Market Visit Planning Guide

Spreadsheets show the numbers, but not the reasons. Dashboards track the "what," but never the "why." Al 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.

1 Kick Off With Fresh Eyes

Why visit now: Start with outside-in clarity
Who to talk to: Evaluators, potentials
Focus on: Buyer journey surprises,
New objections, Trend shifts

4 Reflect and Reset

Why visit now: Close the loop and evolve personas
Who to talk to: All segments

Focus on: Decision paths, Persona refresh, Continuous

market input



NIHITO

Nothing Important Happens in the Office

2 Prioritize With Confidence

Why visit now: Validate roadmap bets
Who to talk to: Current customers, lost deals

Focus on: Feature gaps,
Persistent pain points,
New market poblems



3 Launch With Resonance

Why visit now: Check your message before the

mic goes live

Who to talk to: Potentials, new buyers Focus on: Language that lands, GTM readiness, Your differentiation



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 Al-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

