Evidence-Guided Development

Podcast resources

Itamar Gilad

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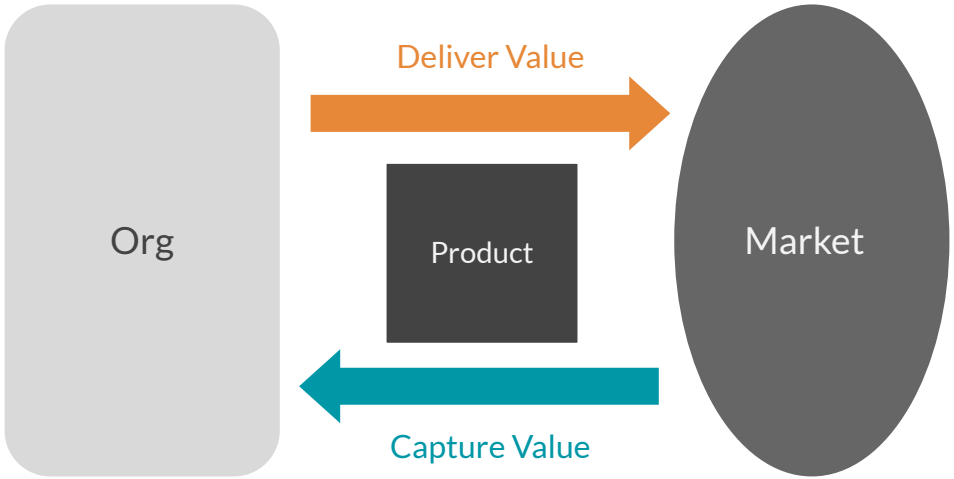
The Value Exchange Loop



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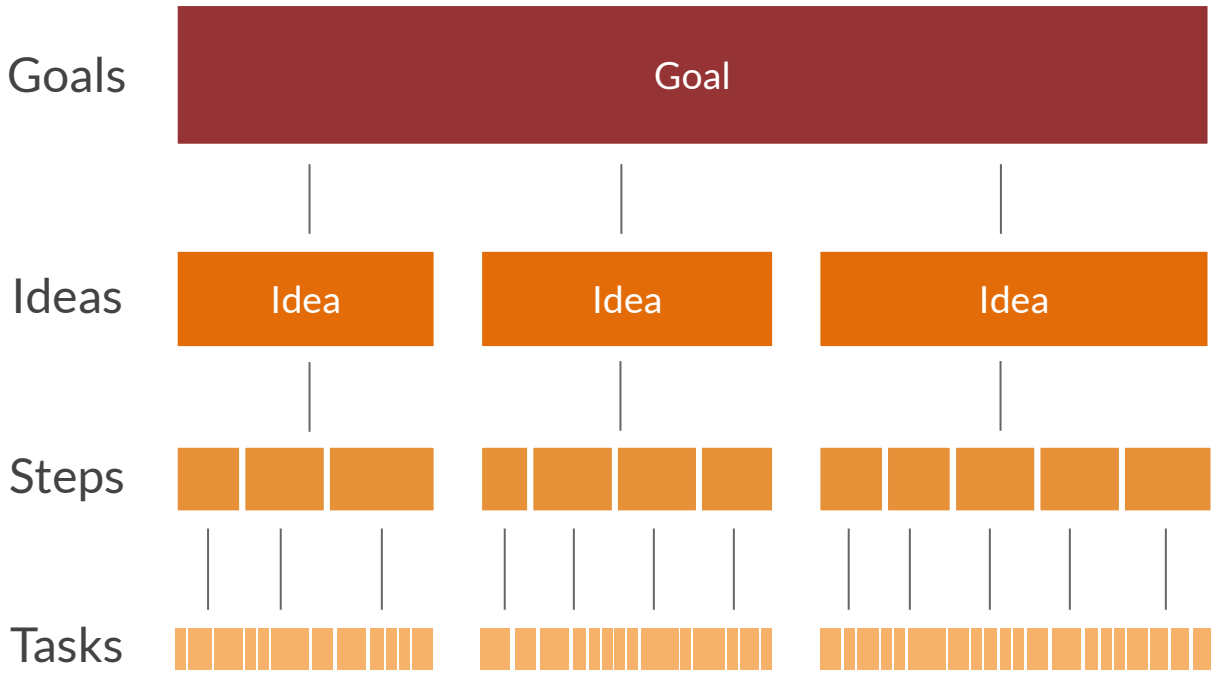
The GIST Model



