

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

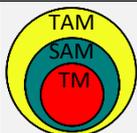
Good reads: [How Assumptions Mapping Can Focus Your Teams On Running Experiments That Matter by David Bland](#)



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](#)