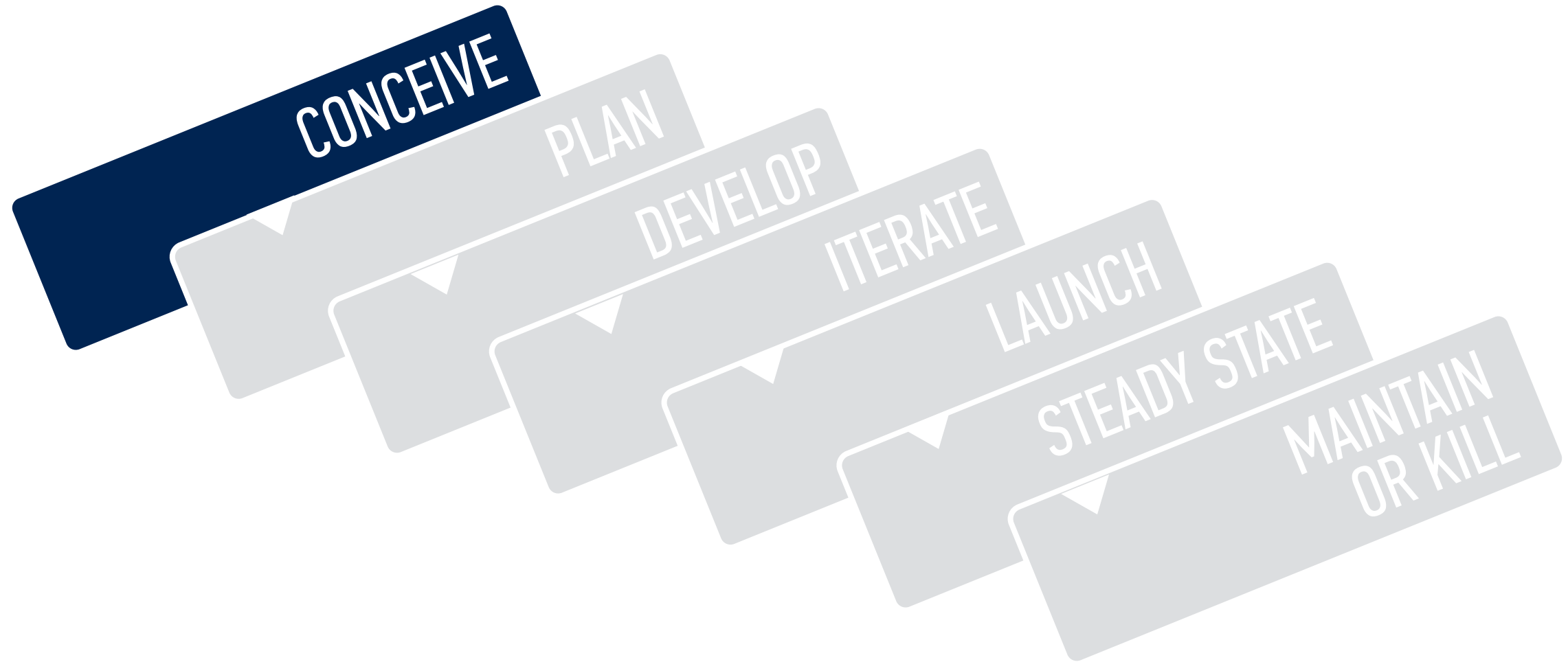


# CUSTOMER DEVELOPMENT

*Andy Acs*  
PDM 7 Instructor

# CUSTOMER DEVELOPMENT

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## **CUSTOMER DEVELOPMENT**

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# **LEARNING OBJECTIVES**

- Identify the target users for your company and different feature sets.
- Learn how to conduct effective customer interviews and site visits.
- Understand the user's needs and current ways of working.