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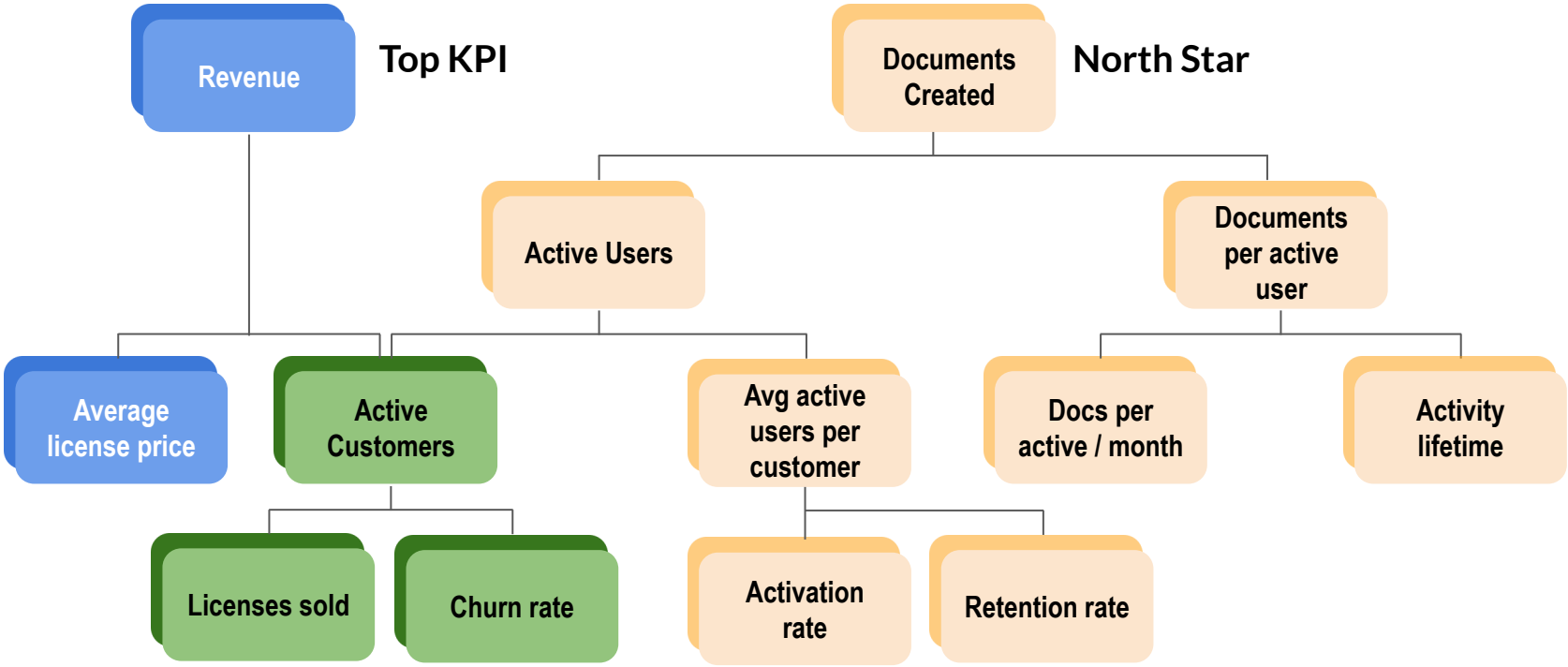
Metrics Trees



