DECISIONFLOW

Product-Market Fit and Customer Validation Report

Behavioral evidence, interviews, retention, willingness to pay, and segment fit

QUALIFY PHASE | Version 1.0 | 14 July 2026

EVIDENCE & PUBLISHING INTEGRITY
This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Control	Definition
Document code	QUAL-01
Version / status	2.0 — Final Public Portfolio Edition — Simulated Qualification Scenario
Baseline / author	14 July 2026 — Min Thu Kyaw
Role / purpose	AI Product Manager — Product-Market Fit and Customer Validation Report
Lifecycle continuity	Actual MVP → DEV-06 illustrative productionization → simulated v1.0 launch → qualification decision.
Evidence rule	Actual artifacts, assumed capabilities, simulated outcomes, and recommendations are labelled separately.

Actual Project Artifacts

Artifact	Reference
Low-Fidelity Prototype	View low-fidelity prototype
High-Fidelity Prototype	View high-fidelity prototype
MVP Frontend Repository	Open frontend repository
MVP Backend Repository	Open backend repository

Contents

Research Objective and Design

The customer qualification work tests whether DecisionFlow delivers a repeated, high-value outcome for a specific beachhead segment rather than merely producing strong first-use satisfaction. The illustrative evidence combines product analytics, cohort analysis, 18 customer interviews, 37 product-market-fit survey responses, support themes, renewal behavior, and willingness-to-pay conversations.

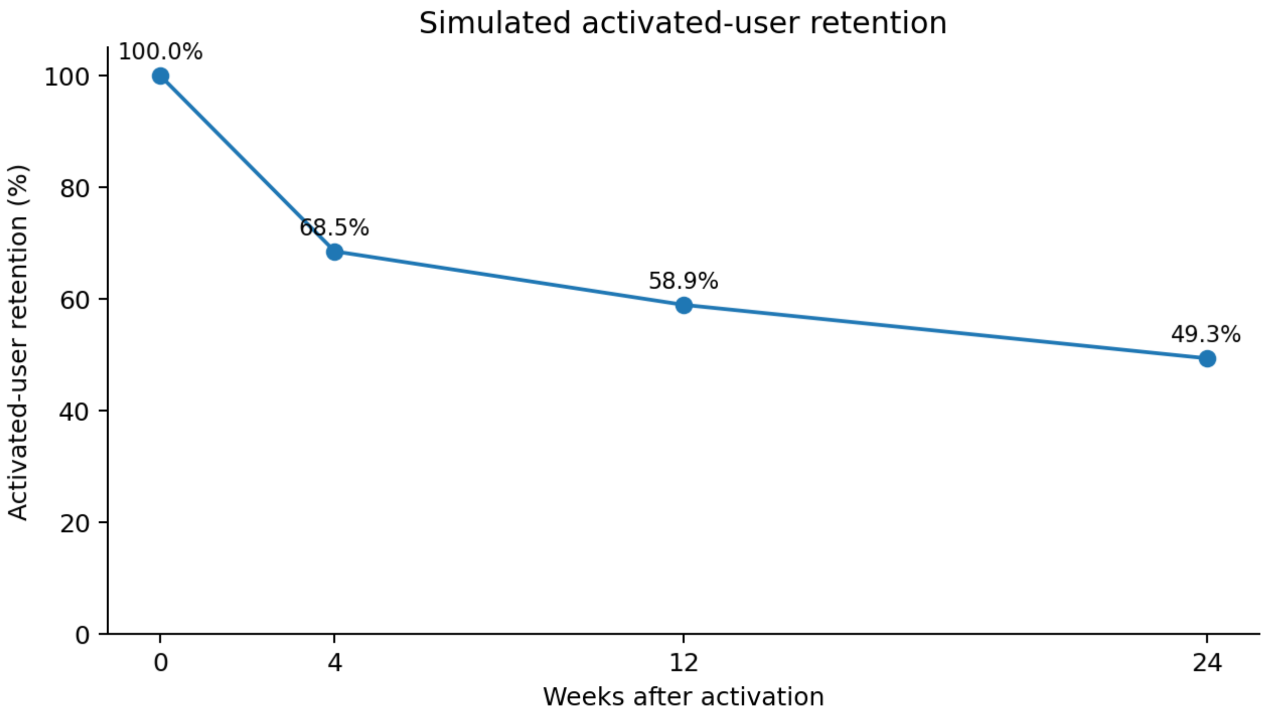
Method	Simulated sample	Question answered	Evidence limit
Behavioral cohort	94 registered; 73 activated	Do users complete and repeat the core workflow?	Controlled cohort; no broad-market representativeness.
Customer interviews	18 participants	Why does value persist or disappear?	Qualitative and simulated.
PMF survey	37 activated users	Would users miss the product?	Small sample with role concentration.
Paid-cohort review	8 paid organizations	Will customers renew and expand?	Founder-led motion; scaled CAC unknown.
Usability review	24 observed sessions	Where does the workflow create friction?	Task-based scenario, not longitudinal field study.