**CUSTOMER DEVELOPMENT**

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# INTRODUCTION TO CUSTOMER DEVELOPMENT

**WHY DO COMPANIES FAIL?**

**WHY ARE FEATURES NOT SUCCESSFUL?**

# Customer Development

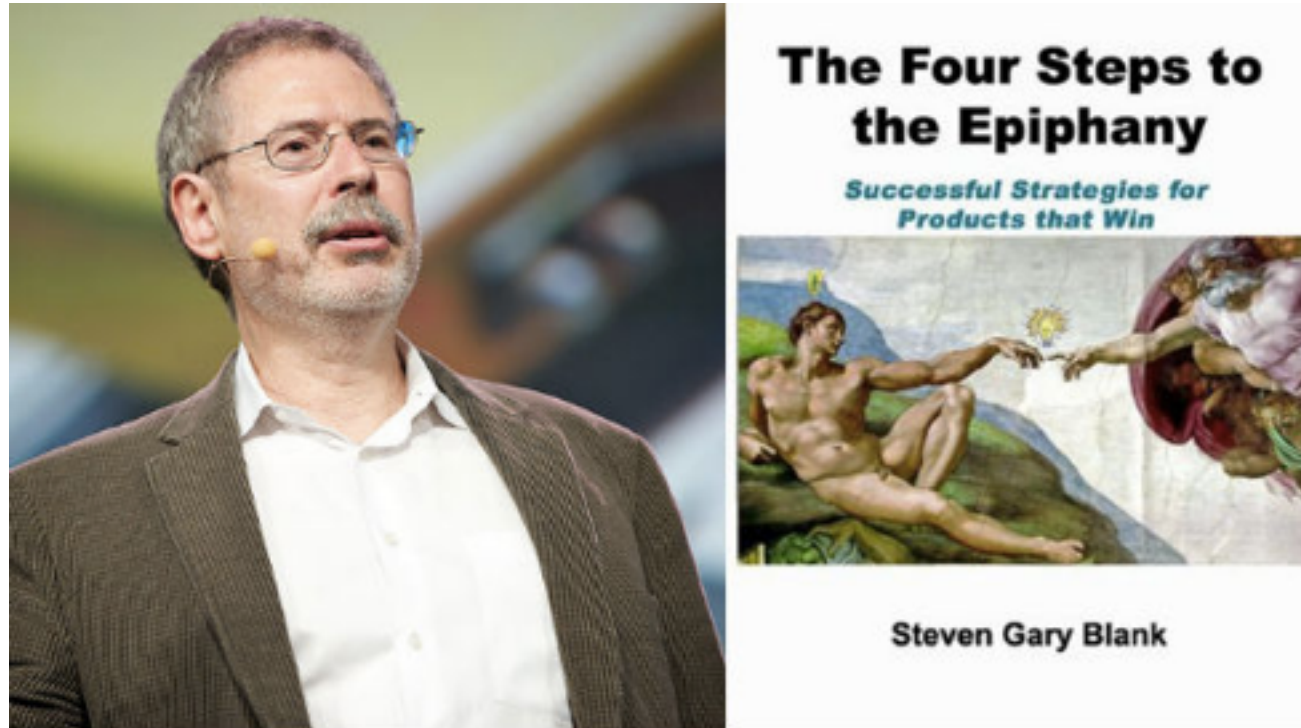
Frequent interactions and iterations with potential or prospective customers to build the best products.

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## INTRODUCTION TO CUSTOMER DEVELOPMENT

