

Give Your Big Idea a Chance: Test for Success

Before diving into building your app, ecommerce site, or digital service, thoroughly validate your idea. This step is crucial before investing in the entire project.

WORKSHOP

🎙️ PAUL BOAG





ABOUT ME

Paul Boag

- Nearly 30 years of experience working in digital with a focus on user experience.
- Extensive experience in conversion optimization and marketing.
- Have helped clients deliver dozens of SaSS apps in both B2c and B2B.
- Clients include bigger organizations like Shopify or PUMA, and dozens of smaller startups.

INTRODUCTION

I'm a grumpy old man

Passive income is a fantasy!

90% of startups fail



MySpace.com



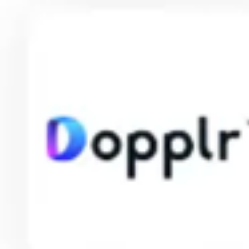
Friendster



Vine



Zapstream



Dopplr



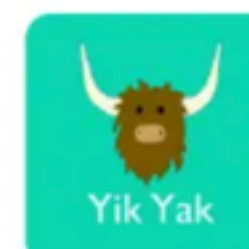
ArgyleSocial



Gowalla



Secret



Yik Yak



Crowdmix

Why SaaS apps fail



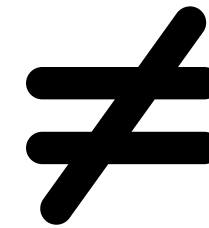
No real problem

Many SaaS startups struggle because they fail to solve a meaningful problem.



Poor marketing

Having a robust strategy for acquiring and retaining customers is essential.



No differentiation

Without a clear way of differentiating from others, many SaaS apps cannot break through.

It can be worth it!

Escape the 9 to 5

If you want to leave that corporate job, creating an app provides that opportunity.

Escape the boss and clients

Hate your boss or working with clients? A SaaS business offers an alternative.

Escape hourly ceiling

Do you feel your income is capped by the number of hours you work? A SaaS business can change that.

Additional revenue stream

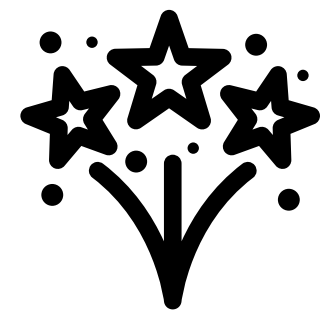
Want to introduce a new revenue stream to an existing business? A SaaS app can help.

INTRODUCTION

Success is possible

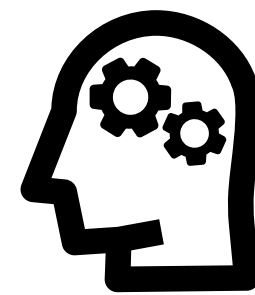
Success is possible with careful
planning and avoiding
impulsive actions.

There are exceptions



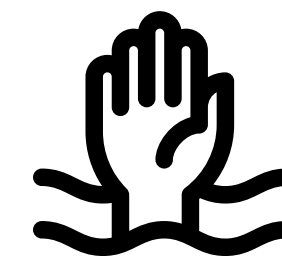
For fun

If you are just building a SaaS app for fun, go for it! You don't need to worry about financials.



To learn

If you want to learn something new then building a SaaS app can be a superb route.



To help out

Sometimes, you may want to build an app for a community, organization, or person.

Agenda



Section 01

Review the market



Section 02

Understand your audience



Section 03

Define your minimum viable product



Section 04

Run a test marketing campaign

A person wearing a dark hooded jacket and leather gloves is looking through binoculars. The scene is set in a dark, rainy street at night, with blurred lights in the background. The person's face is partially obscured by the hood and the binoculars.

01

Review the market

Before taking any action, it's crucial to understand who else is addressing similar issues and the current market landscape.

Why do market research?

Define your audience

Market research provides a deeper insight into the exact niche you might want to target.

Define your offering

Market research helps you get a clearer picture of what you need to build initially.

Identify market challenges

Market research will uncover the challenges you may face when you attempt to go to market.

Establish a strategy

Market research will assist you in working out how you can establish a successful strategy.

REVIEW THE MARKET

**42% of startups fail
because there is no
market need.**

REVIEW THE MARKET

How to approach market research

Market research does not need to be complicated. But to get the most from it, you need to follow some simple steps.

1. Broadly define your niche

Your type of offering

What type of app are you creating and what is the rough extent of its functionality.

Your particular audience

What specific audience are you going to initially focus on when initially launching the product?



Avoid going too broad

Targeting a broad audience requires a larger marketing effort. Starting with a smaller audience increases the likelihood of success.

2. Find your competitors

Simple keyword search

Industry reports

Talk to your audience

Product Hunt / G2 etc.

SEO and SEM tools

News and publications

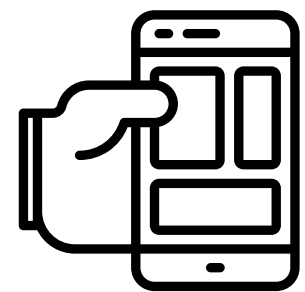
Social media & forums

Events

3. Try the competition's offering

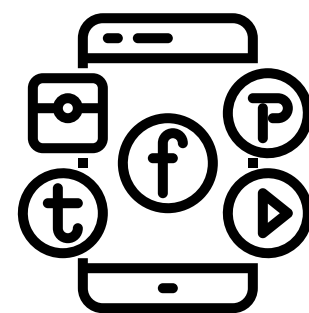
Sign up for demos or free trials offered by potential competitors. This direct interaction will allow you to assess their features, usability, and customer support, giving you a better understanding of what you're up against.

4. Pay attention to competition reach



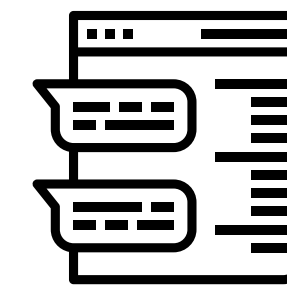
Advertising

Are they paying for PPC advertising and do they appear on websites relevant to your users?



Social

How many followers do they have on social media, and how often do they post?



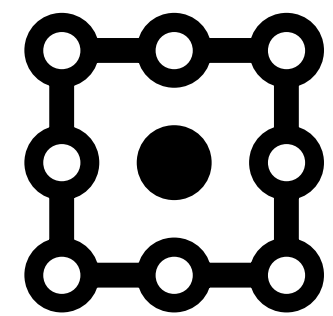
Media

How often are they mentioned on media site?

What to look for in your competitors

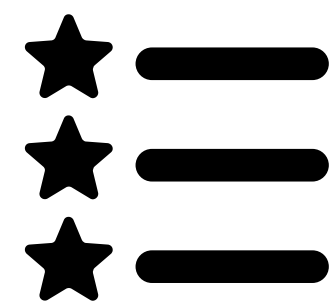
Once you know who your competitors are and broadly how they work, it is worth analyzing them in more depth.

Features and functionality



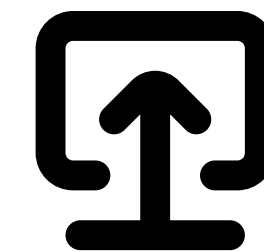
Core offering

What is the focus of their app? What features do they promote the most?



Unique features

What makes their app different from the other competitors and potentially your app?



Integration

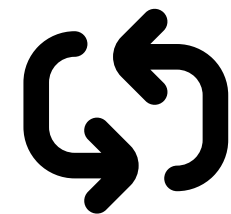
What platforms do they integrate with, and what does that integration allow?

User experience



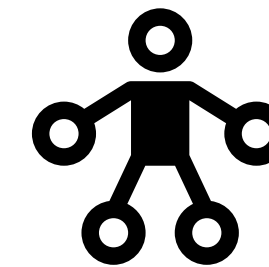
Onboarding

What is the first-time user experience like? Is the app easy to pick up or do you need support?



Repeat use

If you were using the app regularly would certain actions get annoying over time?



Accessibility

Does the app work for a variety of audiences across different platforms and devices?

Market position



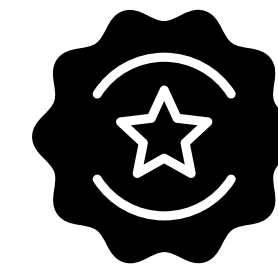
Audience

Who are their primary customers? Look for segments they might be overlooking.



Pricing

Analyze their pricing models, tiers, and any free trial or freemium options.



Brand

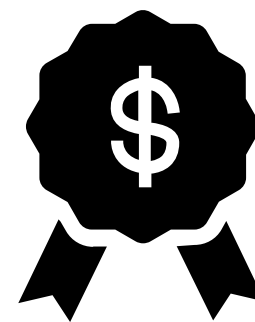
This includes their value proposition and the key benefits they highlight.

Market strategy



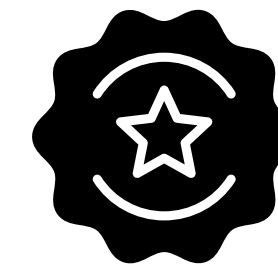
Digital Presence

Look at their site and landing pages to understand how they convert visitors.



Content Marketing

Understanding their keywords and content strategy can reveal a lot about reaching people.



Paid Advertising

Check their paid channels, such as Google Ads or social media advertising.

Customer feedback

Reviews and ratings

Platforms like G2 or Capterra can provide insights into what customers like and dislike about your competitors' solutions.

Case studies and testimonials

These can offer deeper insights into successful use cases and customer experiences.

Company health

Funding and Investment

Information on recent funding rounds or financial backing can indicate their capacity for growth and development.

Growth Metrics

Look for any available data on user base growth, market share, or geographic expansion.

Innovation

New Features or Products

Keep an eye on their product updates and new releases.

Patents and Technologies

Patents or unique technologies can indicate areas where they're innovating or investing heavily.

Technology

Performance

Does the app run fast?

Reliability

What is the uptime of the app like?

Security

Have there been any reported security breaches?

Privacy

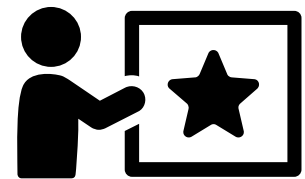
How do they store customer data and what do they do with it?

REVIEW THE MARKET

How to use what you learn

After reviewing your competitors, it's time to make decisions based on the insights you've gained.

Spot Gaps



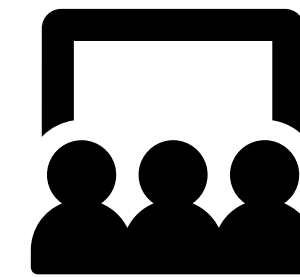
Feature Gaps

Missing features could also include integration, data privacy and more.



Experience Gaps

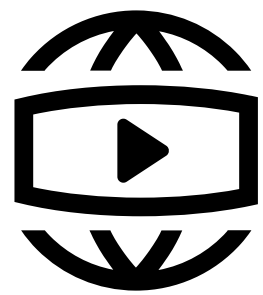
Experience gaps include both the app's UI and customer support.



Audience Gaps

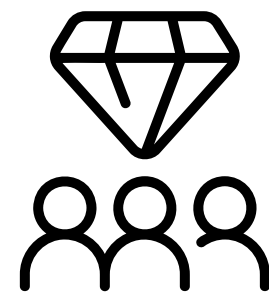
Is there a niche or region that the competitors fail to target?

Innovate



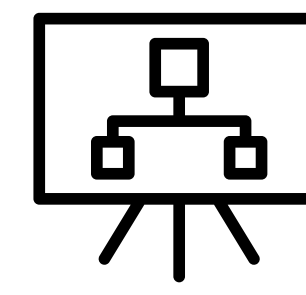
Technology

Technology evolves the whole time, while your competitors are dealing with legacy.



Values

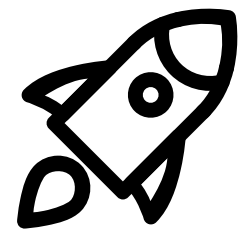
People's values change over time. For example, sustainability and privacy are big now.



Business model

Explore alternative business models such as flexible pricing or freemium.

Optimize



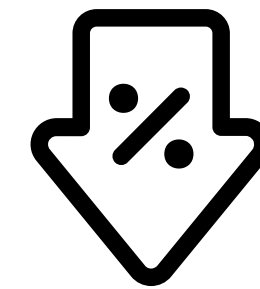
Faster

Can you enable people to achieve more in less time?



Better

Can you offer the ability to do more or do it to a higher standard?



Cheaper

Can you offer the same as competitors, but at a lower price point?

REVIEW THE MARKET

How to differentiate

To have any chance of competing, it's essential to clearly differentiate yourself from your competitors.

Features and functionality

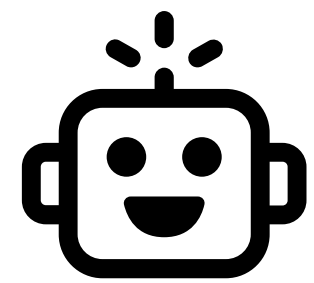
Solve unaddressed problems

Use market research and user feedback to find problems that competitors haven't solved or have inadequately addressed.

Enhance existing features

Take existing features common in your market segment and enhance them. This could mean making them faster, more user-friendly, or more powerful.

Technology



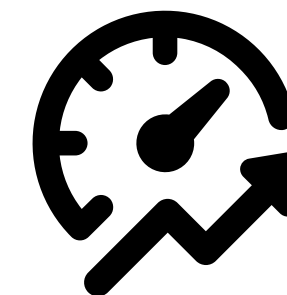
Emerging tech

Build in new technologies such as AI from the start.



Security

Offer improved privacy and security by complying with stricter standards.



Performance

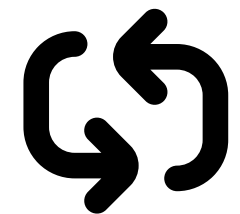
Ensure your platform is faster and more reliable with better uptime.

User Experience



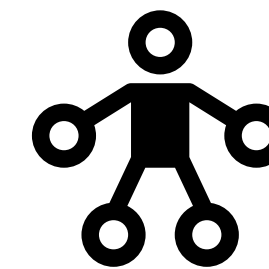
Onboarding

Make it easier for users to pick up the app and start using it.



Repeat use

Ensure that the app is easier for completing common and repetitive tasks.



Accessibility

Make the app accessible to the broadest possible audience.

Pricing

Subscription vs one-off

If your competitors all offer subscriptions, consider charging a one-off fee.

Freemium

Offering a free tier can be an effective way of establishing yourself in a crowded market.

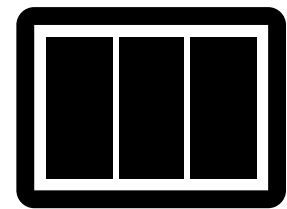
Free

Consider a free service supported by tips or a small slice of users sales.

Value added features

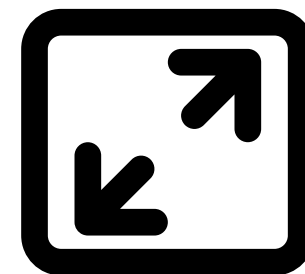
Explore a lower basic price, supported by chargeable extra features.

B2B Audience



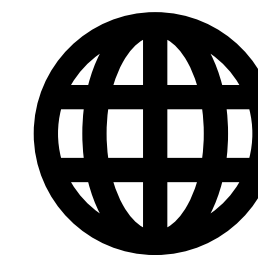
Vertical

Focus on a different vertical sector and build to meet their specific needs.



Size

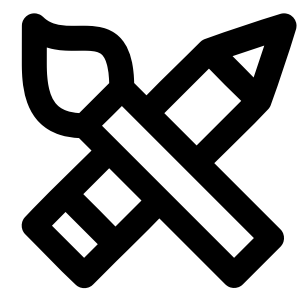
If competitors focus on enterprise, consider focusing on SMEs or vice versa.



Region

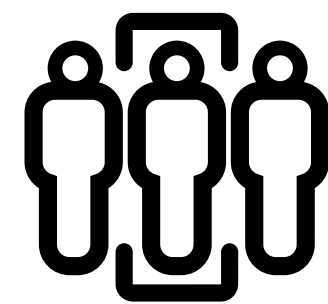
Consider focusing on a specific country or region to accommodate their unique situation.

B2C Audience



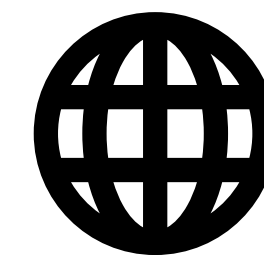
Interests

Focus on a different use case for your app based on the interests of your audience.



Demographics

If competitors focus on a particular age group or level of education focus elsewhere.



Region

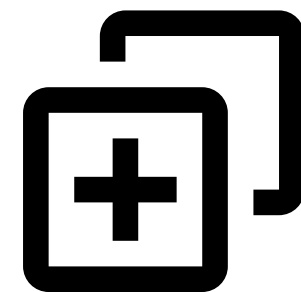
Consider focusing on a specific country or region to accommodate their unique situation.

Community building



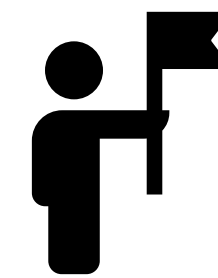
Support

Provide a space where users can support one another and share ideas.



Create

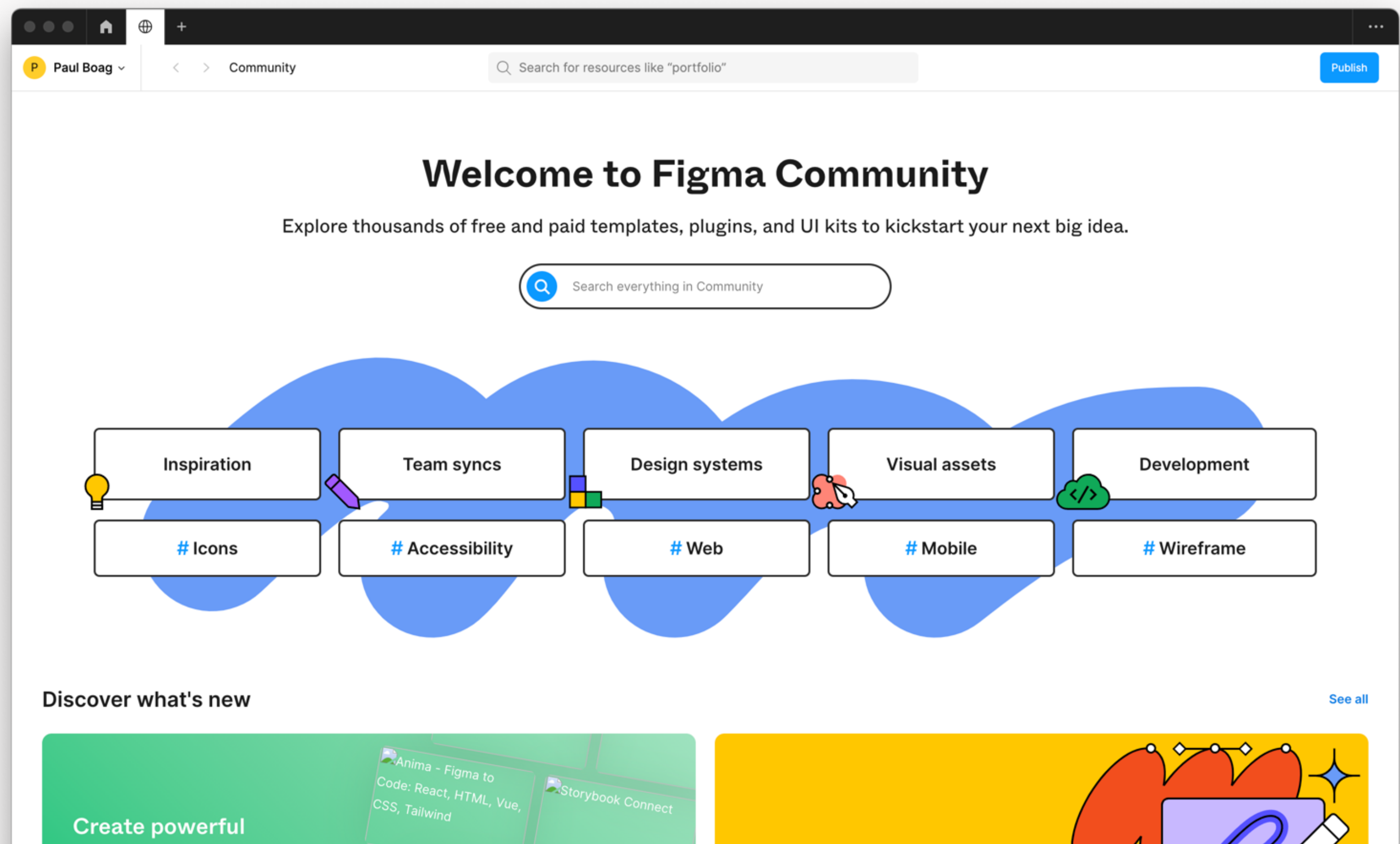
Allow people to create templates and plugins or build upon your app and what it offers.



