

@thegaragegroup

4 principles, tips & tools  
for smart & scrappy learning

[thegaragegroup.com/swcincy.pdf](http://thegaragegroup.com/swcincy.pdf)



@thegaragegroup

# I. Problem, first.



**Your team has an idea to build something, that's great!**

*But, are you solving for  
real customer pain?*

*Too many startups stop at solving a problem functionally without looking at the emotional impact of solving the problem for their customers. Figure out why customers give a shit that you solved the problem for them and you'll have a strong base of passionate customers who will help grow your business.*

**JEREMIAH GARDNER**  
**THE LEAN BRAND**





@thegaragegroup



@thegaragegroup

*If I had 60 minutes to solve a problem, I'd spend 55 minutes defining it and 5 minutes solving it.*

**ALBERT EINSTEIN**





@thegaragegroup

**Framing the right problem**  
*is the only way to ensure you're creating  
the right solution.*



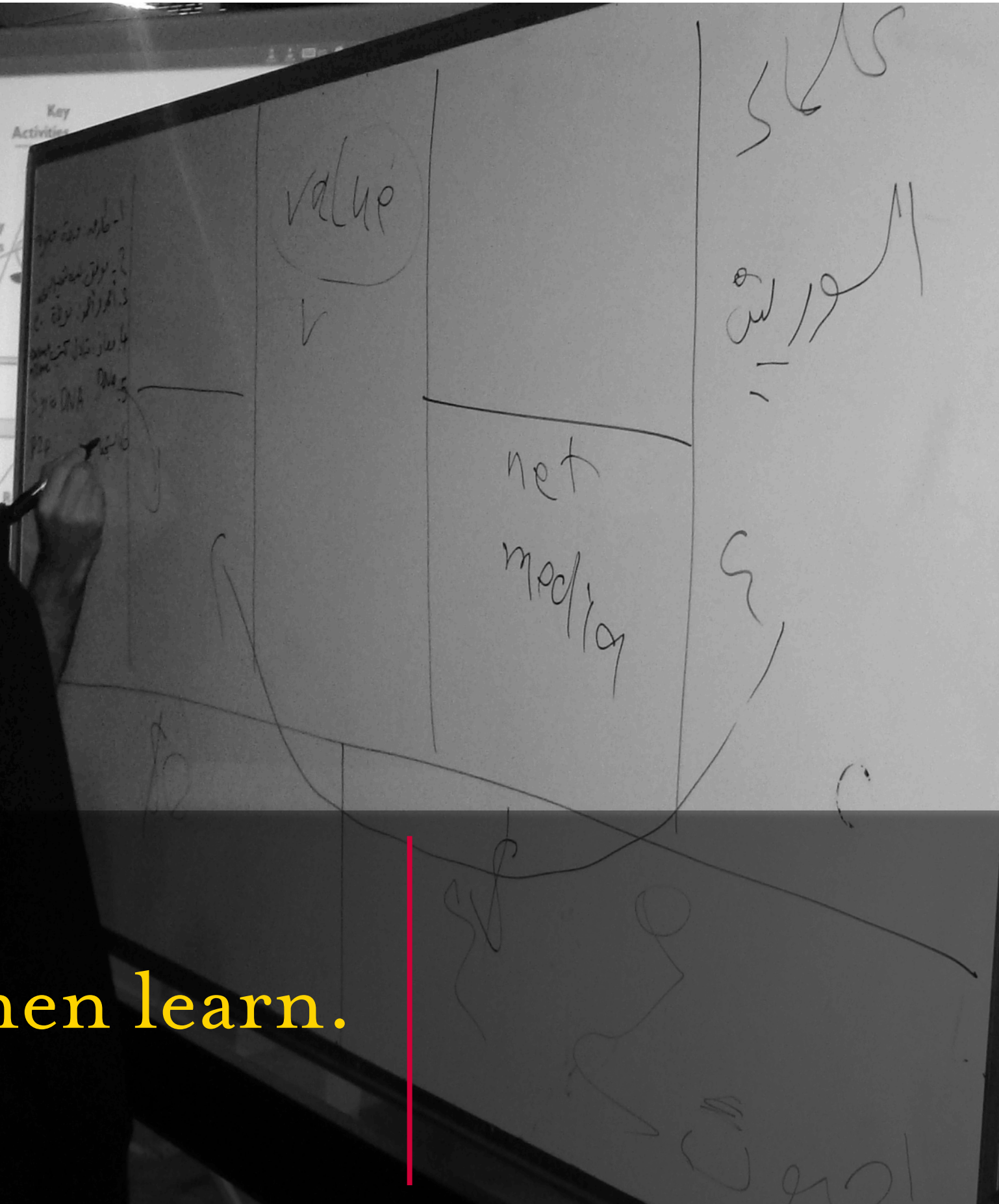
*Consumer  
need*

*Your product  
or service*





@thegaragegroup



## 2. Prototype, then learn.



*Forces you to think through  
your idea and to hypothesize*

**Something more tangible for  
consumers and mentors to react to**

@thegaragegroup

Quickly capture your idea  
*via something like lean canvas*



Then, create something for  
consumers to react to:

*Keynote*

*PowerPoint*

*Word Doc*

*Sketch it out*





*Just one slide or one page*

**You could include rough visuals**

@thegaragegroup



3. Go learn.



*Who's the user of your product?*

*Early on, spend the most time learning about the person you're solving the pain for, but don't neglect other important stakeholders (buyers, influencers, content producers, etc)*

**What should you learn?**

# What should you learn?

- ▶ *Go beyond obvious areas like: market size, market growth rates & competitive set*
- ▶ *Is the pain you want to solve for real?*
- ▶ *Why should consumers care that you solve this pain for them?*
- ▶ *What are consumers doing today to solve the problem you want to solve?*
- ▶ *What language are consumers using to talk about the problem & solutions?*
