



CUSTOMER DISCOVERY



Agenda

- What is customer discovery and why it matters
- When to engage in customer discovery
- Setting up customer discovery research
- Practical tips for executing customer discovery research



What is Customer Discovery?



WHAT IS CUSTOMER DISCOVERY

- Customer discovery is aimed at understanding the needs, problems, and desires of potential customers.
- It involves engaging with existing and/or potential customers to gather insights that can guide product development and go-to-market strategies.



"Research is formalized curiosity.
It is poking and prying with a
purpose."

- Zora Neale Hurston, writer and anthropologist

IMPORTANCE OF CUSTOMER DISCOVERY

- Uncover needs and identify opportunities
- Mitigate risk
- Better understand competition
- Enhance credibility

WHAT IT IS NOT

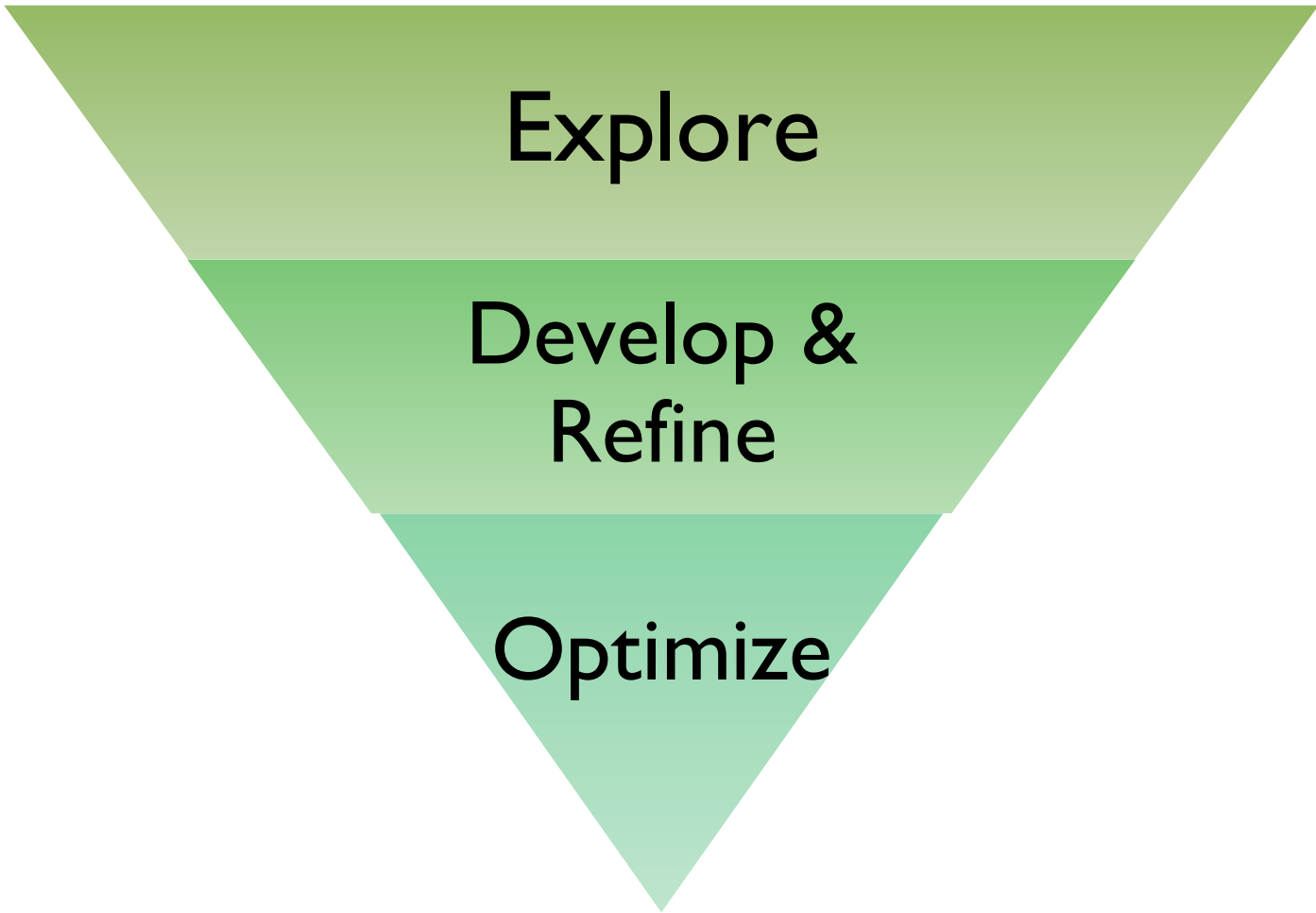
- The final decision
- A substitute for your judgment
- An afterthought



