



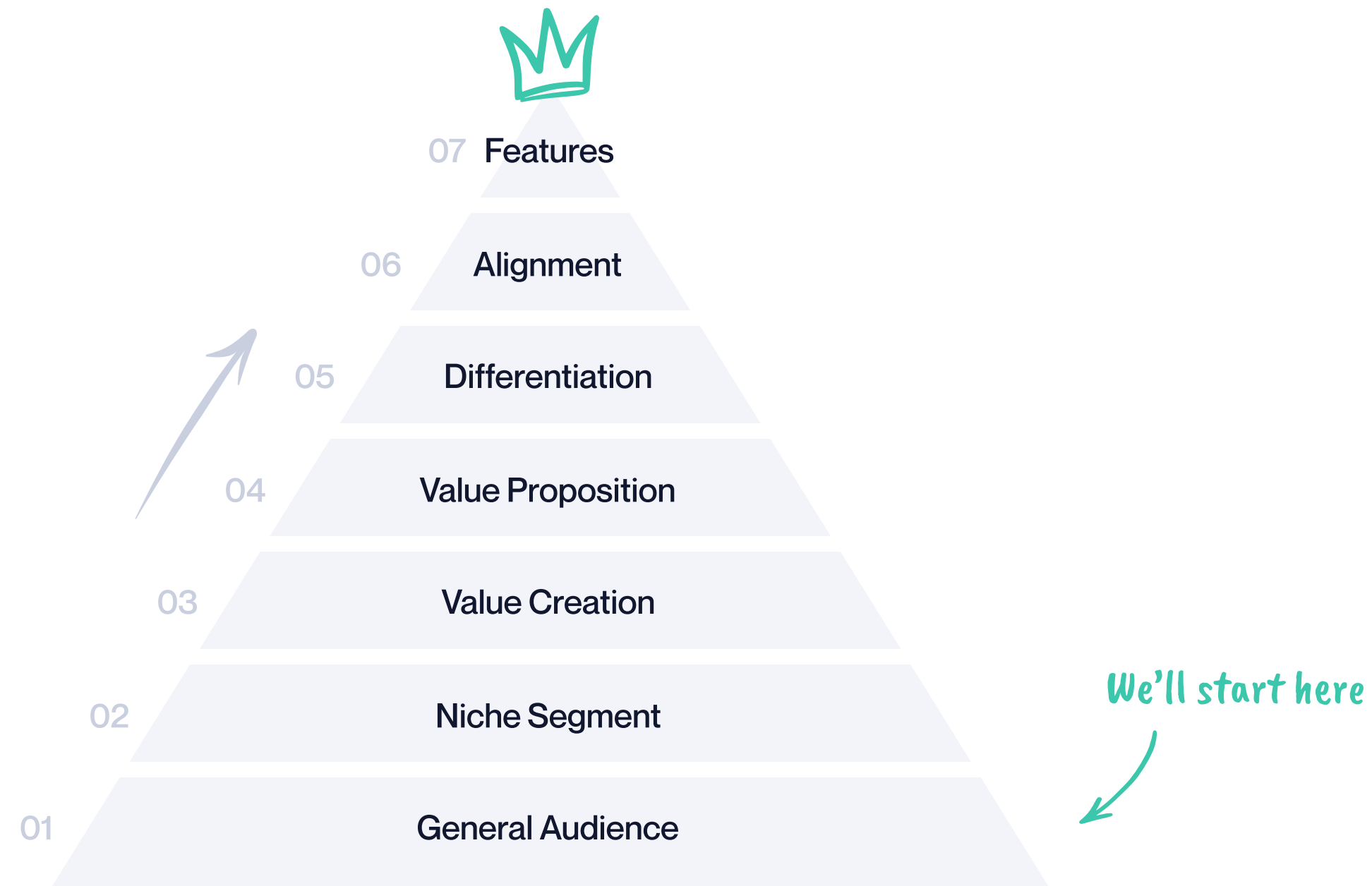
7 principles to create digital products that grow like wildfire

How to create products with...

