

Market Visit Planning Guide

Spreadsheets show the numbers, but not the reasons. Dashboards track the “what,” but never the “why.” AI can surface patterns, but only your market can explain them.

That’s the idea behind **NIHITO** (Nothing Important Happens in the Office), stepping out into the market and getting the firsthand input directly from customers, evaluators, and potentials.

This practical guide offers a rhythm through key stages of product practice, to help you make the most of each visit.



Leverage AI to Maximize Your NIHITO Impact

Use these simple AI workflows to extract more value from your market visits:

Before the Visit

- Build smarter questions – Use AI to generate open-ended interview prompts based on a persona or job title.
- Prep fast – Summarize CRM notes, NPS comments, usage data from your products or support logs using AI for themes worth exploring.

After the Visit

- Transcribe and tag – Drop recordings into AI transcription tools and auto-tag key themes.
- Summarize fast – Use AI to generate short summaries of each visit for internal sharing.
- Spot trends – Group feedback across visits to surface recurring objections, gaps, or language.

Make It Stick

- Feed learnings into personas and pitch decks using AI-generated content clustering.
- Bring voice-of-market into team meetings with auto-pulled quotes and objections from your visit transcripts.

“NIHITO delivers faster identification of market problems that matter most.”

Cindy Cruzado,
Pragmatic Institute instructor