Thought leadership

Provide advice and articles that relate to your app and the challenges it solves.

Community building



Customer support

24/7 support

Fast responses

Personalized

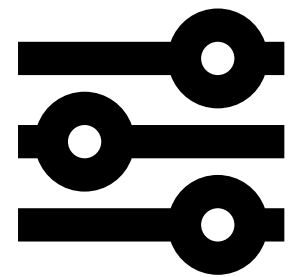
Multi-Channel

Community driven

Public roadmap

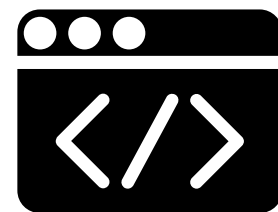
Self-service support

Flexibility



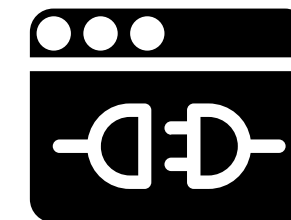
Customization

Provide the ability to customize everything from output to the user interface.



APIs

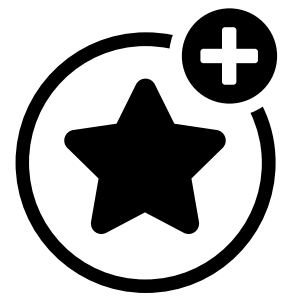
Allow people to build on your app programmatically.



Plugins

Allow people to expand the capability of the app by creating and sharing plugins.

Branding



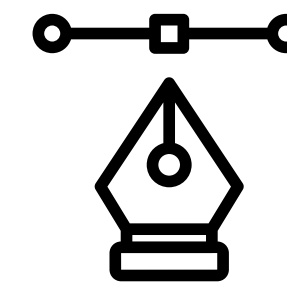
Value proposition

How you explain your app and the benefits it provides can set you apart from competitors.



Tone of voice

A strong tone of voice can make you stand out from more bland competitors.



Design language

Investing in art direction and a clear visual language makes your brand memorable.

Branding

Voice & Tone

CONTENT TYPES

Freddie's Jokes

Success message

App copy

Company newsletter

Blog

App copy 2

Public site

Webinar

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account form

Webinar 2

Public Site 2

Press Release

SUCCESS MESSAGE

USER

Woohoo! Finished this week's campaign. Now I can enjoy the weekend.

USER'S FEELINGS

Relief

Pride

Joy

Anticipation

TIPS

Pat these users on the back for getting a campaign out the door.

They're probably feeling happy and relieved—use casual language that encourages those feelings.

Feel free to be funny.

MAILCHIMP

Fine piece of work! You totally deserve a raise.

© 2012 The Rocket Science Group

About

High Fives!

Your mail is in the send queue and will go out shortly.

Rock on!

Your email has been scheduled.

REVIEW THE MARKET

It is okay to walk away.

Reviewing the market can lead to the harsh realization that it will be hard to compete without considerable investment.

Conclusion

1. Broadly define your niche.
2. Find your competitors.
3. Review your competitors.
4. Identify gaps and ways to differentiate yourself.



Next

Understand your audience



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2

Understand your audience

To succeed, motivate your audience by being highly focused and understanding their needs.

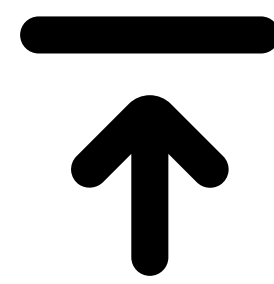
You don't just need to find an audience for your app. You also need to tailor your app to the audience.

Adapting your app to your audience



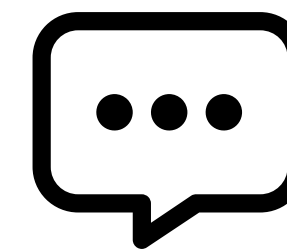
Features

What precisely the app will do should be tailored to the needs of your audience.



Top tasks

Which features you highlight will depend on what your audience uses most.



Messaging

How you communicate with your audience will be dependent on who they are.

Steps in picking an audience

1. Identifying possible audiences

2. Shortlisting your audiences

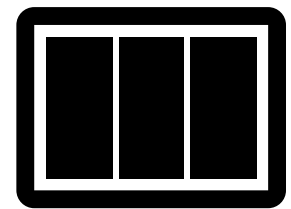
3. Pick an initial target

4. Dig deeper into your audience

Identifying possible audiences

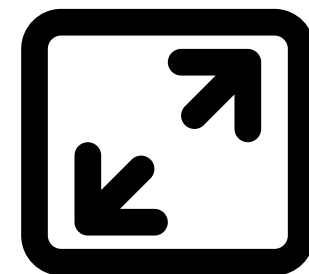
Begin by identifying as many possible groups of people who might be interested in your application.

If you are targeting B2B



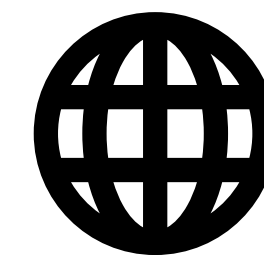
Verticals

List every sector in which your app could be used.



Size

List all the organizations of different sizes that your app could help.



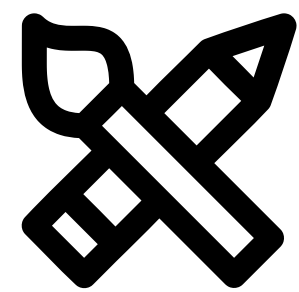
Region

Does your app work globally, or are there region-specific limitations?

Examples of B2B Targeting

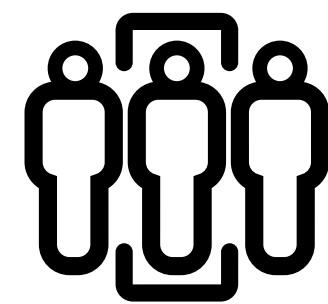
Verticals	Size	Region
<ul style="list-style-type: none">- Healthcare- Higher Education- Charities- Finance- Technology	<ul style="list-style-type: none">- Revenue- Employees- Market Share- Assets- Valuation	<ul style="list-style-type: none">- Geographic region- Country- States- City- Zip Code

If you are targeting B2C



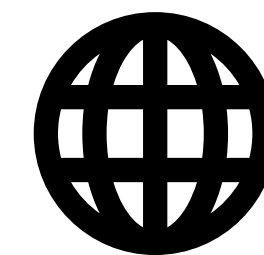
Interests

List any interest areas that are relevant to your app and which it could support.



Demographics

Are there age groups that the app could specifically appeal to?



Region

Does your app work globally, or are there region-specific limitations?

Examples of B2C Targeting

Interests

- Sports
- Hobbies
- Media
- Values
- Lifestyle

Demographics

- Age
- Gender
- Education
- Income
- Family

Region

- Geographic region
- Country
- States
- City
- Zip Code

Look at competition for inspiration

Who they target

Pay attention to where your competitors are advertising and what they choose to support.

Who follows them

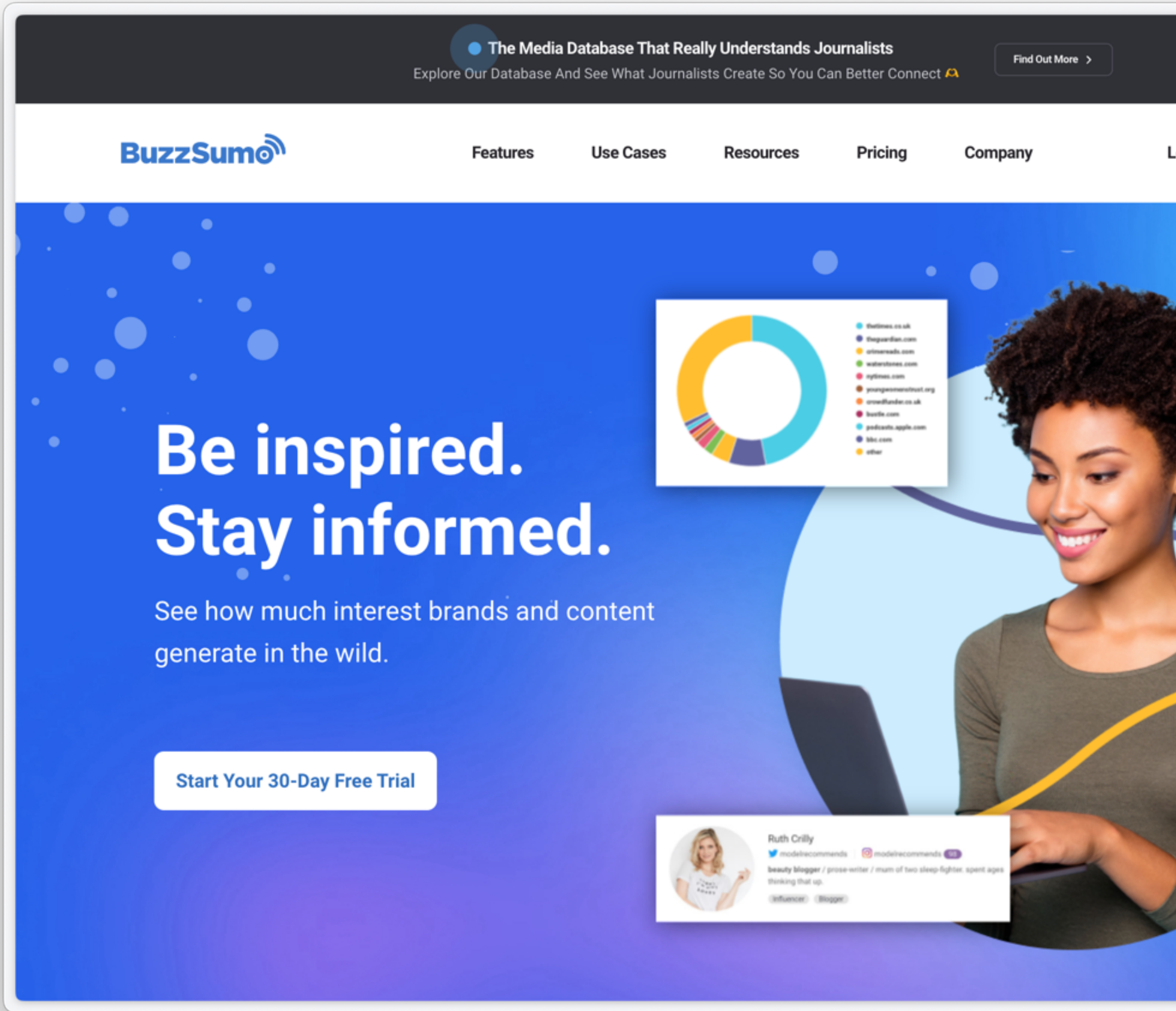
Review your competitor's social feeds and pay attention to who buys their products and services.

Who is talking about the pain points you solve?

buzzsumo.com

hootsuite.com

mention.com



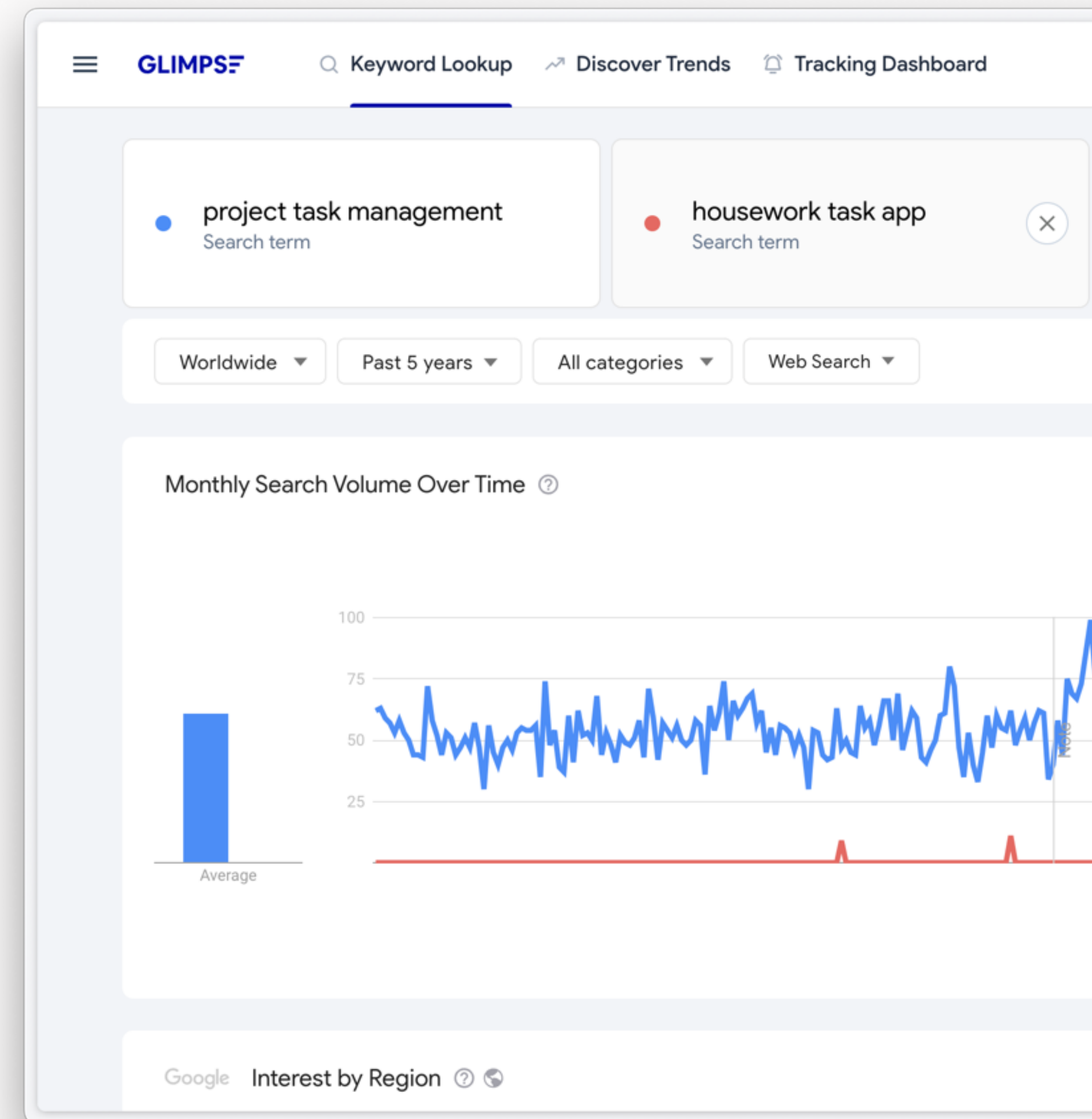
Look at related SEO terms

For example, if you have a task app, what related phrases do people use? Which would perform better: "project task management" or "housework task app?"

Google Keyword Manager

Ahrefs

SEMrush



UNDERSTAND YOUR AUDIENCE

Shortlisting your audiences

Once you have a long list of potential audiences, narrow it down to those with the most potential.

How to shortlist

Remove impractical options

Start by going through and removing any audiences that would prove either completely impractical or particularly challenging.

Prioritize what remains

Take those options that remain and prioritize them based on their potential.

Market Size and Growth Potential

Volume

Is your audience large enough to sustain and grow your business, or will you need secondary audiences to supplement it?

Growth

Look for markets with growth potential. A stable or growing audience is more attractive than one in decline.

Market Needs and Pain Points

Unique Needs

Does your product offer a compelling solution to the specific needs, problems, and pain points of the audience

Underserved Needs

Look for gaps in the current market offerings. Targeting an audience with unmet needs can position your SaaS as a valuable solution.

Product Fit

Alignment

Do your product features, benefits, and user experience align with the target audience's preferences and requirements?

Adaptability

How adaptable will your product need to be to meet the evolving needs of the target audience?

Competitive Landscape

Effectiveness

How well does the competition meet the needs of the audience you are considering?

Saturation

How many competitors are operating in the space?

Dominance

How entrenched are the existing competitors? Is there a clear path to disrupt the sector?

Buying Power

Affordability

Can your target audience afford the product you are proposing making?

Decision-making

How much effort and how many challenges will the audience face in making a purchase?

Lifetime Value

Profitability

What will be the potential cost of the acquisition for your audience? This will impact the profit you make.

Retention

How loyal do you predict your audience will be? How long do you expect to retain the customer?

Accessibility

Reachability

Evaluate how easily you can reach your target audience with marketing and communication efforts.

Engagement

Consider how willing the audience is to engage with your brand.

Regulatory Environment

Compliance

Be aware of any legal or regulatory requirements that may affect your ability to serve the target audience.

Barriers to Entry

Consider any potential barriers to entry, such as certifications, regulations, or high switching costs for customers.

Cultural Fit

Values and Preferences

Do you understand the values and preferences of the audience you are trying to reach? Can you communicate effectively?

Language and Localization

Are there going to be costs associated with making your product accessible to different languages or regions?

Technical Savviness

User Proficiency

Evaluate the technical proficiency of the target audience. Your product's complexity should match the audience's ability to use it effectively.

Support and Education

Consider the level of support and education your target audience will need to successfully use your product.

UNDERSTAND YOUR AUDIENCE

Pick an initial target

With your shortlist compiled it is time to select an initial audience that you are going to target for your minimum viable product and initial launch.

Why only target a small niche?

Bigger Impact

Given limited time and budget, it's more effective to concentrate marketing efforts in a smaller area for a greater impact.

Lower Cost

By targeting a small niche, you increase word-of-mouth and lower ad costs, reducing overall marketing expenses.

But I will be turning away customers!

A generic website

We will keep our main website generic so as to be open to the broadest possible audience.

Specific landing page

We'll use specific landing pages to target different sectors without excluding others.

More later

We'll explore other sectors once we've proven the effectiveness of our approach.

How to pick your audience

Potential

Which audience do you consider to have the most potential?

Experience

Which audience do you have insider knowledge of?

Passion

Which audience make you most excited to be involved in?