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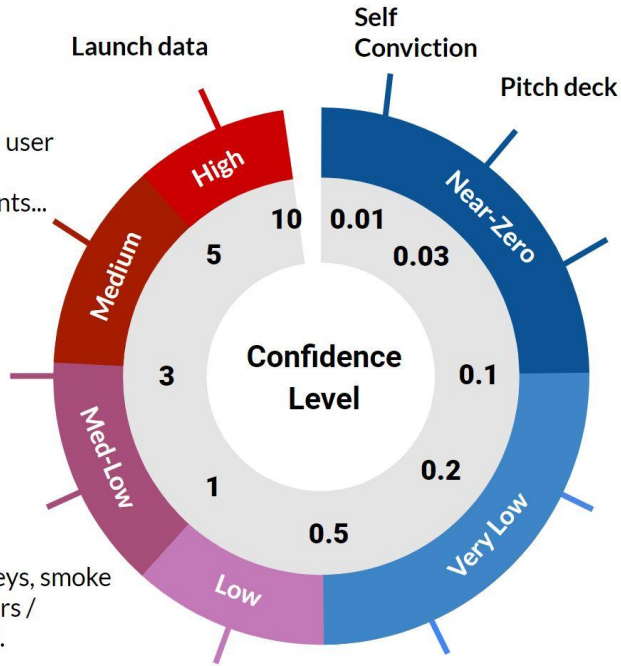
Confidence Meter



Test Results
Supported by longitudinal user studies, large-scale MVP, alpha/beta, A/B experiments...

User/Customer Evidence
Supported by: lots of product data, top user request, interviews with 20+ users, usability study, MVP

Market Data
Supported by surveys, smoke tests, all competitors / comparable have it.

Anecdotal Evidence
Support by a few product data points, top sales request, 1-3 interested customers, one competitor has it ...

Thematic support
Aligns with:
vision/strategy, current trends/buzzword, outside research, macro trends, product methodology

Other's opinion
The team / management / external expert / investor / press think it's a good idea

Estimates & plans
Back of the envelope calculations
Eng / UX feasibility evaluation,
Project timeline,
Business model.

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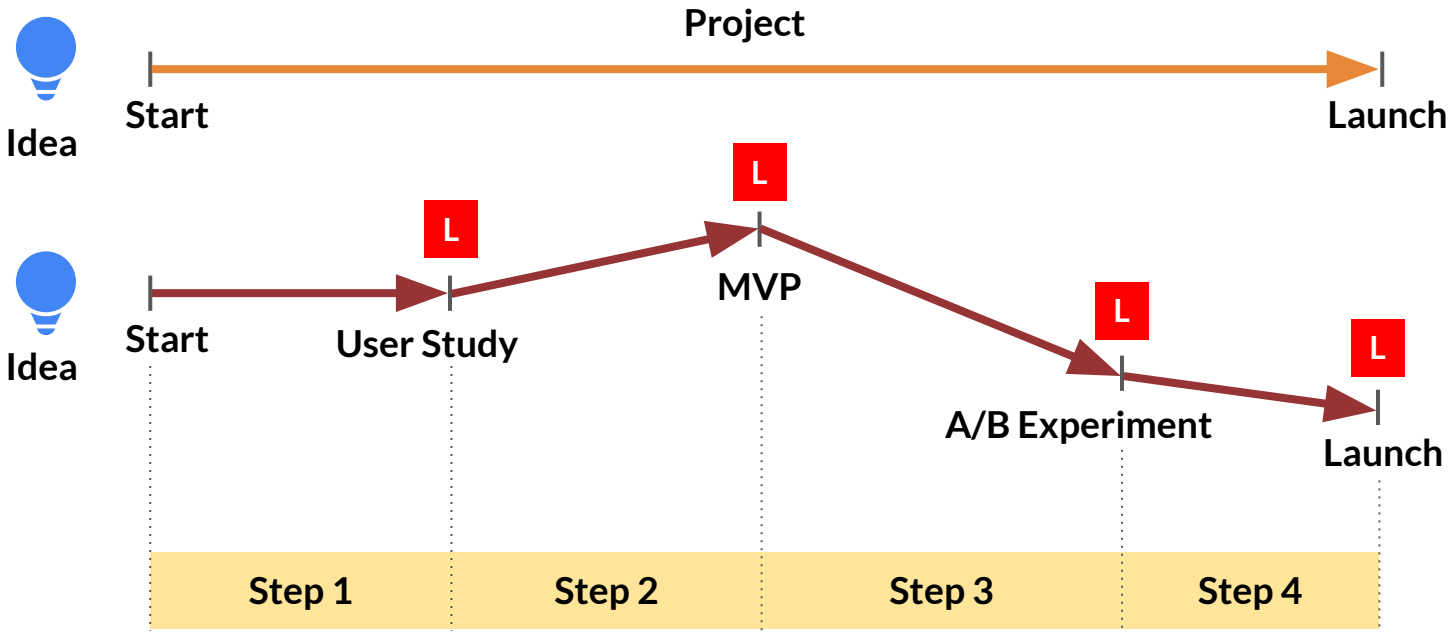
Idea Banks

