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