YOUR QUICK TOUR

Make the smallest product that delivers value

A first product is a learning tool with a customer result - not a smaller pile of random features.

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YOUR FINISH LINE

One useful product promise, one simple version, one real test and one evidence-based next decision.

01 / MEET YOUR GUIDE

Leena removes nine clever extras

Fictional example: Leena, her desk kit and all details are invented.



THE OVERLOADED IDEA

Leena plans a desk-organization box with twelve items, custom packaging, several colours and an app before speaking to buyers.

THE SIMPLE VERSION

She interviews home-office workers and tests a three-piece cable-control kit in a plain box with a short setup card.

THE LESSON

A smaller product can reveal the real buying reason, delivery cost and usability problem before expensive extras become commitments.

02 / START WITH THE RESULT

A product is a repeatable solution

Physical or digital, it should help a customer complete a clear job in a consistent way.

CUSTOMER RESULT

Describe what becomes easier, faster, safer, clearer or more enjoyable.

REPEATABLE FORMAT

Define what stays mostly the same for each buyer: item, file, kit, process or access.

BOUNDARY

State what is included, excluded, supported and required from the customer.

PROOF

Show that it works through a sample, demo, customer use, quality check or small paid order.

PRODUCT SENTENCE

[Product] helps [specific customer] complete [job] during [situation] by [simple mechanism].