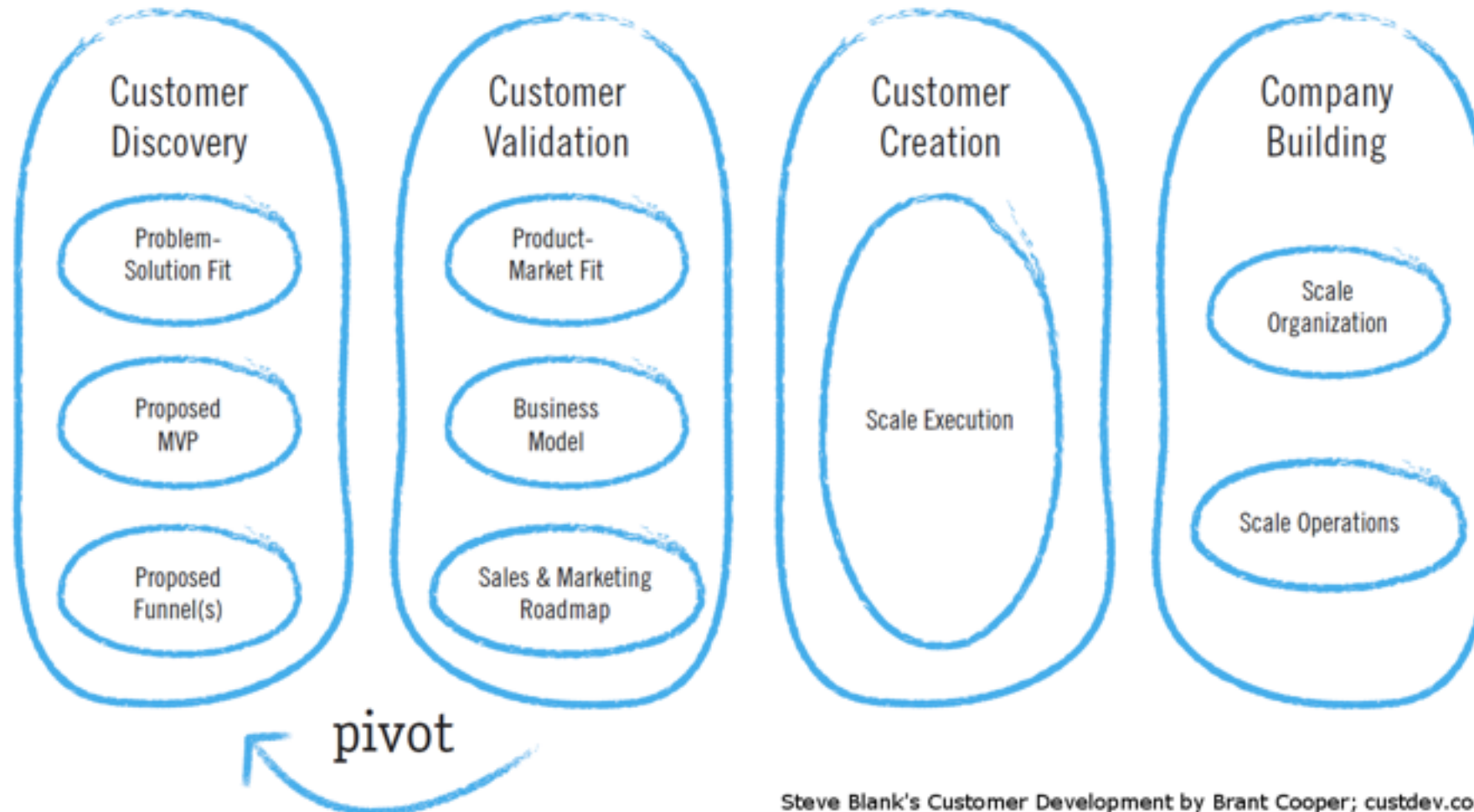
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# THE FOUR STEPS TO THE EPIPHANY



