

Click to prove
you're human



Ever asked your mom if she liked your business idea – or any idea for that matter? Unless she has a heart of stone, she probably said yes. She may not understand it, she may not even like it, but she likes you. She believes in you. What a useless source of research she is…The Mom Test was designed specifically to convert even the most warm-hearted, loving, and jolly mothers into cold, hard facts. Who needs a mother's love when you could have powerful user research for your multi-million dollar idea?Well, the good news is that you don't need to tear your mom's heart from her sleeve. You don't have to force her to be an unemotional robot. In fact, she doesn't need to change at all. What needs to change is you – and that's where the Mom Test questions come in.@tldv.io If my mom would like it, then it passes. Right? // @been.ian skipped one of our meetings to finish this #product #tech #momtest 5 original sound - tldv.io - AI Meeting RecorderWhat is the Mom Test?Simply put, the Mom Test is a strategy for getting insights out of potential users, even when said potential users may be prone to lying to you. You mom is the example in this strategy: she will say she likes something because it's you that's asking.This is true for others, too. If you pitch them an idea, bursting with passion and excitement, nobody will want to break it to you that your idea is sh*t. They don't want to see you cry.Some users may unconsciously lie, or tell white lies for their own reasons:embarrassmentn't wanting to cause offense,the pressure of being put on the spotunaware of their true feelingsmisunderstanding the questionerror of memoryThe truth is: your users don't always tell you the truth. Whether consciously or not, users can't always put into words their exact thoughts and feelings, and even if they did, the chances are high that your brain would interpret things in a different way to what was originally meant. That's life. That's communication.However, the Mom Test is designed to be able to get a deeper sense of how the potential user is feeling about something, without them having to consciously think about it.Here's a video that summarizes the Mom Test succinctly. "The Mom Test" by Rob Fitzpatrick is a practical guide aimed at helping entrepreneurs navigate the crucial task of talking to customers to validate their business ideas. The core premise of the book revolves around the idea that when seeking feedback on a business idea, friends and family are likely to offer encouragement and positive reinforcement, much like a mother would, rather than providing the candid and critical feedback necessary for iteration and improvement. The author introduces the concept of the Mom Test, which is a set of rules for customer conversations that enables you to learn from them even when people are trying to be nice, optimistic, and supportive. The key is to ask questions about their life instead of their opinions on your ideas. The first part of the book delves into the common mistakes entrepreneurs make when seeking feedback and outlines the principles of the Mom Test. Fitzpatrick emphasizes the importance of focusing on customers' behavior and their problems instead of asking for their opinions on an idea or product. He suggests asking open-ended questions about past experiences and specific situations, as these tend to elicit more honest and reliable responses. Entrepreneurs are also encouraged to pay attention to what customers do, rather than what they say they will do, as actions are a more accurate indicator of true preferences and needs. Building on these foundations, the next sections of the book provides practical advice on how to effectively plan and conduct customer conversations. Fitzpatrick introduces a three-step process: preparing for the conversation having the conversation learning from the conversation. Preparation involves defining clear learning goals, deciding who to talk to, and crafting good questions. During the conversation, entrepreneurs should focus on listening more than talking, avoid pitching their idea, and strive to create a comfortable environment for the responses. After the conversation, it is crucial to reflect on the insights gained, identify patterns, and decide on the next steps. Fitzpatrick also addresses the challenges of interpreting feedback and making decisions based on customer conversations. He advises entrepreneurs to be wary of compliments and to seek concrete facts and commitments instead. When customers show interest, entrepreneurs should ask for a commitment, whether it's in the form of time, money, or other resources, as this is a stronger indication of genuine interest. Fitzpatrick also highlights the importance of talking to multiple customers to validate patterns and trends, rather than relying on feedback from a single conversation. In the final sections of the book, Fitzpatrick extends the application of the Mom Test beyond customer conversations, suggesting that its principles can be applied to various aspects of building a startup, including product development, sales, and fundraising. He emphasizes that the goal is not to confirm that an idea is good but to discover how to make it better. The book concludes by encouraging entrepreneurs to embrace uncertainty and to view customer conversations as a learning opportunity, rather than a validation exercise. Also Read: The Shallows Summary and Key Lessons One of the most crucial lessons from the book is the importance of focusing on customers' past behavior and experiences instead of their opinions or predictions about future behavior. People's opinions are often influenced by what they think you want to hear, especially if there's a personal relationship. Instead, ask about specific instances in the past where they encountered the problem you're trying to solve. This