Mom-Test Cheat Sheet

Main Problem:
If customer conversations with the purpose of valuating a new idea are conducted wrong, the gathered information from these talks are useless. People tend to make wrong predictions about their own behavior and decisions in the future – this includes buying decisions. "Empty compliments" are also a problem that can occur in such conversations.

The solution:
Instead of talking about you and your idea, you should ask questions about your customer and their Lifeworld. Based on their answers you can find out the following things:

- Is your idea the right thing for your assumed target group?
- Is a solution, that is possibly suggested by the customer themself, really the solution that best solves their problem?

Good Questions

- ✔ **What** did your customers do?
- ✔ **When** did they do it for the last time?
- ✔ **Why** did they do it?
  What problems were/are to solve?
- ✔ **What** else did they try?
- ✔ **Why** didn't they try potential other options?
- ✔ What **frustrations** do they feel possibly?

Wrong Questions

- ✘ **Do you think this idea is good?** – That's the worst question you can ask. The reason for this can be found in the main problem discussed at the beginning.
- ✘ **How much would you pay for XY?** – The known problem applies to this question too. If you want to find out whether your customer would buy your product, you can offer them Early Access with a discount or some other incentive, if they pay a little amount of the price in advance. The goal of this "experiment" isn't selling but getting the customer into a buying mindset that feels as real as possible to them.

Possible questions:
- Explain your workflow to me.
- Did you have problems with XY in the last time?
- Did you try to approach those problems?
- If yes: What solutions did you try?
  - Did they work? What did you like about them?
  - If they didn't work out: Why not?
  - If no: Why haven't you looked any further for solutions?

Mistakes to avoid
- **Empty compliments** – Those are a warning signal during the conversation. Direct the conversation away from you and back to the customer.
- **Pitches or hints on your product** – Those must be avoided, because the conversation isn't about you or your product.

Conclusion
- The talk has to be about your customer. Not about you or your idea. The motto is "Talking less, listening more".
- The right questions are crucial.
- Ask for problems in the past and solutions (even ones that only have been tried without success).
  Don't ask if your customer likes your idea and if they would buy it in the future.
- Don't fish (unconsciously) for compliments. If you notice one,
  navigate the conversation away from you back to the customer.
- Don't make the talk a pitch.