
FOR INSTRUCTOR PURPOSES ONLY

SUGGESTED TIMING

- 05 min: Answer questions from last class & Learning Goals
- 15 min: Product Life Cycle
- 20 min: Activity
- 30 min: The Product Development Cycle
- 20 min: Activity
- 20 min: Product Development Process
- 10 min: Q&A

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INSTRUCTOR TIPS

- Try to use an example from your own experience of taking a product through the product development life cycle and what you did at each stage to help explain
- In each stage of the life cycle, talk about the responsibilities of the PM
- Offer students a short break where you feel necessary

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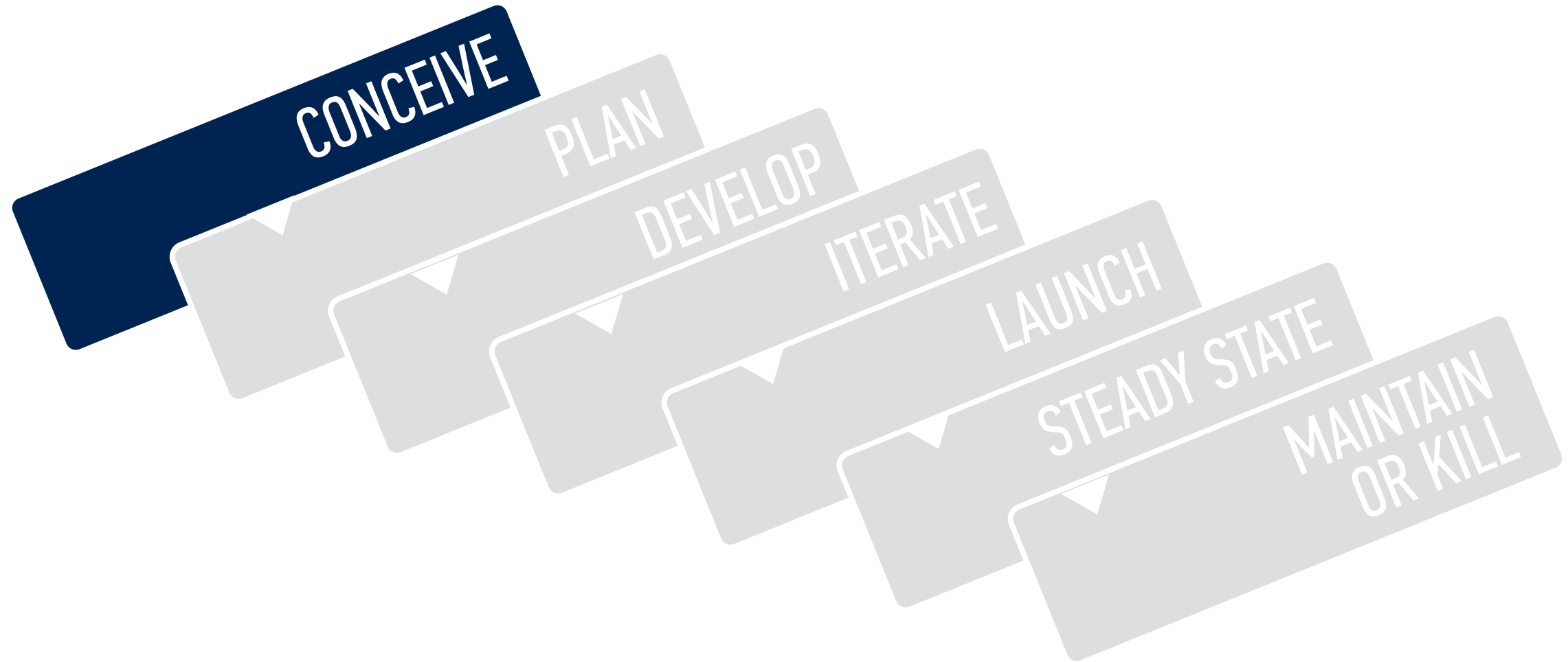
MATERIALS

- Post-its
- Sharpies
- White paper to hang up

CUSTOMER DEVELOPMENT

Insert Instructor Name
Title, Company

CUSTOMER DEVELOPMENT



CUSTOMER DEVELOPMENT

LEARNING OBJECTIVES

- Identify the target users for your company and different feature sets
- Conduct successful customer interviews by asking effective questions
- Understand the user's needs, behaviors, and current ways of working

CUSTOMER DEVELOPMENT

INTRODUCTION TO CUSTOMER DEVELOPMENT

WHY DO COMPANIES FAIL?

WHY ARE FEATURES NOT SUCCESSFUL?

