VALIDATING PRODUCT IDEAS
Through Lean User Research
by **TOMER SHARON** Foreword by Benjamin Gadbaw

Rosenfeld

Validating Product Ideas: Through Lean User Research

Tomer Sharon , Noam Lamdan (Illustrator)

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Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

Validating Product Ideas: Through Lean User Research Details

Date   : Published September 1st 2016 by Rosenfeld Media

ISBN   : 9781933820293

Author : Tomer Sharon , Noam Lamdan (Illustrator)

Format : Unknown Binding 344 pages

Genre   : Design, Business

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From Reader Review Validating Product Ideas: Through Lean User Research for online ebook

Dave says

Distills user research into simple and actionable methods based on the higher order question at hand (e.g., "what do people need?", "can people use the product?"). Tomer does not attempt to be comprehensive in technique or strategy, and is silent on the deeper synthesis of insights and design implications beyond answer the question at hand.

Focused and useful as a text or reference for experienced researchers, and an able (if not dry; there's no fluff here) introduction for product-or-designfolk who understand the value of research practice, but don't know how to start.

Along with Steve Portigal's 'Interviewing Users' and Erika Hall's 'Just Enough Research', these three books make up the holy trinity of practical research basics: technique, mindset, and method, respectively. You'll have to look elsewhere for deeper theory or insight into the larger design process itself.

Peter says

Awesome book about lean user research, very useful for beginners, for experienced UX people, and also for non-UXers.

Grouped by how to answer the following questions throughout product development:

What do people need?
Who are the users?
How do people currently solve a problem?
What is the user's workflow?
Do people want the product?
Can people use the product?
Which design generates better results?
How do people find stuff?
Also has an extensive section for recruiting users.

Methods described:

Experience sampling
Interviewing
Personas
Observations
Diary study
Concierge MVP
Fake doors
Usability testing
a/b testing

tree testing
first click testing

Meg says

When I started reading Validating Product Ideas by Tomer Sharon, I instantly understood what he was trying to do: teach entrepreneurs how to love the problem, not the vision. I've been trying to help my clients with this through hands-on, user-research practice. Now I might start assigning reading "homework" from Validating Product Ideas too.

I wrote a more extensive review of this book on The UX Book Club blog.

https://medium.com/the-ux-book-club/a...

Bassam AlKharashi says

A comprehensive guide to validate products

The book contains a lot of tools and techniques that will help to validate and test products. Easy to read and follow.

Naning Utoyo says

too practical

Graham Herrli says

I love how this book structures each chapter around a key user research question and an ideal method to answer it. For example, there's a chapter to answer "How do people currently solve a problem?" which Sharon addresses by explaining how to set up and run an observation study.

The book is immediately applicable to practice; I found myself referencing earlier chapters in my daily work before I'd even finished reading. (Although I say "finished reading," and I *did* find it worthwhile to read cover-to-cover, the book's introduction says it's not intended to be read cover-to-cover; rather it's structured so that one chapter guides you through the steps of any particular research project.)

The breakdown in the "who are the users?" chapter of common categories of problems with the phrasing of user interview questions is the best guide I've yet encountered for crafting questions that lead to actionable insights. I'm in the process of using the chapters on "What do the users need?" and "What is the user's workflow?" to set up an experience sampling study and diary studies. The final chapter outlines a process for recruiting participants via social media; I'm looking forward to trying it out as a way of finding participants

who aren't already familiar with my organization.

Nadya Tsech says

In this book, you'll find 8 questions product builders have to answer with how-to guides for every question.

Tomer Sharon provides detailed instructions starting from how to recruit users for each activity, ending with how to analyze the findings.

I'd recommend the book to all product people (managers, designers, builders, founders).

Jose Papo says

This book is a must read for anyone building a new product/startup or for anyone who already have a product but needs answers from real users. Tomer wrote an easy to read and step by step book with the best user research and product validation techniques. Instead of just showing them he also define which one is best to answer each different question (like "What do people need?", "Do people want the product?", "Which Design generates better results" and many others). For me the detailed step by step and tons of examples to create better questions and observation methods is worth more than gold for any company or startup who wants to really understand its users.

Tomas says

I love books which go straight to the point and explain you how you can do something step-by-step. And Validating Product Ideas is just like that. It's devided based on problems you're solving during product creating and it suggest you one research technique how you can get feedback from your users. And it describes research techniques really deeply. Only think I wasn't satisfied with was picking the regular research methods, because from the value proposition of the book I expected some new, more guerrilla approach, so if you already know, how to do Usability Study, AB testing, In-depth interviews, Tree Testing, Ethnography this book is not already for you. I would suggest it to Product Owners that never heard about getting feedback from their users and Designers on the beginning of their career.

Lucas says

One to keep by your desk at all times, and bring to any project kickoff meeting

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Audrey says

Reads more like a textbook, but very useful while practicing user research. Great for product managers, product designers, marketing researchers, and user researchers. Would pick this up again the next time I do a

deep dive into user research. I especially liked the section about poor interview questions and how to make them better. Everyone could benefit from asking better targeted questions.

Nasos Psarrakos says

Super awesome and mandatory book if you're developing products. Especially when starting out to build something.

Audrey says

Reads more like a textbook -- would be great for someone practicing UX research to use this as a reference guide. Particularly liked the section on what are bad interview questions and how to change them for the better.

Gunar Gessner says

This book is not intended to be read from cover-to-back.
I skimmed through and will be back at it once the need arises.

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iniputi says

A light yet dense nice book that covers lean user research technique to answer some question you might ask on product development phase. the book walk you through several user research techniques to answer questions such as What do people need?, Who are the user?, Can people use the product?.

Author provide step by step guide to do each research technique correctly and effectively. I found some repetition on the steps on different techniques, but i supposed that had to be said haha. The book also provided some examples for the tools/documentation that are being used in each research techniques.

The book will be suitable for product people who want to build a product.