

MEASURING PRODUCT-MARKET FIT WITH VISUAL AND OPEN-ENDED FEEDBACK IN A SAAS PRODUCT LAUNCH

1. Background and Problem Statement

A SaaS startup offering workflow automation tools for small businesses wanted to assess whether its early users truly needed the product. Traditional metrics like usage rates and churn were inconclusive. The company required a more direct and structured approach to gauge its **Product-Market Fit (PMF)** and collect actionable feedback to align product development with user expectations.

2. Objectives

- To evaluate product-market fit using the Sean Ellis PMF survey approach
- To identify product value perception among different user segments
- To extract qualitative insights about missing features, usability pain points, and improvement areas
- To create a data-informed roadmap for refining the core product offering

3. Methodology

Survey Design Framework:

- **Core PMF Question (Likert-style):** “How would you feel if you could no longer use [Product Name]?”
 - Very disappointed
 - Somewhat disappointed
 - Not disappointed
 - I no longer use it
- **Feature Satisfaction Slider:**
 - Visual slider for each core feature (scale: 1–10)
- **Open-Ended Questions:**
 - “What type of people do you think would most benefit from this product?”

- “What is the main benefit you receive from using it?”
- “How can we improve the product for you?”

Tool:

- Survey hosted on **Typeform** for better UX and engagement
- Data exported to Excel and Python for analysis (grouping, sentiment tagging, visualization)

Sample Size and Target:

- 200 users invited via in-app banner and email
- 108 complete responses received (54% completion rate)
- Users segmented by persona: freelancers, small business owners, remote teams

4. Results

Product-Market Fit Metric:

- **45%** of respondents said they would be “Very Disappointed” if the product were no longer available
 - PMF threshold of 40% crossed → indicates good product-market fit for early-stage startup

Feature Ratings (Average Out of 10):

- Task Automation: 8.6
- Email Integration: 6.4
- UI Simplicity: 7.9
- Mobile Responsiveness: 5.2 → flagged for urgent improvement

Thematic Analysis (Open-Ended):

- **Top Benefits:** Saves time, improves focus, reduces manual work
- **Improvement Requests:** Mobile version, more integrations (e.g., WhatsApp), offline access
- **Target User Clarity:** Most answers pointed to solopreneurs and small digital teams

5. Interpretation and Insights

- The startup has **validated its core product-market fit**, especially among freelancers and small teams
- **Mobile experience and integration depth** are the most common product gaps
- Sentiment analysis showed high satisfaction with UI but frustration around limited customization options
- The strongest “value” perception came from time-saving features, suggesting they should be emphasized in marketing

6. Recommendations

- Prioritize mobile responsiveness and integration roadmap
- Launch an onboarding sequence personalized by user persona
- Use identified user quotes as testimonials in upcoming landing pages
- Add a feature voting system based on open-ended requests

7. Future Work

- Run the same survey every 6 months to track PMF stability
- Compare responses from churned vs. retained users for deeper behavioral insights
- Integrate feedback loop into the SaaS product dashboard for continuous improvement

8. Stakeholder Relevance

Academic:

- Excellent case for courses on product design, marketing analytics, or UX research
- Demonstrates a practical use of survey-based qualitative and quantitative analysis in SaaS evaluation

Corporate:

- Useful for product teams and founders seeking to validate product-market fit without relying solely on usage data
- Can guide investor pitches and roadmap prioritization based on real user input