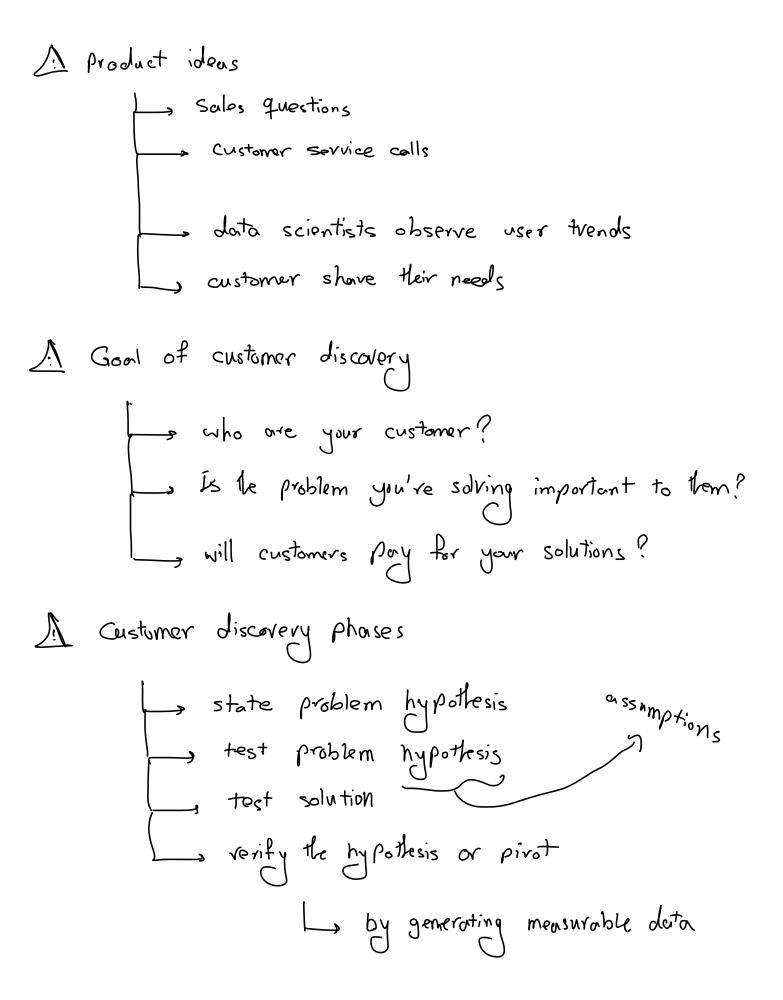# Customer Development for Product Managers

⚠️ Customer Development

- → understand customer problems and needs
- → develop a repeatable sales model
- → deliver on customer demand

⚠️ Product / Market Fit

- → identifying a compelling value hypothesis

⚠️ good customer development = constant contact with your users

⚠️ customer development phases

- → customer discovery
- → customer validation
- → customer creation
- → company building

⚠️ **Product ideas**

→ Sales questions

→ Customer service calls

→ data scientists observe user trends

→ customer share their needs

⚠️ **Goal of customer discovery**

→ who are your customer?

→ Is the problem you're solving important to them?

→ will customers pay for your solutions?

⚠️ **Customer discovery phases**

→ state problem hypothesis

→ test problem hypothesis   assumptions

→ test solution

→ verify the hypothesis or pivot

↳ by generating measurable data

△ Create a problem hypothesis

    ⌐→ define who are your users

    ⌐→ what are their needs, goals, and desires?

△ User Story template

    └→ As a [user type], I want [behaviour] so

        that [outcome or benefit]

△ User Story = hypothesis

△ Customer research - secondary sources

    ⌐→ academic research

    ├→ private research firms

    ├→ consumer reports

    └→ expert interviews

△ Primary research ～→ acquiring information by talking directly

△ Get feedback from target users about their _problems_ and

    your _proposed solution_

⚠ target audience

    └→ Use demographic information or job title

    └→ Look for patterns in the responses during customer research

⚠ start with demographic then psyphographic

⚠ Primary research methods

    └→ surveys

        └→ measure attitudes

        └→ collecting quantitative feedback

    └→ interviews

⚠ Screener

    └→ determines if someone would be a good candidate for user feedback

        └→ determine who you don't want to talk, too

⚠ when to use surveys

    └→ measure attitude, intent, or task success

    └→ track changes over time

    └→ quantify user problems

⚠ Do not use surveys for
  - → discover the reasons behind your users' cares & needs
  - → learn if your product can be used effectively
  - → understand user behaviour with your product

⚠ open-ended questions just for interviews not surveys

⚠ Net Promoter Score (NPS)
  - → How Likely is it that you would recommend this product to a friend or colleagues?

⚠ effective interviews
  - → asking open-ended and non-leading questions

⚠ Interview Template
  - → learning objective
    - → what are you trying to learn by talking to this person
  - → introduction
    - → share expectations
    - → set ground rules

Questions

- keep them open-ended
- start with who, what, when, where, why, and how

seek clarity

↳ Can you give me an example --- ?

⚠️ **key Patterns in analyzing interview results**

- Same problem is mentioned
- users are seeking solutions
- unhappy with the available solutions
- budget available to solve the problem

⚠️ Pivot ～ create a new hypothesis