

Customer Discovery 101

Your problem statement:			
Your customers	Problems	Existing solutions	Ideas for your solution
Define your target market - Age, occupation, values, lifestyle	What are the top 3 problems your customer is facing?	What are the limitations of these solutions?	Why is your solution an improvement?

How do you know your customers?

The search for insight

- Start talking to people to understand the problem you want to solve
- Get rid of assumptions
- Observe and actively listen
- Develop empathy

Interviewing Tips

- Be an active listener
- Ask for history/context
- Ask follow-up questions
- Get specific and encourage story-sharing
- Note exact words instead of paraphrasing

Meaningful Questions

- Can you tell me about your experience with ____?
- Why do you buy this? What role does it serve in your life?
- What do you like about this experience? What problems do you have with this experience?
- If you could change anything about this, what would it be?
- Can you walk me through a typical day where this occurs?
- How do you currently solve this problem?
- Can you suggest someone else I should talk to that cares about this issue?

Empathy Mapping

Empathy is the capacity to understand or feel what another person is experiencing from their frame of reference

