

Solution Validation: example questions

1 Main goal: Understand which features create value (if any?)

- › Does [X] solve your problem? Why not?
- › Where does [X] fall short of your expectations?

- › How does this product/feature compare to your current solutions?
- › How do you evaluate alternative solutions today?
- › Will this be better than your current solution?
- › Quantify “how much” better.

- › Have you used something similar? What was the experience?
- › Do you still use [Y] today? Why?
- › What does [X] remind you of?

- › Would [solution X] create new problems or pains for you?
- › What needs to be before you would use [X]?
- › Why will you not use this?

- › What is the most remarkable element of [X]?
- › What is the most critical/crucial feature of [X]?
- › What can't be left out? Why?

- › Where do you start to use [X]?

- › What do you like or dislike about [solution X]? Why?

- › Why do you think this could be beneficial for other people? For whom?
- › Would you recommend this to someone? (Who? ask to confirm)

2 General tips

- › First validate whether you're talking to a relevant user (target segment).
- › To verify real interest, ask for some commitment (pre-payment if possible).
e.g. ask for personal contact details for follow-up.
- › Show the solutions when possible (even a sketch will do!).
- › Make it clear that this solution is not final, anything can be changed.
- › Don't explain how much effort went into this project/solution.
- › Avoid hypothetical questions about the future.
- › Don't ask for a redesign or to come up with new features.
- › Your main priority = to learn, not to sell.

About this tool

When we start asking for feedback on our solutions we tend to ask closed questions that seek for confirmation rather than

feedback. These example questions help you formulate open-ended questions that collect feedback. With this open feedback, we can then

decide what aspects of our solution are good and which we need to change or remove.