

# 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.

## Is there a **realistic** market?

- How many people do you think have the problem?
- Do they have a solution to the problem already?
- If there's already a solution in market, are people happy with it?
  Or is there an opportunity to do it better?



#### No

If you don't think you have a realistic market, **stop and reconsider.** 

Do you need to change your target market or problem definition? Can you explore new or adjacent problems and/or target markets?



#### Yes

You have a realistic market if enough people have the problem and there's no great solution to it.

# Is there a **primed** market?

- Are people in your target market aware they have the problem?
- Is finding the solution to this problem a high priority or well down their list?



If you don't think you have a primed market, pause and investigate further.

Consider possible strategies for raising awareness of the problem and demand for a solution. Do you have the time and money to sell the problem? Will it be worth doing it?



#### Yes

You have a primed market if people know about the problem and want it solved.

# Is there a valuable market?

- How much are people willing to pay to solve the problem?
- Will each customer pay enough, given the size of your target market, to make a viable business?



#### No

If you don't think you have a valuable market, **stop and reconsider.** 

Unless you can expand your market or find a lucrative niche who will pay a premium price, you will likely need to reconsider your target market.



#### Yes

You have a valuable market if enough people will pay enough money to make the problem worth solving.

# Is there a willing market?

- Will people buy from you specifically?
- Is there an incumbent solution that you need to challenge?
- How "locked in" is your target market to their current solution?



#### No

If you don't think you have a willing market, pause and investigate further.

Explore what it might take to win over reluctant customers from an incumbent, or to build trust with your potential solution. Will it be practical to invest heavily in sales to win people over?



#### Yes

You have a willing market if people aren't locked into an existing product and are open to trying out something new.

## Is there a **retainable** market?

• Will people have an ongoing need for your solution, or will there be regular churn as you solve the problem for them and they move on?

Add details:			



If you don't think you have a retainable market, pause and investigate further.

If your solution will have limited useful life with your target market, how regularly will potential new customers enter the market? How easy will it be to reach and acquire those new customers?



#### Yes

You have a retainable market if people have an ongoing need for a solution, rather than a time-bound 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

