

# THE

# 10 PRINCIPLES

## OF PRODUCT DISCOVERY



### Get the f\*uck out of the building

**Tools:** Interviews, observations /  
Yourself & remaining members of the product trio

**Good reads:** [Continuous Discovery Habits by Torres](#), [The Mom Test by Fitzpatrick](#)



### Don't just listen to your customers

**Tools:** Experiments and prototypes

**Good reads:** [The Startup Owner's Manual by Blank and Dorf](#), [Testing Business Ideas by Bland and Osterwalder](#), [The Invincible Company by Osterwalder, Pigneur, Etienneble, Smith](#)



### Don't make (useless) rigid plans

**Tools:** Flexible (agile) plans

**Good reads:** [Sooner Safer Happier by Smart](#)



### Expect to be wrong and love bad news

**Tools:** Data, test results, evidence, facts

**Good reads:** [The Mom Test by Fitzpatrick](#), [Testing Business Ideas by Bland and Osterwalder](#)



### Iterate or pivot (or kill)

**Tools:** Iterations, course corrections, pivots

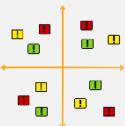
**Good reads:** [The Startup Owner's Manual by Blank and Dorf](#), [Testing Business Ideas by Bland and Osterwalder](#), [The Invincible Company by Osterwalder, Pigneur, Etienneble, Smith](#)



### Think business, not just product

**Tools:** Business Model Canvas, Value proposition canvas

**Good reads:** [The Startup Owner's Manual by Blank and Dorf](#), [Business Model Generation by Osterwalder and Pigneur](#), [Value Proposition Design by Osterwalder, Pigneur, Papadkos](#)



### Prioritize your assumptions

**Tools:** The Assumptions map

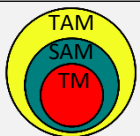
**Good reads:** [How Assumptions Mapping Can Focus Your Teams On Running Experiments That Matter by David Bland](#)



### Gradually increase the toughness of the tests

**Tools:** Experiments and prototypes

**Good reads:** [Continuous Discovery Habits by Torres](#), [The Mom Test by Fitzpatrick](#), [The Startup Owner's Manual by Blank and Dorf](#), [Testing Business Ideas by Bland and Osterwalder](#)



### Estimate market size

**Tools:** TAM, SAM & TM

**Good reads:** [The Startup Owner's Manual by Blank and Dorf](#)



### Show your progress

**Tools:** Strategyzer's innovation metrics, Innovation project scorecard

**Good reads:** [The Invincible Company by Osterwalder, Pigneur, Etienneble, Smith](#)