approach helps in gathering concrete, actionable data. For instance, rather than asking, "Would you use a tool that helps organize your daily tasks?" ask, "Can you tell me about a time last month when you felt overwhelmed with your to-do list?" The latter question provides insights into the actual challenges faced by the customer, their current solutions, and potential gaps that your product could fill. The art of customer conversation involves much more than listening and talking. Entrepreneurs should resist the urge to prove their idea immediately and instead create a space where customers feel comfortable sharing their thoughts. This can be achieved by asking open-ended questions, actively listening, and not jumping in to fill every silence. Silence can be a powerful tool, as it often prompts the customer to share more details or clarify their previous statements. Fitzpatrick emphasizes that the goal of these conversations is to learn from the customer, not to sell to them or seek validation for your idea. Also Read: Stolen Focus Summary and Key Lessons Entrepreneurs often fall into the trap of interpreting positive feedback and compliments as a sign that they are on the right track. However, Fitzpatrick cautions that compliments can be misleading and encourages seeking concrete commitments instead. A commitment could be in the form of a pre-order, an introduction to a potential customer, or even just agreeing to a follow-up meeting. These commitments are a stronger indication of genuine interest and validation than mere compliments. By focusing on commitments, entrepreneurs can more accurately gauge the market demand for their product and make informed decisions about how to proceed. Fitzpatrick's "The Mom Test" ultimately serves as a valuable resource for entrepreneurs seeking to build products that truly meet the needs of their customers, providing them with the tools and mindset needed to navigate the challenging terrain of customer feedback. Read our other summaries "The Mom Test" introduces essential principles for early-stage startups and entrepreneurs to effectively validate their ideas without being misled by biased feedback. When entrepreneurs and businesses are in the process of creating new products, services, or ideas, they often receive advice to "speak to potential customers," but gathering genuine and actionable feedback is not a straightforward task. This is where "The Mom Test," by Rob Fitzpatrick, comes in. In his book, Fitzpatrick delves into the intricacies of effectively communicating with customers and discerning the true viability of your business idea, even when surrounded by well-intentioned but potentially biased feedback. By employing the strategies proposed by Fitzpatrick, entrepreneurs will be able to transform even the warmest and most affectionate mothers into a source of objective insights. The Mom Test empowers entrepreneurs with robust user research for their multi-million dollar ideas, prioritizing factual information over emotional validation. What is The Mom Test? The Mom Test is a strategic approach to extracting genuine insights from potential users, even when they might be inclined to deceive you. The analogy of your mom serves as a prime example of this strategy: she may express a positive stance simply because it's you asking. This principle applies to others as well. When you enthusiastically present an idea, people are hesitant to burst your bubble by revealing that your idea may be impractical, as they are empathetic to your feelings and don't want to disappoint you. Some users may unconsciously lie, or tell white lies for their own reasons: Embarrassment Not wanting to cause offense The pressure of being put on the spot Unaware of their true feelings Misunderstand the question Error of memory The truth is: your users don't always tell you the truth. Whether consciously or not, users can't always put into words their exact thoughts and feelings, and even if they did, the chances are high that your brain would interpret things in a different way to what was originally meant. However, The Mom Test is designed to be able to
get a deeper sense of how the potential user is feeling about something, without them having to consciously think about it. Application of The Mom Test Nature of Conversations Instead of asking directly about one's business idea, it is suggested to focus on the individual's life, problems, and needs. This indirect approach can tease out genuine pain points and needs without putting the person in a position to give feedback on a specific idea. Example: Rather than asking, "Would you use an app that tracks your daily habits?" one might ask, "How do you currently track or manage your daily habits?" Ask about their life instead of your idea: Instead of asking for opinions about your idea, ask about their lives, behaviors, and experiences. Specificity It's crucial to discuss specifics and concrete details rather than hypotheticals. People's past behaviors and decisions are more reliable indicators than speculative future actions. Example: Instead of asking, "Would you buy this in the future?" it's better to ask, "Have you purchased something similar in the past? If so, why?" Talk about specifics in the past instead of generics or opinions about the future: It's easy for someone to say they "would" do something or they "might" be interested, but it's much more revealing to ask about what they've actually done. Underlying Motivations Fitzpatrick emphasizes understanding the "why" behind people's statements. This uncovers the core reasons, motivations, and pain points. Example: If someone mentions they stopped using a certain type of software, instead of stopping there, one might ask, "What made you stop using it?" to understand the deeper issues. Ask questions that get to the why: Understand the motivations and reasons behind