PRACTICAL RESOURCE / BUILD A PRODUCT

First-value + activation worksheet

Build a Product · buildaproduct.live

Define the first win, remove friction, and decide what to measure.

User’s intended outcome:

Your notes:

First useful result:

Your notes:

Minimum inputs required:

Your notes:

Current steps before first value:

Your notes:

Setup we can delay:

Your notes:

Most likely obstacle and recovery:

Your notes:

Candidate activation event:

Your notes:

Eligible audience and time window:

Your notes:

Event properties needed, with privacy review:

Your notes:

How we will compare later return behavior:

Your notes:

Use this worksheet as a starting point. Revise it based on real evidence from your own product.