Okay Qual UXRs - do your insights scale?

Changing hearts and minds, in four steps
Katy Mogal, Advancing Research Conference March 2021

The journey begins

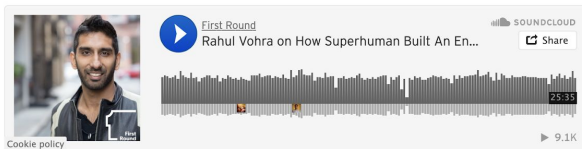# How Superhuman Built an Engine to Find Product/Market Fit

First Round
Rahul Vohra on How Superhuman Built An En…
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This article is by Rahul Vohra, the founder and CEO of Superhuman — a startup building the fastest email experience in the world.

We've all heard that product/market fit drives startup success — and that the lack thereof is what's lurking behind almost every failure.

For founders, achieving product/market fit is an obsession from day one. It's both the hefty hurdle we're racing to clear and the festering fear keeping us up at night, worried that we'll never make it. But when it comes to understanding what product/market fit *really* is and *how* to get there, most of us quickly realize that there
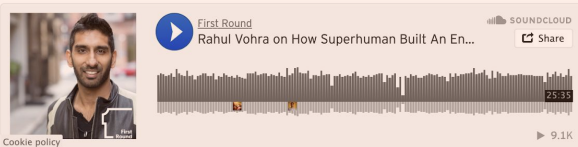
Read This Ne

> **Ask your users how they'd feel if they could no longer use your product. The group that answers 'very disappointed' will unlock product/market fit.**

A helpful example comes from Hiten Shah, who posed Ellis' question to 731 Slack users in a 2015 open research project. 51% of these users responded that they would be very disappointed without Slack, revealing that the product had indeed reached product/market fit when it had around half a million paying users. Today, this isn't too surprising, given Slack's legendary success story. Truly, this example shows just how *hard* it is to beat the 40% benchmark.

Inspired by this approach, we set out to measure what the responses would be for Superhuman. We identified users who recently experienced the core of our product, following Ellis' recommendation to focus on those who used the product at least twice in the last two weeks. (At the time we had between 100 and 200 users to poll, but smaller, earlier-stage startups
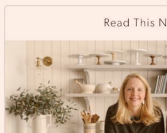
How Superhuman Built an Engine to Find Product/Market Fit

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"Better understand the people who find value in the Assistant"

Who are the people who have become engaged with our product? (use it often, and would feel disappointed if we took it away?) What value have they gotten from the product? Can we learn from them to increase value for other people?
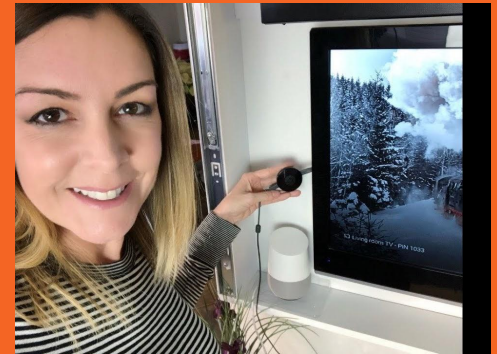
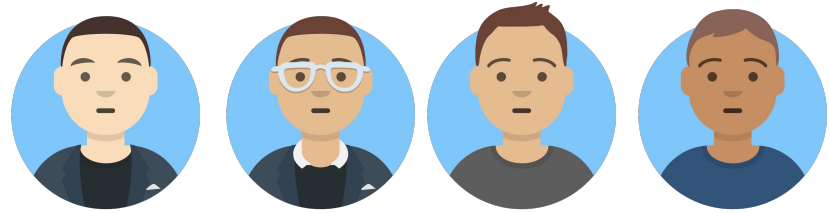**UX Research**   **BizOps Strategy**   **Marketing**   **Data Science**

UX Research

Business Operations & Strategy

Data Strategy & Data Science

Marketing   **PM**

The prescription

Product Market Fit survey

How disappointed would you be if you could **no longer** use the GA on your [surface]?
plus some more survey questions something something

Logs analysis

Understanding user PMF segments via logs analysis

Existing analysis

Complement insights with prior analysis

The need

Product Market Fit survey

How disappointed would you be if you could **no longer** use the GA on your [surface]?

