

IMMERSION – CHECKLIST



Your best guess as to what's the customer's problem

At this stage, take your best guess as to what is the customer problem worth solving for your customer. Don't worry if you are unsure, just write down your educated guess. This is also your best guess as to who your customers are.



Interesting start-ups

Behind every start-up, there is a new idea that no-one else has executed, yet. Sometimes, the ideas are very clever, so list here the start-ups that are relevant to you.



Recognized experts

Turn to people who can help you; a researcher who has been studying the subject for years can tell you more in two hours than you could google in two weeks. Consider also talking with relevant bloggers or thought-leaders.



Public debate around the topic

What is written about the topic in the papers? What about on social media or in the business conferences?

Following the public debate is a great way to understand the feelings and current issues related to your topic. In addition, your service should bring something new to this debate: a solution everyone is craving for.



Competitors within your area of business

List the companies and organisations you compete with head-to-head; the businesses that are similar to yours, the ones you keep an eye on.



Your competitors from the customer perspective

As your business competitors are not often the only alternatives the customer has in solving his / her problem, take a broader view to evaluate the competitive landscape.



Disrupting your current business

Disruption is an external force shaking up the status quo – replacing or displacing an existing practice. It's what Netflix did to Blockbuster LLC; what the digital camera did to the old film camera; and also what the Ford Model T did to the horse and buggy. What kind of changes in technology, culture and competitive landscape can you foresee?