# Customer Development

Introduction

- Customer development is a framework that is used to determine whether or not a product fulfills a need or needs of the customer.

- Customer development was devised by an entrepreneur called Steve Blank in the 1990s while he was writing his memoir having worked in Silicon Valley.

The Four Steps To The Epiphany

CUSTOMER DISCOVERY

CUSTOMER VALIDATION

CUSTOMER CREATION

CUSTOMER BUILDING

SEARCH

EXECUTION
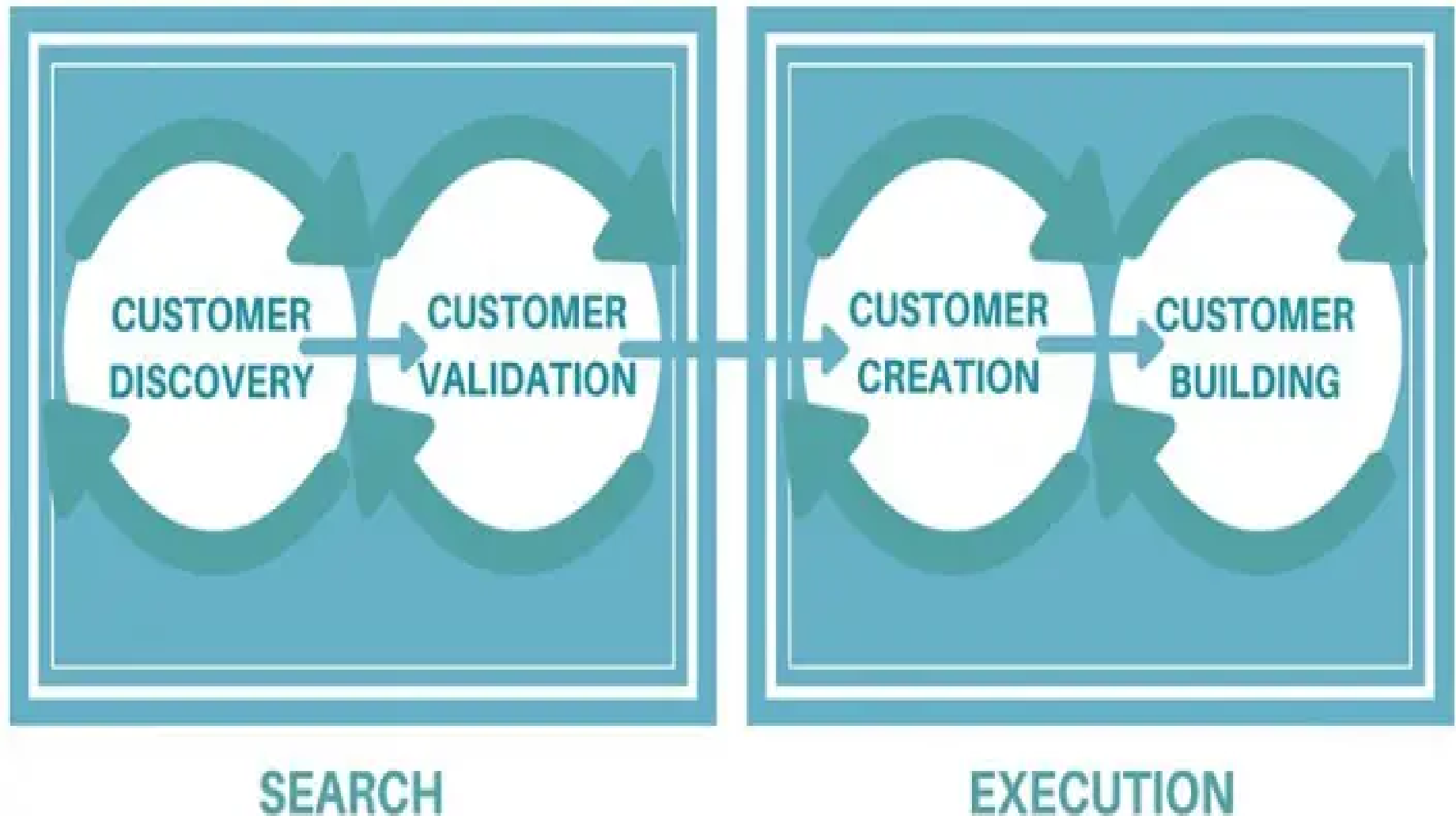
- Customer discovery – Understand customers and their needs that you may be able to satisfy.

- Customer validation – You have a product that will satisfy your customer's needs.

- Company creation – You determine whether your product will satisfy all the customers needs

- Company building – You can grow your organization in order to support the demand for your product.

Examples

- Dropbox

- Buffer