# INTRODUCTION TO CUSTOMER DEVELOPMENT

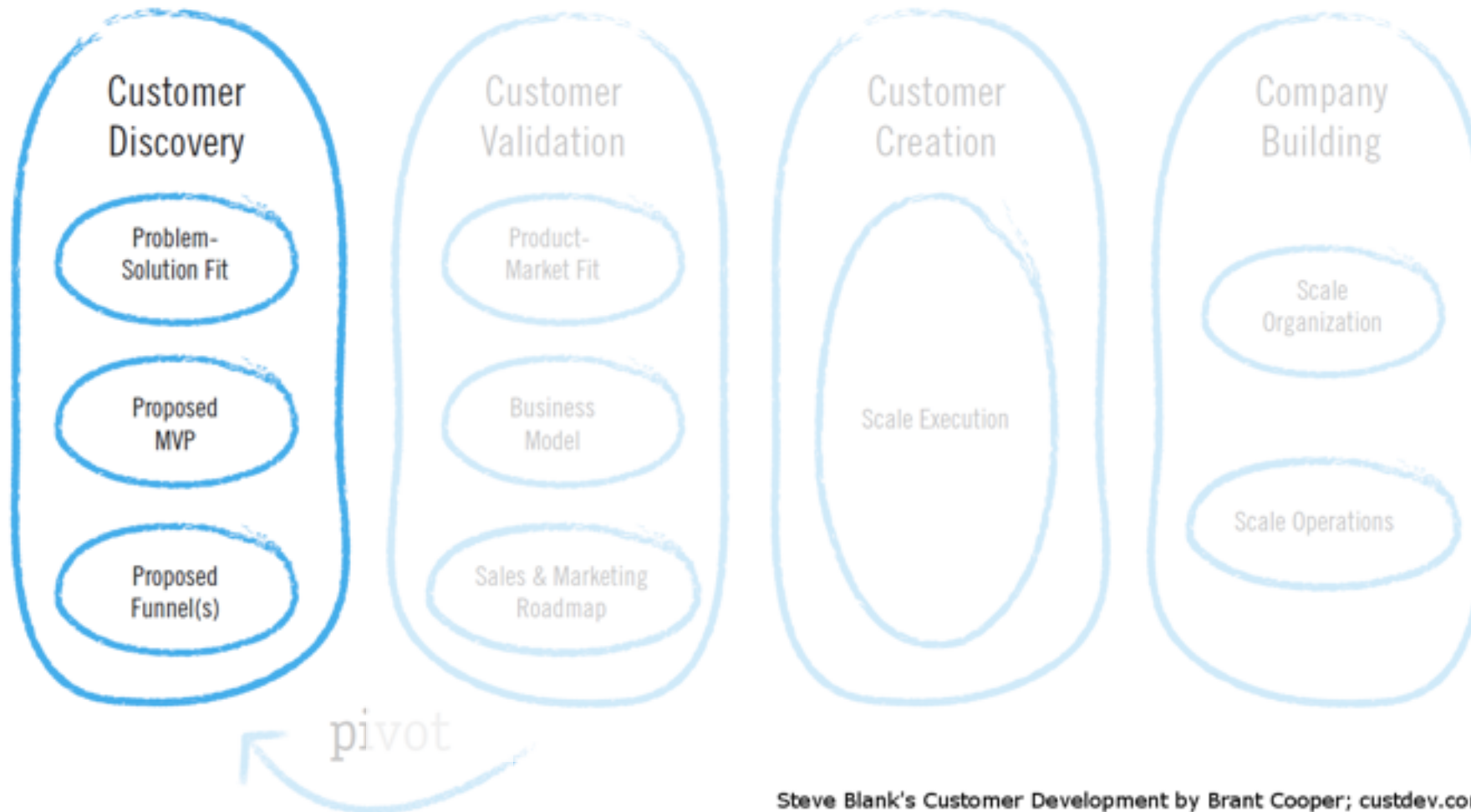
## Customer Development





# INTRODUCTION TO CUSTOMER DEVELOPMENT

## Customer Development



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**CUSTOMER DEVELOPMENT**

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# FINDING YOUR CUSTOMER

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**FINDING YOUR CUSTOMER**

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**WHY DO WE BUILD PRODUCTS?**

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## FINDING YOUR CUSTOMER

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**YOUR CUSTOMER IS  
SOMEONE WHO HAS THE PROBLEM  
YOU ARE SOLVING.**

# **GET OUT OF THE BUILDING**

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## FINDING YOUR CUSTOMER

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# WHERE DO I FIND MY CUSTOMERS?

Think about where your potential customer would experience the problem and go there.



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## **FINDING YOUR CUSTOMER**

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**WALK THROUGH AN EXAMPLE OF HOW TO FIND CUSTOMERS FOR A POPULAR PRODUCT.**

# ACTIVITY

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## EXERCISE

### KEY OBJECTIVE(S)

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Determine where you would find customers for two different products.

### TIMING

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- 5 min    1. In pairs, come up with a customer who could potentially be a user for the two products to the right.
- 10 min    2. For each customer, come up with three different (specific) places you would look for the customer.

### DELIVERABLE

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One customer for each product and two different places to look for that customer.