Idea	Impact [0-10]	Confidence [0-10]	Ease [0-10]	ICE Score [I x C x E]
Community tab	7	2	8	112
Update submit flow	5	5	3	75
Add PayPal billing	8	1	5	40
Double opt-in	1	4	3	12

Combining Building and Learning



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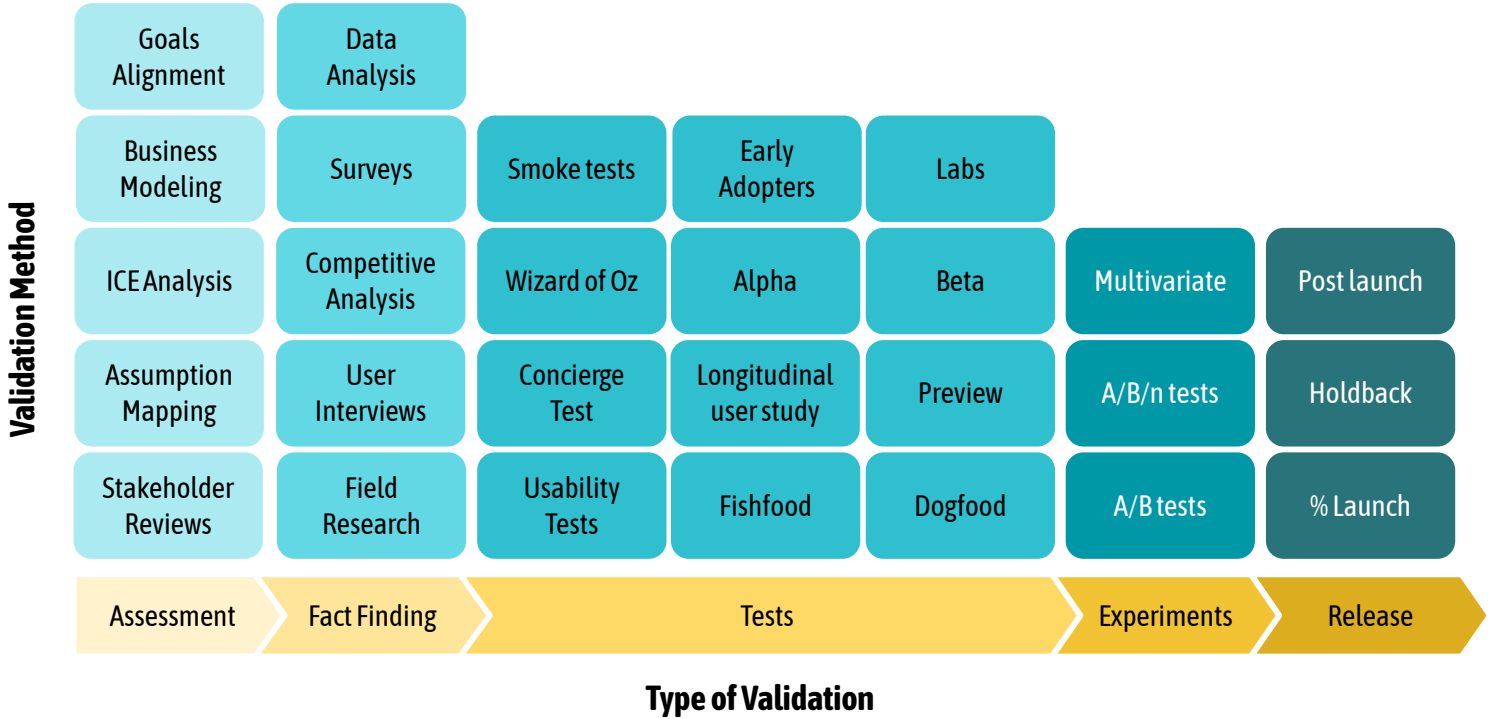
Idea Validation with The AFTER Model