Community

Which audience has the most vibrant community?

How to research community

Influencers

Are there influencers that you could engage with to help promote the product?

Groups

Are there online groups where your audience interact?

Blogs

Are there blogs that your audience reads and relates to the topic of your product?

Events

Are there events relating to your product that your audience attends?

Digging deeper into your audience

Once you've chosen your target audience, delve deeper to grasp their motivations and traits. These factors will shape your communication and app functionality.

What is useful to know

PRIMARY

- **Questions.** What questions is the user seeking to answer?
- **Objections.** What might cause them not to act, or to abandon the experience?
- **Goal.** What is it they are ultimately trying to achieve?

SECONDARY

- **Tasks.** What actions do they need to take to achieve their goal?
- **State of mind.** How are using feeling during the experience?
- **Influence.** What is influencing the experience the user is having?
- **Challenges.** What pain points are the

What is a touchpoint?

Email

Website

Social Media

Messaging

Search

Online Ads

Phone

In-Person

Offline Ads

Do some online research

Review communities

SEO research

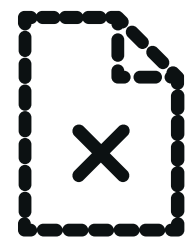
Social Media

Read related blogs

Existing reports

Ask AI!

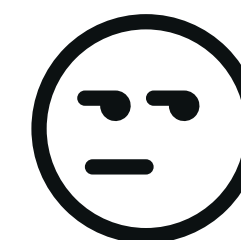
Identify the gaps



**Missing
Information**



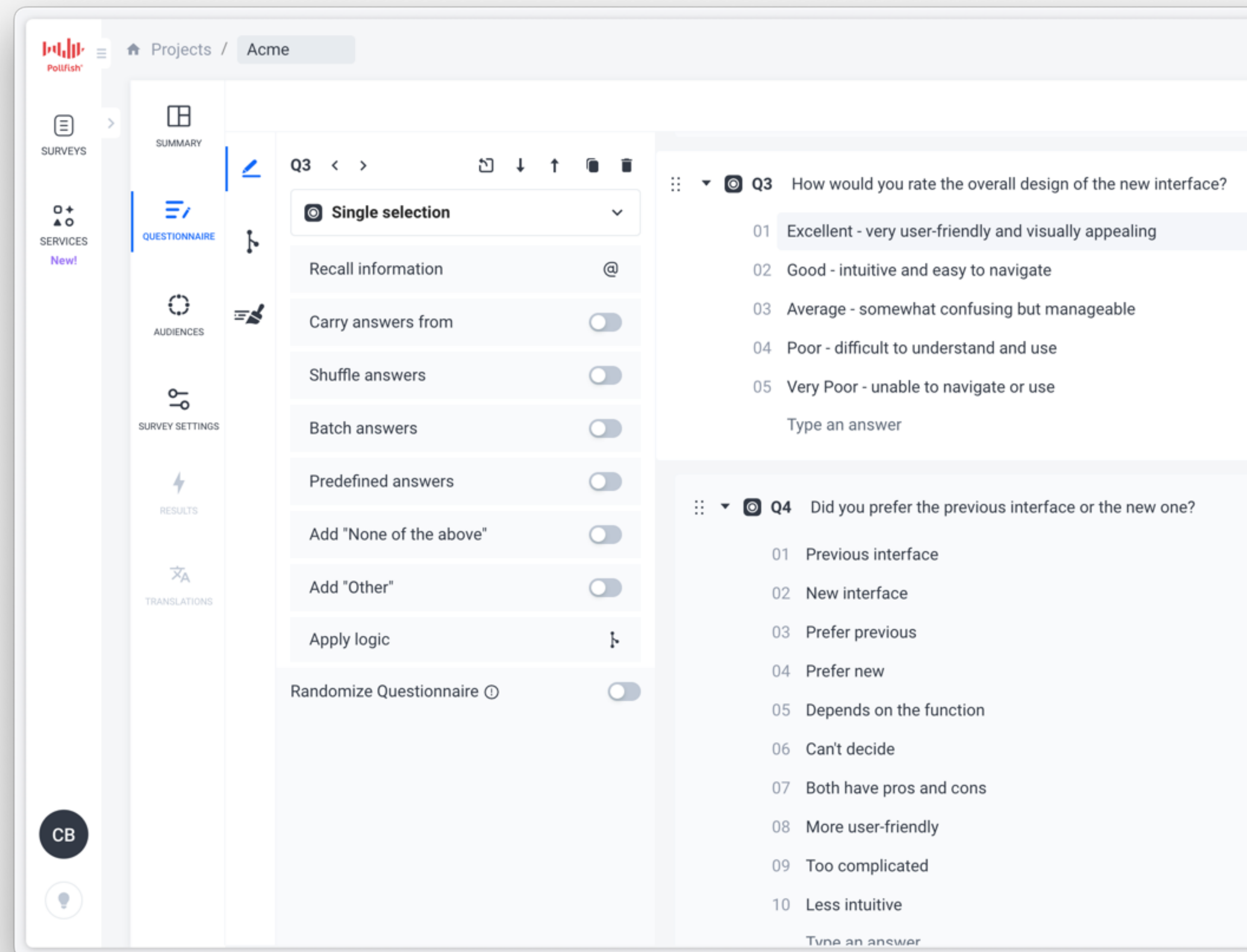
**Out of Date
Information**



**Suspect
Information**

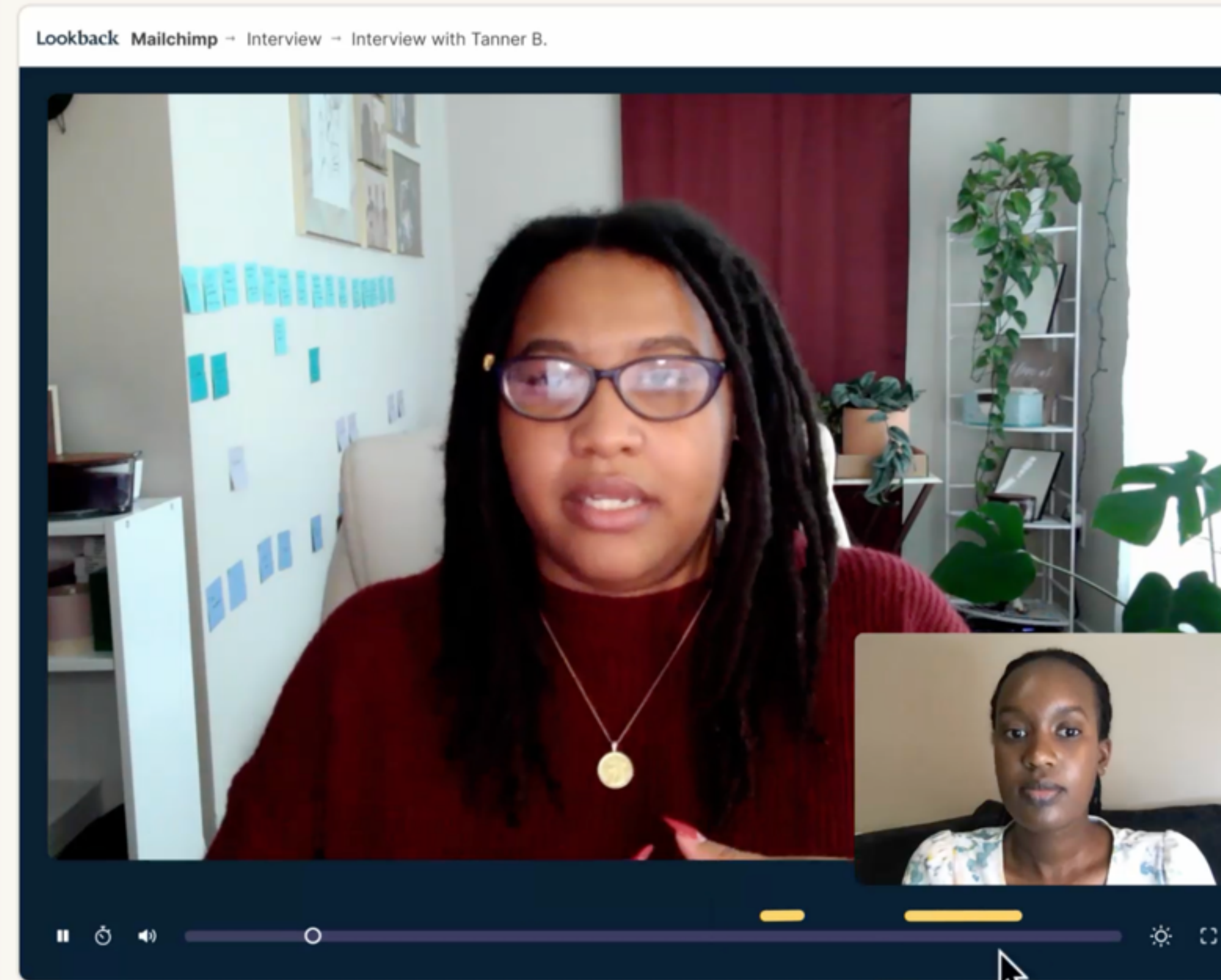
Fill the gaps with surveys

Surveys are excellent when you identify specific information you want to know or check.



Fill the gaps with interviews

User interviews can be a luxury, but they are an excellent way of connecting with your audience and making it easier to empathize.



Questions to ask

- **Background and context.** Ask about the participants, their pain points, and their goals in using the service.
- **How they use the service.** How do they typically use the service, and what challenges do they encounter?
- **Needs and opportunities.** How satisfied are they with the service, and what areas would they like to see improved?
- **Open-ended feedback.** Always try to end by asking if there is anything you have not covered or if they have final thoughts they would like to share.

Feeling

How is the user feeling about the experience?

Influences

What people, things, or places influence them?

Journey

Where is the user in their experience and what (if any) interactions have they already had?

Goals

What is the users ultimate goal? What are they trying to achieve?

Pain Points

What pain points are the users experiencing that they hope to overcome?

Questions and Tasks

What tasks are users trying to complete? What questions or objections do they need answering?



Name of Person

Conclusion

1. Identifying possible audiences
2. Shortlisting your audiences
3. Pick an initial target
4. Dig deeper into your audience



Next

Define your MVP



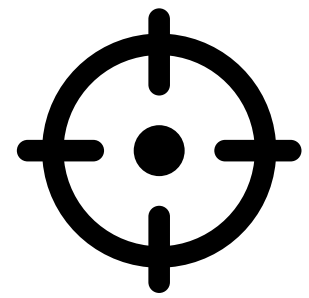
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3

Define your MVP

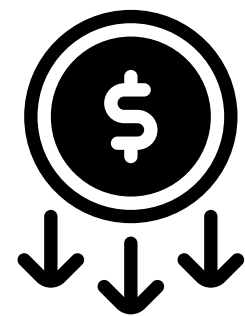
Working out what you intend to launch will be crucial for success and will also help define your approach to marketing.

Why your MVP matters



Defines Scope

Defining your MVP prevents your build from dragging on and never being finished.



Reduces Costs

By building the minimum possible, you can keep costs under control.



Aids Marketing

Your MVP allows you to launch faster and better define your initial target audience.

Steps for defining your *MVP*

1. Brainstorm possible tasks

2. Identify top tasks

3. Planning your launch features

1. Brainstorm possible tasks

Begin by identifying as many of the tasks users might want to complete when using your application.

Look at the competition

What's there

What tasks do the competitors support, and which ones do they most emphasize?

What's coming

Do your competitors publish their roadmap, and if so, what upcoming tasks do they address?

What's missing

What tasks are your competitors missing based on your experience and research?

Be inspired by your user research

Requests

What tasks did people mention during your user research?

Pain points

What tasks would users need to complete to address their pain points?

Goals

What completed tasks would allow users to achieve their goals?

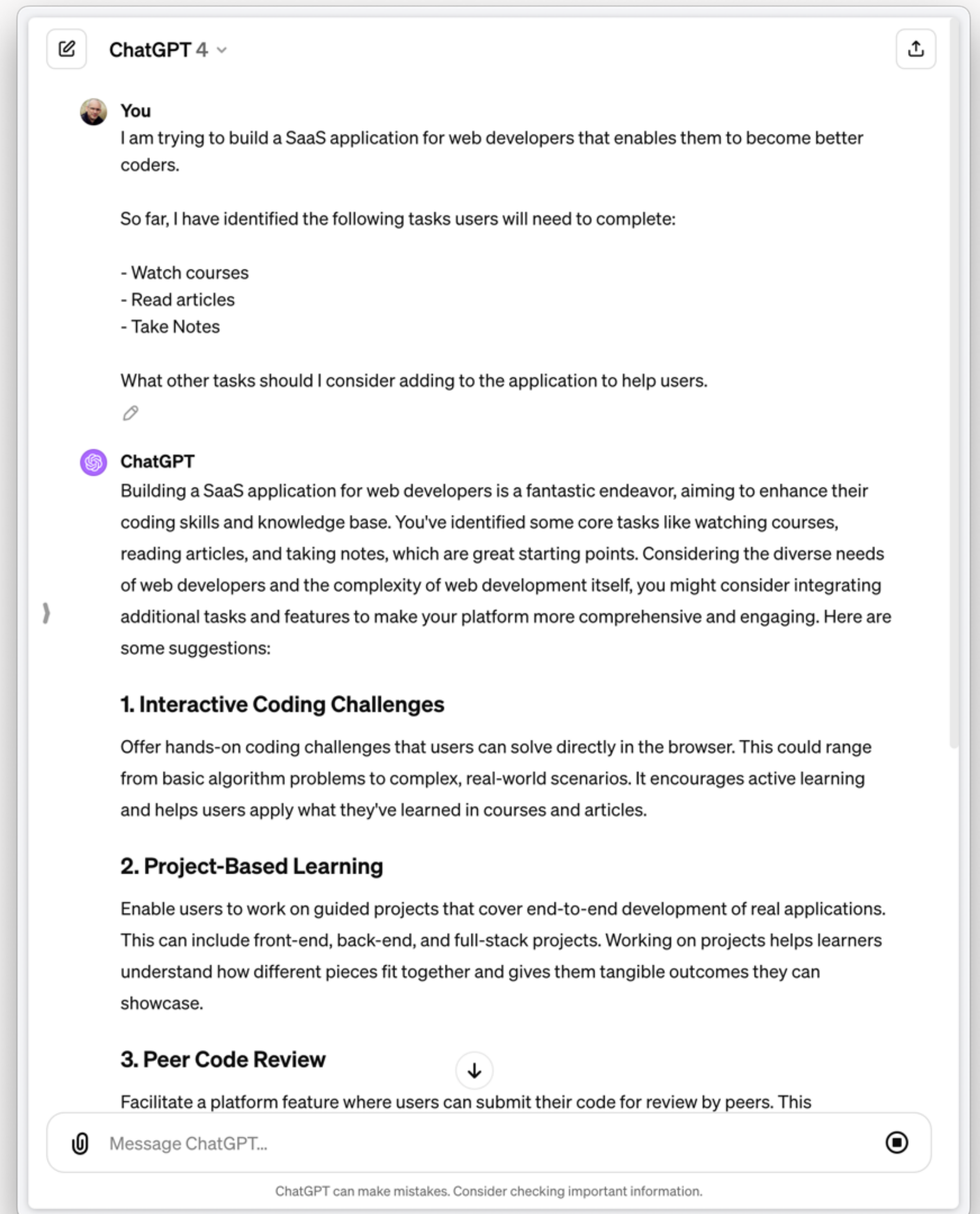
Ask AI

I am trying to build a SaaS application for [audience] that enables them to [goal].

So far, I have identified the following tasks users will need to complete:

[tasks]

What other tasks should I consider adding to the application to help users.

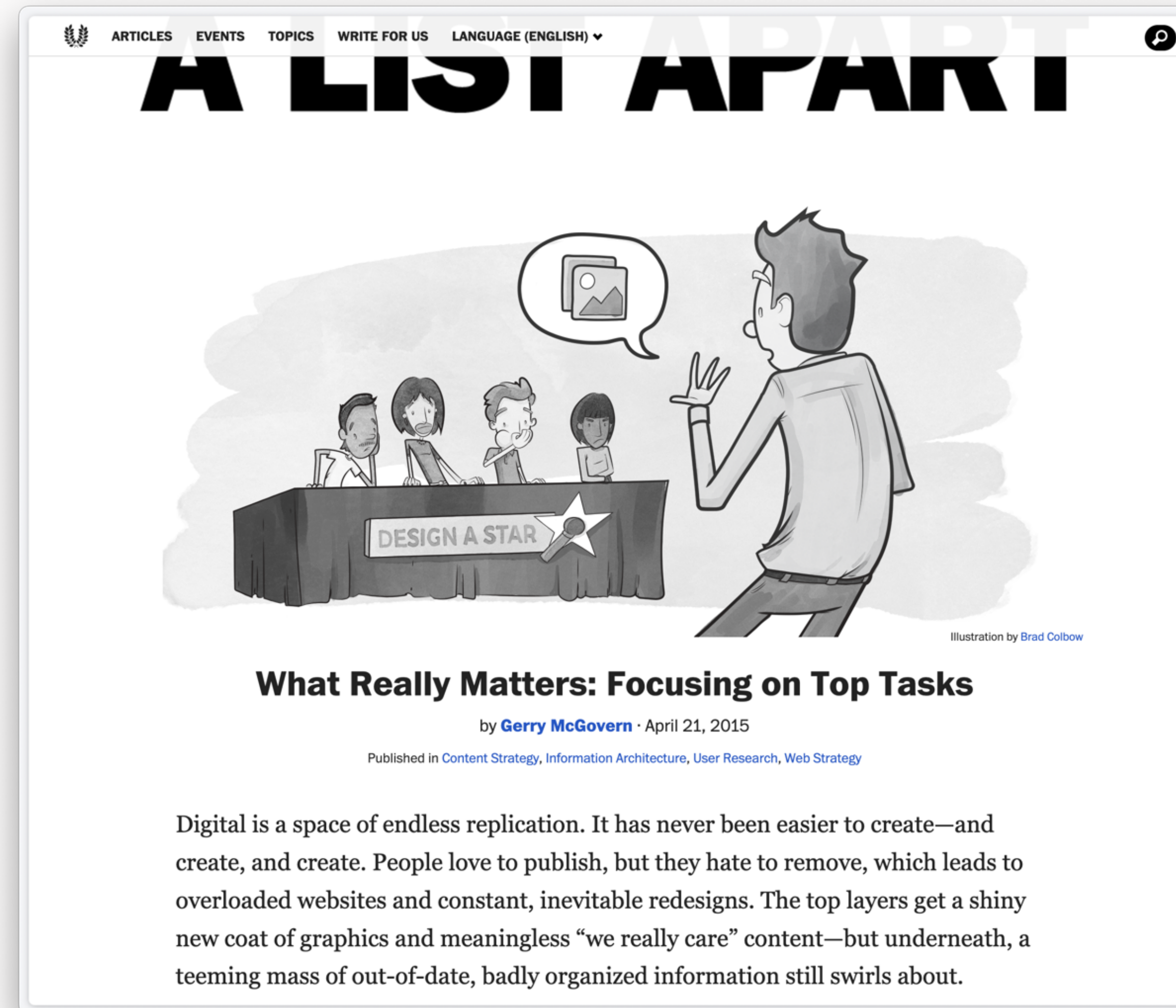


2. Identify top tasks

It is essential to identify the 20% of your features that 80% of users will primarily be interested in. These will help define the scope of your MVP.

