

5 UNDER THE RADAR (BUT COMMON)

# MISTAKES

EVERY PRODUCT TEAM  
SHOULD AVOID



# 1

## THE "SOLUTIONS FIRST" TRAP

- ✘ Starting with product ideas instead of customer needs
- ✘ Brainstorming features before understanding problems
- ✘ Asking customers what features they want

### **REALITY**

**Product success starts with knowing unmet customer needs.**





# 2

## THE "WRONG TARGET" MISTAKE

- ✘ Targeting overserved customers with premium solutions
- ✘ Offering cheaper solutions to underserved customers
- ✘ Using one strategy for all customer segments

### REALITY

Different customer segments need different strategies.



# 3

## THE "GUT FEEL" ERROR

- ✘ Making decisions without customer data
- ✘ Guessing which customer needs are unmet
- ✘ Assuming you know customer priorities

### REALITY

86% of product team members disagree on how to define a need.



# 4

## THE "ME TOO" MINDSET

- ✘ Copying competitor features
- ✘ Following industry trends blindly
- ✘ Making minor improvements to existing solutions

### **REALITY**

**You need 20%+ improvement to win customers from incumbents.**





# 5

## THE "ONE SIZE FITS ALL" FALLACY

- ✘ Using same strategy for all products
- ✘ Ignoring market segment differences
- ✘ Treating all customers the same

### **REALITY**

**Even Uber uses different strategies for different segments.**



# SUCCESS COMES FROM:



Understanding your customer's job to be done



Knowing which needs are unmet



Measuring the degree to which they are under/over served

# THEN

choose the  
appropriate strategy