INTRODUCTION TO CUSTOMER DEVELOPMENT

Customer Development

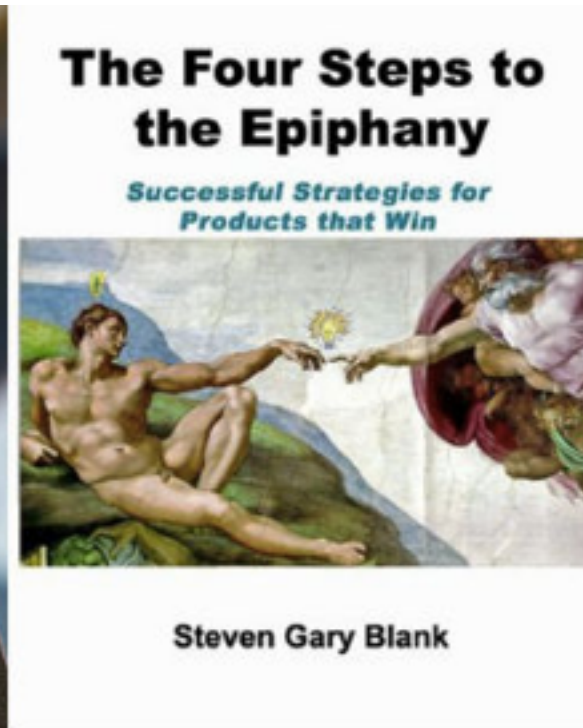
Frequent interactions
and iterations with
potential or
prospective
customers to build the
best products.

