

Here are a few things to think about as you prepare for your Product Sessions event. If you have any questions or would like to discuss anything in advance, email garychou@gmail.com.

1. **Bring whomever you'd like.** This event is ideal for anyone who spends time thinking about the goals of the product and how it should function. So, founders, designers, engineers, marketers, etc... Just let us know who you'd like to bring with you.
2. **Come prepared to discuss specific Product/Design questions/challenges/flows.** Asking for "general feedback" on your product as a whole is really tough to get a handle on. It's up to you to direct the conversation towards the relevant topics. See below for some suggestions from past Product Sessions participants.
3. **Bring artifacts.** It's easier to have a conversation when we're all looking at the same thing. It can be functioning prototype, drawings, or a napkin sketch. This group is used to looking at incomplete fragments, so bring whatever you need to help drive the discussion.
4. **Be prepared to repeatedly explain what your product or service is about as you meet with each new Advisor.** The Product Sessions are deliberately designed to force you to do this, because the reality is that you can never get enough practice doing this. Explaining what your product or service does is a challenge unto itself. So, think of it as an opportunity to A/B test different elevator pitches.
5. **Don't pitch.** Whatever you do, don't treat this as a session on perfecting your pitch. The goal isn't to get the Advisor to like your product or service, it's to learn. Use this as an opportunity to have a deep discussion on a real problem that you're facing w/someone who has no agenda and is free to be honest (sometimes brutally so) with their feedback. Some additional blog posts on critique that may be useful:
 - a. [Do You Want Critique, or a Hug? How to Gain Valuable Criticism on Your Design](#), by Jon Kolko
 - b. [Moving from Critical Review to Critique](#), by Jared Spool

Tips from Previous Participants

"[...] Get out of pitch mode as soon as possible. We came in with an angle on what we thought was our problem and were swiftly sent in another direction by the advisors that turned out to be meatier."

"Let the discussion flow into topics you didn't anticipate. Some of our most beneficial breakthroughs developed when we allowed the conversation to move away from our planned discussion points and onto unforeseen issues. This is the true value of 'fresh eyes.'"

“Vague questions will probably receive vague answers. It's best to hear focused feedback on a few aspects of what you're creating (at the cost of addressing more) rather than general, watered-down advice on the whole.”

“Explain your business as succinctly as possible so you can delve right into the specific product/design challenges you're faced with. The less you talk, the more feedback you'll receive.”

“Come equipped with a roadmap of how you'd like the conversations to go, based on the problems you're having and the background of the advisors you're meeting with. Be willing to stray from the roadmap, or stick to just one of the challenges you wanted to discuss, based on what the advisors respond to.”

“Before you come to the product session, try to take a step back and put yourself in the shoes of a potential advisor evaluating your product for the first time. Fixing the issues that you notice by taking this step back, will leave more time for novel advice.”

“Probably best to focus on just a few topics instead of trying to cover every last detail.”