When to Engage in Customer Discovery



WHEN TO DO RESEARCH



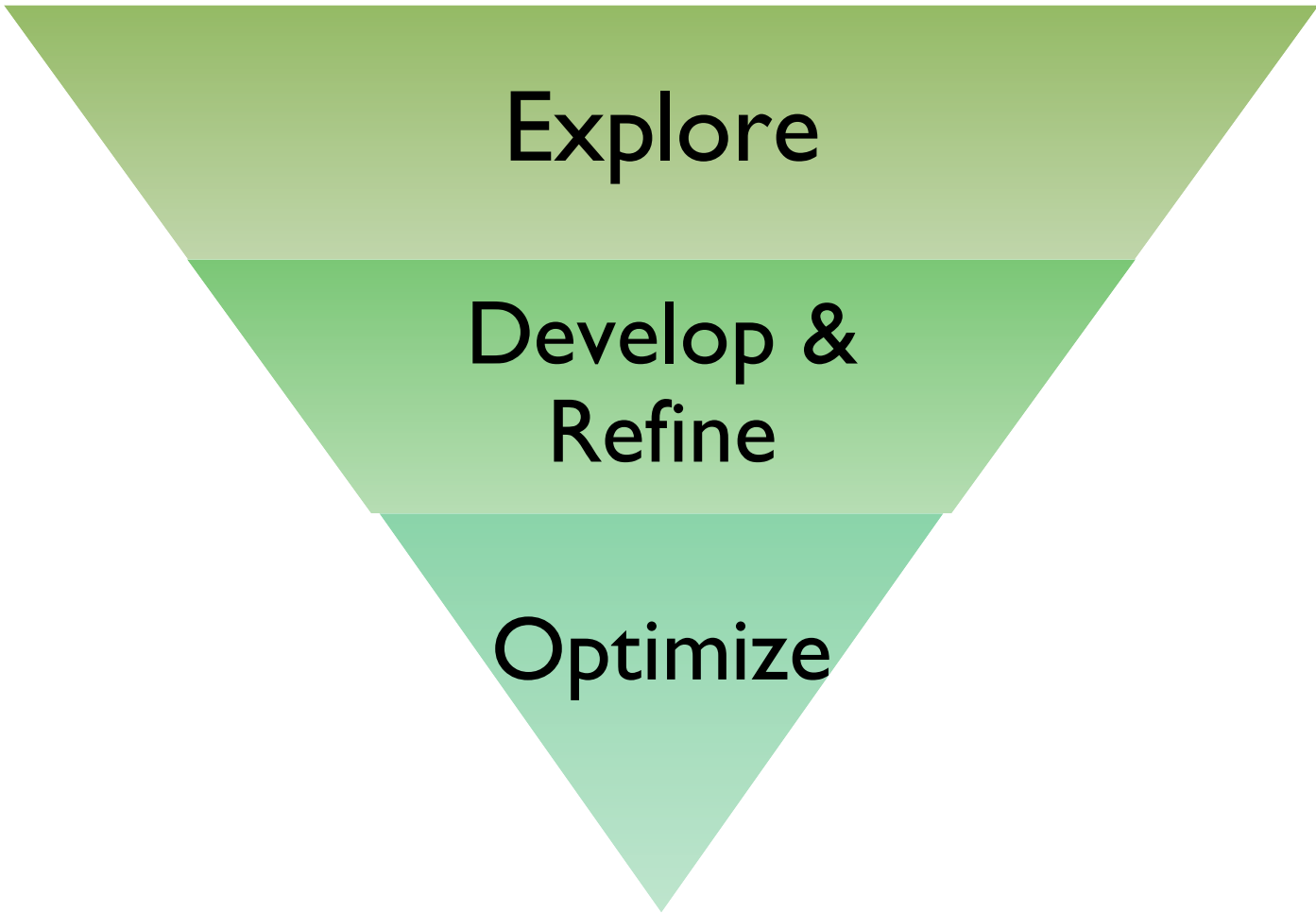
Explore

Develop &
Refine

Optimize

Customer
discovery plays a
crucial role in
each phase of
development

WHEN TO DO RESEARCH



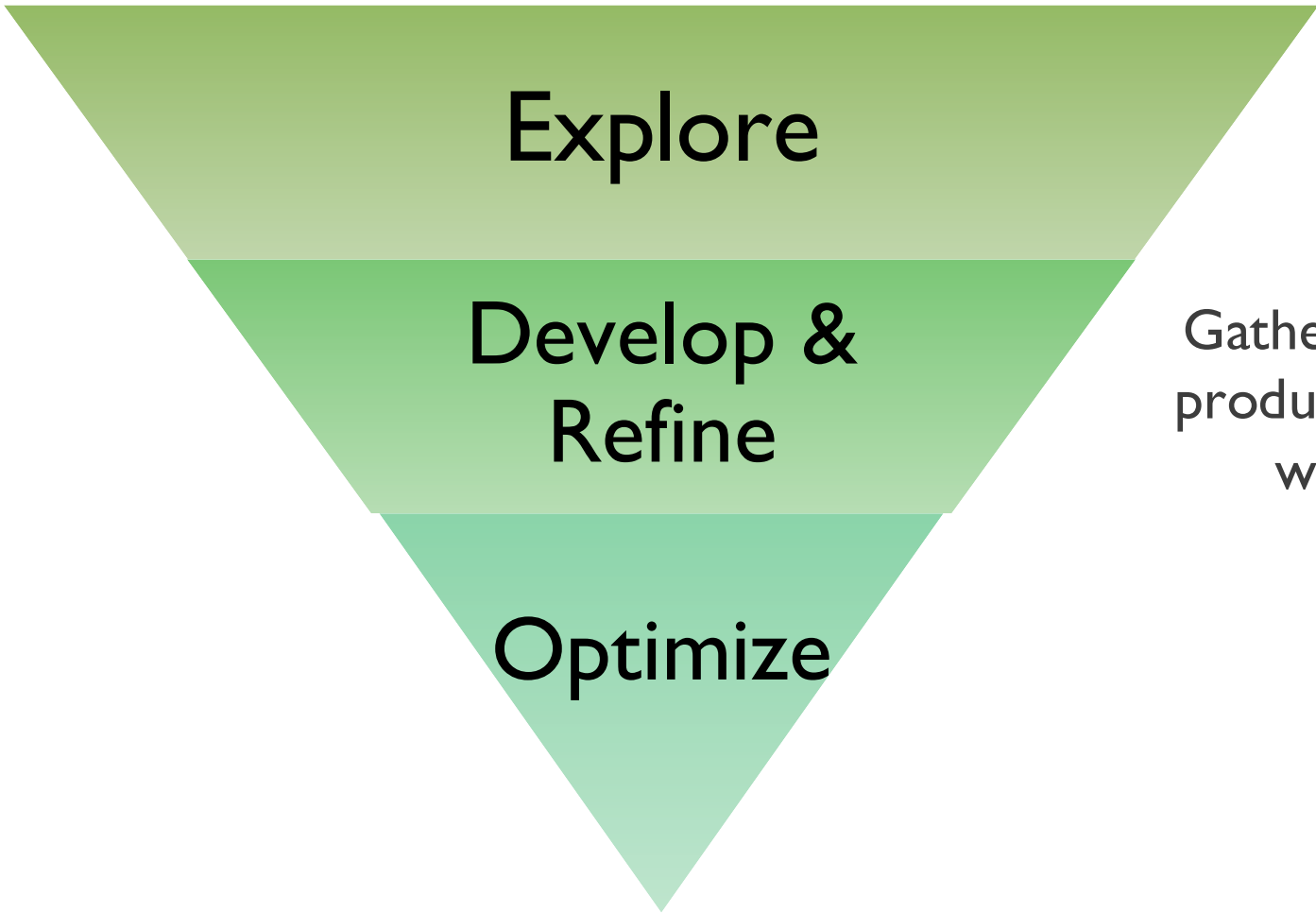
Explore

**Develop &
Refine**

Optimize

Listen for unmet needs, validate assumptions, learn about customers' lives and the context of your offering

WHEN TO DO RESEARCH



The diagram is a funnel shape divided into three horizontal sections. The top section is light green and contains the word 'Explore'. The middle section is a medium green and contains the text 'Develop & Refine'. The bottom section is a darker green and contains the word 'Optimize'. The funnel tapers from top to bottom.