INTRODUCTION TO CUSTOMER DEVELOPMENT



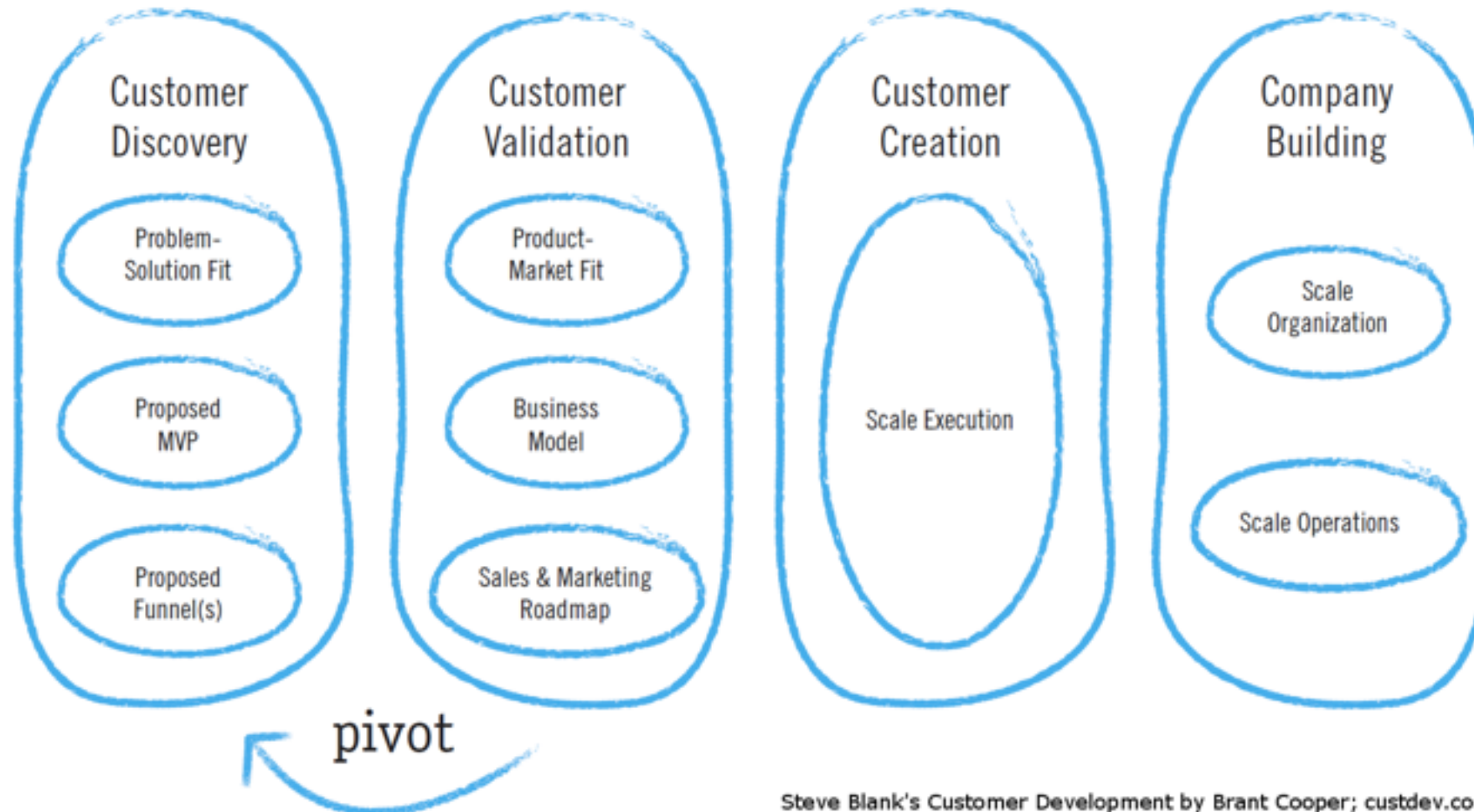
INTRODUCTION TO CUSTOMER DEVELOPMENT

THE FOUR STEPS TO THE EPIPHANY



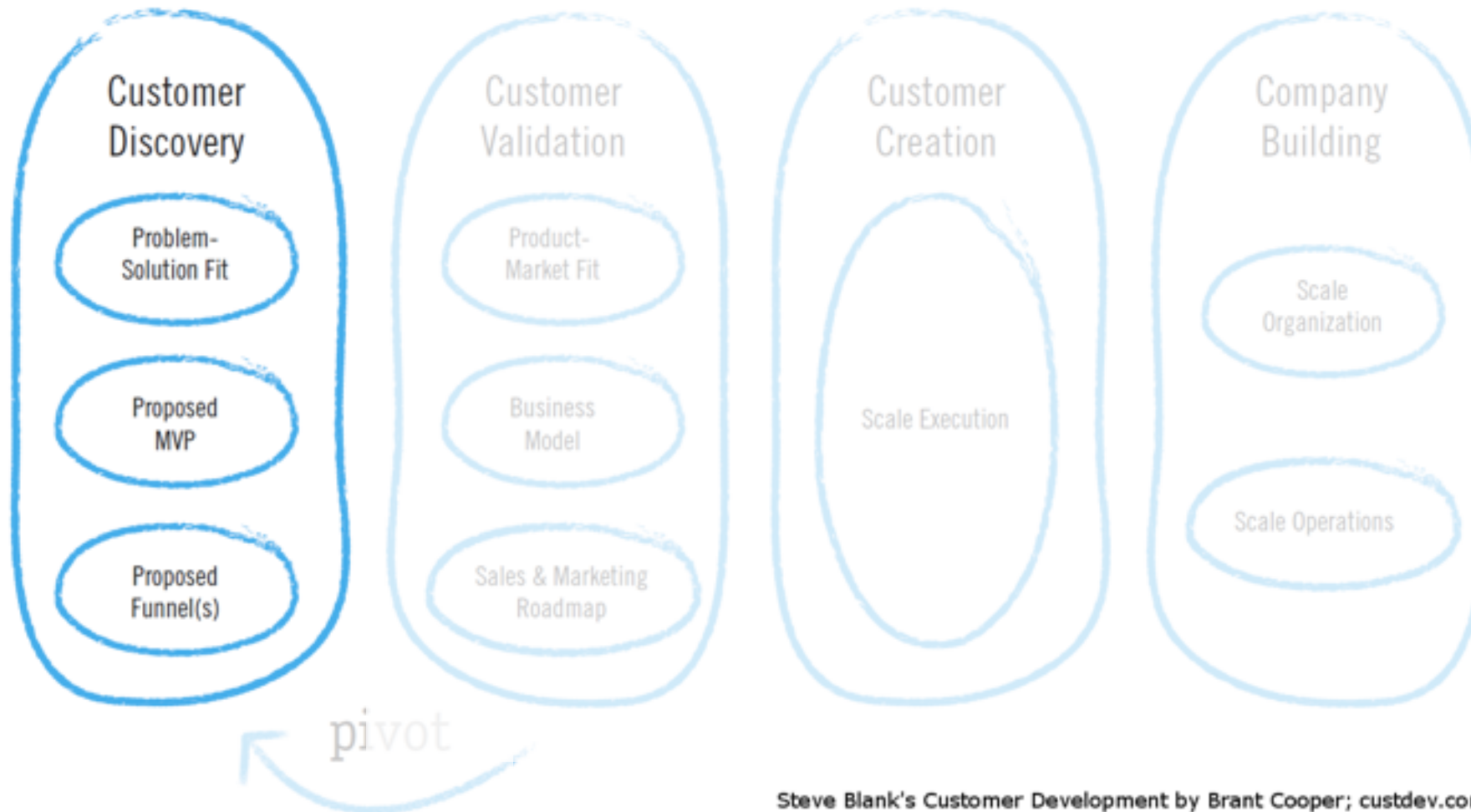
INTRODUCTION TO CUSTOMER DEVELOPMENT

Customer Development



INTRODUCTION TO CUSTOMER DEVELOPMENT

Customer Development



CUSTOMER DEVELOPMENT

FINDING YOUR CUSTOMER

FINDING YOUR CUSTOMER

WHY DO WE BUILD PRODUCTS?