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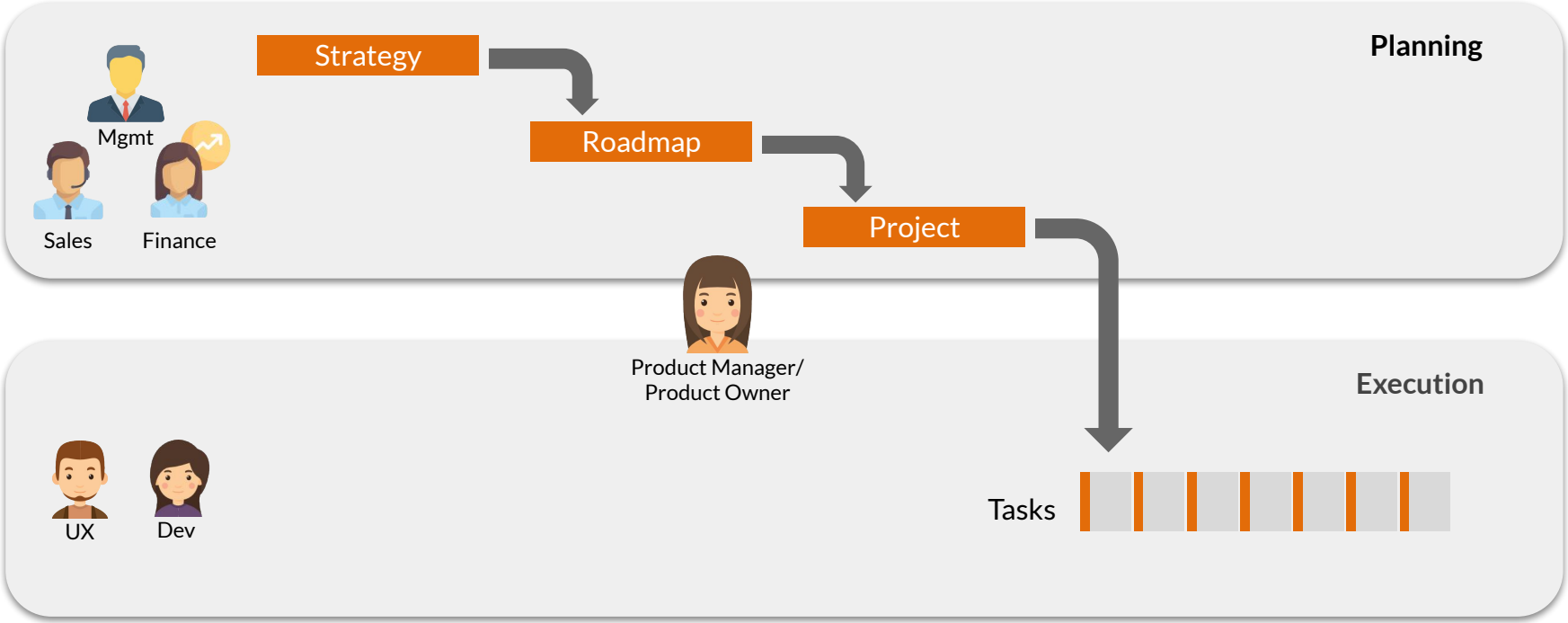
The Two Worlds