Introducing top task analysis

Top task analysis is a user-centered method that identifies the most crucial tasks users aim to achieve, streamlining the design for enhanced usability and satisfaction.



The steps involved in top task analysis

1. Gather a long list of potential tasks.
2. Rationalize this list into something more manageable.
3. Get users to vote on what tasks matter the most.
4. Analyze the results.

Top Task Analysis Lite

Top task analysis can be time-consuming to complete so I have adapted the process to be much faster, while still providing a similar quality of results.

boagworks


Strategy Training Design Coaching

&

boagworld

Blog Podcast Books & Courses

Search 19 years of advice



AUTHOR:

Paul Boag

DATE:

22 September 2022

CATEGORY:

Content Strategy

READING TIME:

13 minutes

Top Task Analysis: Make it Fast and Efficient

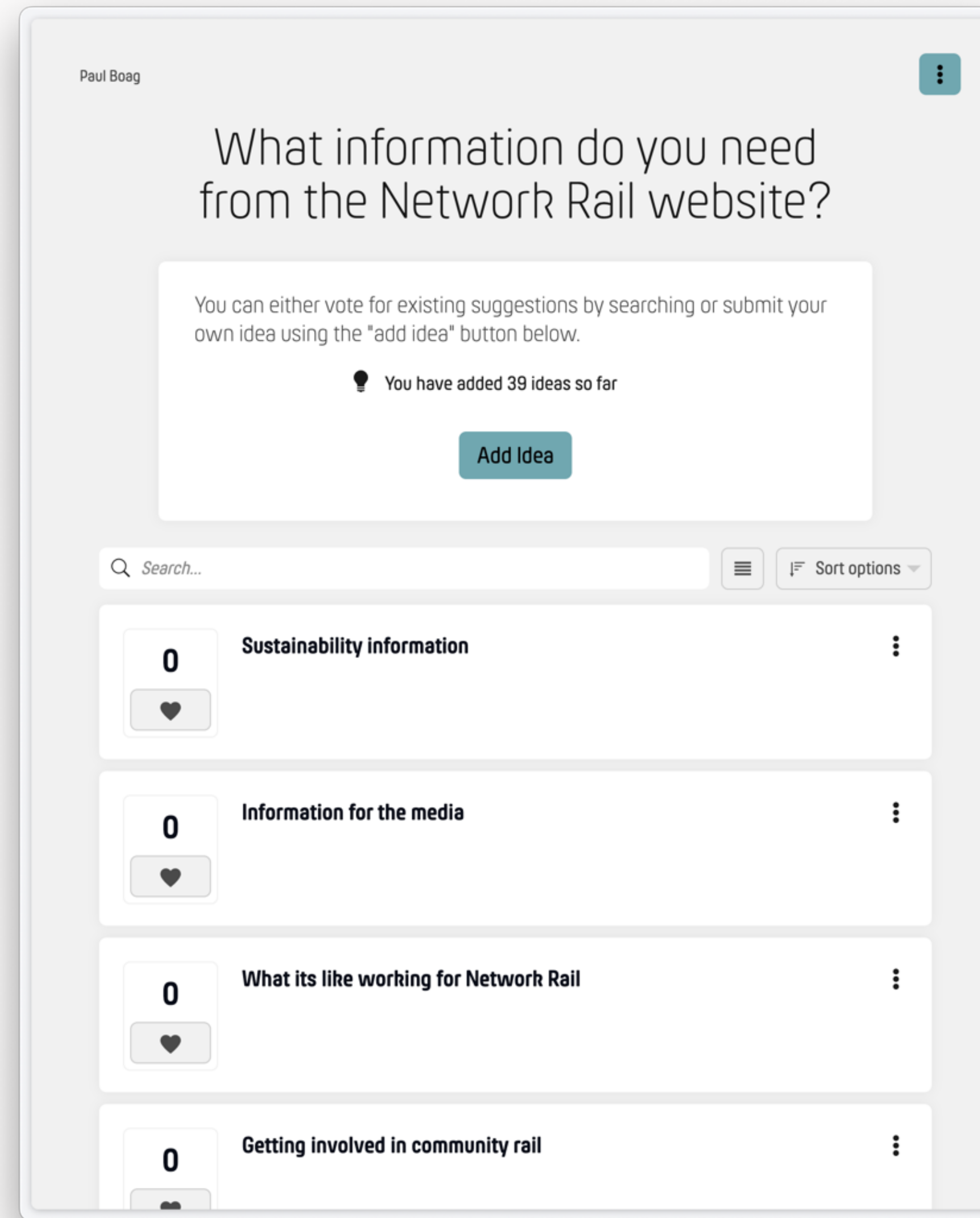
Top task analysis is an excellent way of ensuring users can find the content and functionality they care about. What is more, it doesn't need to be demanding to run.

Top Task Analysis, created by Gerry McGovern, is one of the most used tools in my arsenal as a UX designer and conversion optimization specialist, yet few others seem to use it.

In this post, I want to explain what it is, how it helps, and how to run a lightweight

2. Create a survey

1. Create a new survey with PollUnit.
2. Populate that survey with some initial tasks.
3. Ask users to vote for existing tasks or suggest new ones.



3. Clean the results

Remove duplicates

There will be a significant number of suggested tasks that are similar. We need to combine these tasks and their associated votes.

Simplify wording

We want to be able to use the results in card sorting and so we want the description of each task to be as clear and concise as possible.

AI can help with the analysis

I want you to act as a data analyst. The attached file is the results of a top task analysis. The "ideas" column contains suggestions for tasks users might want to complete on [type of app], and the "votes" column is the number of times a user voted for that task.

Please complete the following steps in order.

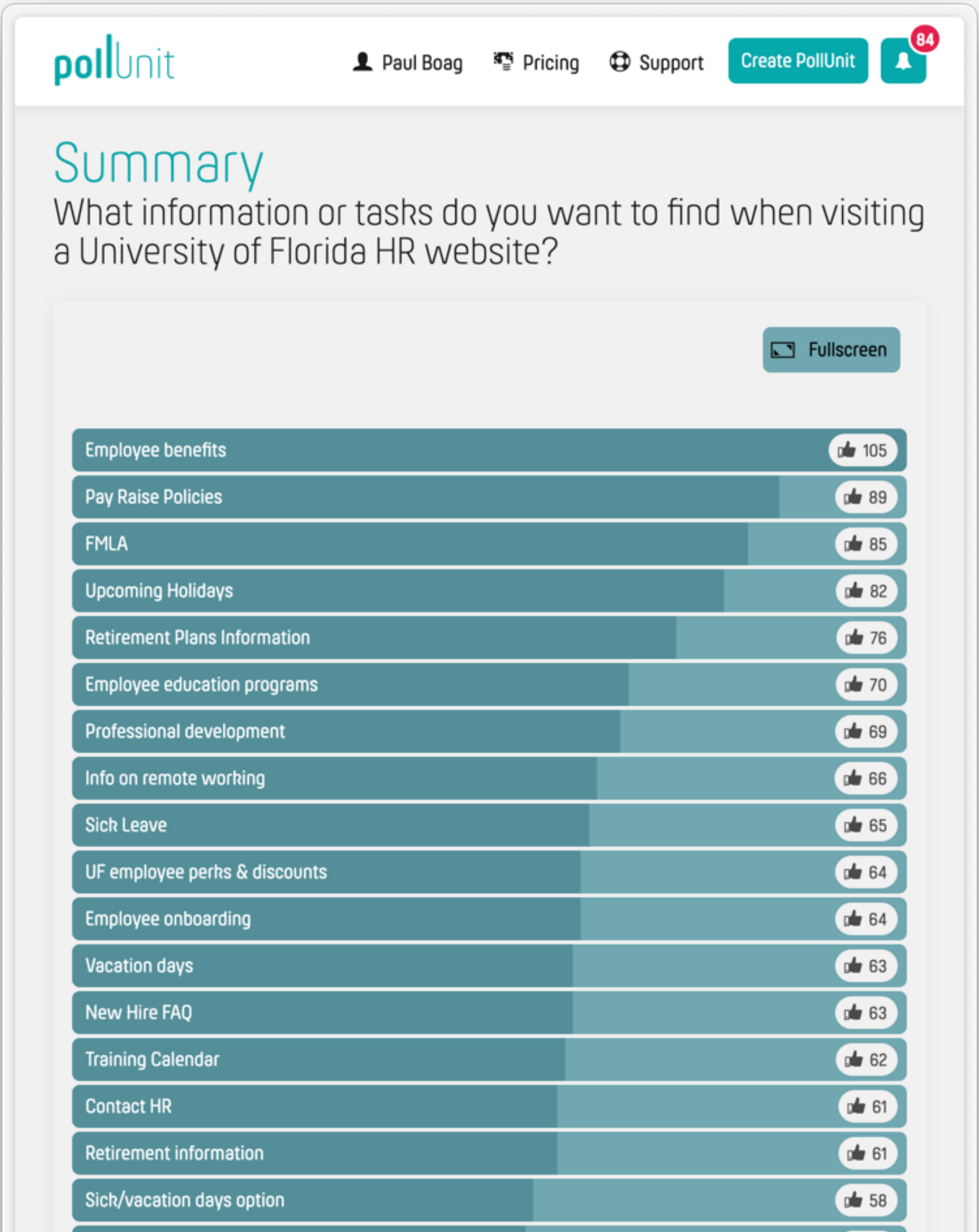
1. Simplify each entry into the "ideas" column to less than 3 words while still attempting to maintain meaning.

2. Identify any conceptually similar ideas.
3. Combine similar ideas into a single row with a clear and concise name. Add together the votes for any combined ideas.
4. Output the new list of tasks with their associated combined votes in a new CSV file with the same columns.

The goal is to end up with a simplified list of ideas with their associated votes.

Ask any questions you need to complete this task successfully.

The top 3rd of
your list are
your top tasks



DEFINE YOUR MVP / IDENTIFY TOP TASKS /

**But, I don't have access
to my users**

You've got a big problem!

If you don't have access to the audience that will use your app, how can you convince them to use it?

In the final section of this workshop, we will explore this challenge in more depth.

Possible places to look

Reddit

Forums

Mailing lists

Social media

Meetups

Conferences

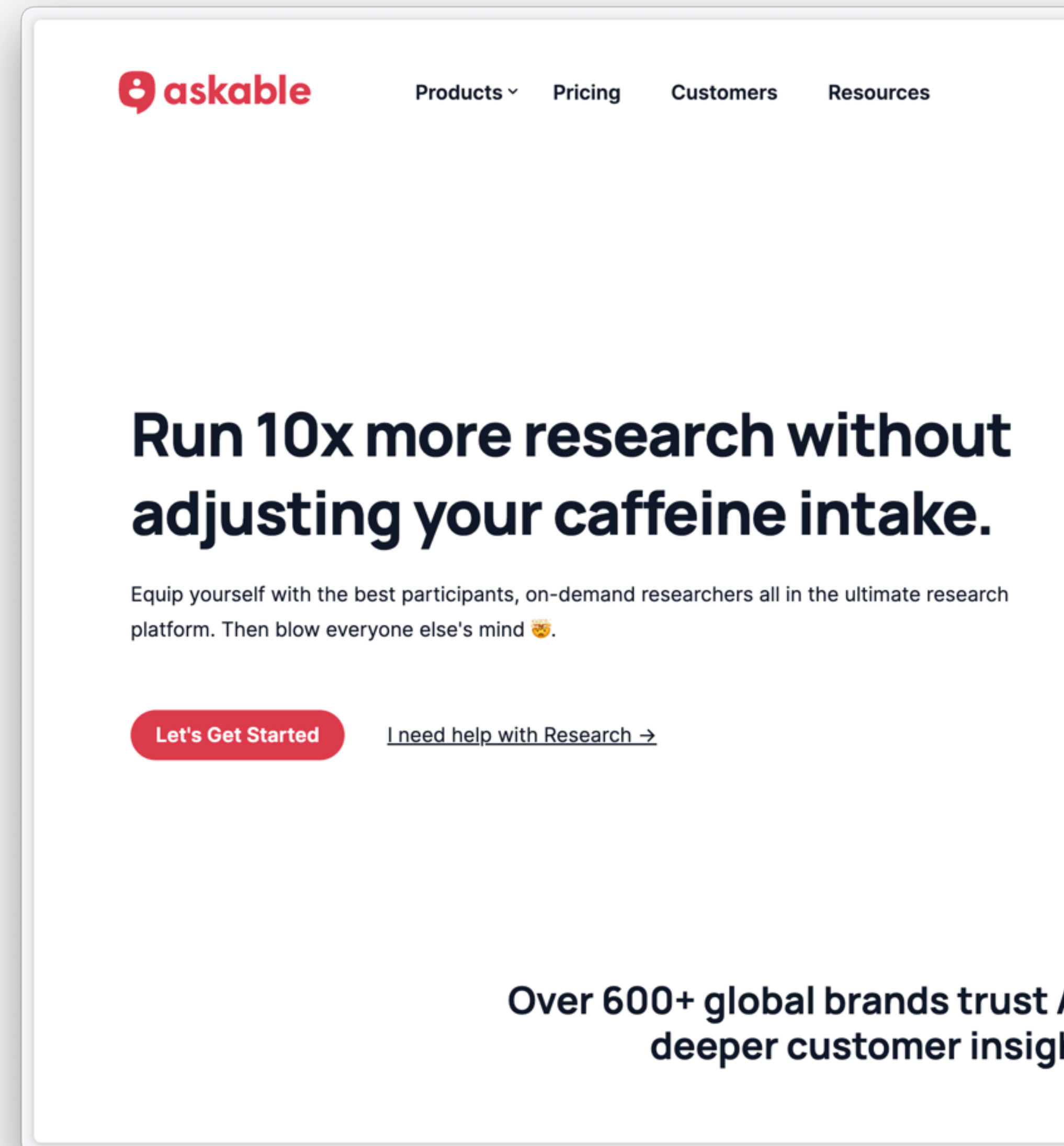
Quora

Stack Overflow

Slack

Using recruitment services

- Many testing tools will recruit participants for you for as little as a \$1 per person.
- Askable will recruit users without tying you to use a particular platform.



3. Planning your launch features

Once you have identified the tasks your users need to complete within your app and which matter the most to them, you can start planning your launch features.

Selecting launch features

Market fit

What features would provide the best competitive advantage when launching your application?

Practicalities

What is most achievable considering the constraints you are working within?

Market fit

Top Tasks

Based on your top task analysis, which features do users want the most?

Value Proposition

What features are most inline with how you want to position your application in the market?

Competition

Based on your market research, which features would help you stand out from the competition?

Impact

What features will most impress your audience and create the biggest buzz?

Practicalities

Easy to build

How easily can you build a feature you are considering for launch?

Scalability

How important is that feature for the future of the application?

For each feature create a set of user story cards

As a [role]
I want to [task]
So that I can
[goal]

As a frontend developer,
I want to learn about MVPs.
So that I can plan my SaaS app
launch.

Do not build, prototype.

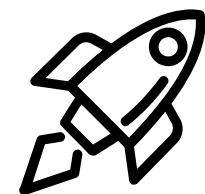
The most common mistake, especially among developers, is to jump into building the app immediately rather than first prototyping it.

3 reasons to prototype



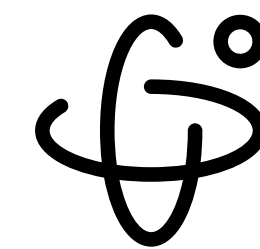
Save effort

It is easy to waste time building features that turn out not to be fit for purpose.



Faster to market

Prototypes avoid mistakes that would be time-consuming to fix during the build.

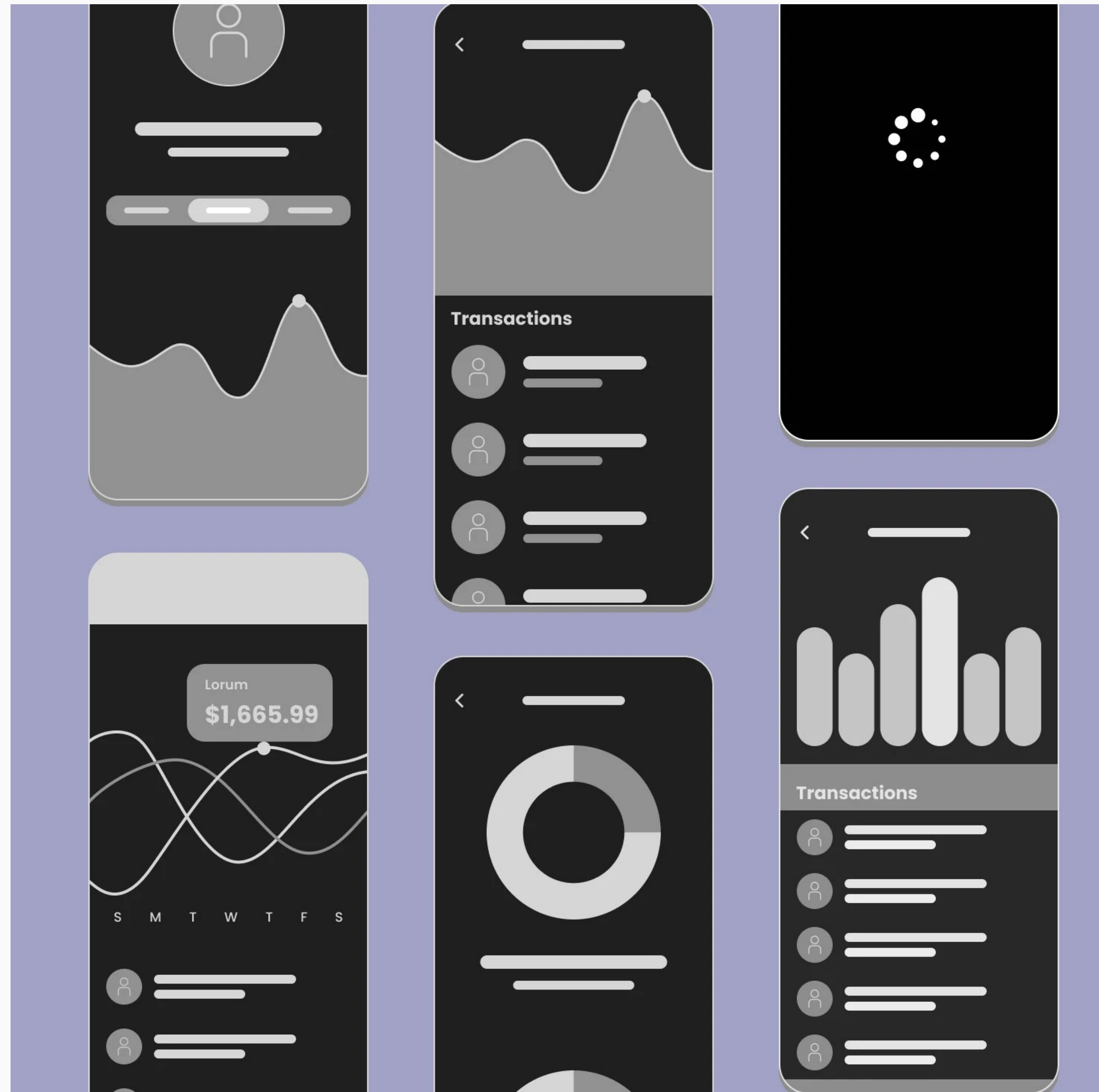


Plan for future

A prototype can help you envision the future of an app so you can lay better foundations.

