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

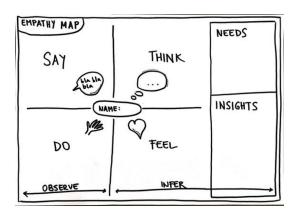
- Be an active listener
- Ask for history/context
- Ask follow-up questions
- Get specific and encourage story-sharing
- Note exact words instead of paraphrasing

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





"Get out of the building." - Steve Blank