**A PHOTO SHARING  
APP FOR NEW  
PARENTS.**



**A GROCERY  
SHOPPING LIST OF  
ITEMS THAT ARE ON  
SALE NEAR HOME.**



**CUSTOMER DEVELOPMENT**

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# INTERVIEWING USERS

## INTERVIEWING USERS

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**CUSTOMER VS USER**

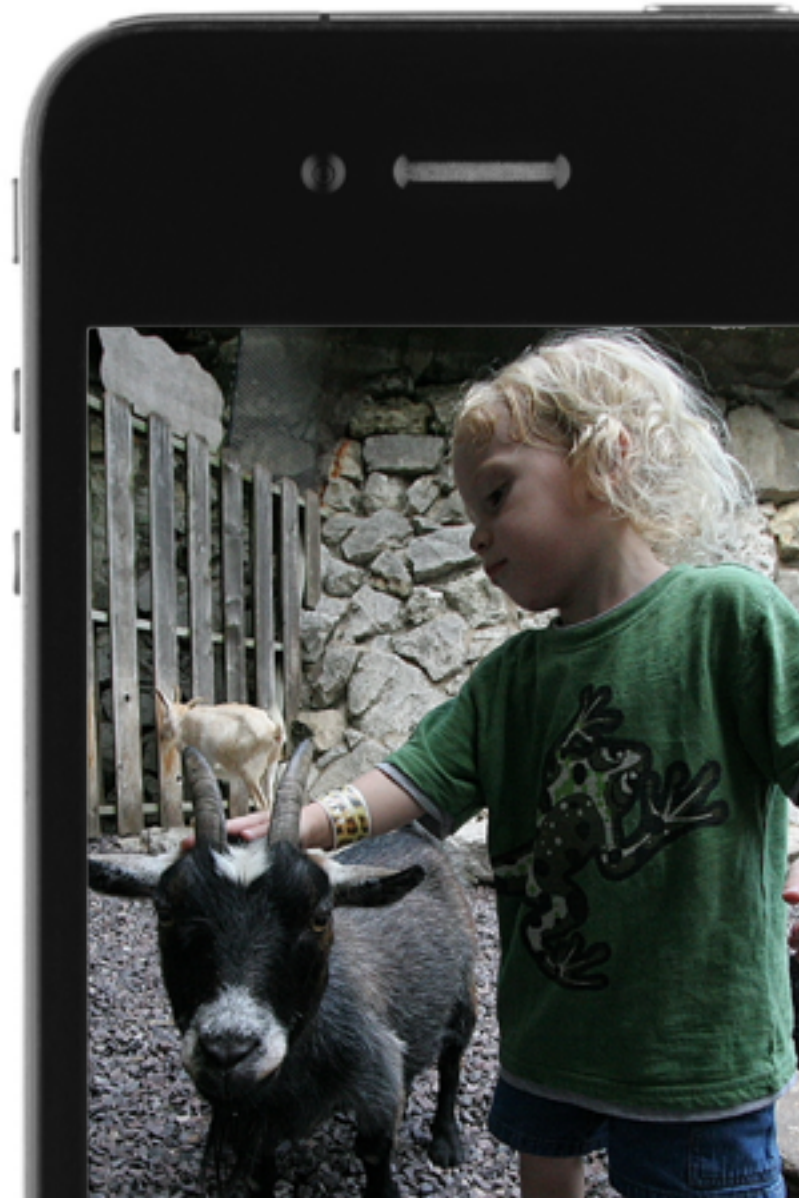
**WHY IS IT  
IMPORTANT TO  
UNDERSTAND YOUR  
USERS?**

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**INTERVIEWING USERS**

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# **PHOTO SHARING APP FOR NEW PARENTS**

