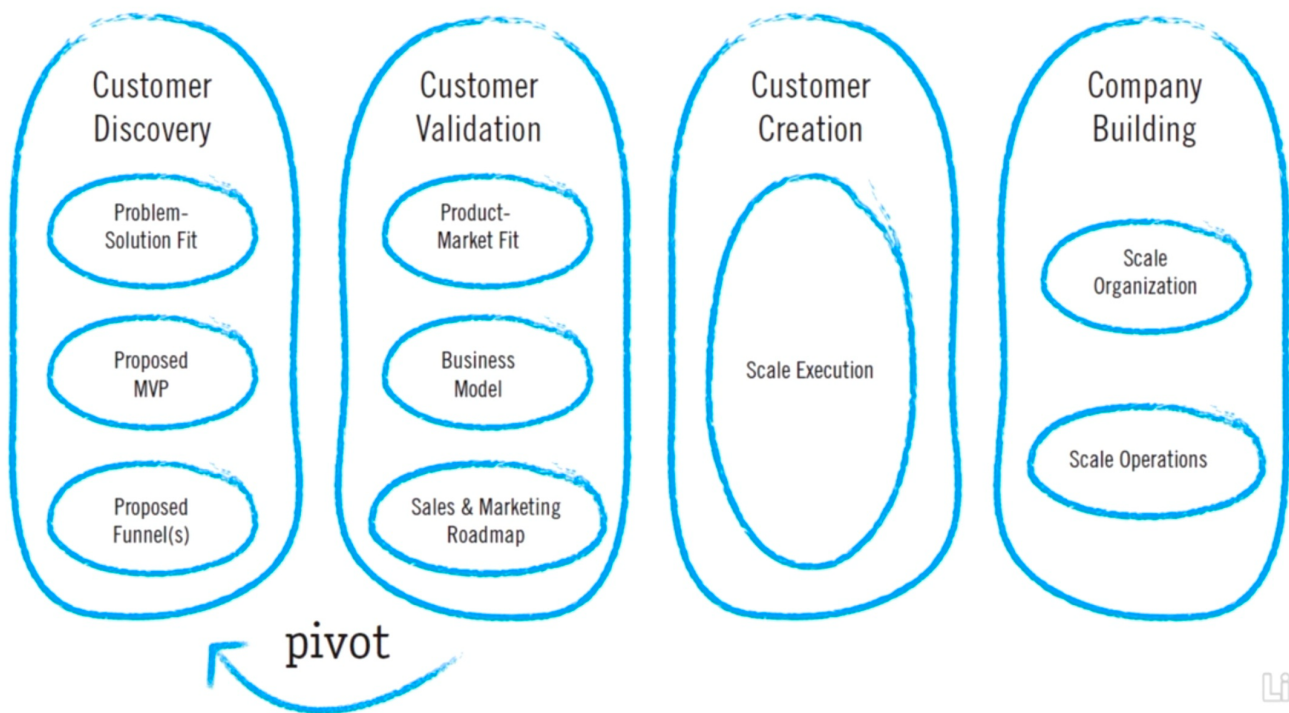


Customer Development First steps for product managers

⚠ Customer development is the practice of establishing a continuous and iterative communication line with your customers so that you can come up with ideas, hypothesis and try them out with your customers, get feedback and use them to inform your product decisions going forward

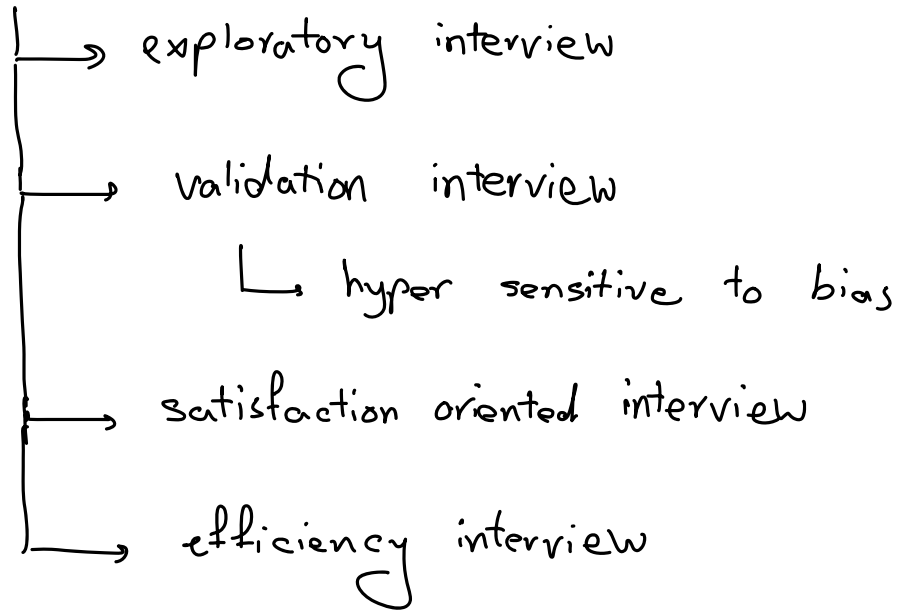


LinkedIn

⚠ Customer development is a tool for

- └ risk mitigation
- └ opportunity recognition

⚠ types of interview



⚠ key differences in customer development

Pre - Product	Post - Product
Potential customers	existing customers
They don't know you	They know of you
Focus on pain points + validation	Focus on satisfaction, usability and pain points
Finding interviewees can be difficult	Finding interviewees is like shooting fish in a barrell

⚠ 3 Question Stud

#	Group 1	Group 2	Group 3
Size			
Point: Payment			
Accessibility			

⚠ Talking to customers process

- figure out who you're targeting
- find candidates can match target group
- reach out + agree to talk
- ask good questions / avoid bad questions

⚠ Power users are generally more informed about the product (by high engagement, high usage, ...)

⚠ main characteristics of talk message

- Be short
- Be personal (mention how you found them)
- Be valuable

⚠ tips for talk message

- emphasize that you're not from sales
- make them feel special

⚠ Best practices to run a customer interview

- Don't talk about your solution
- Don't talk about your opinions
- create a comfortable environment
- Don't force the conversation, guide it

⚠ Good/Bad Questions in interview

- ask open-ended questions
- don't ask binary questions
- don't ask hypothetical questions
- don't ask leading questions
- don't ask questions that make them lie

⚠ user personas are group aggregated of users that have similar behaviors

⚠ How to make a user persona

- interview large # of users
- find a user behavior
- give it a real name
- give a description
- give background info

⚠ The purpose of user personas is to make it more convenient to talk about certain user behaviors that you're building for

⚠ data sources to consider

- internal feedback
- user test data
- online feedback
- analytics stats
- news
- market trends
- watching competitors