Start with wireframes

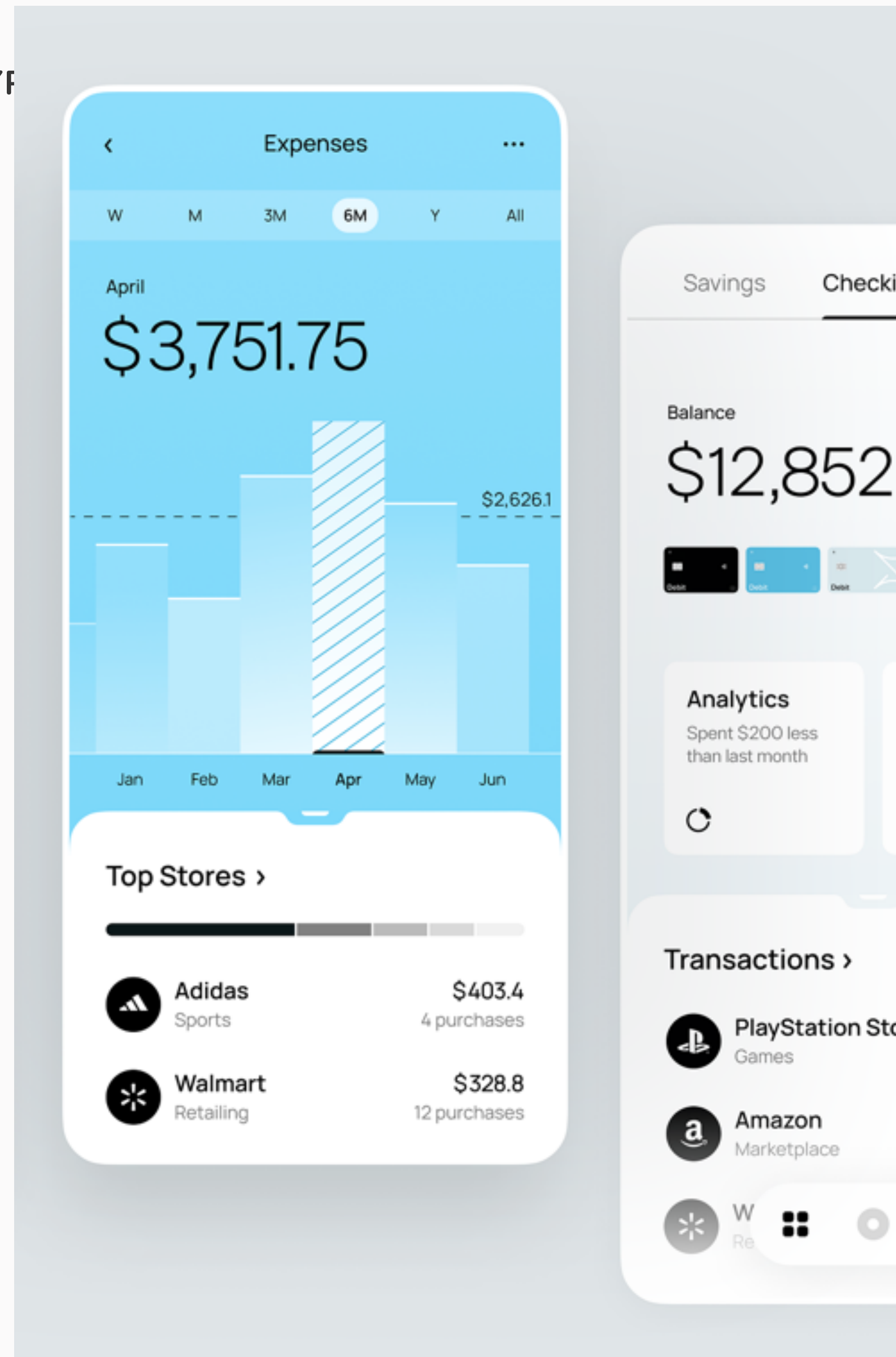
Low-fidelity wireframes are a great way to get a bird's-eye view of the application and how all the features work together.



DEFINE YOUR MVP / PLANNING YOUR LAUNCH FEATURES / DO NOT BUILD, PROTOTYPE

Design high-fidelity mockups for critical screens

Prototyping a small selection of screens to production quality allows you to conduct lightweight testing to answer three fundamental questions.



What you want to learn



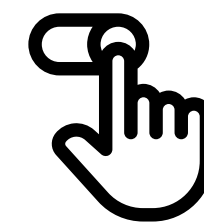
Do they like it?

Does the design visually appeal to the audience and communicate the correct impressions?



Do they get it?

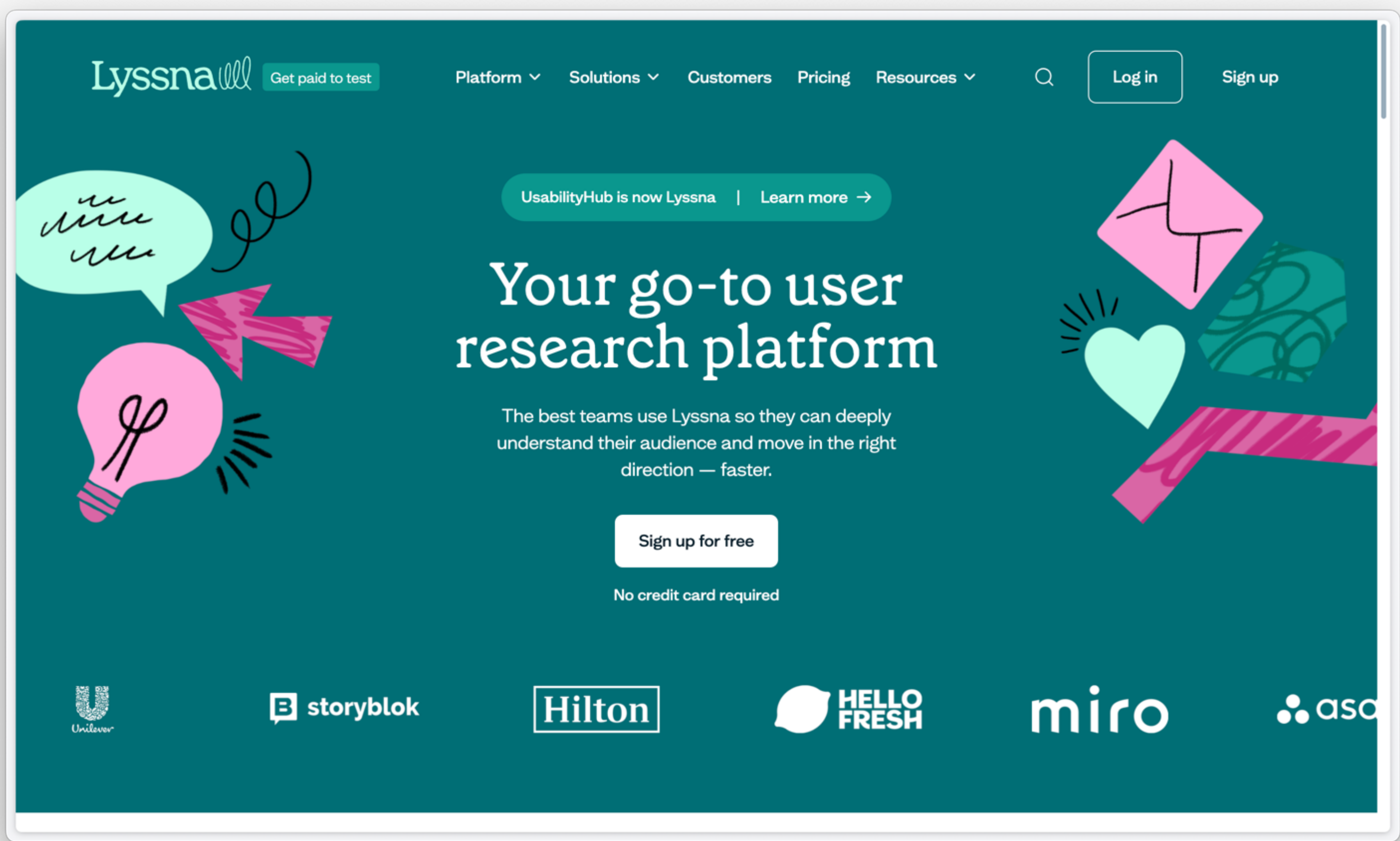
Did they understand the interface and what they could do with it?



Can they use it?

Did the user see critical elements and will they be able to navigate successfully?

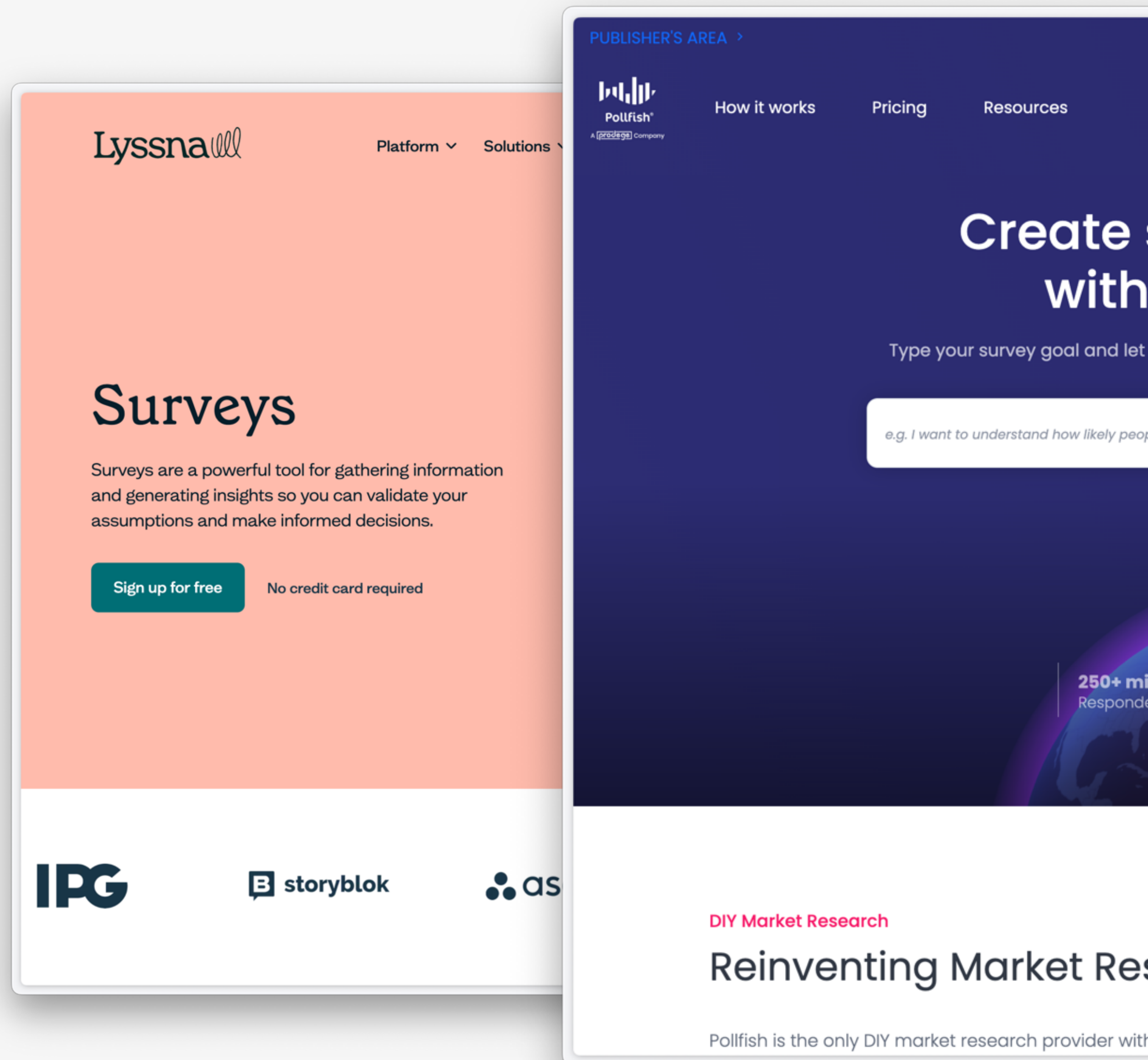
Test with Lyssna



DEFINE YOUR MVP / PLANNING YOUR LAUNCH FEATURES / DO NOT BUILD, PROTOTYPE

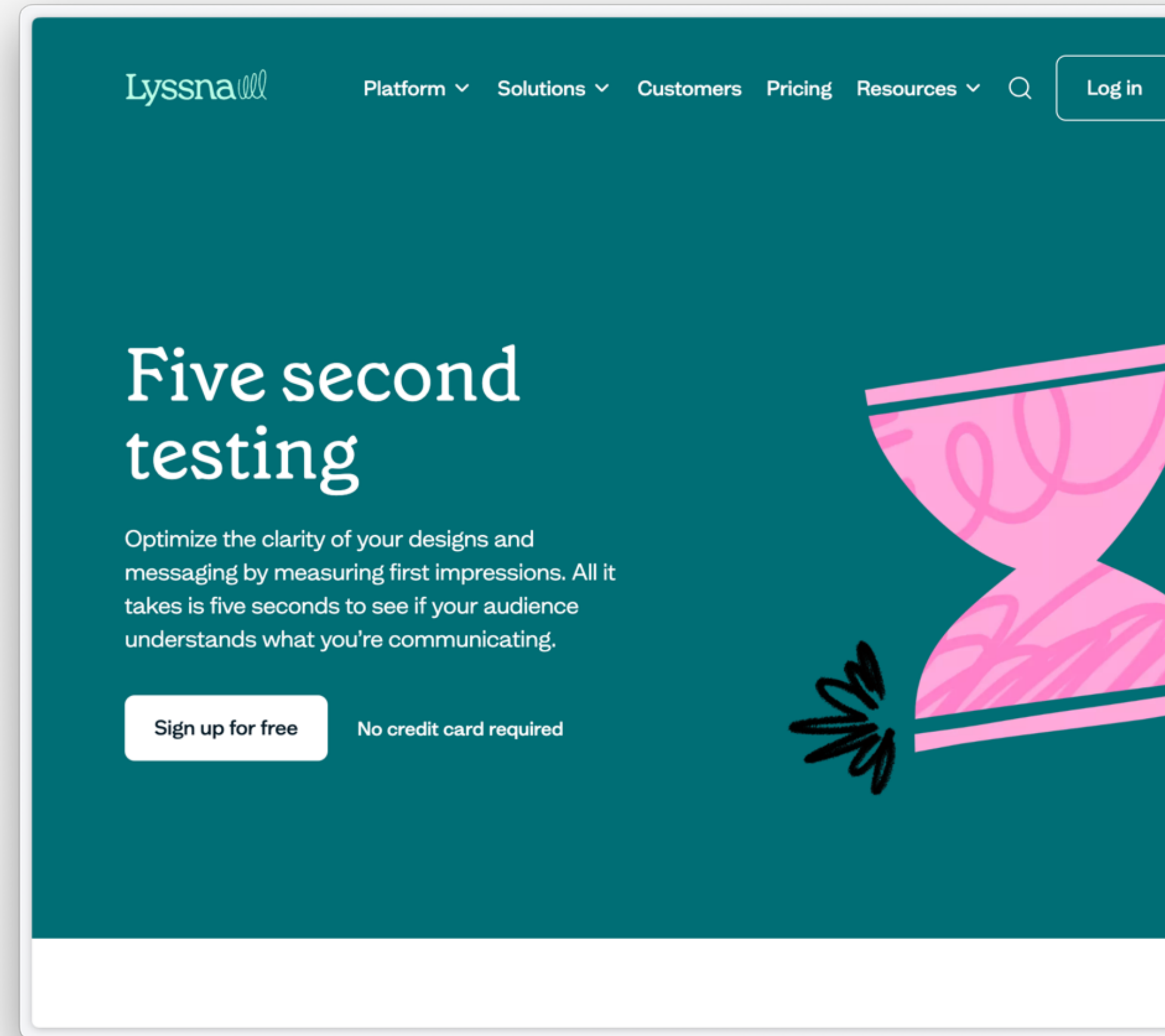
Do they like it

A semantic differential survey can be used to see if the design matches the brand keywords you seek to communicate.



Do they get it

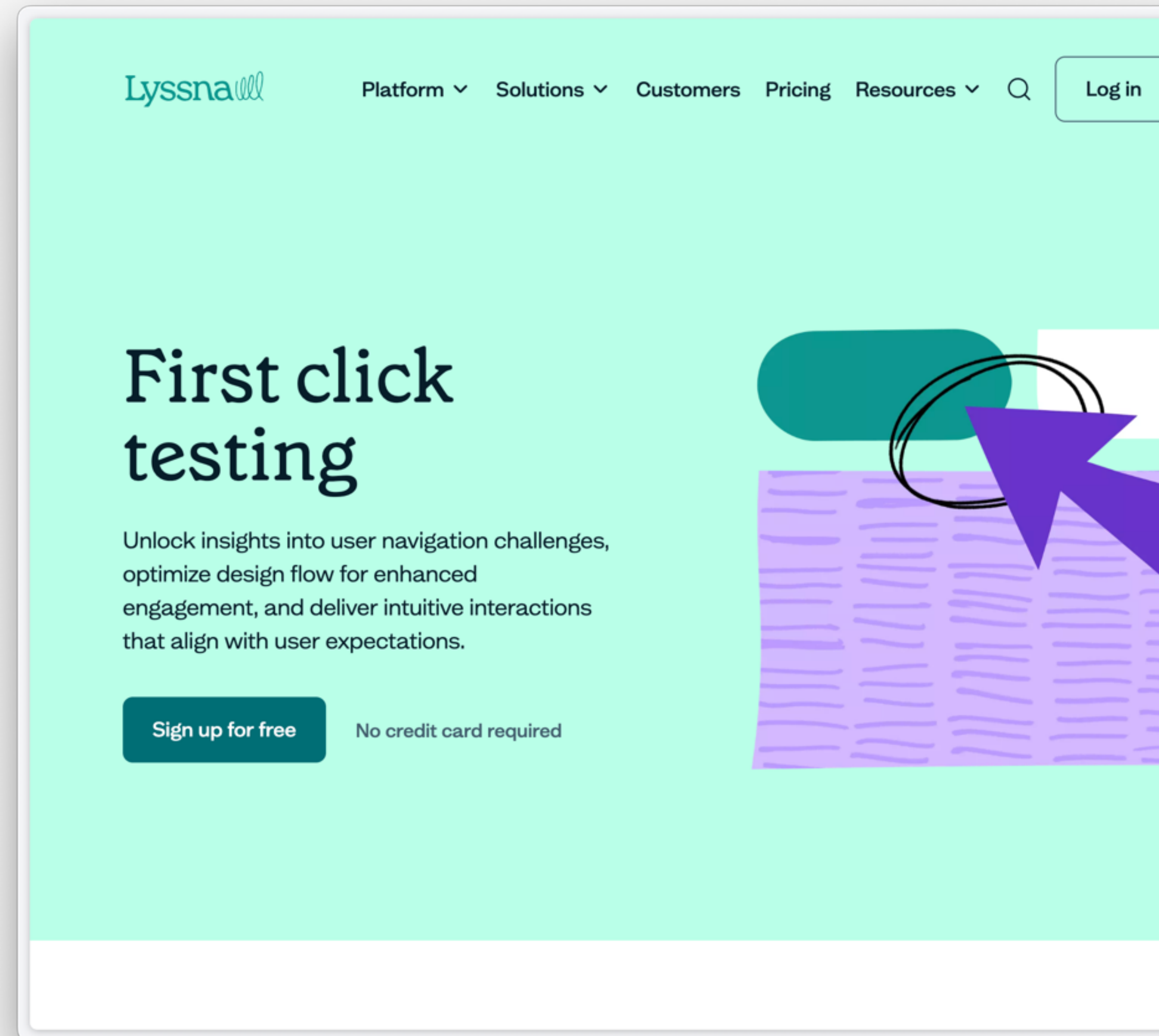
A **5-second test** involves showing users the design for only five seconds, after which they are asked to recall specific details or first impressions, assessing the clarity and effectiveness of its visual communication.