- ✧ **Immediate traction**
- ✧ **Better retention**
- ✧ **More organic referrals**

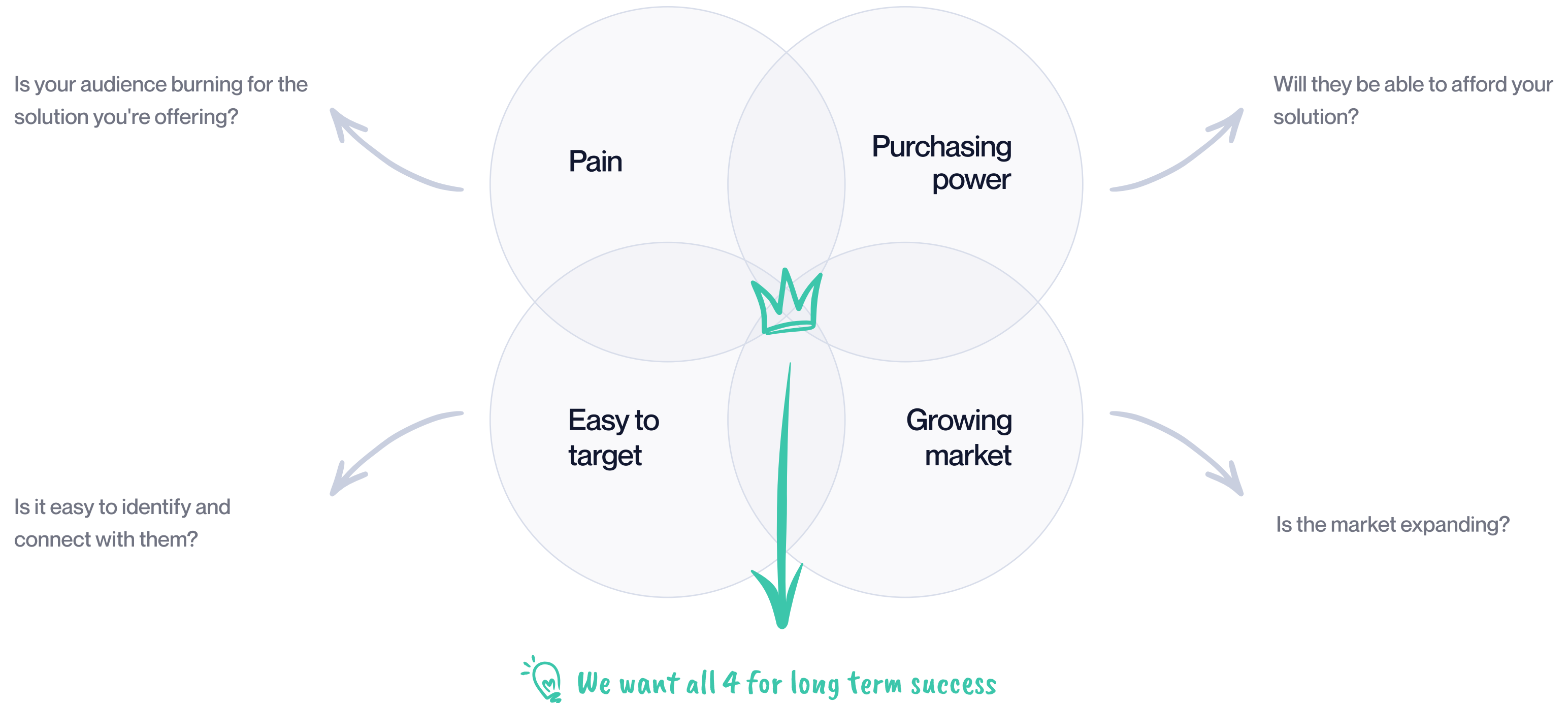
And all this while reducing costs — let's go!

Goal: A killer product that users love



01 General Audience

Consider these 4 metrics when evaluating a potential market.



