

Feedback Signals

(Turn Casual Feedback in Market Research in SECONDS)

FoundersHQ

They Say:	What it means	What to do	Why
"it needs more features"	The problem isn't more features. The problem is your core feature isn't providing enough value yet.	For the core feature, ask your customers, "What was your expectations that was missed by us"?	If you add too many features you will lose the vision. You want to have one GREAT solution rather than multiple cool features. Work on one solution and keep working on it until it becomes the best solution.
"I already use something like this"	When people are already using something similar, they are less likely to switch with what they are comfortable with.	Ask them to point out what they like and don't like about what they already use. What makes them come back? What makes them stop using it?	If you implement solutions to the parts that they don't like, you will be able to stand out for the next people you pitch your product to. You inevitably start standing out in your marketing.
"This is cool" *never signs up*	Sometimes people will say "this is cool" to make you happy but have no intention to be one of your customers.	Follow up with them later on and ask what is stopping them from trying out your product. Don't be rude or interrogate. Just ask out of curiosity.	If you do this you can learn from what will stop future people from signing up and fix those things.
"not interested", *ignores cold dm*, or "I don't like it"	It just means that this might not be something of value for this person or a good fit for them.	It's best not to keep following up and trying to convince them. Maybe you can ask them why it's not a valuable to them. Don't interrogate them! Just ask out of curiosity.	You don't want to come off as annoying when people aren't interested. So if you ask questions, it's best to ask questions that will give you signals on how you can improve.