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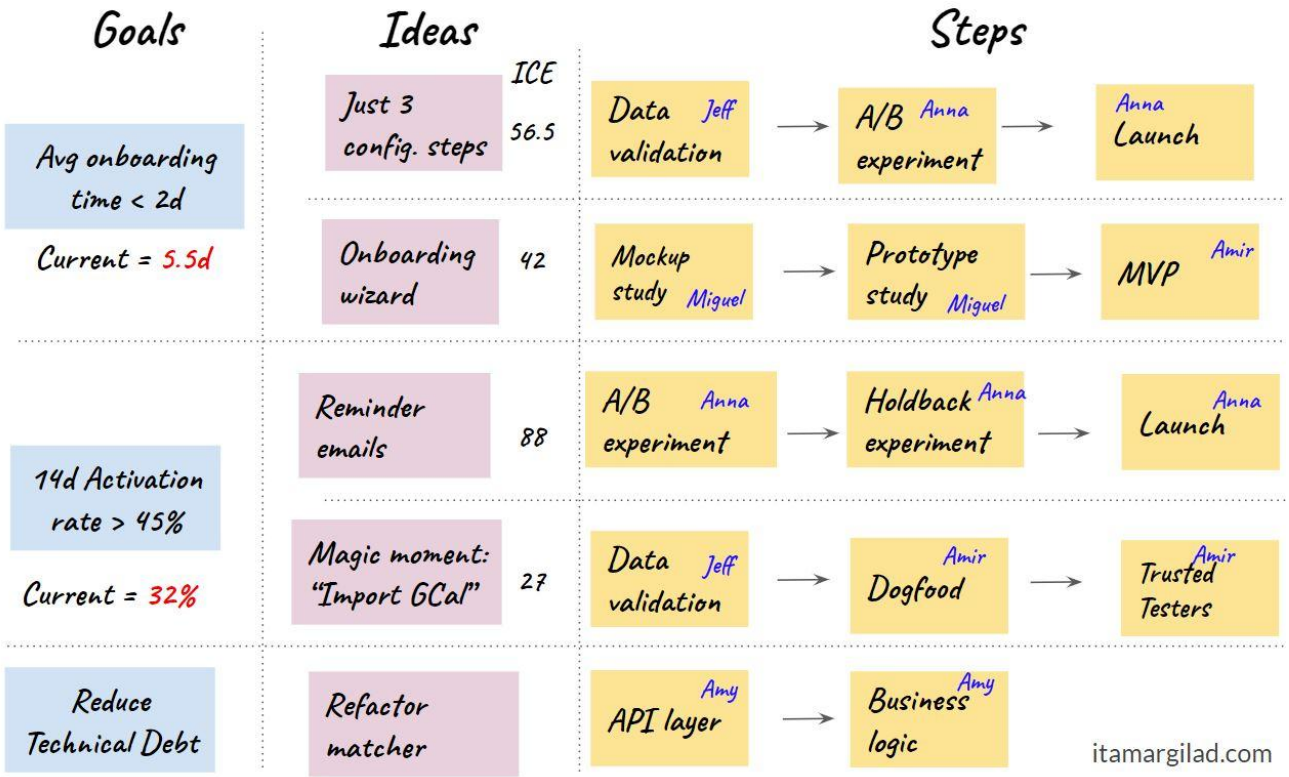
The GIST Board



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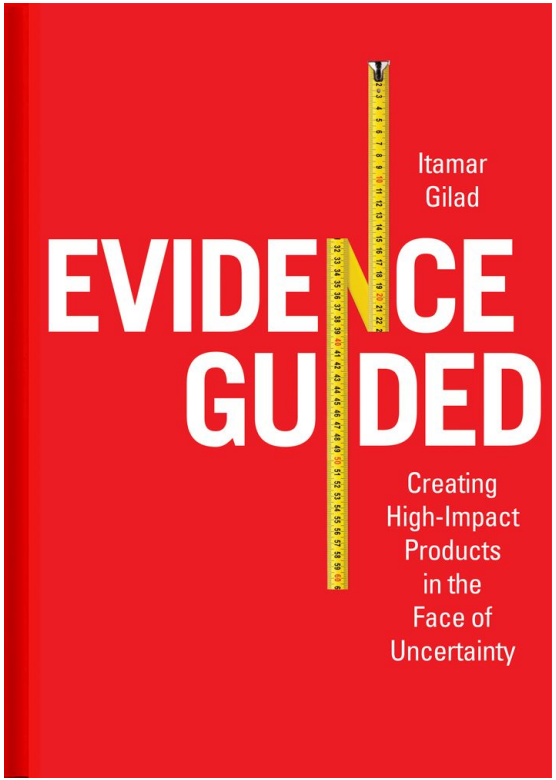
Book

Launching Sep 20th 2023

See: evidenceguided.com

“In this must-read book Gilad offers a simple, yet powerful, blueprint for product development inspired by the scientific method. It will help you move away from opinions and politics and embrace evidence-based development. A critically important book for anyone designing products.”

Nir Eyal