02 Niche Segment

Within your general audience, identify the segment that will deliver the highest ROI. Consider these 3 lenses:

Benefiter

Someone that has a lot to gain from your product (they'll pay)



Ideal User

Hacker

Recognises the value in your solution immediately (easy to sell to)

Expert

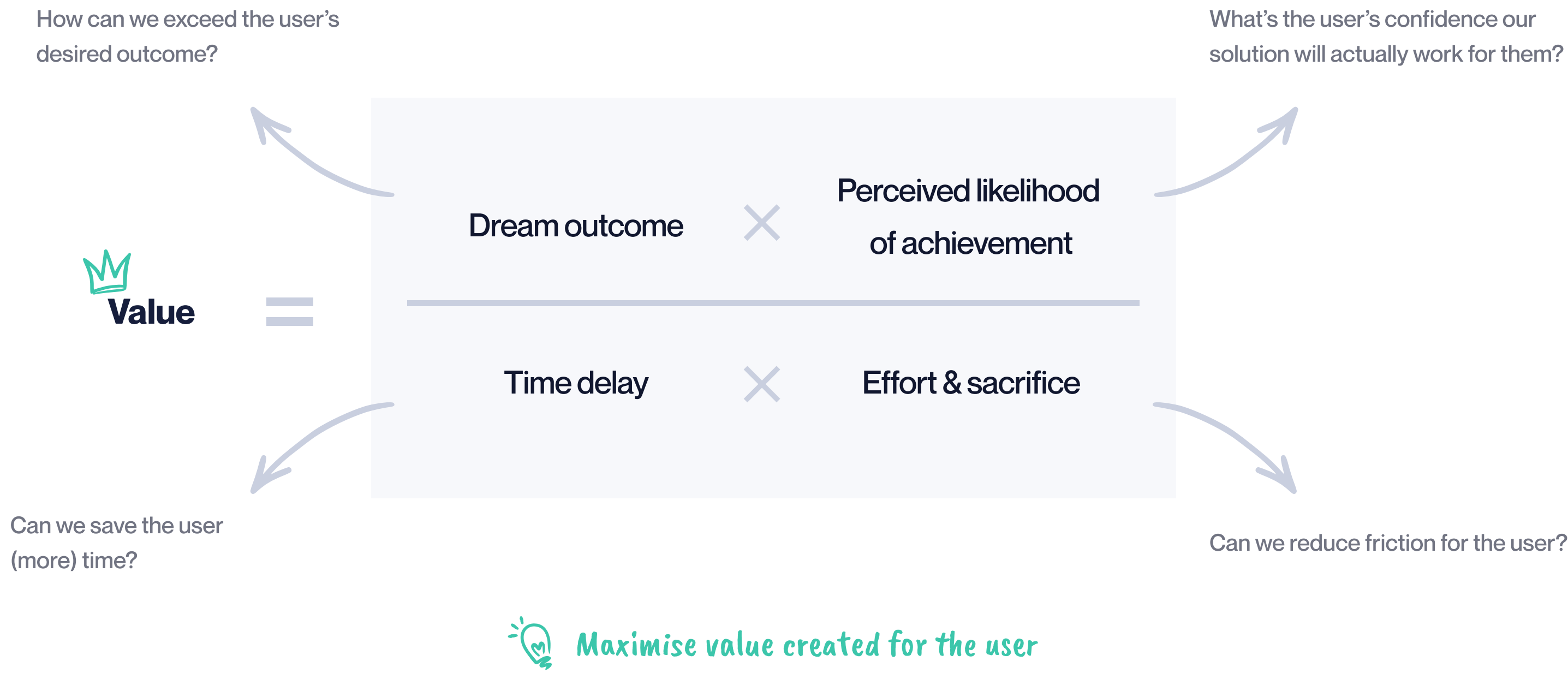
Their friends copy their decisions (they drive organic growth)



