

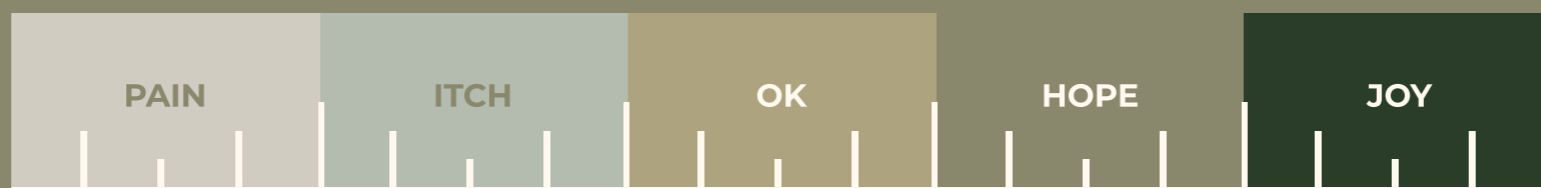


MADE TO MEASURE



TAKE THE GUESSWORK OUT OF
CALCULATING PRODUCT-MARKET FIT

*A simple, data-driven framework for
measuring, predicting and visualising
product-market fit.*

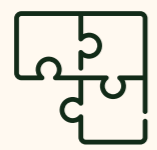


1. INTRODUCTION

Achieving product-Market Fit is the holy grail for every business or company.

There is simply no better way to know whether customers actually want your product than having them pay for it, use it and confirm that it meets their needs.

But before you incur the cost and risk of producing a finished product you want to test whether it is worth producing.



THE PROBLEM

Asking customers whether they would use your product can be deceptive, resulting in false positives or false negatives.

Prototypes are an option. But trial-and-error is a complex, costly and time-consuming process.

How can you reduce the risk and complexity of deciding which products are worth pursuing?



THE SOLUTION

The Product-Market Fit Calculator by Strawpath is an objective way of helping you measure whether customers are likely to adopt your product. It is based on decades of product development experience and market analysis.

The framework helps you to consider and rate the important factors that influence customer uptake.

No analysis framework is a foolproof crystal ball that will guarantee whether a product will succeed or fail. However, if done honestly, this framework will give you a good indication of your product's chances and can even help you improve them.

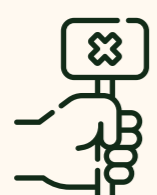


BENEFITS

The Product-Market Fit Calculator presents a simple and easy process to follow.

You can use it to help you compare and decide which ideas to pursue or help you improve the ideas you are already developing.

Complete it with your team or with potential customers as a guided survey. It will help you reduce the cost, effort, time and risk of product development.



WHAT THIS IS NOT

The Product-Market Fit Calculator is not a SWOT or market analysis tool. It will not help you determine market size or whether the product will be profitable. It is strictly concerned with whether target customers will want and buy the product - product-customer fit, if you like.

There are many factors that go into making a product successful. This framework is primarily concerned with the subset of factors that go into making a customer decide to buy a product.





ABOUT STRAWPATH

Strawpath is an innovation, solution design and product development lab and consultancy.

At Strawpath we design our own in-house products as well as work with startups and innovation departments within corporations to help them develop and grow their own products.

Andrew Mugoya is Founder and Principal at Strawpath. Andrew has over 25 years of technology and innovation experience with global clients including JP Morgan, Goldman Sachs, Barclays and Pepsi. He studied Computer Science at Oxford University (MSc) and Warwick University (BEng, First Class Honours) and has also taught as a part-time lecturer at Strathmore University.