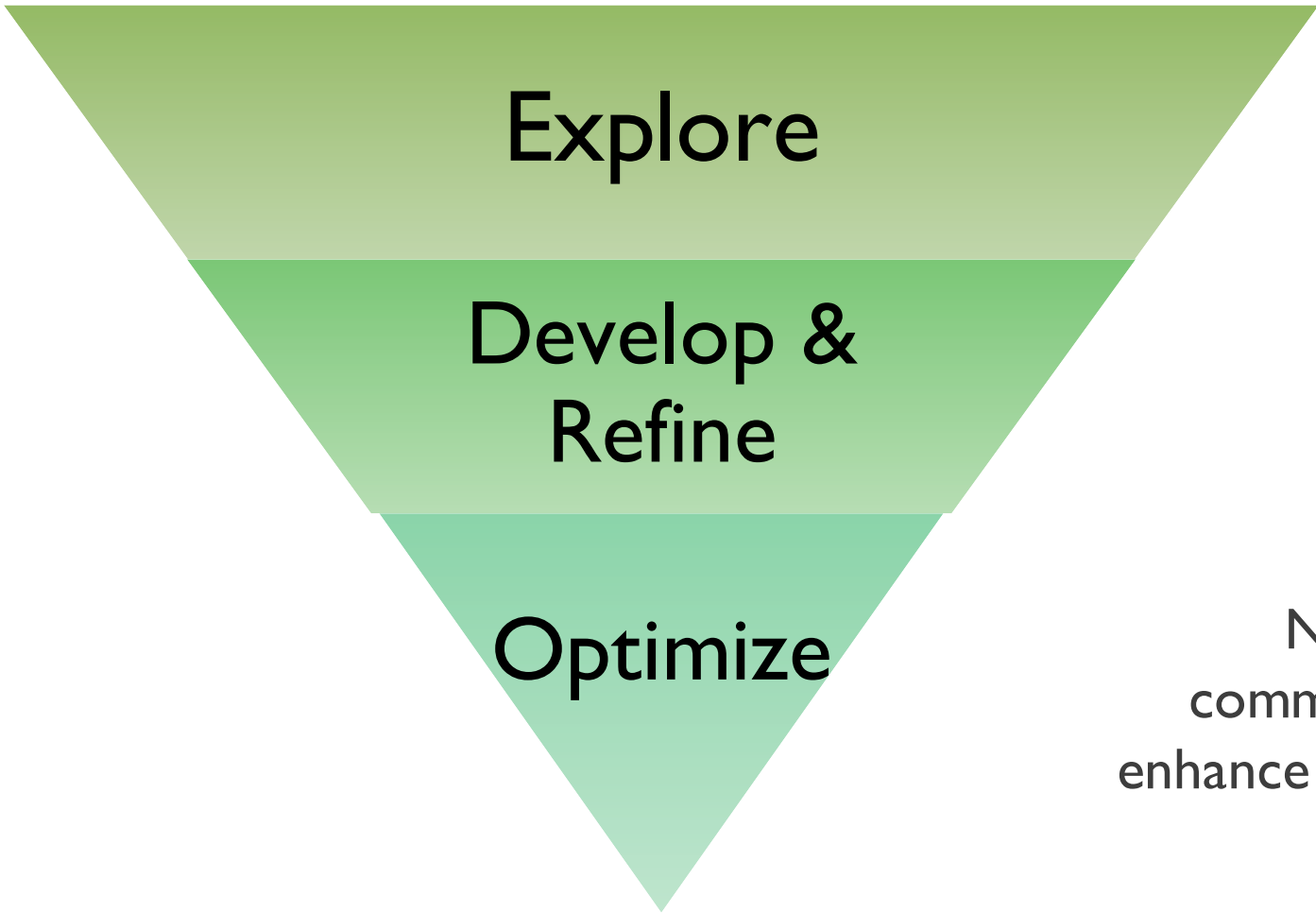
Explore

Develop &
Refine

Optimize

Gather feedback to develop and refine your product or service ideas, what drives appeal, what's nice to have vs. need to have

WHEN TO DO RESEARCH



Explore

Develop &
Refine

Optimize

Narrow down features, fine tune communications of benefits, improve and enhance ideas based on customer use feedback



Setting Up Customer Discovery Research



KEYS TO SUCCESSFUL RESEARCH

- All good research starts with an objective!

- This will keep it focused and actionable

- Define what success looks like, set clear goals

- Think in terms of headlines/output/elevator speech

- Think about the action to be taken

- If I knew ____, then I could ____
- Determine if you will proceed, revise, test further, or stop

DEFINING OBJECTIVES

Start with the Business Objective

Key Questions

- What decision are we trying to make?
- What is the sticking point that is preventing a decision?

DEFINING OBJECTIVES

Start with the Business Objective

Translate to Research Objectives

Key Questions

- What decision are we trying to make?
- What is the sticking point that is preventing a decision?
- What evidence would increase our confidence to make it?
- Learn XYZ, to further revise our concept

RESEARCH OPTIONS: QUAL OR QUANT?

Qualitative – Why? How? What are we missing?

Purpose: Exploration

- Understand underlying motivations, attitudes, and behaviors
- Gather deep, detailed feedback and opinions
- Methods:
 - Interviews (1:1)
 - Focus Groups
 - Observations/Ethnographies
- When to Use:
 - Early Stage: When developing initial concepts or exploring new market opportunities, generating hypotheses or understanding complex behaviors.
 - Understanding Context: To gain deep insights into customer needs, pain points, and experiences.
 - Developing Ideas: When you need feedback on what's working or not working with products or services and how to make it better