This maximises ROI and drives traction right from the start

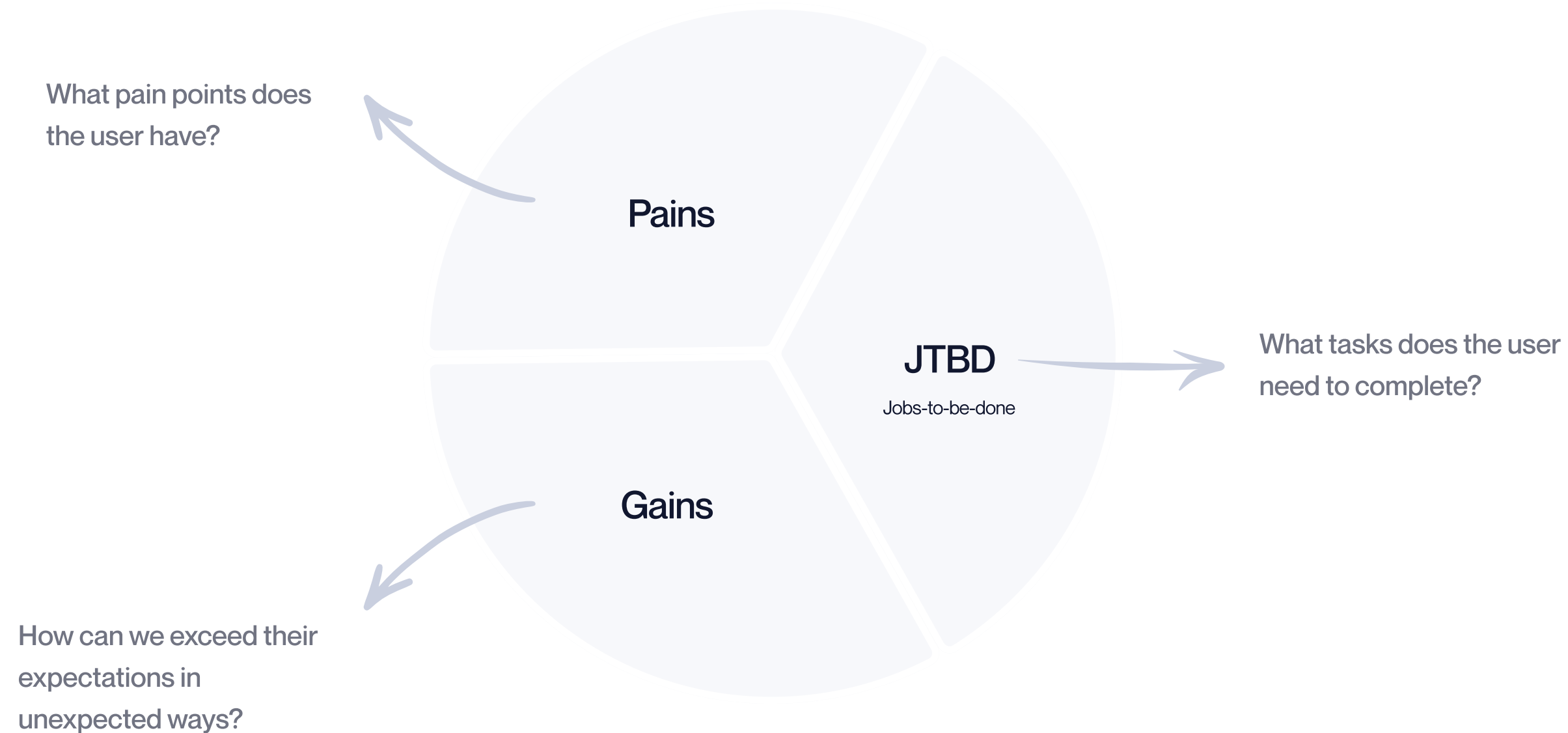
03 Value Creation

The value of your product can be maximised with the 4 levers in this equation.



