

JETSTYLE'S FAVORITE RESEARCH FLOW FOR PRODUCT DEVELOPMENT

Small, and sometimes even medium-sized product teams view research as a long, expensive, and biased process. At JetStyle, **any product development process should start and be constantly accompanied by research.** It's an integral part of hypothesis testing, even if the result of research has proved your hypothesis wrong.

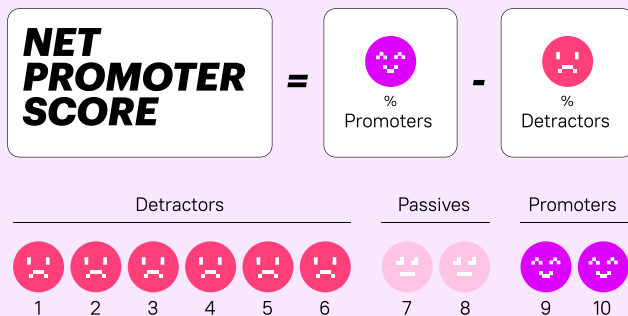
Your product wins when you process customer feedback regularly. We suggest the following scheme:



NPS

NPS is one question: "On a scale of 0 to 10, would you recommend our product to a friend or a colleague?"

The best approach is to measure NPS in various audience groups, in different cohorts. Take your time and let your customers get enough experience with the product. If the NPS grows, then you're doing well. If it declines, you should find the problem.



Interviews with unhappy users

We suggest interviewing detractors from your NPS research, as they bring the most valuable feedback compared to promoters. Unhappy users are ready to share their thoughts about what your product should look like. They are willing to share their vision. This kind of feedback keeps you relevant to the market.

CSI

After you interviewed the unhappy users, you gathered dozens of insights and made a list of valuable feature ideas. Before you launch the production, you need to assess the features in terms of reach and impact with CSI research.

It assesses each feature from two aspects: how **satisfied** users are with it and how **important** it is to them. You assign the highest priority to the features with the highest importance.



Conclusion

This combination of techniques takes a minimum amount of resources and applies to products of all sizes. All you need to launch is a number of users enough for a NPS survey.

Get in touch if you need assistance in setting up this flow for your product:

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