Launch Metric Reconciliation

Data quality correction — Week-12 activated-user retention is recalculated as 43 retained users divided by 73 activated users = 58.9%. The previously displayed 49% value is not reproducible from the published counts. Registered-user retention is 45.7%. Qualification reporting uses activated-user retention and preserves numerator and denominator with every rate.

Metric	Numerator	Denominator	Qualified rate
24-hour activation	73	94	77.7%
Week-4 retention	50	73	68.5%
Week-12 retention	43	73	58.9%
Week-24 retention	36	73	49.3%
Start-to-finalize completion	291	386	75.4%

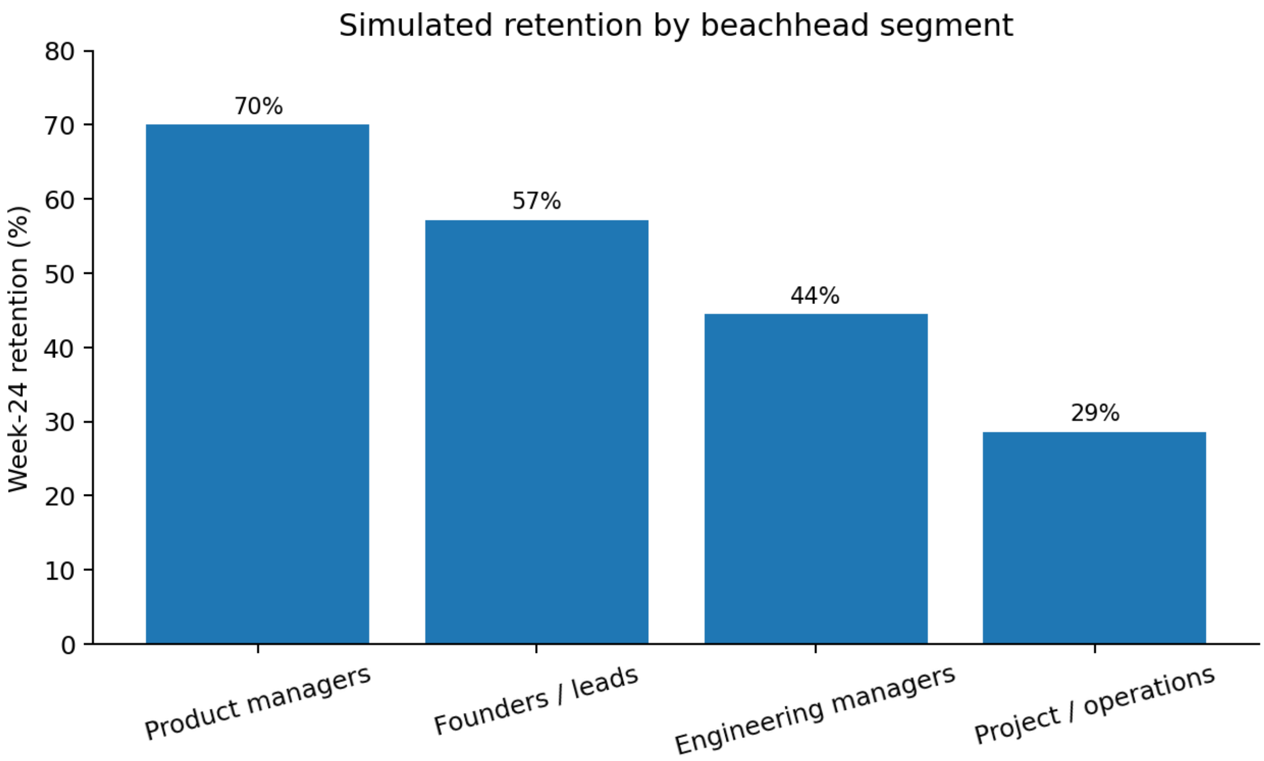
Activation and Retention



Activated-user retention curve

Behavior	Simulated result	Interpretation
First decision within 24 hours	73 of 94 registered users	Guided onboarding and a prepared use case create fast value.
Second finalized decision by Week 12	45 of 73 activated users (61.6%)	A majority repeat at least once; frequency varies strongly by role.
Four or more finalized decisions by Week 12	27 of 73 activated users (37.0%)	Habit formation is meaningful but not broad.
Weekly retrieval use in Weeks 8–12	44% of active users	Durable history contributes independent value.
Meaningful activity at Week 24	36 of 73 activated users (49.3%)	Retention supports controlled growth, not aggressive scaling.

