

5 DAY **PROTOTYPE** CHALLENGE

Day 5: What have you learned?

What was the most surprising piece of feedback you received?

Why was it surprising?

What does it tell you about your customer's experience?

What does it tell you about his/her fundamental beliefs?

What aspects of your prototype were validated? What assumptions turned out to be true?

What adjustments will you make to your prototype next?

Based on the feedback you've received so far, what is your long-term development plan for this prototype? What do you want it to look like in 3 months, 6 months, a year?

What changes do you need to make to your prototype to start making money on it *tomorrow*?