Quantitative – How many? How often? Which is stronger?

Purpose: Measurement/Validation

- Collect data to identify patterns and trends
- Validate hypotheses, estimate prevalence, compare groups or alternatives
- Methods:
 - Surveys: Structured questionnaires to collect numerical data
 - Analytics: Data from web and app usage, sales figures
- When to Use:
 - Later Stage: When you need to validate findings from qualitative research or understand the scale of issues.
 - Benchmarking: To measure performance, satisfaction, market size, etc.

EXPLORATORY RESEARCH

- Listen for unmet needs, validate assumptions, learn about customers' lives and the context of your offering
- Exploratory research is used to:
 1. Clearly define the problem you are trying to solve
 2. Understand more about who experiences the problem
 3. Learn the context around how it's experienced (frequency, triggers)
 4. Learn the current solutions and alternatives
 5. Determine what, if anything, is unsatisfactory about these current solutions

CONCEPT RESEARCH

- A concept answers the question: *“What’s in it for me (the customer) and why should I believe it?”*
- Concept research can be qualitative and/or quantitative
- Concept testing, qualitative and quantitative, is used to:
 1. better define what the idea is
 2. understand the importance of the idea to the customer
 3. help develop the communication of the idea
 4. understand the business potential

CONCEPT RESEARCH

- With concept research you are trying to determine:
 1. Insight – Is this relevant and meaningful to my target customers? i.e. does it correctly identify the problem?
 2. Benefit – Does this clearly communicate what is in it for them? i.e. does it address the problem?
 3. Reason to believe – Have I given them enough information to believe my benefit? i.e. is the solution credible?