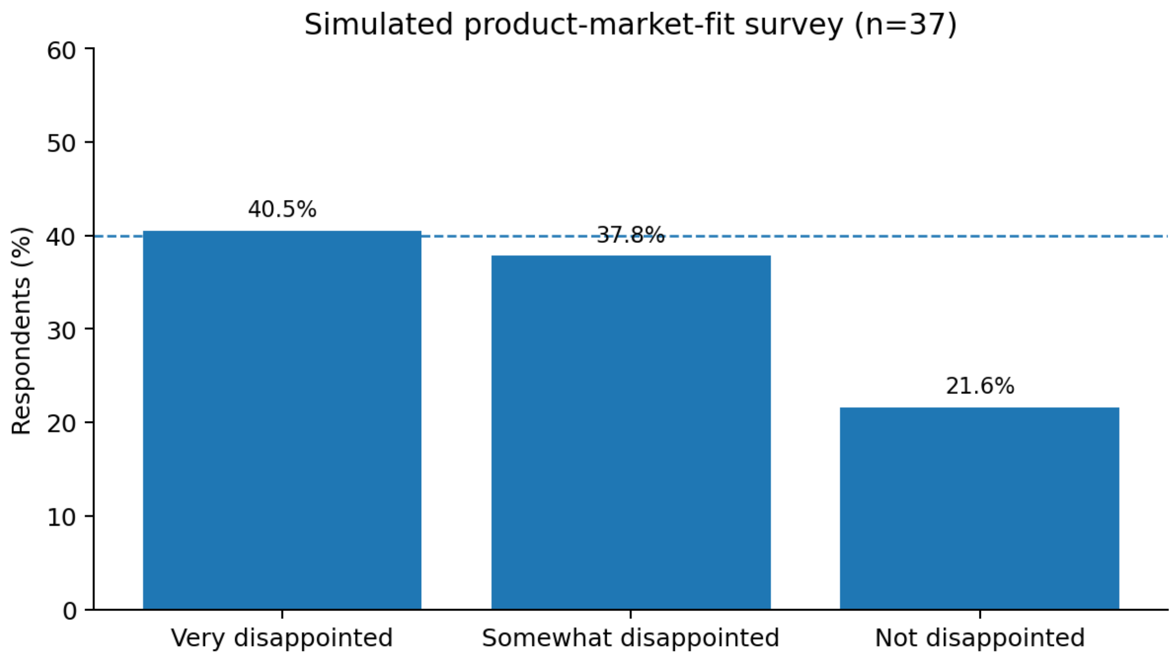
Segment Fit



Retention by segment

Segment	Activated	Week-24 active	Retention	Qualification
Product managers	20	14	70%	Primary beachhead; frequent decisions and high retrieval value.
Founders / functional leads	14	8	57%	Strong value for consequential decisions; lower volume.
Engineering managers	18	8	44%	Conditional fit; integration expectations are higher.
Project / operations	21	6	29%	Weak fit unless recurring review templates improve frequency.

Product-Market Fit and Willingness to Pay



Product-market-fit survey

Signal	Simulated result	Qualification reading
Very disappointed if unavailable	15/37 = 40.5%	Meets illustrative PMF gate narrowly.
Primary segment very disappointed	48% among Product Managers and founders	PMF is concentrated, not universal.
Paid renewals by Week 24	7 of 8 original paid organizations	Strong early renewal signal.
Expansion	2 of 7 retained paid organizations	Users will pay more when repeat use is established.
Churn reason	One organization had insufficient decision frequency	ICP and recurring-use design matter more than initial satisfaction.
Price acceptance	5 of 8 paid organizations described price as acceptable	Promising but too small to finalize pricing.

Qualitative Findings

Theme	Frequency in 18 interviews	Interpretation	Product response
Durable record and retrieval	15	Strongest differentiated value after several weeks.	Make retrieval and evidence history central to onboarding.
Fast structuring of messy notes	13	Creates immediate value and supports activation.	Preserve low-friction paste/TXT intake.
Explainable comparison	10	Builds trust when score sources are visible.	Keep editable weights and evidence-first layout.
Owner and date correction	8	Accountability fields remain error-prone.	Mandatory confirmation and better context resolution.
Need recurring templates	7	One-off decisions do not create habit.	Test vendor, hiring, architecture, and roadmap templates.
Integration request	6	Engineering-oriented users want workflow fit.	Validate export/webhook demand before native integrations.
Richer file import	4	Creates friction but is not the core qualification blocker.	Keep post-launch controlled parsing work.

Usability and Behavioral Evidence

Measure	Target	Simulated result	Assessment
System Usability Scale	≥80	82	Pass
Median first-decision time	≤12 minutes	8m 42s	Pass
Observed core-task success	≥90%	91.7% (22/24)	Pass
Critical workflow errors	0	0	Pass
Users needing facilitator help	≤20%	25%	Fail; self-service onboarding needs improvement
Recommendation override rate	Monitor, not minimize	19%	Healthy evidence of human authority

Customer Qualification Conclusion

Customer decision — CONDITIONALLY QUALIFIED. DecisionFlow has credible simulated product-market fit among Product Managers, founders, and high-frequency decision owners. The product should not expand broadly into lower-frequency roles until recurring templates and a stronger habit loop improve long-term retention.

- Position the durable decision record—not generic meeting summarization—as the central value proposition.
- Recruit users who expect at least two consequential decisions per month.
- Use guided first-use activation while reducing assisted onboarding cost through templates and in-product examples.
- Treat integration requests as segment evidence; do not build a broad integration suite before testing export and webhook alternatives.

Evidence discipline: replace all simulated values with observed, reproducible evidence before using this material as a real product-performance claim.