their actions and decisions. Avoiding Compliments Compliments often don't provide actionable insights. It's easy for someone to say, "That sounds like a great idea!" without any intention of engaging with the product or service. Therefore, it's vital to steer the conversation away from superficial praises and towards genuine feedback. Avoid compliments and flattery: These can be misleading and might not reflect a genuine interest or need for your product. Seeking Commitment At the end of discussions, it's beneficial to identify some genuine indicator of interest. If someone is truly interested, they'll take some form of concrete action, whether that's making a pre-order, introducing you to someone else, or agreeing to another meeting. Seek commitment or advancement: See if the individual is willing to take some form of concrete action, like signing up for a beta test, making a pre-order, or even just agreeing to another conversation. Benefits of Using The Mom Test Genuine and Unbiased Insights Adhering to the principles of The Mom Test empowers startups to obtain candid and impartial feedback from potential customers. This approach fosters open conversations that yield authentic insights, as individuals are more inclined to offer honest feedback when engaged with thoughtful inquiries. Enhanced Customer Understanding Implementing The Mom Test principles facilitates meaningful interactions that provide startups with a comprehensive grasp of customer needs, challenges, and motivations. This comprehension serves as a valuable foundation for product development and enables the customization of offerings to effectively align with customer demands. Validating Ideas Early Using The Mom Test to assess ideas and prototypes with potential customers enables startups to swiftly confirm assumptions and uncover any potential pitfalls, resulting in considerable time and resource savings during development. Enhanced Product-Market Alignment The Mom Test advocates for a customer-centric strategy, empowering entrepreneurs to better align their products with the authentic needs and preferences of their target market. This alignment can result in a more robust product-market fit and an increased probability of success in the marketplace. Iterative Development Approach Feedback obtained through the Mom Test encourages an iterative mindset in product development. Continuous refinement based on customer input can lead to a more compelling and competitive offering. Enhanced Communication Skills Practicing the art of asking the right questions and actively listening to customer feedback can improve communication skills and foster empathy, which are valuable traits for any Startup or entrepreneur. Things To Look Out For Biased Feedback from Close Connections Seeking feedback primarily from friends and family can lead to overly positive or biased responses, as their support for you may influence their ability to provide entirely honest feedback. Limited Representation of Market Gathering feedback predominantly from a small, similar group may not offer an accurate depiction of the broader market. It's crucial to gather diverse perspectives to gain a comprehensive understanding of customer needs and preferences. Reluctance to Provide Negative Feedback Individuals, particularly those with close ties to the interviewer, may hold back from delivering critical or unfavorable feedback, leading to a lack of constructive criticism. Interpretation and Confirmation Biases There's a risk of misinterpreting feedback or seeking out responses that confirm preconceived ideas, which can hinder the ability to gather genuine insights for product improvement. Limited Reach Relying solely on personal connections for feedback may result in a narrow reach, potentially overlooking the perspectives of a broader, untapped market. Learning lead to leverage. Stay hungry! I'm gliding through the air on my way to Dhaka, the capital city of Bangladesh, to visit a few customers and learn more about this rising market. Have 8 hours to spare, so I decide to give a go to a book I've been saving for a while: "The Mom Test." As I immerse myself in its pages, the hours melt away like snow under the sun. By the time the aircraft's wheels touch the tarmac, I find myself on the brink of finishing the book, my phone brimming with notes. Small books have no space for fluff. They need to get to the action quickly, and this one is filled with engaging gunshots and bombshells. A must-read for any product manager looking to level up their customer discovery. We're good people. We humans are constantly protecting others' feelings, especially when we're excited about an idea to start a company. The problem is that this leads to deception in some way; therefore, asking leading questions will only get you fake validation. The premise of The Mom Test is to teach one to ask product validation questions that even your Mom wouldn't be tempted to spare your feelings. - The Mom Test Method - 1. PreparingKnow what you want to learn beforehand. Ask yourself: "What do we want to learn from these guys?"Prepare with your team a set of 3 key questions. Involve everyone needed. These questions should revolve around your largest hypothesis and fears of faith.Find the group of people that may be interested and keep going for the sub-group that would be the most excited about your product.Understand why they would want your product and additional motivations.Slide until you have a set of customers that you know where to find them. Example: Young London professionals who are into fitness and go to the gym at lunchtime. You will know you are there once you know exactly where to find your customers.A customer segment is only useful if you know how to get in touch with them.If you aren't finding consistent problems and goals, you don't have a specific enough customer