Logs analysis

Understanding user PMF segments via logs analysis

Existing analysis

Complement insights with prior analysis

In-depth interviews + diary studies

Gain deeper user insights with in-depth interviews

"Can you talk to at least 100 people?"
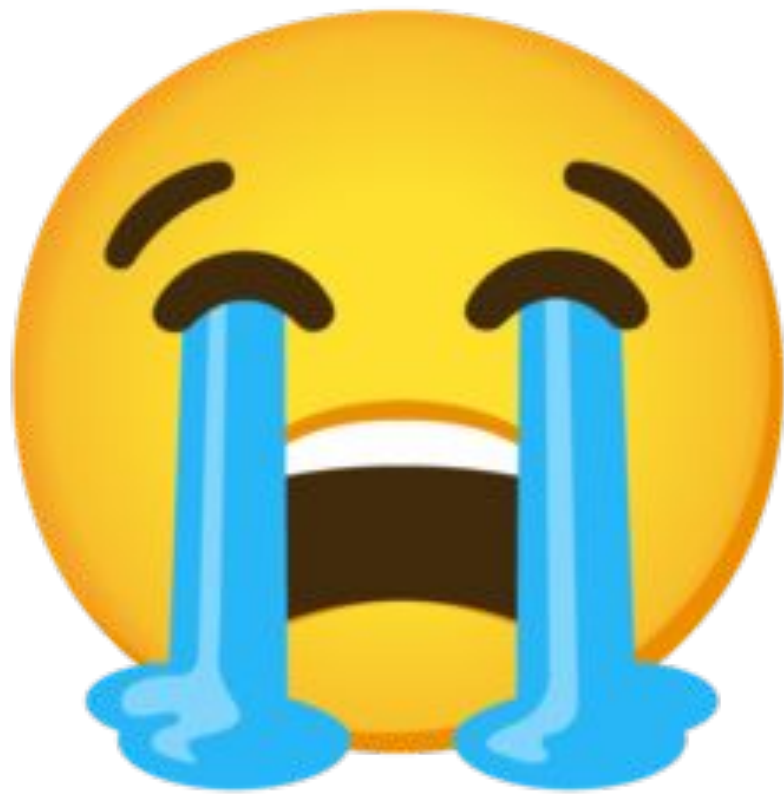
If they don't give you
a seat at the table,
bring in a folding chair.

"

Shirley Chisholm

1. Take calculated risks

	Experimentation	Products/Features	Roadmap
One-time			
On-going			

h/t George & Molly!

	Experimentation	Products/Features	Roadmap	Organizational Perspective
One-time				
On-going				

Departure

2. Look for the helpers

3. Plant seeds and conduct small experiments

Arrival

—

Our six insights, co-created by the cross-functional team, became the structure of our report's narrative

Four of the insights became pillars of 2020 product strategy
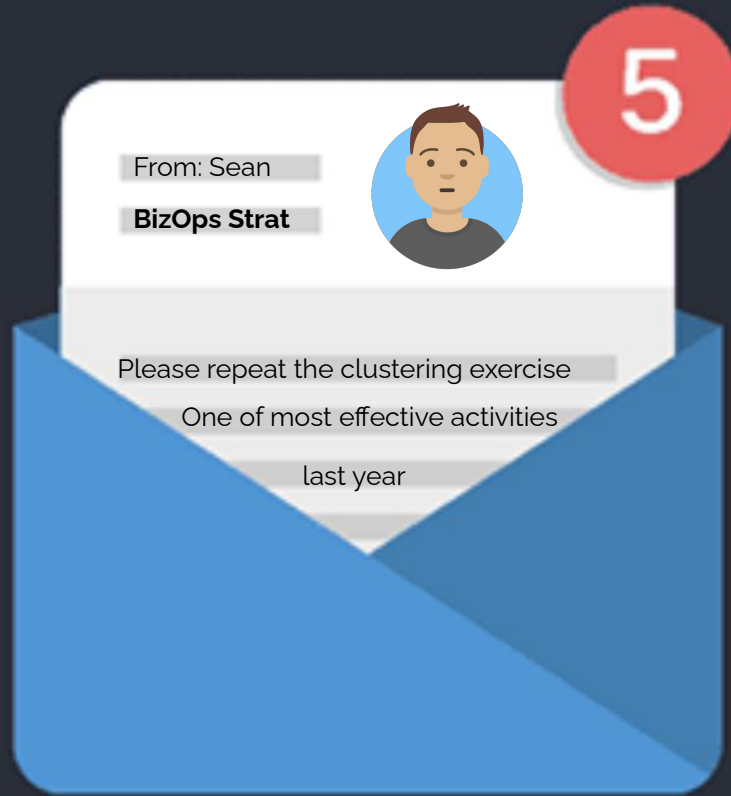
4. Leverage your researcher superpowers

1. Take calculated risks

2. Look for the helpers

3. Plant seeds and conduct small experiments

4. Leverage your researcher superpowers

Thank You!