

PRODUCT PLANNING

0-to-1 Product Planning Guide

Questions to answer before an idea becomes an application, platform or product.

Design the useful version first.

A product can be technically impressive and still fail to solve the right problem. Define the user, job, behavior and smallest meaningful outcome before feature lists take over.

01 **USER**

Whose problem is urgent enough that they will change behavior to solve it?

02 **MOMENT**

What is the exact moment the product becomes useful? That moment is more important than the longest feature list.

03 **MVP**

What can be removed while still proving that the concept creates value? Build evidence before complexity.

Questions worth answering.

01 Who is the primary user?

02 What job are they trying to complete?

03 What is painful about the current workaround?

04 What must the first version prove?

05 Which feature would you remove first if time were cut in half?

NEXT STEP

Take a narrow, testable first product into discovery. The strongest roadmap is built from evidence, not feature volume.