

From Customer Problem to Product Validation

Taking an early-stage technology proposition from assumption to evidence

THE SITUATION

Potenic began with a hypothesis about helping people build meaningful rituals and behaviours. With limited resources, the challenge wasn't simply to build an app. It was to determine whether the customer problem, proposition and product assumptions were strong enough to justify continued investment.

WHAT I DID

01 DISCOVER Led customer interviews and research to understand the underlying problem, existing behaviours and what users actually valued.	02 CHALLENGE Identified and tested key assumptions rather than treating the original concept as fixed.	03 TRANSLATE Turned customer evidence into proposition decisions, product priorities, requirements and experiments.	04 BUILD & TEST Worked with an external development agency and later a CTO to move the product through development and TestFlight user testing.	05 DECIDE Evaluated customer evidence, technical reliability, cost, risk and opportunity cost to determine whether further investment was justified.
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OUTCOME

The venture progressed from an initial hypothesis through customer discovery, proposition development, product build and real-user testing.

The evidence also enabled a difficult decision: **not to proceed to public launch** when unresolved technical reliability and customer risk meant further investment could no longer be justified.

The outcome wasn't "launch at all costs." It was getting enough evidence to make the right investment decision.

ROLE

Co-Founder, Product & Customer Strategy

FOCUS

Customer Discovery · Product Strategy · Validation · Requirements