution for your customers? This exercise will answer that question.

2. What is the most effective way to get product feedback?

Once your product is available to customers, you want feedback on it as fast as possible so you can iterate on it.

Guiding Principles for Building Your Utility Test

The crux of this exercise can be summarize by a quote from the founder of Y-Combinator, arguably the most successful startup accelerator in the world, Paul Graham:

Do things that don't scale.

UTILITY TESTING FEATURE LIST

1 **PROBLEM** _____

2 **CUSTOMER EMOTIONS**
Start _____ End _____

3 POTENTIAL FEATURES	SCORE

4 **UTILITY TESTING VERSIONS**

v0.1 _____

v0.2 _____

v0.3 _____

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