04 Value Proposition

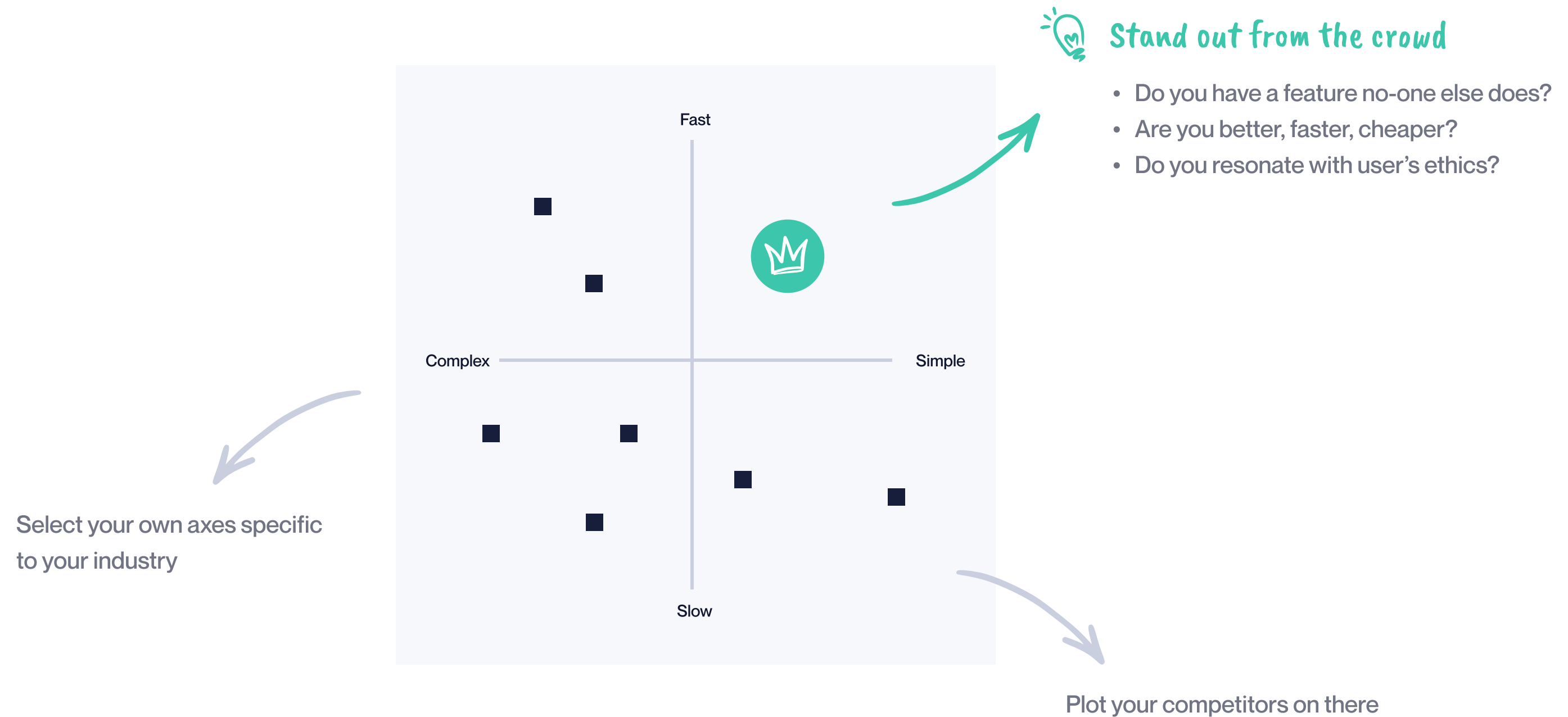
List as many items as you can for each of the following 3 categories.



This framework helps to transition from value into product features

05 Differentiation

Create a set of axes, then plot yourself and your competitors.
Create as many unique versions as possible.



06 Alignment

Start from a point of unique value transfer (your differentiation) and emphasise that truth at every level.

