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The leading innovation platform for commercial Earth observation applications

## 6. Validating your solution in the market

### Why is it important to get user or customer feedback?

To validate your ideas with users is to understand the difference between what stakeholders in your innovation could do and what they really would do.

- › Technology offers lots of opportunities for what users could do.
- › Research and validation help us understand what users would really do

Understanding that and ensuring that your ideas are used in the way you intend and being aware of the unintended consequences, good or bad, can be the difference between success and failure.

### How do you validate your solution?

There are many ways to research the validity of an idea with your users, e.g. interviews – phone calls, or face-to-face, interactive workshops and surveys. Be aware of the biases that exist in your research, use at least 2 methods to compensate for this. Where the findings overlap, you know your research is robust.

People have different levels of capability and different agendas:

- › Find a range of people to test that are representative of your users
- › Try to be as inclusive as possible
- › Test with experts and novices - if you are able to satisfy both, you are likely to be able to satisfy everyone in between
- › Typically 6 users will capture the needs of 80% of your target market

### How do you make use of this feedback?

How you use the feedback depends on what research techniques you use, what part of the development cycle you are in and what feedback you get. What you should be getting to, is an understanding of what you need to prioritise developing as you move forward.

It's important that your research is not a one-off thing that you do, but a cycle that is part of a continuous way of working which helps your organisation to build the capability to continuously develop and re-evaluate its ideas without overcomplicating the product.

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