- ▶ *Which marketing channels can you reach them through?*
- ▶ *How does your idea fit into the consumers' life?*
- ▶ *What influences them?*
- ▶ *What pricing models could you position against?*
- ▶ *Feedback on your initial idea...*
- ▶ *Which features should be part of your MVP*



*Ways you can learn  
about consumers*



**Start by leveraging what  
the team already knows**

@thegaragegroup



# MILLENNIAL ATTITUDES

A FUSION POLL

*Publicly available information*



Web

News

Images

Videos

Shopping

More

Search tools

Any time

All results

Cincinnati, OH

✓ Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

### Impact Research | The Millennial Impact

ct.com/2014-research

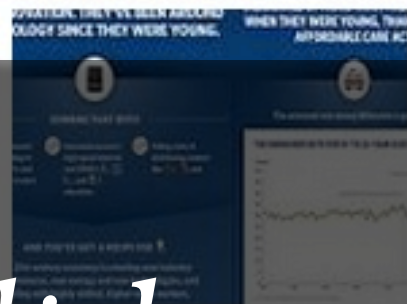
NG THE NEXT GENERATION WORKFORCE. For the 2014 report, Achieve focused the research on how Millennials ...

### SDG Development Goals Report 2014

goals/2014%20MDG%20report/... United Nations

velopment Goals Report 2014. Overview. Fourteen years ago, the report articulated a bold vision and established ...

### In the news



### White House quietly strips emoji characters from BuzzFeed-like millennial report

Washington Times - 1 day ago

The report, "15 Economic Facts About Millennials" is styled as a BuzzFeed-like listicle, which ...

More news for millennial report 2014

### Millennial Survey 2014 | Deloitte | Social impact, Innovation

www2.deloitte.com/.../2014-millennial-survey-positive-impact.ht... Deloitte

Deloitte's third annual Millennial Survey explored what Generation Y wants from

*Publicly available information*



millennials snacking



Did you mean? [millennial\\_sacking](#)

[Invite Teammates to Collaborate](#)



[Add to Zakta Marketing](#)

Research anywhere, anytime

[Add to My Browser](#)

Web News **Social** PR Marketing Reports Companies People Events Associations Trademarks Patents

Source: Blogs Forums Twitter Facebook Google Plus YouTube Comments Reviews **All Social**

Aggregated search across all web sources. About 129 results. View as: List Categories **Bars** Cells Circles Map Rectangles

