

# Emmett Shear Quotes

*People, Thinking, Talking, Asks, Want, Important, Mistake, Years, Ideas, Wish,  
Giving, Interesting, Months, Data, Class, Magic, Ifs, Fit, Expectations,  
Detectives*

A goal of Twitch is to be wherever gamers are, whether its on laptops and handheld devices or integrated into gaming consoles and software.

~Emmett Shear

The most common mistakes are showing people your product- don't show them your product, it's sort of like telling them bout a feature.

~Emmett Shear

You want to learn about what's already in their heads. You want to avoid putting things there.

~Emmett Shear

It's one of the most validating things you can do for a product is go out there and get them to commit to pay you up front.

~Emmett Shear

If you just talk to who's easy to talk to, you're not really getting the best data.

~Emmett Shear

The most interesting things you learn in an interviews come from the: 'interesting', 'tell me more'

~Emmett Shear

People who are using your product and putting up with all these issues, means that they are not actually the biggest problems.

~Emmett Shear

Given the huge number Xbox owners and how many of them love gaming spectatorship, its a natural fit to bring the Twitch experience to the 360.

~Emmett Shear

The Twitch community loves watching video games, chatting, and broadcasting. The average viewer watches over an hour and a half of video each day. Over two-thirds of our logged-in users chat each day.

~Emmett Shear

The crucial people to get your product started for the first 6 months are not who will be using it 3 years later.

~Emmett Shear

The other mistake I think people make is talking to who's available rather than talking to who they need to talk to.

~Emmett Shear

Users think they know what they want, but you get the horseless carriage effect where you're getting asked for a faster horse.

~Emmett Shear

The question is, once you have this idea, is this enough? Is it something people would actually switch just to have?

~Emmett Shear

The pool of people you care about is going to shift over time.

~Emmett Shear

People don't like silence, so they'll keep talking to fill the void.

~Emmett Shear

The instant they say something you don't expect or already know, you should drop into detective mode.

~Emmett Shear

Recording interviews is like magic. a) It stops you from taking notes in the middle and b) you can play that recording for people.

~Emmett Shear

Who you talk to is just as important as what questions you ask and what you pull away from it.

~Emmett Shear

The one question you can't ask is, "Is this feature actually good or not?"

~Emmett Shear

Sales is this cure all for this problem. Get people to give you their credit card and I guarantee you they're actually interested.

~Emmett Shear

Who would you talk to? That is the first question for almost any startup that you need to answer. Who is my user and where am I going to find them?

~Emmett Shear

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