segment.2. InterviewYou shouldn't ask either your mom or anyone on whether a business idea is good or not.The Mom Test is a set of rules for crafting good questions that even your mom can't lie to you about.Avoid mentioning your idea too early. If they don't know what you're doing they can't lie to you.It's not about what they want. It's about WHY they want it.Specifics:Talk about their life instead of your idea.Ask about specifics in the past instead of generic opinions about the future.Talk less and listen more.Ask about how they currently do it, what they like, and what they hate.Ask why – get to the root cause of their problems.Must ask questions:How do you currently solve X and how much it costs them to do so?Have you ever looked for other solutions to your problem? If not then it's not really a problem for them.Who do you bother?Talk me through the last time that happened.People know what their problems are but they don't know how to solve them!They haven't looked for ways to solve their problems, they aren't looking to look or buy yours.3. ReviewingAfter a few batches of interviews, review with the whole team. Include nuggets for more seasoned products. Posted by Katie Doll | Sep 24, 2022 What is the Mom Test? What do you gain out of the Mom Test?The Mom Test by Rob Fitzpatrick is a practical guide on how to get meaningful feedback about your business or product. Fitzpatrick explains how to ask the right questions and elicit unbiased responses from customers that will move your business forward.Read more to understand what the Mom Test is so you can master it. What is the Mom Test? Fitzpatrick's "Mom Test" is a set of rules that ensures you receive honest feedback from customers: specifically, feedback that signals whether your idea will meet their needs and therefore be successful. The test's name originates from the idea that mothers in particular are most likely to lie to you to spare your feelings. However, if you ask the right questions, you can get honest, valuable feedback from whomever you ask—even your mom.(Shortform note: Is it fair for Fitzpatrick to claim that parents are dishonest—and to name a set of rules (and a book) after this claim? Arguably yes: Studies suggest that parents regularly lie to their children. They do so not just to spare their children's feelings but also to try to prevent tantrums,
maintain traditional fantasies like the existence of Santa Claus, and avoid uncomfortable topics of conversation like death and sex.)As Fitzpatrick explains, applying the Mom Test is important because customer feedback can make or break your new business venture. Deep one-on-one conversations with potential customers can give you all the information you need to craft a successful business. However, if you fall into the trap of accurately interpreting honest customer feedback, you could spend months or even years pouring money into a product with irredeemable flaws—or that customers never want in the first place. Furthermore, failing to use the Mom Test in your discussions with customers will likely result in associations with customers who will let them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When
we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier
than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In
our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed
most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you the last time you sat down to read?" and "Could you walk me through what you did last night before bed?" Questions like these give you a window into the customers' life without relying on their own distorted interpretations. In Stumbling on Happiness, Daniel Gilbert further explains why people are so bad at assessing their present habits and predicting how they'll feel after buying your product. In short, instead of seeing the world as it really is, our brains distort how we see the world to make us feel better about ourselves. For example, in the present, we ignore information that contradicts what we believe and compare ourselves to others who make us look better in comparison. When we predict the future, we ignore realistic yet unpleasant details to imagine a time when we'll be much happier than we are now. We're also totally unaware that our brains are making these subjective tweaks to reality.In our example above, the potential customer in the bookstore fully believes that they read for an hour before bed most nights and that they would read more if they bought a new e-reader. Their brain is fabricating these realities because it helps them achieve their goals more easily and effectively than they do now, you'll be successful. Often, you can get information about the potential customers' lives without ever letting them know that you're trying to get feedback from them—or that you have a business idea at all. For example, just by chatting with a stranger at the bookstore about their daily reading habits, you could gauge how viable your business idea for a new e-reader is without ever revealing that you're an entrepreneur. Fitzpatrick's second rule of the Mom Test is to ask customers about the specific past, not the vague present or the hypothetical future. This rule is necessary because people are bad at accurately assessing their present habits and predicting how they would act in the future. For example, if you're asking a stranger in a bookstore about their reading habits, don't settle for answers like "I try to read for an hour before bed every night," or "I would definitely read more if I had a device that made it easier." In actuality, that stranger may currently only find the time to read once a week and is likely overestimating how much a new device would boost their motivation to read.Instead, ask specific questions about that past that are grounded in objective fact. For example, ask questions like "Where were you