DEFINE YOUR MVP / PLANNING YOUR LAUNCH FEATURES / DO NOT BUILD, PROTOTYPE

Can they use it

First-click testing is a technique that analyzes the initial click made by people using an interface.



DEFINE YOUR MVP / PLANNING YOUR LAUNCH FEATURES / DO NOT BUILD, PROTOTYPE

**Should you create an
interactive prototype
and do more thorough
testing?**

Not until you know if people would buy your app.

Conclusion

An MVP is an indispensable step in creating a SaaS application.

Brainstorm all the tasks a user may want to complete.

Identify the tasks that matter the most to users.

Work out what features are most practical to launch with.

Prototype those features before building.



Next

Run a test campaign

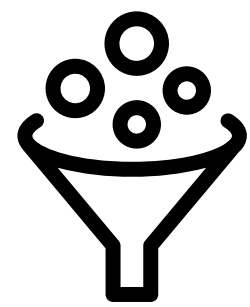
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4

Run a test campaign

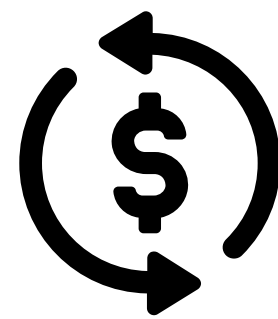
Customer acquisition is one of the biggest challenges associated with running a SaaS application. Running a test campaign addresses this problem before investing in building the app.

What you learn from a campaign



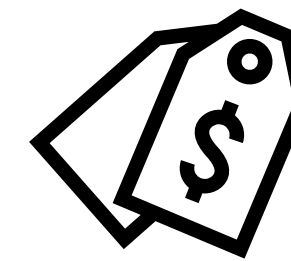
Acquisition

Running a test campaign will ensure you have a plan for driving leads.



Conversion

A test campaign gives you a chance to work out what your conversion rate will be.



Pricing

A test campaign provides the opportunity to make decisions about price.

Steps in running a campaign

1. Define success

2. Set your price

3. Build a landing page

4. Drive traffic

5. Nurture your audience

RUN A TEST CAMPAIGN

1. Define success

How will you judge the success of your campaign and the viability of your business idea?

RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "stay informed" approach

Although this approach provides a general sense of someone's interest in the app, it does not indicate whether they are willing to buy.

However, it does provide an opportunity to nurture the lead before launch.



Follow the development of Acme

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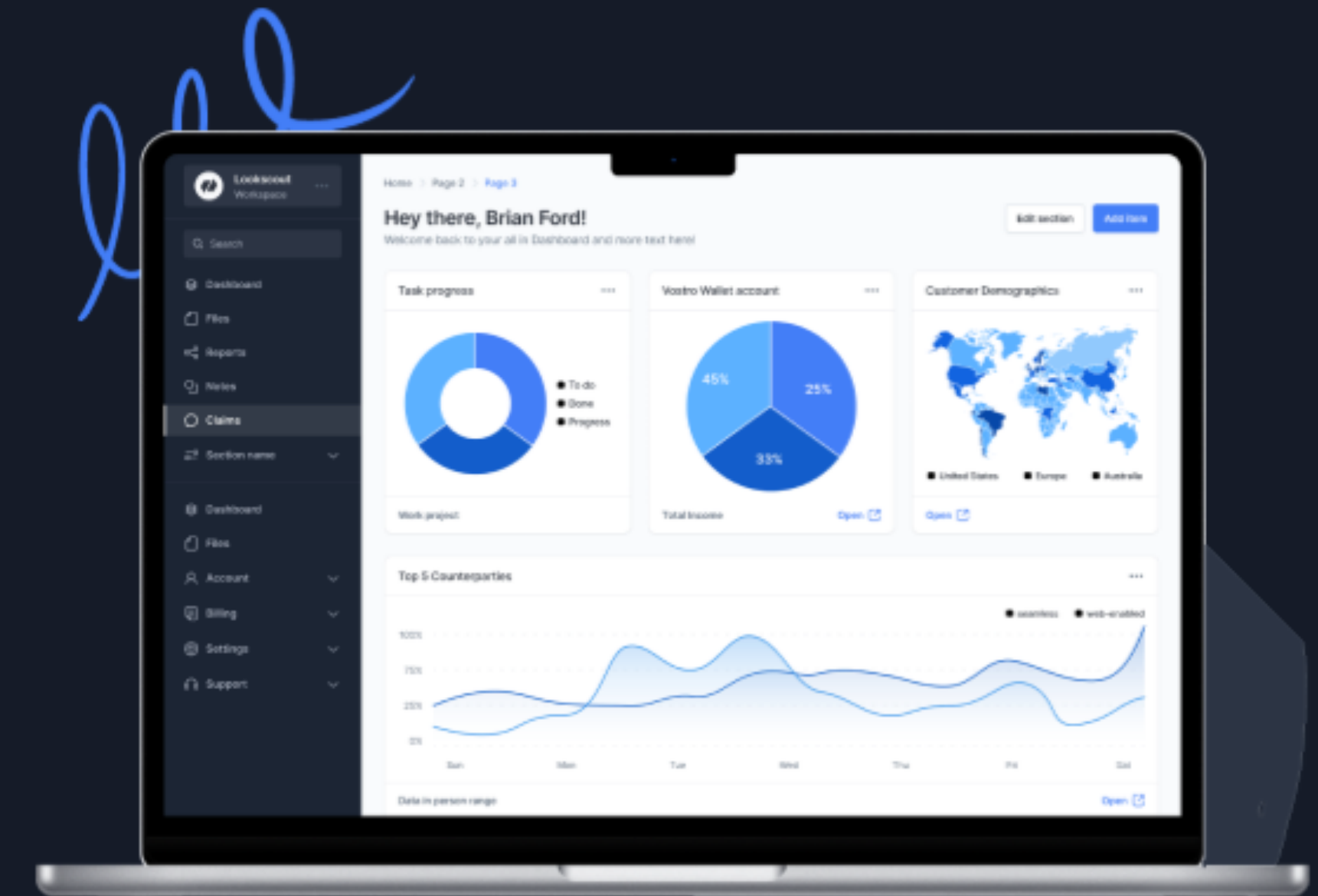
RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "waiting list" approach

Creates a sense of the app being in demand.

Allows you to nurture leads.

Could be considered less honest about the state of the app.



**Join the waiting list
as we roll out gradually**

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RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "fake order" approach

Offer the user the option to buy, but when they click, inform them that it isn't ready and they can sign up for updates instead.

A more accurate buying experience.

Could alienate users.



Buy today for \$99

✓ Access all features ✓ Secure early bird pricing

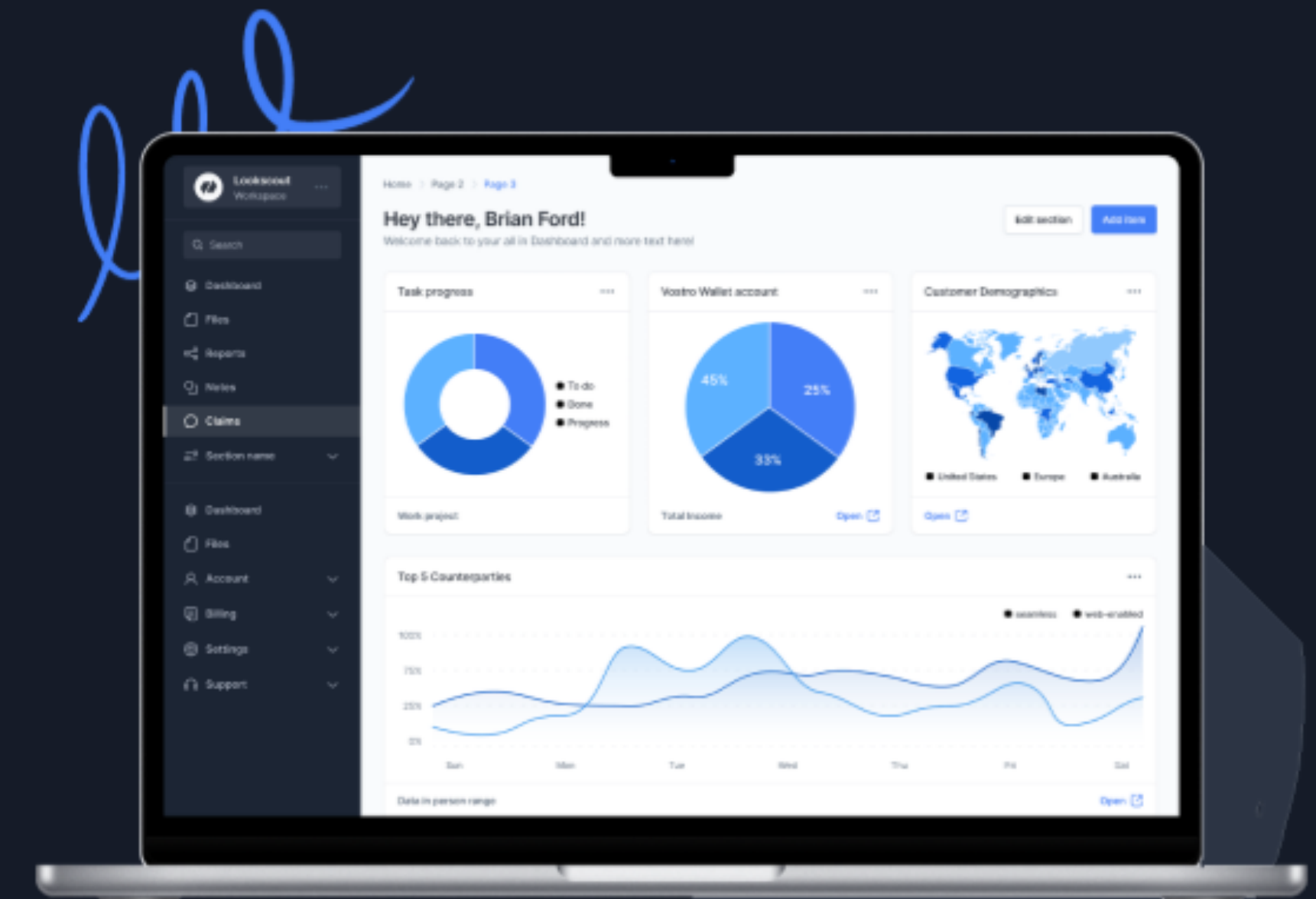
Buy Now For \$20 Off

RUN A TEST CAMPAIGN / DEFINE SUCCESS

The "preorder" approach

Allow users to preorder the product for a heavy discount.

Offers an actual buying experience, although the levels will be lower than normal.



Preorder today and save \$99

✓ Access all features ✓ Secure early bird pricing

Credit card number

Expiry

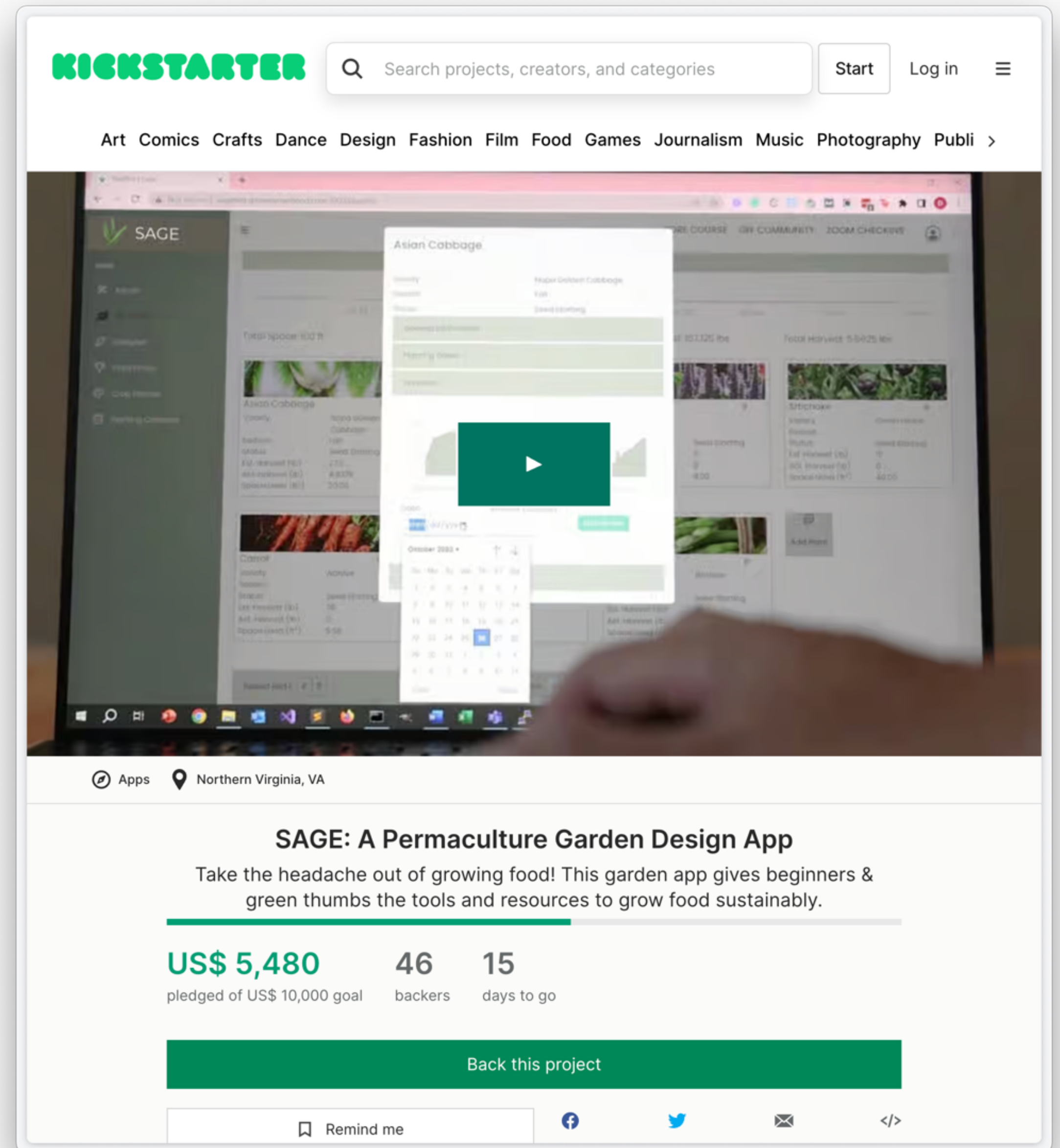
CSV

Sign up

RUN A TEST CAMPAIGN / DEFINE SUCCESS

What about crowdfunding?

Using Kickstarter or Indiegogo is an option, but it's not a reliable test for your app's long-term viability or your ability to consistently acquire new customers.



2. Set your price

The price is a critical factor in the uptake of your application, so it should be a part of any test campaign you run.

Freemium

Provides free basic software with the option to upgrade for additional features or capacity.

Benefits

Great for user acquisition, as it reduces the entry barrier and can rapidly build a large user base, potentially leading to paying customers.

Challenges

Convincing users to upgrade is challenging. It involves providing sufficient value in the free version to attract users, while also offering premium features that are compelling enough to pay for.

Subscription

Users are charged a recurring fee for software access, often with tiered pricing based on features, users, or usage limits.

Benefits

Provides predictable revenue and can scale with the size of the user's business or needs. It encourages ongoing development and support.

Challenges

Unpredictable revenue can complicate budgeting for providers and users. Monitoring and communicating usage is crucial to avoid bill shocks.

Usage-Based

Charges are based on usage, like the number of emails sent, data stored, or hours used. This is also known as a "pay-as-you-go" model.

Benefits

Fair to users since they only pay for what they use, which can be a strong selling point. It aligns costs directly with value received.

Challenges

You need to continuously prove value to prevent churn. It's important to have clear tier differentiation and to manage feature updates well.

Per-User

Charges based on the number of user accounts or seats. This is straightforward and common in B2B software.

Benefits

Easy for customers to understand and scales well with the size of the customer's team.

Challenges

Can discourage adoption within large teams or organizations due to cost. It might lead to sharing accounts, reducing security and data integrity.

Feature-Based

Offers multiple packages with a different set of features at each price point.
Users pay more for advanced features.

Benefits

Allows customers to choose a plan that fits their needs and budget.
Encourages upgrades as needs grow.

Challenges

Determining which features to include at each tier can be tricky.
There's a risk of overwhelming users with too many choices.

Hybrid

Combines elements of the above models to fit unique business needs. For example, a freemium model with additional pay-per-use features.

Benefits

Flexibility to tailor the pricing model to your product and market. Can address multiple customer segments simultaneously.

Challenges

Can be complex to communicate and manage. Requires careful balance to avoid confusion and maintain a clear value proposition.

Pricing factors to consider

Audience

How much are people willing to pay and what payment structure suits them most?

Flexibility

Does your pricing allow enough flexibility to offer discounts or to change over time?

Competition

What are the competition's charges and how do they structure their pricing plans?

Costs

Will your price cover costs at any level of customer, or do you need a minimum customer base?

3. Build your landing page

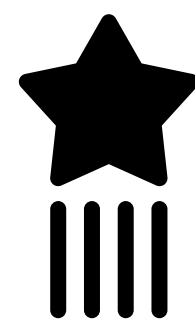
Once you have set your success criteria and pricing, you can create a landing page for your campaign designed to sell your application.

Value Proposition



Strapline

Summarize your application in a single sentence.



Benefits

List ways the app helps users achieve their goals or overcome their pain points.



Features

Detail the features that allow users to receive the benefits you have listed.

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Calls to Action

Primary

For example, your primary call to action may be to preorder.

Secondary

While a secondary call to action may be to sign up for updates.



RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Objections

- What if they sell my email address to a third party?
- What if the content is rubbish?
- What if they make it hard to unsubscribe?
- What if they send me too many emails?
- What if they pressure me into buying?
- What if they get hacked?



**Join the waiting list
as we roll out gradually**

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Objections

Add an exit intent survey to understand why people are not signing up for the application. This will help improve the landing page and increase the app's chances of success.

If you did not act today, it would be useful to know why?

This will help us improve your experience.