Group By: Cluster 2 of 100 ([find more](#) | [exclude](#) | [save all](#))

Filter:

FOOD

MARKETING

HEALTH

CHRIS PATTON

EATING

LOVE

GOOD

JUSTINE

VIDEO

CONSUMER

POLITICS

SOCIAL LIBERALS

TACO BELL

HAPPENING

ECONOMY

WHEEL FOUNDED

FATBURGER

LOW INCOME WHITE

SNAPCHAT

PARENTS

FACTS

[Kashi Moves Back to Cali as Cereal Brands Struggle to Regain Footing](#)

...**Millennials**.[\[more\]](#) "They're much more likely to be **snacking** rather than eating three meals a day, and therefore may not have a traditional breakfast at all," Jeff...

[www.brandchannel.com/home/post.aspx?id=35C9341E-CF62-4B8B-9F...](http://www.brandchannel.com/home/post.aspx?id=35C9341E-CF62-4B8B-9F...) [ANALYZE](#)

Save

Hide

[Omar Comin, Shark-eating Dinosaurs And Other News You Can Maybe Use](#)

...**millennials** are killing **cereal**: **Cereal**, that bedrock of the American breakfast, has lost some of its snap, crackle and pop. For the last decade, the **cereal** business has been declini...

[wonkette.com/560015/omar-comin-shark-eating-dinosaurs-and-ot...](http://wonkette.com/560015/omar-comin-shark-eating-dinosaurs-and-ot...) [ANALYZE](#)

Save

Hide

More Results: [Visualize 100 results](#)

Social media



# Untitled form

Form Description

Question Title

Help Text

Question Type   Go to page based on answer

Option 1

Click to add option



▶ Advanced settings

*Surveys*

@thegaragegroup

4. Ask more. Talk less. Listen more.



*Ways you can listen to  
and learn from consumers*

*Everyone on your team should  
be involved in research*



**Especially when you're  
interacting with customers**

@thegaragegroup

*Face-to-face*



**Talk with IO**  
*Where do I find them?*

# Interviewing tips

1. *Start big, then dig deep*
2. *Listen 70% of the time/Talk 30% of the time, or less*
3. *Avoid the “yes or no” questions*
4. *Learning mindset, don't Confirm*
5. *“Tell me more...”*
6. *“Help me understand...”*
7. *Pay attention to non-verbals*
8. *In-context is great, if possible*



**Discussion guide**  
*[thegaragegroup.com/dguide.pdf](http://thegaragegroup.com/dguide.pdf)*

*Start big picture.*



*Personal Background*

*Habits*

*Beliefs*

*How are they solving the problem today?*

*Opportunities*

*Ah-Ha's*

# Insights, then implications.



<i>Key insights gathered during research</i>	<i>Insight:</i>	<i>Implications:</i>
<i>Messaging/ awareness</i>		
<i>Distribution</i>		
<i>Pricing</i>		
<i>Product features</i>		
<i>Product benefits</i>		
<i>User experience</i>		
<i>Ideal experience</i>		

# Segment mapping template.



	<i>Segment 1/ Stakeholder 1</i>	<i>Segment 2/ Stakeholder 2</i>
<i>Who is this target?</i>		
<i>Current reality/ pain-point</i>		
<i>Relevant value proposition</i>		
<i>Influencers</i>		
<i>Pricing</i>		
<i>Delivery</i>		
<i>Ideal experience</i>		
<i>When/where/how to reach them</i>		



**Don't try to sell**  
*trust initial reaction from people*

*50% traction. 50% product.*

# 4 principles, tips & tools for smart & scrappy learning

1. *Problem, first.*
2. *Prototype, then learn.*
3. *Go learn.*
4. *Ask more. Talk less. Listen more.*



@thegaragegroup

q&a



# Connect



Jason Hauer  
[jason@thegaragegroup.com](mailto:jason@thegaragegroup.com)



Renee Murphy  
[renee@thegaragegroup.com](mailto:renee@thegaragegroup.com)



[thegaragegroup.com](http://thegaragegroup.com) | [@thegaragegroup](https://www.instagram.com/thegaragegroup)

