



Stress-Evaluate Your Product Growth

If you are thinking of starting a new business or grow your product in the market, ask clear questions and receive answers from your ideas. A peter Drucker once said, "The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong questions."

The Ten Ways to Stress-Evaluate Your Product Growth test can help you to find weakest point of your product and show you how your journey can start to evaluate. By using these questions, you can rate each of the ten factors below on a scale of 0 to 10, where 0 is extremely unattractive and 10 is extremely attractive. When in doubt, be conservative in your estimate:

1. Business Strategy – As a whole team, do you know short-medium-long term goals and the steps to achieve these goals? (Knowing only weekly tasks without knowing where to go is less attractive)

2. Values – How unique is your value creating feature of your product? (Selling DVD's on a market is something not special since it is also old-fashioned. Offering personalized and customer-oriented movies in online platform is a big value for customers.)

3. Product Management – Do you know clearly what your greatest strengths and biggest roadblocks that you face in your product to grow? (...)

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5. Content – How sustainable is your product when you manage the content? (Lets say you have a blog page on your corporate website. If you can easily manage your team to create content and publish it regularly on website, it is absolutely attractive.)

6. Knowing Your Customer – Have you ever did user testing to your product with real users? By real users means are not the friends, yourself or a friend of CEO's. (If you do user testing regularly, it is attractive. If you say "I already know what my customer wants", it does not count as user testing and it is less attractive.)

7. User Experience Design – Do you generally know in which step of your customer journey are unsolved in your product? (Knowing that your customer is having trouble while creating username is tragic; rather than saying log-in process is bad makes a huge difference. We would count attractive when the percentage of clear problems are more than the others.)

8. Sustainability – Do you follow customer feedbacks and analytics data regularly?

9. Tech Investment – When you want to add a new feature to the product, does your technology respond quickly? (If you think your product technology architecture is solid, connected with API's and having well organized micro services which all works properly, this scenario may be counted attractive.)

10. Team Investment – How productive your team can be? Do you use right methods to achieve your short and long term goals as a team?

When you are done with Stress-Evaluate Your Product Growth, add up the score. If the score is above 75 or above, you have a consistently growing product. It is very promising score to only focus on problems and find right techniques to solve them quickly. Anything between 50 and 75 has a great potential but won't be satisfying for the team. If the score is 50 or below, try to find the clear answers of the questions above. It is a necessary investment for your product, so plan accordingly. If you need a help of expert designers, perfect coders, excellent analyzers and amazing strategist to guide you on this process, do not hesitate to reach us! We, as Logicalbond, like to help you to find that leaping point.