Too expensive

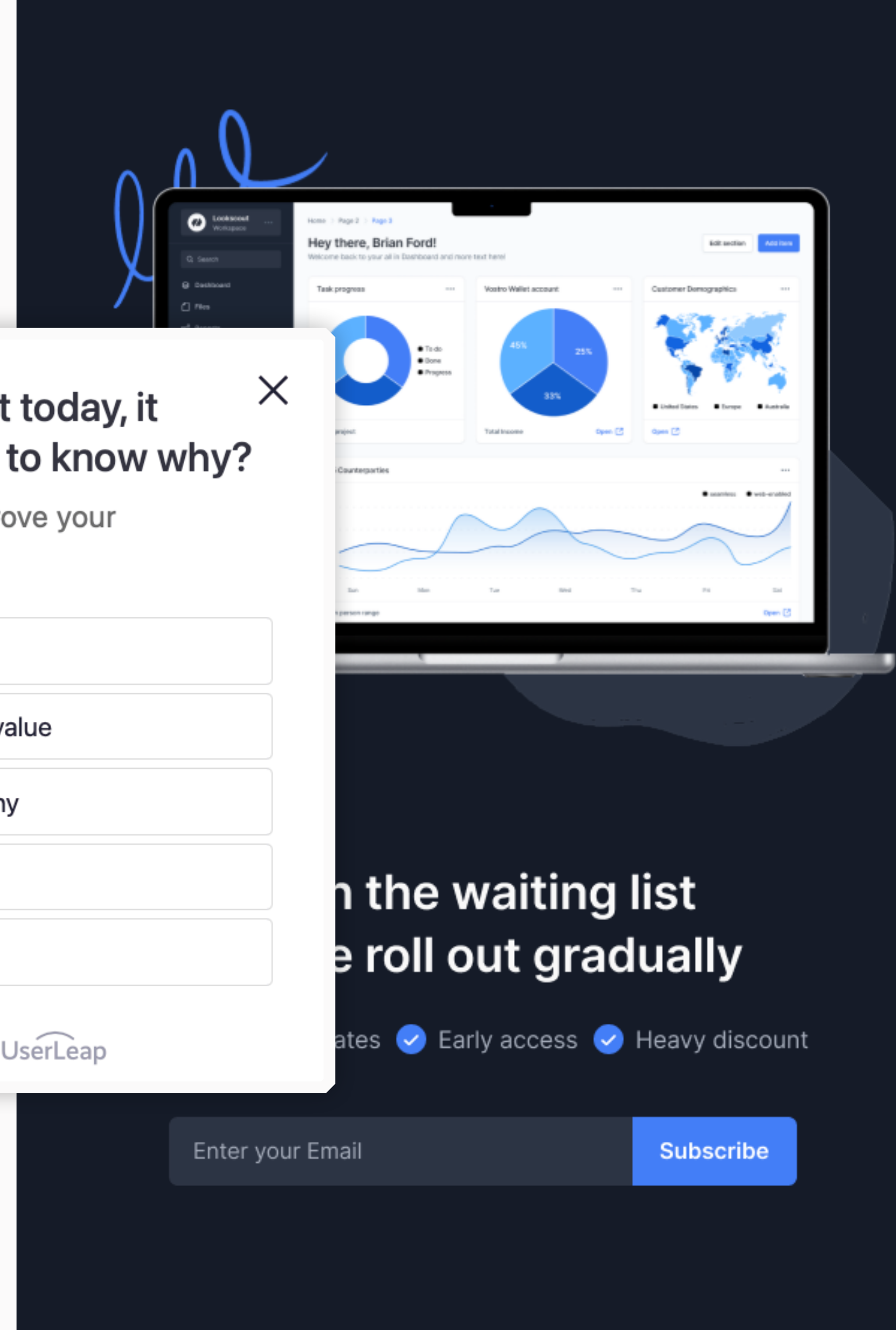
Didn't understand the value

Didn't trust the company

Found it confusing

Other

Survey by UserLeap



in the waiting list
e roll out gradually

ates ☒ Early access ☒ Heavy discount

Enter your Email

Subscribe

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Social proof

- Review and ratings.
- Testimonials (both video and written).
- Simple naming of high profile customers.
- Celebrity endorsement.
- Third-party accreditation.
- Industry awards.
- Positive press coverage.

More features

Proud to Be Used By

Professionally cultivate one-to-one customer service with robust ideas. Dynamically innovate resource-leveling customer service for state of the art customer service.

Lookscout

Microsoft

Hekoru

Atlassian

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Udemy

Clickup

Dropbox

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Gitlab

Deliveroo

Asana

View all

What Our Customers Say

Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment. Bring to the table win-win strategies to ensure domination.

★★★★★

Great job, I will definitely be ordering again! LookScout is worth much more than I paid. I would like to personally thank you.

Joe Christensen

<

>

View all

Pricing that Adapts to You

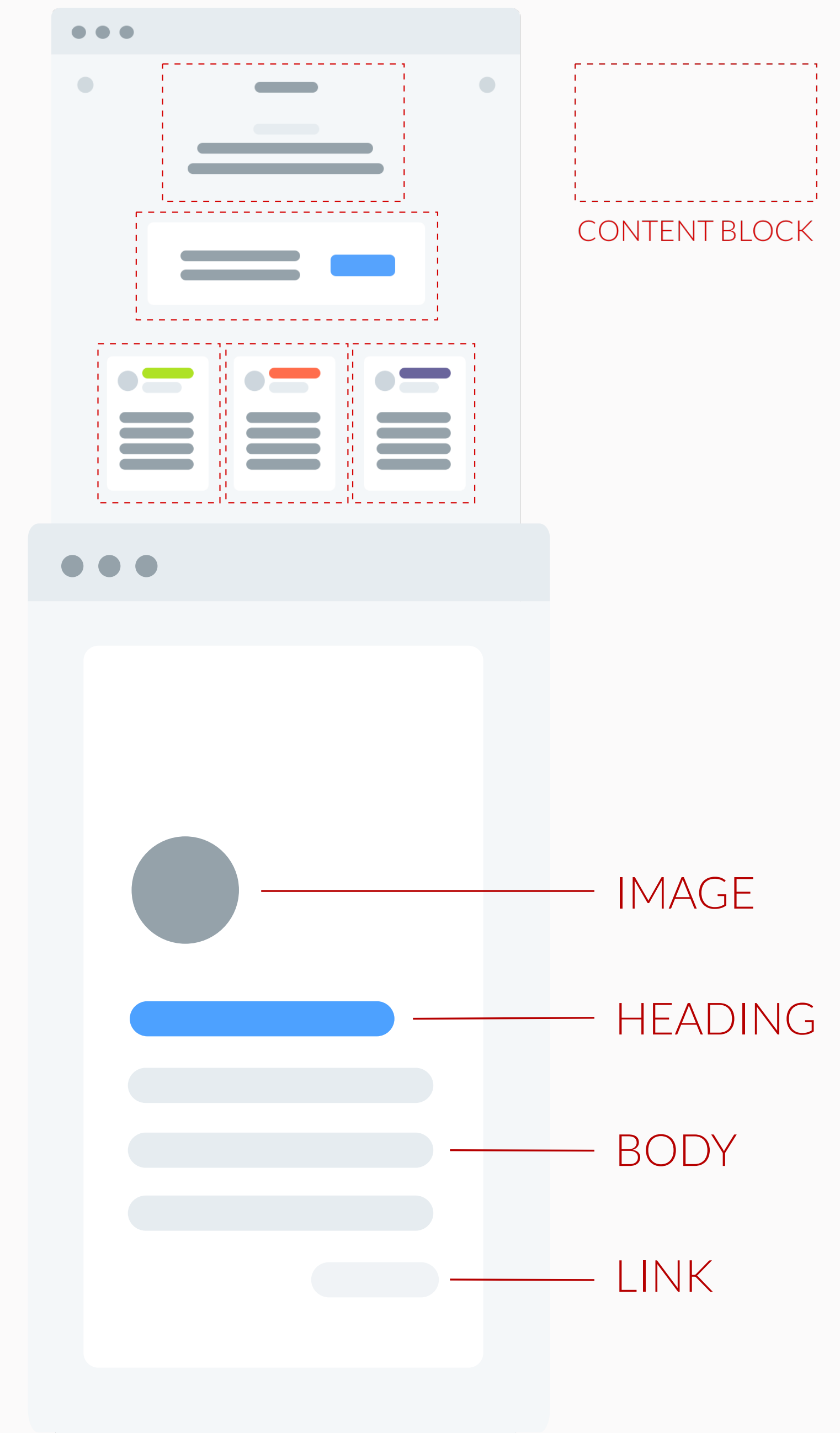
Keeping your eye on the ball while performing a deep dive on the start-up mentality to derive convergence on integration. Collaboratively administrate markets via networks.

Website	Website	Website	Website
	<div>\$12</div> <div>Scale your business, increase productivity and achieve new heights.</div>	<div>\$16</div> <div>Scale your business, increase productivity and achieve new heights.</div>	<div>\$35</div> <div>Scale your business, increase productivity and achieve new heights.</div>

RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Content blocks

- Each Benefit.
- Each Feature.
- Each Social Proof.
- Add objections into existing content blocks.



Improve your content quality

File

▼

✦

AI tools (Beta)

▼

Bulleted List

▼

B

I

↻

AI used:

114 / 5.0k

Paul Boag

Plus Plan

▼

Write

Edit

Readability

⚙

Grade 8

Good.

Words: 40

Show more stats

▼

0

adverbs. Well done.

0

uses of passive voice.

Nice work.

0

phrases have simpler

At Frontend Masters, we offer courses taught by experts from top companies, such as:

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Page flow



SUMMARY

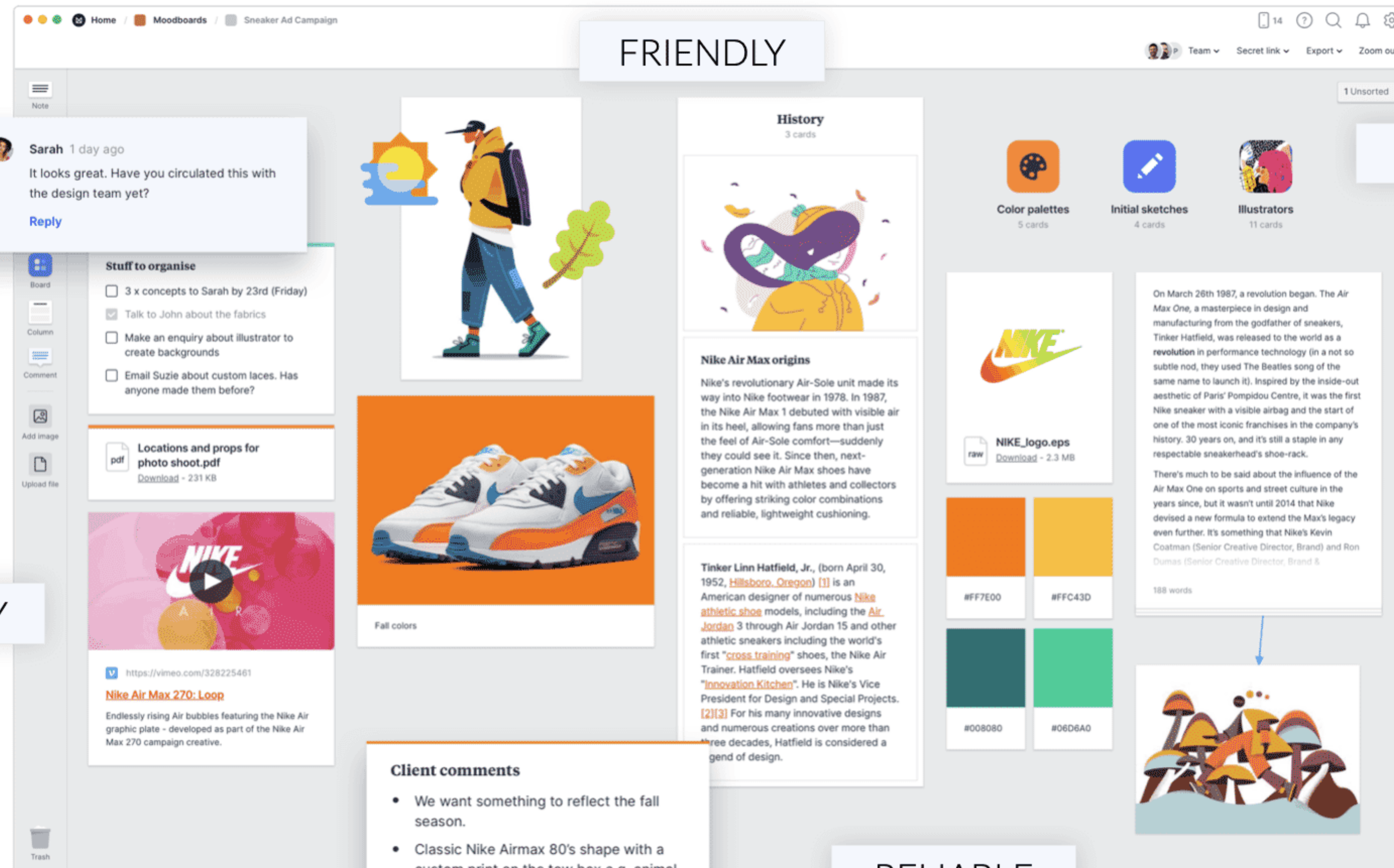
CALL TO ACTION

SOCIAL PROOF

BENEFITS

CALL TO ACTION

Aesthetics



FRIENDLY

POSITIVE

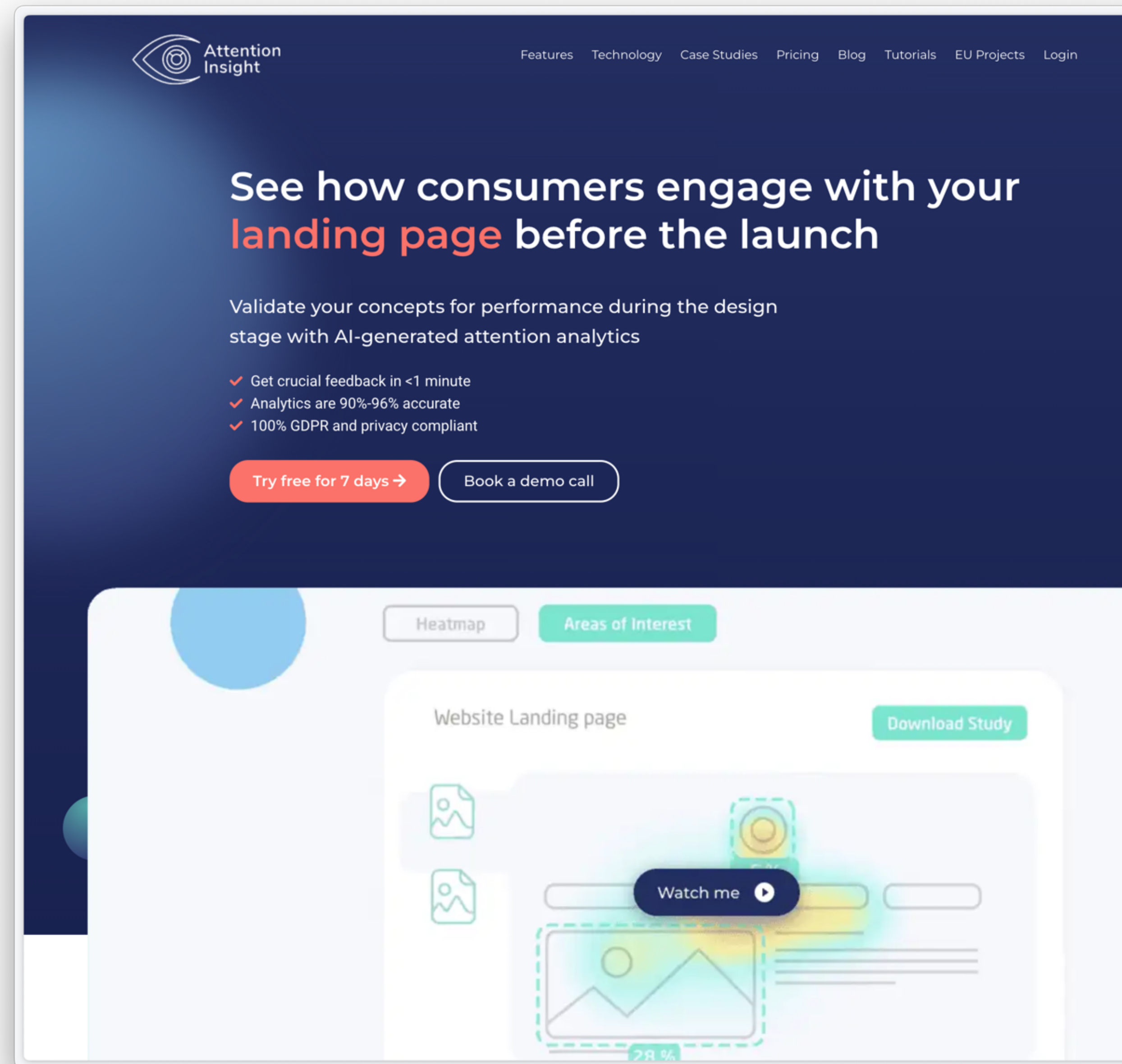
TRUSTWORTHY

RELIABLE

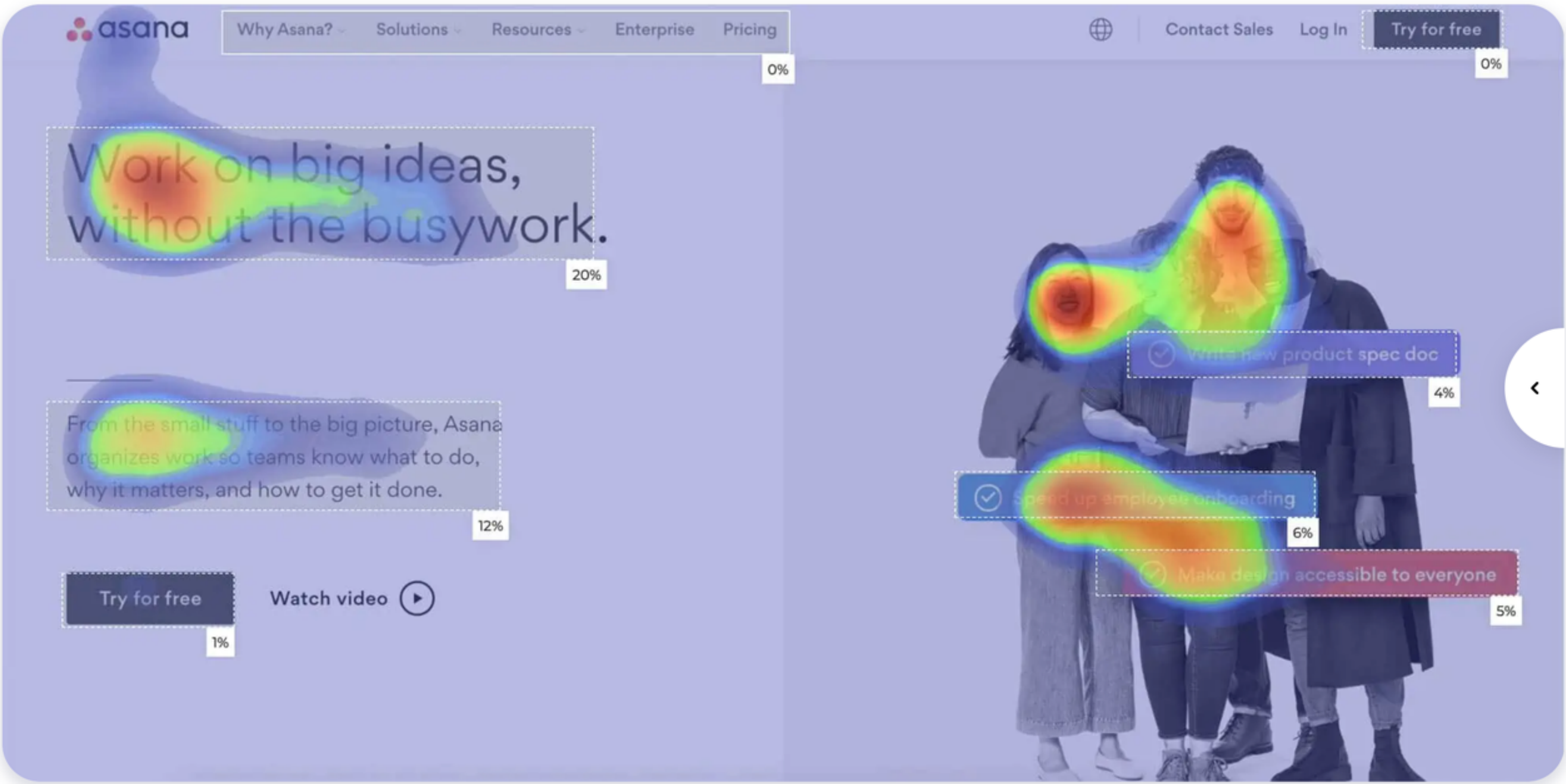
RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE

Test your landing page

- 5-Second test.
- First-click test.
- Semantic differential survey.
- Eye-tracking simulation.