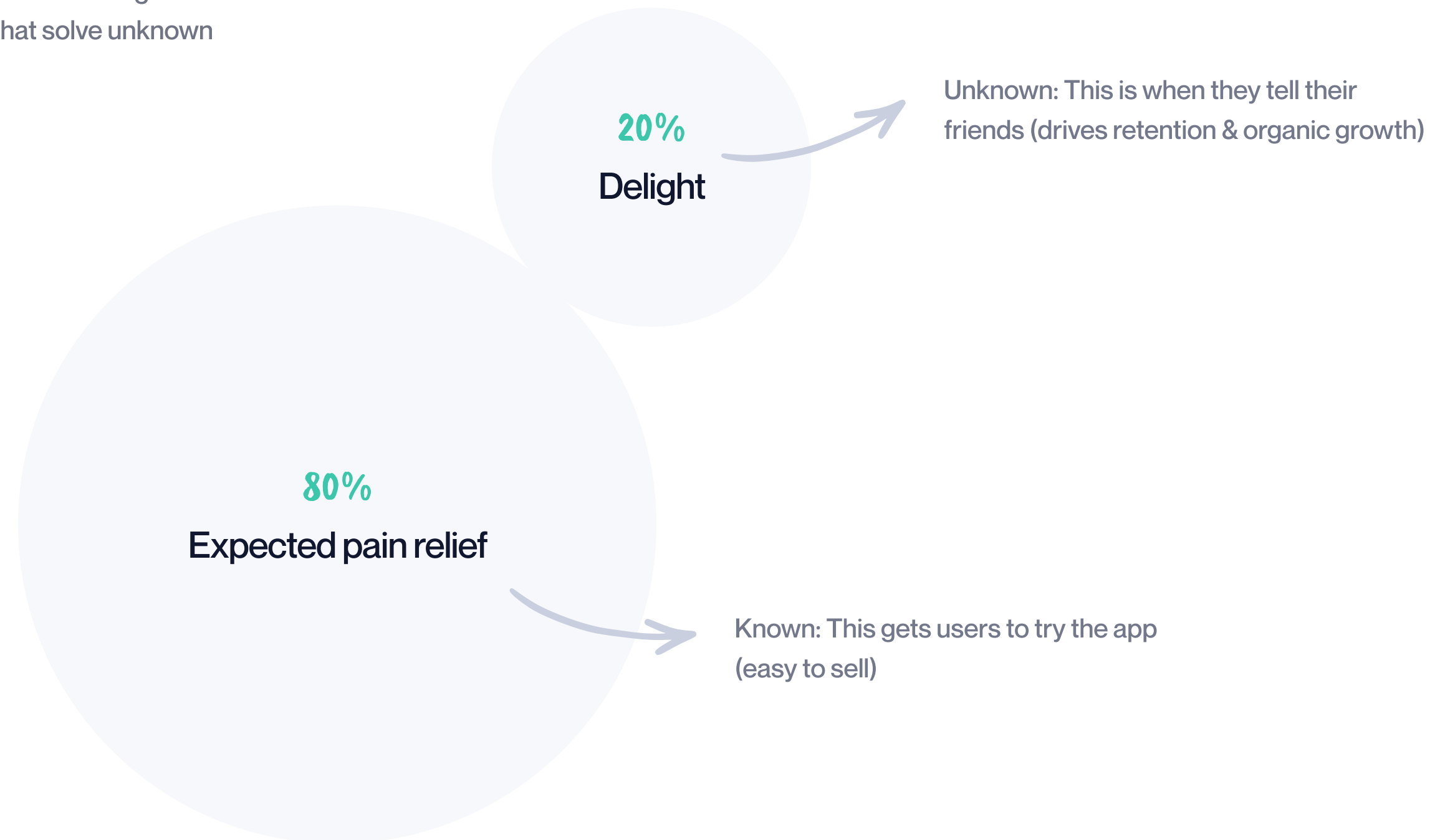


Strong alignment maximises impact

Once all three of these are in alignment, your brand and product are one. This is incredibly powerful, simply because it's just so hard to fake.

