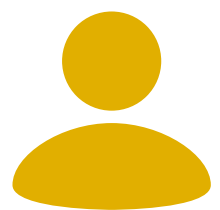


5 steps to

Assess Market Viability through User Research

Use this template to identify what you know about your market already, and what you need to find out through user research.



Is your product or service:



Desirable

Will people use it and pay for it?



Viable

Will it add value to your business and help deliver your business outcomes?

Desirability & viability are two of the biggest risk areas when you're launching a new product or service.

If you don't have enough evidence to be able to answer these questions, PaperKite can design and carry out user research to get you the insights you need.

You now know how to address the Desirability & Viability risks

It's time to explore your solution in more detail. As you iterate on your idea, you'll need to focus on the remaining two main risks.

Is your product or service:



Feasible

Can we build it with the resources we have?



Usable

Can we make it easy for people to use?

PaperKite can help with the next steps

These usually involve creating some design mock-ups and basic technical prototypes to demonstrate how your idea would work