FINDING YOUR CUSTOMER

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

FINDING YOUR CUSTOMER

**GET OUT OF THE
BUILDING**

FINDING YOUR CUSTOMER

WHERE DO I FIND MY CUSTOMERS?

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



FINDING YOUR CUSTOMER

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

ACTIVITY

EXERCISE

KEY OBJECTIVE(S)

Determine where you would find customers for two different products.

TIMING

- 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

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

INTERVIEWING USERS

INTERVIEWING USERS

CUSTOMER VS USER

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

INTERVIEWING USERS

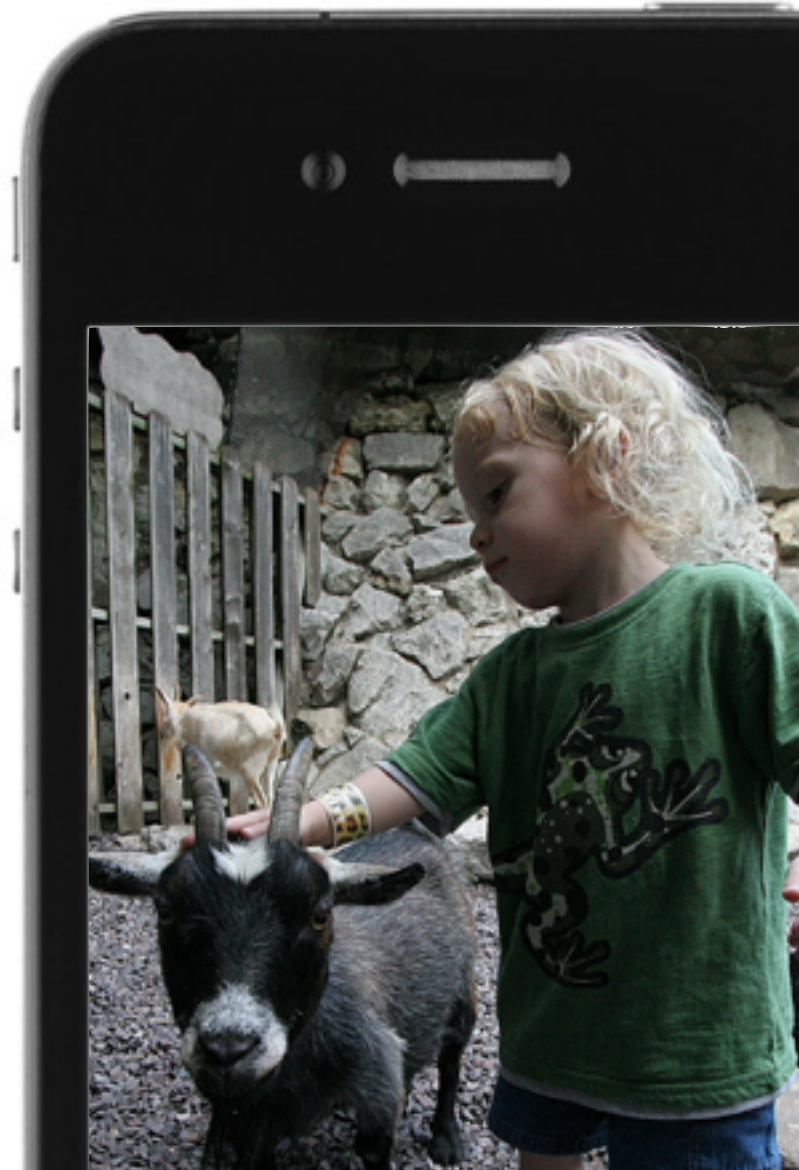
PHOTO SHARING APP FOR NEW PARENTS



INTERVIEWING USERS

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?



INTERVIEWING USERS

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**

INTERVIEWING USERS

ARE YOU A DOCTOR?

CLOSED QUESTION

WHAT DO YOU DO PROFESSIONALLY?

OPEN QUESTION

FINDING YOUR CUSTOMER

**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.



PRODUCT DEVELOPMENT LIFE CYCLE

Q&A