



# Pre-MVP Market Discovery Toolkit

Read time: 5 minutes

**Built for:**

- Digital health entrepreneurs
- Pharmacists and clinicians building internal tools
- Health tech startup teams preparing for pilots

**Toolkit Assets Include:**

- [Problem Clarity Grid](#)
- [Core Loop builder Template](#)
- [Metrics Tracker Sheet](#)
- [1-Page Pilot Outcome Report Template](#)
- [Decision Dashboard](#)

# Your Idea is Not the Product

*Most healthcare founders fall in love with their idea not the actual problem.*

## **Use this filter before building anything:**

- Are users solving this problem today (even badly)?
  - Do they pay for it in time, money, or stress?
  - Would they miss it if it disappeared?

## Section 1 – Define The MVP

Actions	Recommendations	Your Action Items
Identify core problem	Use the <a href="#">Problem Clarity Grid</a> to score the issue by frequency and pain.	-
Define user persona	Include their job, tech habits, and what they're afraid of.	-
Scope the MVP	Map your <a href="#">Core Loop</a> — the smallest repeatable value experience.	-
Create a feature map	Ruthlessly cut features outside the loop. Must/Should/Could.	-

### Reminder:

*Your MVP is not a sketch or a demo. It's a test you run in the real world.*

## Section 2 – Plan the Pilot

Actions	Recommendations	Your Action Items
Set a clear pilot objective	Pick one core question you want answered by users.	-
Choose pilot site wisely	Avoid slow-moving hospitals. Use Shadow Pilots or “ghost mode” tests in clinics or pharmacies.	-
Align with stakeholders	Don't talk to IT leads with no decision power — talk to end users and budget holders.	-
Define pilot scope	Limit scope, duration, and features. Prove one thing only.	-

### Avoid These Rookie Mistakes:

*Every startup makes these. Don't.*

- Building with no clear user or workflow.
- Pitching to “IT leads” who have no power.
- Assuming compliance = safety = marketability
- Asking for feature feedback from someone who hasn't used it

## Section 3 – Metrics & Feedback

Actions	Recommendations	Your Action Items
Choose meaningful KPIs	<a href="#">Track actual outcomes</a> , not vanity metrics. Did someone finish a task faster or better?	-
Plan data collection	Use forms, feedback calls, and screen recordings (with permission).	-
Collect feedback early	Run “Day 3 interviews” — that’s when people are honest.	-
Document lessons	Create a “WTF Wall” — note every bug, workaround, or confused click.	-

## Section 4 – Prepare for Scale

Actions	Recommendations	Your Action Items
Run a compliance audit	Check your HIPAA/FDA/FHIR exposure with a simple 5-point checklist.	-
Plan for support	Who will answer questions? How will you train? What’s “success” in week one?	-
Create a summary report	<a href="#">1-page doc</a> with pilot highlights, screenshots, and honest lessons.	-
Decide: Stop, Pivot, or Scale	<a href="#">Ask hard questions</a> . If no one missed your product when it stopped, it’s not ready.	-

## Section 5 – Decision Dashboard

A final sanity check after your pilot ends:

- Did we validate the main loop?
- Did users miss the product when it stopped?
- What behavior changed because of us?
- What would we never build again?
- What one insight shocked us?

**This isn’t just for you. Use it to guide investor updates, internal planning, or your next product iteration.**

## 1. Problem Clarity Grid

Quickly prioritize if a problem is worth solving — and worth building for.

Problem	Who experienced it?	How often? (1–5)	How Painful? (1–5)	Notes
Example: Patients wait in line to refill meds	Elderly in urban pharmacies	5	4	Could be solved with SMS queueing

### Instruction:

- List 3–5 problems you’ve observed.
- Score each for **frequency** and **pain level**.
- Focus only on high-frequency + high-pain problems (score 4–5 in both).

## 2. Core Loop Builder Template

Map your MVP’s real utility — one loop at a time.

Step	Example
1. User	Pharmacist at an independent pharmacy
2. Trigger	Receives a refill request from a patient
3. Action	Opens tool to view prescription history and approve refill

### Your Turn:

- Fill in each stage.
- Ask: Can this loop be completed **without training**?
- If not — simplify further.

## 3. Metrics Tracker sheet

A table for tracking real pilot success (no vanity metrics allowed).

Metric	Definition	Target	Actual	Notes
Time-to-complete workflow	Avg. time from request to submission	5 mins	4:35	Could be solved with SMS queueing
Task success rate	% of users who finish action without help	80%	62%	Confusing UI on Step 3
Drop-off rate	% who abandon before completing task	<10%	15%	Mobile layout issue

**Instruction:**

- Choose 3–5 metrics tied to **real workflow outcomes**.
- Track over 1–3 weeks of pilot.
- Highlight one metric to use in investor/demo decks.

## 4. 1-Page Pilot Outcome Report Template

Use this for investors, partners, or internal planning.

**Pilot Overview:**

**Tool:** [Name]  
**Duration:** [2 weeks]  
**Location:** [Clinic/Pharmacy name or anonymous]  
**Users:** [# of users tested]

**METRICS SNAPSHOT:**

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Metric	Target	Actual	Outcome
Task time	5 min	3.5 min	✓
Satisfaction score	8/10	9/10	✓

**Key Insights:**

- Users loved [X], confused by [Y]
- 2 users said: “I wish it also did [Z]”

## 5. Decision Dashboard (Fillable)

Question	Answer
Did users complete the <b>core loop</b> successfully?	Yes/ No
Did users come back <b>without reminders</b> ?	Yes/ No
Was there behavior change or improved outcome?	-----
What confused/frustrated them?	-----
What feature surprised us (in usage or feedback)?	-----
Are we scaling, pausing, or pivoting?	-----