Customer Research

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ConnectWith

Customer Research

Why?

Methods

Before,

During,

& After

A little bit of hands on work

What is Customer Discovery

- What is the pain/problem?

- Who is having the pain/problem?

- How are the 'who' currently dealing with it?

Why Is Customer Discovery Important?

Your idea is…...

a

Hypothesis

at this stage

Wrong Way

"Death by Demo"

"Here's my idea.
What do you think?"

Right Way

"Get out of the Building!"
Steve Blank

- **Surveys (certain types)**
- **Shadowing**
- **Telephone**
- **Skype**
- **Face to Face interviews - best**

How it works – 3 P's

- **Prep** – 5 primary and 5 backup questions

- **Plan** – who you want to interview

- **Practice** – no more than 15 minutes

Prep

5 questions

5 backup questions

Quantitative and Qualitative

Plan

Start with friends
Established contacts

Go after the "big target"

Practice

Time yourself – 15 min

It's great to be a student

Always ask these two Q's . . .

Get Started

- Start with friends
- Then go after bigger targets
  - C-level is not always the best
  - Say 'this is not a sales call'
- Get out of the building
  - Get out
  - Seriously, just go . . .
- Don't get stuck to the script

Making it Work

Keep notes – you'll forget

Ask to record – seriously you'll forget

After the interviews

- Don't get everyone at once
- Stop and evaluate what you got
  - I guarantee you'll be surprised
  - Adjust your plan and get back out there
- Talk to your Stats/Econ professors

How Many?

Recommended

100+

Stakeholders

Next Steps

- **Customer Validation**
  - **Build a simple prototype**
  - **Can be wire frames, drawings**
  - **"Is it solving the problem in the right way"**

What to do Now

- **Describe one customer segment**
- **Where/how will you find them**
- **Write your 5 questions**