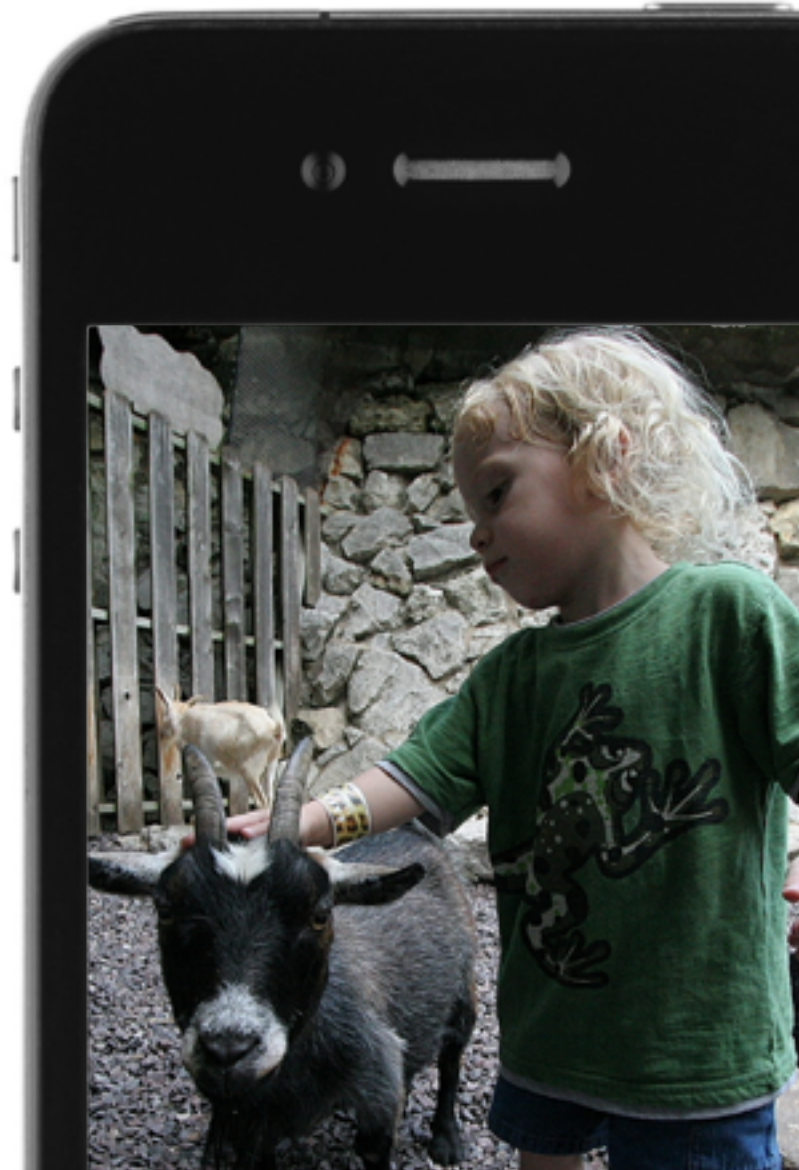


## INTERVIEWING USERS

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# PHOTO SHARING APP FOR NEW PARENTS

- Who are my users?
- What are their habits?
- Where are they accessing from?
- When do they need your product?
- Why do customers need your product?
- How do they access your product?



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# INTERVIEWING USERS

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## WHO ARE MY USERS?

Are they businesses? Consumers?

Parents? Siblings? Friends?

Demographics?

## WHAT ARE THEIR HABITS?

Are they already sharing photos  
on social media?

Do they create content or just  
share?

## WHERE ARE THEY ACCESSING FROM?

Mobile or Desktop?

Where do they spend time?

## WHEN DO THEY NEED YOUR PRODUCT?

Is it a time of day?

During a big moment in their  
child's life?

## WHY DO THEY NEED YOUR PRODUCT?

Do other products not meet those  
needs?

Do other products exist to fit  
their needs?

## HOW DO THEY ACCESS YOUR PRODUCT?

One time download?

Web App? iPhone app?

**NOT ALL  
QUESTIONS ARE  
CREATED EQUAL**

**ARE YOU A DOCTOR?**

**CLOSED QUESTION**

**WHAT DO YOU DO PROFESSIONALLY?**

**OPEN QUESTION**



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**FINDING YOUR CUSTOMER**

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**DEMONSTRATE TO STUDENTS HOW TO INTERVIEW  
SOMEONE EFFECTIVELY.**

# ACTIVITY



## KEY OBJECTIVE(S)

Learn to interview users effectively.

## TIMING

- |        |  |
|--------|--|
| 5 min  | 1. In pairs, each of you will choose one of the apps on the right.                               |
| 10 min | 2. Brainstorm together what information you need and what questions you will ask to discover it. |
| 15 min | 3. Interview each other about your respective apps.  |

## DELIVERABLE

Interview questions and answers.



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**CUSTOMER DEVELOPMENT**

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# **HOMEWORK**

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## **CUSTOMER DEVELOPMENT**

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### **IDENTIFY YOUR TARGET CUSTOMER**

Explain at a high level who your target customer would be for your product.

### **IDENTIFY WHERE TO FIND YOUR TARGET CUSTOMER**

List three places you would visit (online or in person) to find your target customers and interview them.

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## **CUSTOMER DEVELOPMENT**

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# **CUSTOMER INTERVIEW QUESTIONS**

Write out your customer interview questions.

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## **CUSTOMER DEVELOPMENT**

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# **GET OUT OF THE BUILDING!**

Interview 10 users using your questions and write your findings here.

## PRODUCT DEVELOPMENT LIFE CYCLE

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# Q&A

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**PRODUCT DEVELOPMENT LIFE CYCLE**

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# EXIT TICKETS

**[HTTP://GA.CO/PDMTICKET](http://ga.co/pdmticket)**



1. In what phase of customer development do you find target users?
  1. Customer Discovery - Answer
  2. Customer Validation
  3. Customer Creation
  4. Company Building
2. Which of the following is the best question for customer interviews?
  1. “Are you a student?”
  2. “Where do you work?” - Answer
  3. “Have you studied medicine?”
3. What is information do you want to discover about your users during interviews?
  1. Who they are
  2. Habits
  3. How they access the product
  4. Why they need the product
  5. All the Above - Answer