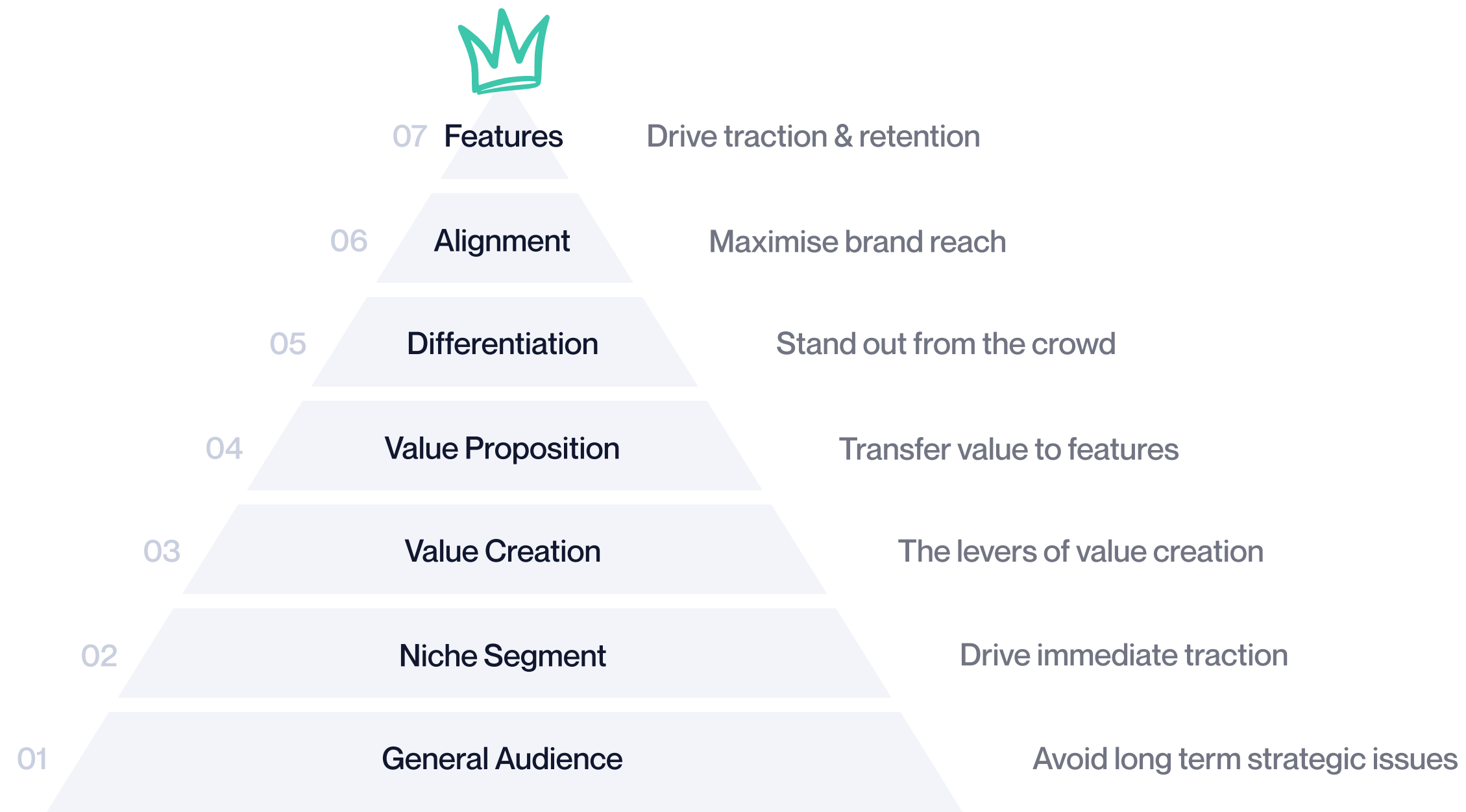
07 Features

Fundamentally, there are two types of features. Things that solve problems known to the user and things that solve unknown problems. We recommend:



💡 *This will drive both immediate traction AND retention*

Recap: A killer product that users love





Hey, I'm Jeremy

I was the Head of Design from seed to series B for an award-winning startup. I've since helped dozens of startups through those same early steps with my product design agency, SlowLettuce.

I see the same mistakes made by first time founders every week. This eBook is to help readers learn from those that came before them.

With solid foundations, you'll scale with ease!

What our clients are saying

The SlowLettuce team's knowledge of process and strategy was invaluable in helping us navigate the early stages of product development.



Severin
CEO | Conavio

SlowLettuce was instrumental in helping us get from concept to tangible product. Their design work is incredible, but it's their process, organisation and knack for making complexity feel simple that makes for such an enjoyable and trusted partnership.



Katrie Lowe
CEO | Domi

For anyone looking for a design agency that can execute at lightning speed, and respond quickly throughout product development — look no further. The SlowLettuce team has been indispensable in helping us realise our product vision. Highly recommended!



Csongor
CTO | Fuel

The SlowLettuce team is a trustworthy & reliable partner in the early stages of product development. They supported us in all the key areas and helped us accentuate our competitive advantage throughout our user experience.



Christian
CPO | StealthMode

We were in urgent need of UI/UX experts with profound technical knowledge. SlowLettuce was the perfect partner. Result: great looking product and happy users. Not needed to say that handoffs were the most reliable I've ever seen.



Marc Bohn
CEO | DayPepper

What we do

01

Strategy Consulting

We stress-test & optimise your strategic foundations before proceeding. As much or as little as is required.

02

UX/UI Design

We design beautiful intuitive interfaces tailored precisely to your user's desires.