RUN A TEST CAMPAIGN / BUILD YOUR LANDING PAGE / TEST YOUR LANDING PAGE



4. Drive traffic

Once you have your landing page ready you can drive traffic to the page and monitor its success.

Community engagement

Reddit

Forums

Mailing lists

Social media

Meetups

Conferences

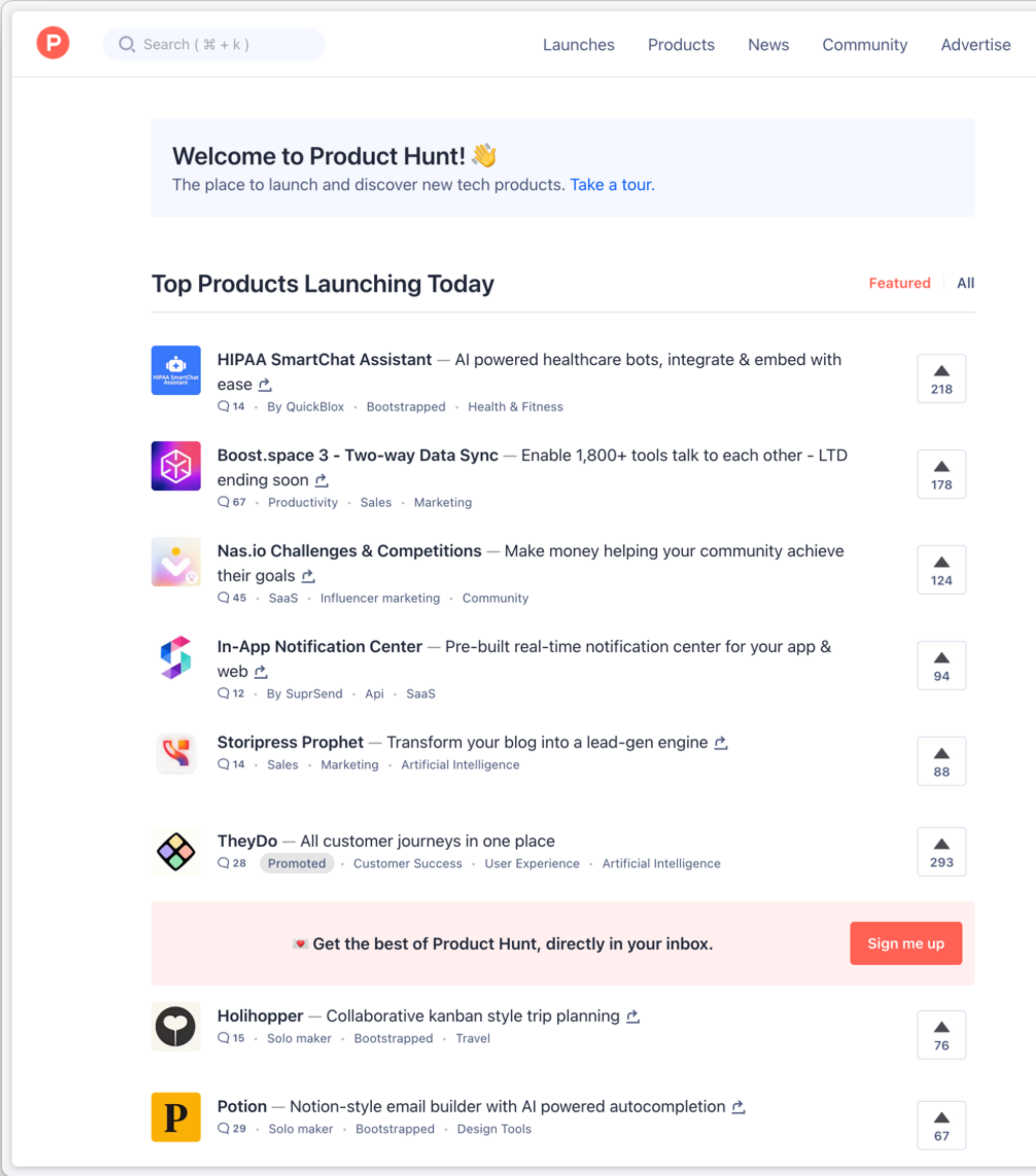
Quora

Stack Overflow

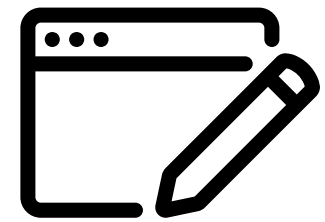
Slack

What about Product Hunt?

Product Hunt tends to favor applications with broad appeal. It also does not address the issue of how you will generate traffic long-term.



Content marketing



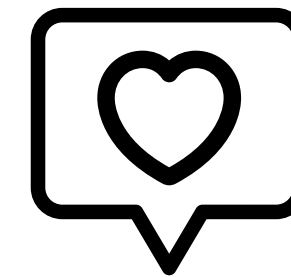
Blogging

Guest blogging can be an excellent way of reach your target audience.



Podcasts

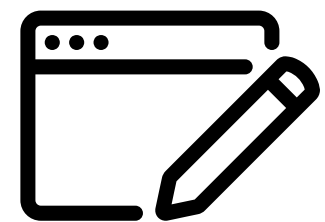
Appearing as a guest on podcasts that your audience listen to can work well.



Social

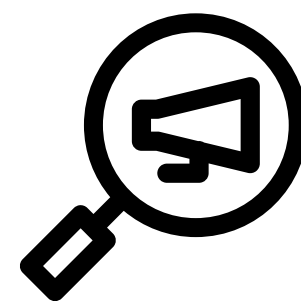
Posting about the pain points, questions and goals of your audience can help.

Paid acquisition



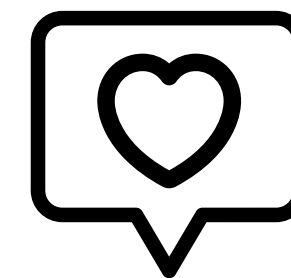
Paid Posts

Sponsored posts can work well if you struggle to get guest post opportunities.



Search Ads

Pay-per-click advertising around relevant search terms may work for you.



Social Ads

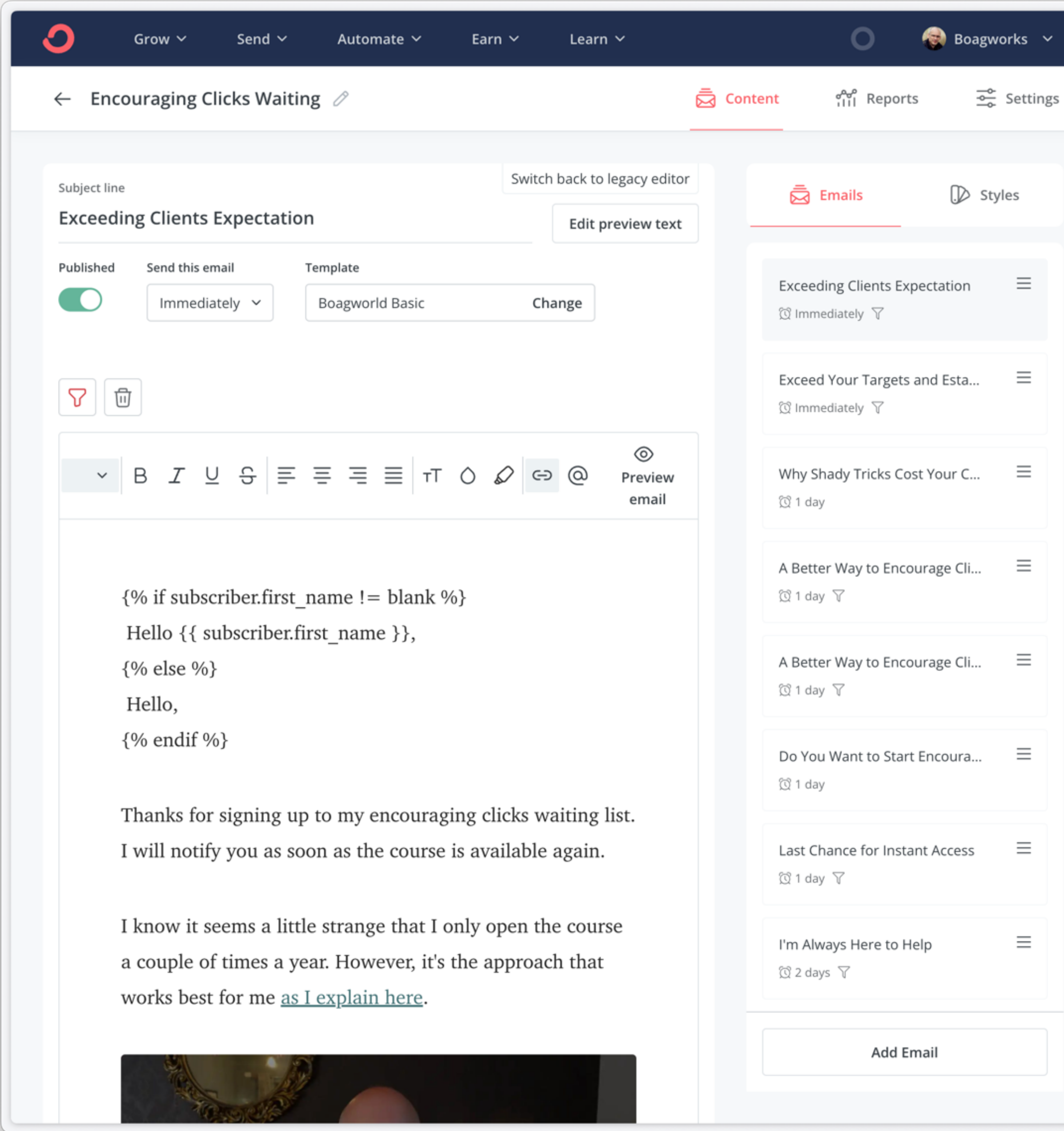
Advertising on social networks like LinkedIn can work when reaching some users.

5. Nurture your audience

Whether users preorder or signup to a mailing list, it is worth nurturing those relationships to ensure they turn into active customers.

Onboarding emails

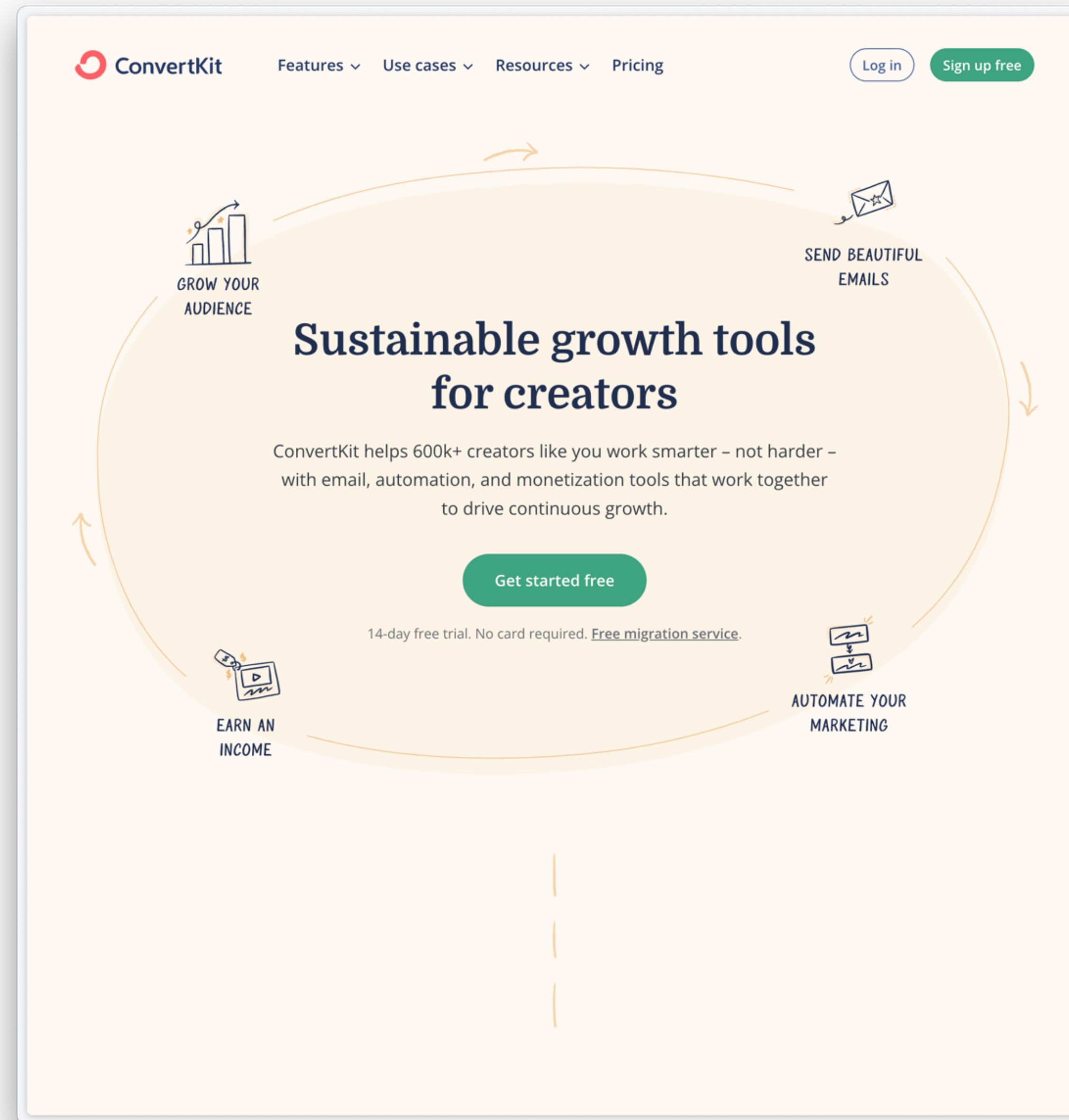
Plan a series of emails that users will receive following signing up that talk them through the features and benefits they will receive.



RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Progress updates

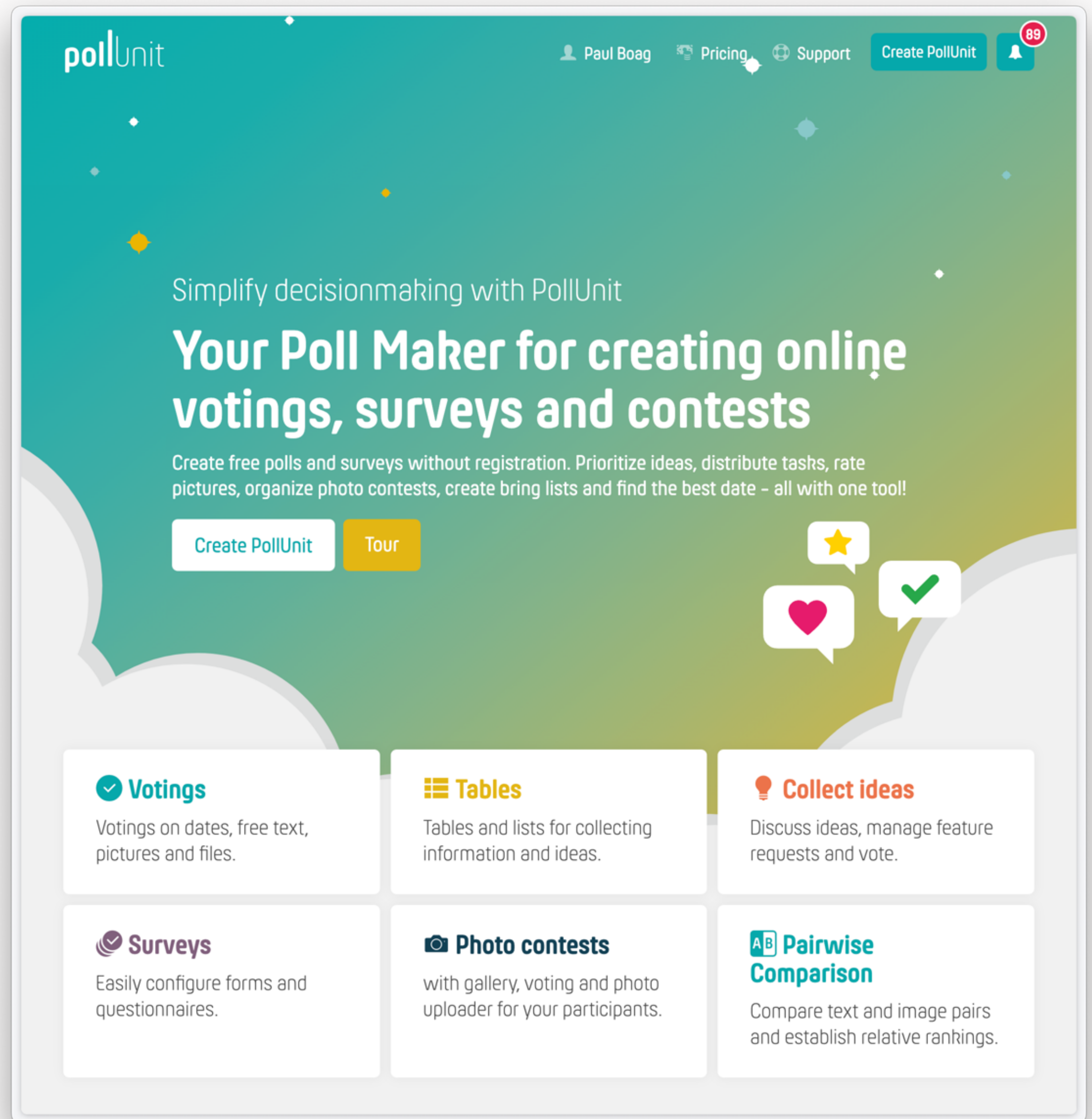
Periodically follow up with progress updates to ensure they don't forget about the application and to reassure them that development is progressing.



RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Feature Suggestions

Create a place where users can submit ideas about what they want to see in the application.



RUN A TEST CAMPAIGN / NURTURE YOUR AUDIENCE

Early Access

Offer early access for free to those on your mailing list to encourage engagement and build interest.

Conclusion

1. Define success
2. Set your price
3. Build your landing page
4. Drive traffic
5. Nurture your audience

Give Your Big Idea a Chance: Test for Success

I genuinely want to help, so email me
anytime to paul@boagworld.com.



Market Research



User Research



MVP



Testing