



CUSTOMER DISCOVERY

Introduction



- Customer Discovery is the first stage of The Customer Development Process pioneered by Steve Blank in the '90s.
- He started it after noticing countless start ups fail as a result of not understanding how customers think.
- It's a focused process that helps you analyze your assumptions about your business. It involves taking direct feedback from customers.

Definition



- Customer Discovery is a recursive process developed in order to understand the customers' needs, before full product development takes place.
- Both start ups and big and/or traditional companies use this strategy to build up new products, target new customers, enter a new market, and update or upgrade their business.



According to Steve Blank, “teams that build continuous customer discovery into their DNA become increasingly smart and adaptive to the ever-changing reality of the market.”

Process



Stating the hypothesis(es)



Testing the hypothesis(es)

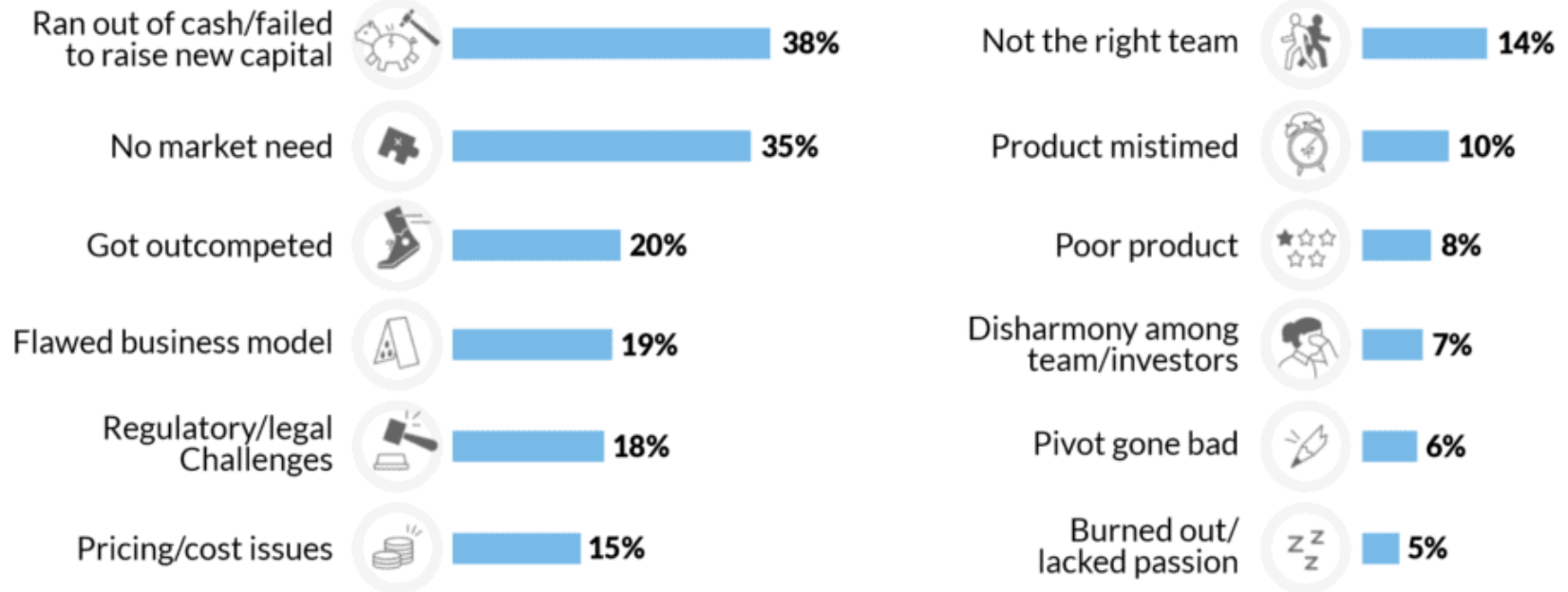


Testing the product concept



**Evaluating customer feedback and, thus,
determining the next steps**

TOP REASONS STARTUPS FAIL



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CB Insights to Many other tools have

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