Practical Tips for Customer Discovery Research



PRACTICAL TIPS FOR QUALITATIVE RESEARCH

- Ask open-ended questions
 - Make sure it cannot be answered with one word (Avoid “Do you...”)
 - Do not put part of the answer in the question
- Keep them short and crisp
- One question at a time
- Do not use “WHY?” as a probe
 - Here are some better options:
 - What are some reasons...
 - Help me understand your reaction
 - Please tell me more about...

PRACTICAL TIPS FOR QUALITATIVE RESEARCH (CONT)

- Prioritize specific, recent and personal behavior over opinions about the future

Instead of...	Try...
Would you do XYZ in the future...?	Tell me about the last time you...
How often might you use it?	How many times did this happen in the past month?
Would your company buy this?	How does your organization make this type of purchase today?

INTERVIEWING TIPS

- Build rapport with participants (be yourself)
- Include everyone in the discussion
- Stay on purpose
- Maintain positive regard (no matter what they say!)
- Flow with the conversation, don't rigidly follow your question guide
- Do not put words in their mouth
- Probe for clarity
- **Live with the silence**

FINAL CONSIDERATIONS FOR RESEARCH

- Always use participant language
- Focus on one problem or question at a time
- Avoid being too technical



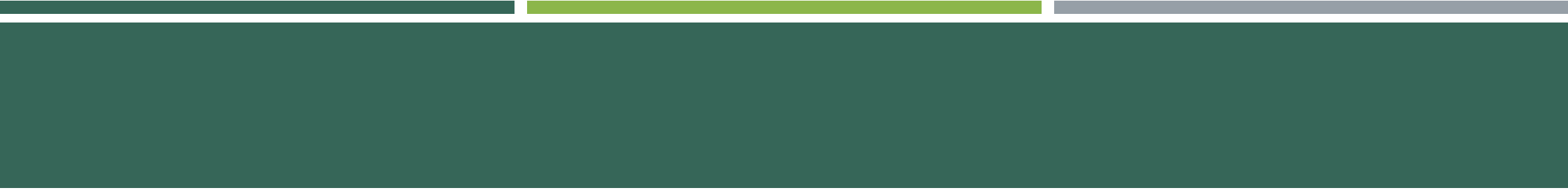
Most importantly...HAVE FUN!

- Customer Discovery is interesting! Every time you talk to potential customers about the work you are doing, you're guaranteed to learn something that will help you think a little differently. Enjoy the experience!



“Research is something that everyone can do, and everyone ought to do. It is simply collecting information and thinking systematically about it.”

- Raewyn Connell, sociologist



Questions?



Appendix

QUESTIONS TO ASK IN EXPLORATORY RESEARCH

Customer: Problem/Insight Discovery

- Tell me about a time when you've experienced this.
- What's the frequency?
- What triggers it?
- What do you do/how do you solve on those occasions?
- (Listen for Value: Is this problem important enough to motivate change?)

QUESTIONS TO ASK IN CONCEPT DEVELOPMENT

Believable

- How believable is this idea to you?
- Does this make sense to you? How so?
- Tell me if this seems possible or far-fetched.

Relevant

- Who is this concept talking to?
- What does this mean to you?
- How important is something like this to you?
- How could this, if at all, fit into your life?

QUESTIONS TO ASK IN CONCEPT DEVELOPMENT

Unique

- Tell me if this (idea/product) seems to be something brand new or just a revised version of something else.
- What, if anything, does this remind you of?
- How would you compare this to other things you know?
- How would you describe this: wild/different or classic?

Motivating

- What pulls you toward this idea?
- What pushes you away?
- What else do you want to know about it?
- What do you need to understand more clearly?