2. HOW IT WORKS

A. THE 5 KEY METRICS

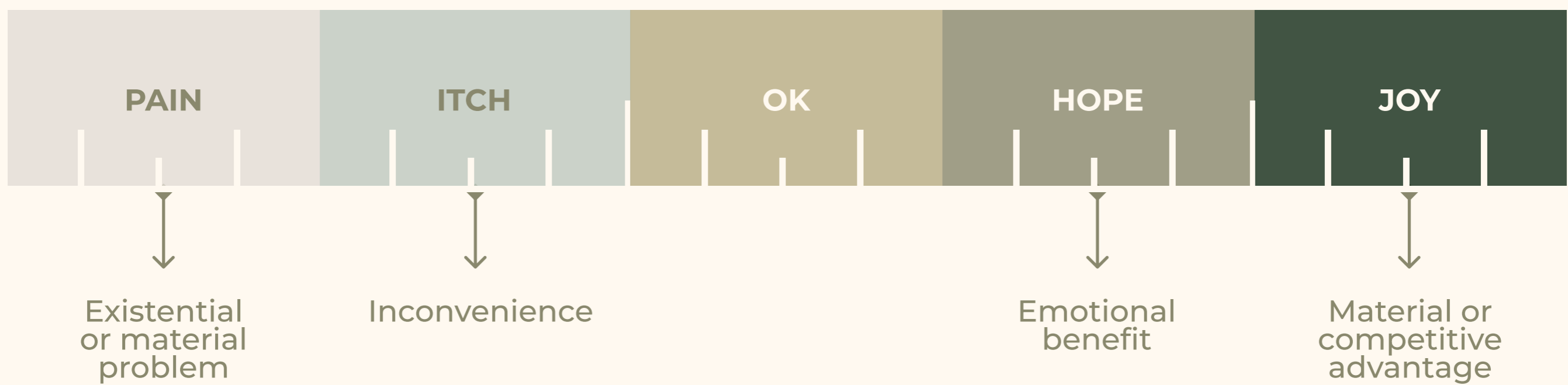


THE FRAMEWORK USES FIVE KEY METRICS:

-  1. **Starting Point** - The customer's situation prior to using your product.
-  2. **End Point** - The customer's target situation after using your product.
-  3. **Features & Benefits** - The extra features and benefits your product gives the customer.
-  4. **Effort** - This is an average score of your product's affordability, accessibility, awareness, ease of use and desirability to the customer.
-  5. **Speed of Results** - The amount of time it takes the customer to start enjoying the benefits of using your product.

You rate each metric on a scale of 1 to 5.






B. START AND END POINTS



The Start Point and End Point metrics are rated based on a scale between Pain and Joy. Each point describes the customer's situation prior to or after using the product.

C. THE EFFORT SUB-METRICS

The Effort metric is an average score of 5 sub-metrics, each rated on a scale of 1-5. The sub-metrics are:

-  1. **Affordability** - Are the customers able to pay the price of the product?
-  2. **Accessibility** - How available and accessible is the product for the customer to buy?
-  3. **Awareness** - If and how much the customer knows about the product.
-  4. **Ease of use** - How easy is it for the customer to use the product?
-  5. **Desirability** - How much does the customer prefer your product compared to other products or solutions?

D. ADDING UP THE SCORES

The scores for each of the 5 key metrics are then added to arrive at a Total Score. The minimum Total Score is 5 and the maximum Total Score is 25.



A Total Score of 5

indicates that your product is extremely unlikely to be adopted by customers.



A Total Score of 25


Indicates that it is almost guaranteed to be adopted by customers.

3. HOW TO RATE THE KEY METIRICS

METRIC	SCORE	MEANING	IMPLICATION
 STARTING POINT	5	PAIN - Customer has a material problem or pain point. Without a solution, customers will suffer legal, physical or significant financial impact.	Customers are actively seeking your solution and willing to pay a premium. Uptake is likely to be instant and high.
	4	ITCH - Customer has an inconvenience or irritation. A solution is desirable but not mandatory.	Customers will entertain a solution but not actively seek it or pay a premium.
	3	OK - Customer is comfortable.	Customers will need a lot of convincing and extra benefits to take up your solution. Heavy marketing and sales required.
	2	HOPE - Customers are proud to show off their current solution. Current solution takes customers beyond comfort.	Customers are emotionally attached to a solution/brand. Your brand will need to be emotional and aspirational. Heavy marketing and sales required.
	1	JOY - Customers have a competitive advantage with their current solution. Current solution takes customers beyond hope/aspiration.	Customers are materially attached to a solution/brand. Your solution will need to deliver significant extra material benefit to the customer. Heavy marketing and sales required.
 END POINT	5	JOY - Customers gain a competitive advantage with your solution.	Customers that experience your solution will become materially attached to it.
	4	HOPE - Customers are proud to show off using your solution.	Customers will be proud to be associated with your solution and tell others about it.
	3	OK - Customers are left comfortable.	Customers will be left comfortable.


METRIC	SCORE	MEANING	IMPLICATION
	2	ITCH - Customers are left with an inconvenience or irritation after using your solution.	Vert low adoption. If adopted, your solution is likely to be temporary.
	1	PAIN - Customers are left with a material problem or pain point after using your solution.	No adoption. If adopted, your solution is likely to be fatal for your customer.
 FEATURES & BENEFITS	5	Very high number of extra features and benefits.	If adopted, the solution is likely to be very sticky as the customer uses more features and gets more benefits.
	4	High number of extra features and benefits.	If adopted, the solution is likely to be sticky as the customer uses more features and gets more benefits.
	3	Average number of extra features and benefits.	Stickiness will be average.
	2	Low number of extra features and benefits.	If adopted, the solution is unlikely to be sticky.
	1	Very low number of extra features and benefits.	If adopted, the solution is unlikely to be sticky.
 EFFORT	5	Very high affordability, accessibility, awareness, ease of use and desirability.	For customers that want to try your solution, they will experience very little friction in the process.
	4	High affordability, accessibility, awareness, ease of use and desirability.	For customers that want to try your solution, they will experience little friction in the process.





