



Validating Product Ideas

By Tomer Sharon

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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.

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Editorial Review

Review

It's easy to say "Go talk to your users to find out what they want". It's much more difficult to understand how to do this effectively. Tomer does a brilliant job of explaining how to do this, along with giving the reader a clear methodology and substantive examples. --Brad Feld, managing director, Foundry Group

For my money, there's no one who knows more about conducting user research or who is better at explaining how to do it in truly lean fashion than Tomer Sharon. My advice? If you care about getting your product right, buy this book. (It's worth it for the chapter on recruiting participants via social media alone.) --Steve Krug, author of *Don't Make Me Think*

Validating Product Ideas Through Lean User Research by Tomer Sharon contains new methods for understanding customers, gathering hidden insights, and ultimately building amazing products. If you're a novice, this book will give you the tools to leapfrog your competition. If you're savvy, this book will catch you by surprise with techniques you should have been using years ago. Overall, I haven't been this excited about a Lean book in years. --Trevor Owens, entrepreneur, founder, and CEO at Javelin, author of *The Lean Enterprise*

About the Author

Tomer is Head of User Experience at WeWork in New York City leading a team that designs work and living spaces, communities, and services around the world. Formerly a senior user experience researcher at Google Search, Tomer is the author of the book, *Validating Product Ideas through Lean User Research* (2016) and author of, *It's Our Research: Getting stakeholder buy-in for user experience research projects* (2012). He founded and led The Israeli Chapter of the User Experience Professionals Association and has been preaching and teaching UX at Google's LaunchPad program, a bootcamp for early-stage startups around the world, in conferences, and at Treehouse and General Assembly. Tomer holds a master's degree in Human Factors in Information Design from Bentley University in Waltham, MA. He is @tsharon on Twitter and Instagram.

Users Review

From reader reviews:

Merideth Davis:

This *Validating Product Ideas* book is simply not ordinary book, you have it then the world is in your hands. The benefit you have by reading this book is definitely information inside this book incredible fresh, you will get details which is getting deeper you read a lot of information you will get. This *Validating Product Ideas* without we understand teach the one who reading through it become critical in thinking and analyzing. Don't end up being worry *Validating Product Ideas* can bring if you are and not make your handbag space or bookshelves' come to be full because you can have it in your lovely laptop even telephone. This *Validating Product Ideas* having fine arrangement in word and also layout, so you will not sense uninterested in reading.

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