03

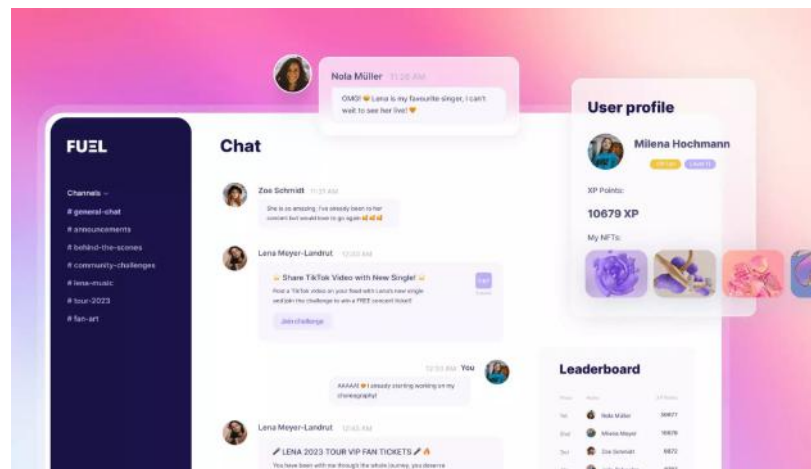
Brand Enhancements

We enhance your aesthetic styles to have you both looking your best and resonating with the audience you aim to attract.



Everything a young product needs

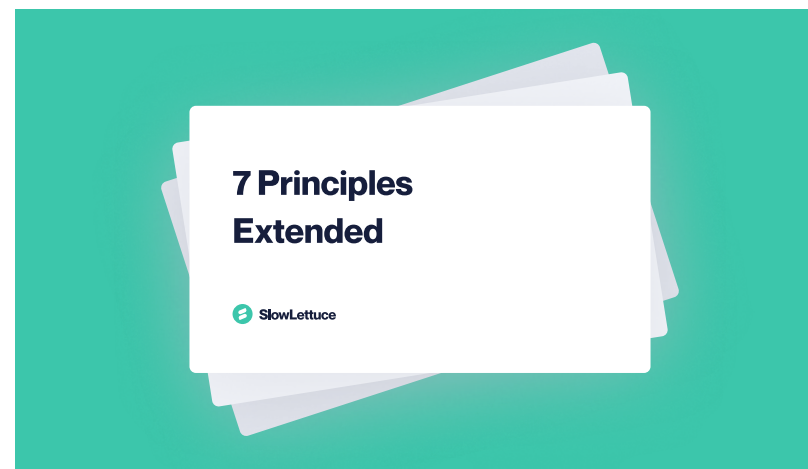
Next steps



Our portfolio

A collection of the beautiful UI we've created for previous clients

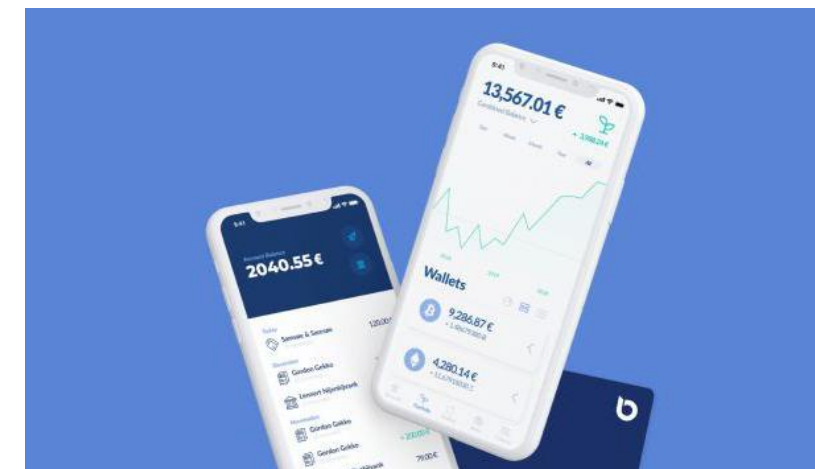
[Open the webpage ↗](#)



Foundations extended

A deeper dive into each of the 7 principles covered above

[Open the webpage ↗](#)



My story — Bitwala

Scaling from pre-seed to series B.
4 years of hypergrowth.

[Open the webpage ↗](#)

Get in touch!
hello@slowlettuce.io

