

Strategy #18: Molding a user

Covered in this section:

Tailor your solution to one person first

- This strategy comes from Paul Graham – Co-Founder Y Combinator
- Generally, if you notice a problem, you can potentially find a solution, then see if people would buy it
- Focus on just one theoretical user
 1. Pick an industry
 2. Talk to a random person in that industry (check out Amazon's Mechanical Turk)
 3. Ask them: What are your top problems or difficulties you experience frequently throughout your day?
 4. See what problems they list and then research them to get more information
- This helps you find out about a problem you didn't know existed and gives you the opportunity to find a solution for that user
- By molding the solution to one person, you know for sure that at least one person wants it
- If one person wants it, you can bet there are others that will want it as well
- Practice on yourself: Give yourself a top 3 problems of the day and try to find solutions