What's After the Idea?
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A Session with:

Saif Al Essai
Serial Entrepreneur & Founder of Nafas App

Themes of the Presentation:
- ✓ The significance problem is in the product
- ✓ Methodology for analysis of the problems
- ✓ Mom test and data collection
- ✓ Examples for problem verification

Stages of a successful product:
- ✓ Align the problem with the solution
  - ✓ Do I have a problem that needs to be addressed?
  - ✓ Do I have a solution to this problem?)
- ✓ Align the product to the market
  - ✓ Dave you created a product which is demanded in the market?
  - ✓ Did you target the best market with that product?)
- ✓ Growth and replication (do I have a product which is easy to replicate and expand?)

How do we know that the problem we intend to solve is manageable? d

- ✓ Through the verification the problem:

السياق للمشكلة CONTEXT متى تحدث المشكلة؟	المشكلة PROBLEM ما هو السبب الجذري للمشكلة؟	البدائل ALTERNATIVES ماذا يفعل العملاء الآن لإصلاح المشكلة؟
العملاء CUSTOMERS من لديه المشكلة في أغلب الأحيان؟	التأثير EMOTIONAL IMPACT العاطفي كيف يشعر العميل؟ الأثر الكمي QUANTIFIABLE IMPACT ما هو الأثر القابل للقياس؟ (أشمل الوحدات	النقص ALTERNATIVES SHORTCOMINGS في البدائل ما هي عيوب البدائل؟

Goal	Tool
The goal is to study this category and identify it closely to understand the underlying cause of pain and discomfort as a result of this problem. This will assist the person who developed the idea to access them in a better way and create and deliver the best product for them.	Clients: Customers are divided into two categories (90% of customers suffer of this problem, 10% of customers feels annoyed by this problem). We need to focus on the 10% customers category who are extremely annoyed and troubled by this problem.
The main purpose behind understanding the context is that the solution largely dependent on, and variant according to, our understanding of the problem and the best approach to tackle it.	Context of the problem: A deeper understanding of when the problem occurs and in what circumstances?
The goal is to understand the customer's emotions so that the idea developer can talk to him directly and smoothly with the right and proper marketing approach.	Emotional influence. How does the customer feel about the problem he/she is facing? What are their feelings towards the problem?
The purpose is to measure the scale of the problem.	Quantitative impact: What is the quantitative impact of the problem on the customer? Here we consider the measurable units like the number of hours or days.
The goal is to identify the direct and indirect competitors for the product.	Alternatives: What are the alternatives or methods that the customer currently employs to fix or address the problem they encounter and do you do that?
The purpose is to identify the defects within the alternatives.	Defaults in alternatives: What the defaults or defects that customers use? What deficit does the customer find in the alternatives provided?

What is the primary reason for products failure?
- ✓ Do not leave the building. Each product is overlapping set of assumptions that have yet to be established and verified. Assumptions must be converted into facts. That is, we have to slip out of the building and check every assumption that we established.
- ✓ Building a product that nobody wants.
- ✓ Favoring the solution/idea more than the problem.

Mom Test
- ✓ The Mom Test is the right methodology for understanding problems and for learning insights from customers without bias or favoritism.
- ✓ We are not seeking praise or compliment.
- ✓ Not for general statements and assumptions about the future that do not reflect the bare reality.
- ✓ Focus on the details of the customer's life and do not talk about your own idea.
- ✓ Ask about specific details in the past instead of asking for customer opinion.
- ✓ Talk less and listen more (this is not a sales session).

Do you have any questions to Mr. Saif Al Essai?
Feel free to send your questions and enquiries via the email to:
Nafas: Info@getnafas.com