METRIC	SCORE	MEANING	IMPLICATION
EFFORT	3	Average affordability, accessibility, awareness, ease of use and desirability.	For customers that want to try your solution, they will experience average friction in the process.
	2	Low affordability, accessibility, awareness, ease of use and desirability.	For customers that want to try your solution, they will experience high friction in the process.
	1	Very low affordability, accessibility, awareness, ease of use and desirability.	For customers that want to try your solution, they will experience very high friction in the process.
 SPEED OF RESULTS	5	Very fast results.	Very easy to get customers to try for themselves.
	4	Fast results.	of proof of results or testimonials before they try the solution.
	3	Average time for results.	Customers will need proof of results or testimonials before they try the solution.
	2	Slow results.	Customers will be proud to be associated with your solution and tell others about it.
	1	Very slow results.	Customers will need very high amounts of proof of results or testimonials before they try the solution.



4. HOW TO RATE THE EFFORT SUB-METRICS

METRIC	SCORE	MEANING	IMPLICATION
 AFFORDABILITY	5	Product is very cheap to the customer.	Very easy or impulsive financial decision by the customer to try the product.
	4	Product is cheap to the customer.	Easy financial decision by the customer to try the product.
	3	Product is affordable to the customer.	Evaluated financial decision by the customer to try the product.
	2	Product is expensive to the customer.	Difficult financial decision by the customer to try the product.
	1	Product is very expensive to the customer.	Very difficult financial decision by the customer to try the product.
 ACCESSIBILITY	5	Product has very high availability and accessibility in the market.	Very low amount of effort for the customer to find the product.
	4	Product has high availability and accessibility in the market.	Low amount of effort for the customer to find the product.
	3	Product is available and accessible in the market.	Moderate amount of effort for the customer to find the product.
	2	Product has low availability and accessibility in the market.	High amount of effort for the customer to find the product.
	1	Product has very low availability and accessibility in the market.	Very high amount of effort for the customer to find the product.

METRIC	SCORE	MEANING	IMPLICATION
 AWARENESS	5	Product has very high awareness in the market.	Very low amount of marketing required.
	4	Product has high awareness in the market.	Low amount of marketing required.
	3	Product has some awareness in the market.	Moderate amount of marketing required.
	2	Product has low awareness in the market.	High amount of marketing required.
	1	Product has very low awareness in the market.	Very high amount of marketing required.
 EASE OF USE	5	Very easy for customers to learn and use.	Very low amount of training for the customer to use the product.
	4	Easy for customers to learn and use.	Low amount of training for the customer to use the product.
	3	Normal or average ease of use level.	Moderate amount of training for the customer to use the product.
	2	Challenging for customers to learn and use.	High amount of training for the customer to use the product.
	1	Very challenging for customers to learn and use.	Very high amount of training for the customer to use the product.



METRIC	SCORE	MEANING	IMPLICATION
 DESIRABILITY	5	Very desirable compared to other products.	Customers will need very low persuasion to select the product over others.
	4	More desirable compared to other products.	Customers will need low persuasion to select the product over others.
	3	Comparable to competitive products or solutions.	Customers will need moderate persuasion to select the product over others.
	2	Undesirable compared to other products.	Customers will need high persuasion to select the product over others.
	1	Very undesirable compared to other products.	Customers will need very high persuasion to select the product over others.



5. WHAT THE TOTAL SCORES MEAN

SCORE	MEANING	IMPLICATION
25	Perfect score.	Your product has a very high likelihood of being adopted by customers. Very little to no sales or marketing will be required.
20-24	High score.	Your product has a high likelihood of being adopted by customers. Some marketing and sales will be required.
15-19	Average score.	Your product is likely to be adopted by customers but will need considerable marketing and sales.
10-14	Low score.	Your product is unlikely to be adopted by customers. High amounts of sales or marketing might yield some low results.
5-9	Very low score.	Your product is unlikely to be adopted by customers. Very high amounts of sales or marketing will not yield any significant results.



PRODUCT SCORE SHEET

PRODUCT NAME:

VERSION:

DATE:

EFFORT SUB-METRICS SCORE SHEET

METRIC	SCORE	NOTES
Affordability		
Accessibility		
Awareness		
Ease of Use		
Desirability		
Effort Total Score		
Average Score		



KEY METRICS SCORE SHEET

METRIC	SCORE	NOTES
Starting Point		
End Point		
Features & Benefits		
Effort Average Score		
Speed of Results		
Total score		

