

Product Development

Discovery and Validation

- What challenges do you encounter when doing ____?
- What brands are your go-to when you want to ____?
- What do you like most about (brand name, product category, activity, place, etc.)?
- What do you dislike most about (brand name, product category, activity, place, etc.)?
- When you want to _____, what do you currently do?
- Would something that does _____ make your life easier?
- Based on this description, how much would you be willing to pay for this product?



What do you dislike most about shopping for jeans?

I can rarely find a pair that fits my body type

I don't know what style will look good on me

The jeans in the store are too expensive

The jeans I buy don't last long enough

It takes too much time to shop for jeans



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