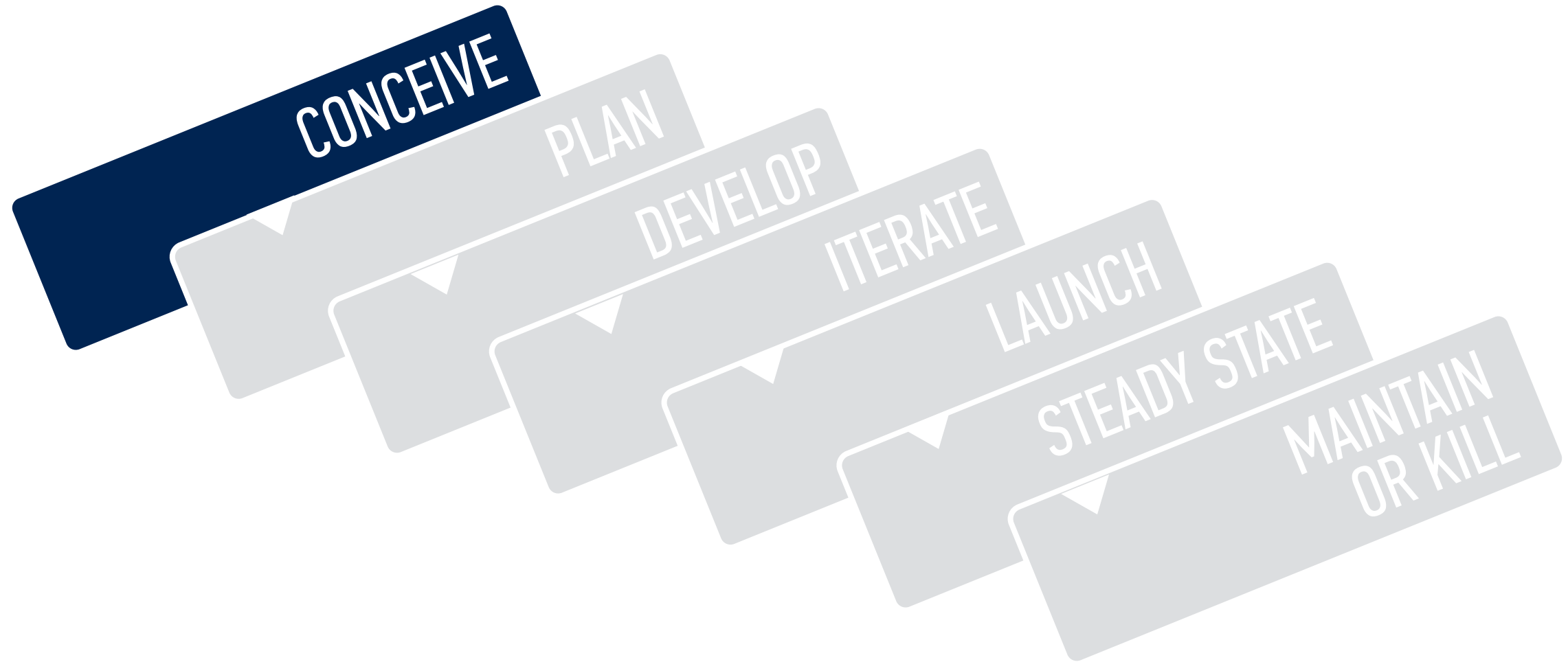


CUSTOMER DEVELOPMENT

David Miller
PDM 7 Instructor

CUSTOMER DEVELOPMENT



CUSTOMER DEVELOPMENT

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

INTRODUCTION TO CUSTOMER DEVELOPMENT

WHY DO COMPANIES FAIL?

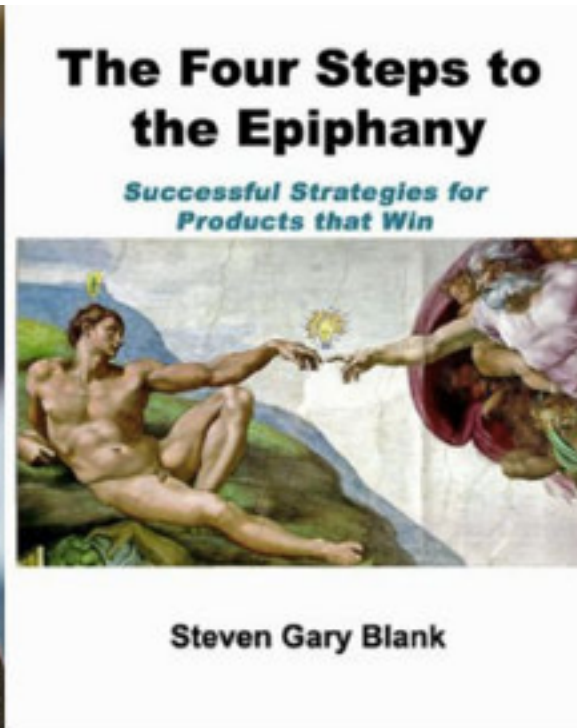
WHY ARE FEATURES NOT SUCCESSFUL?

Customer Development

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

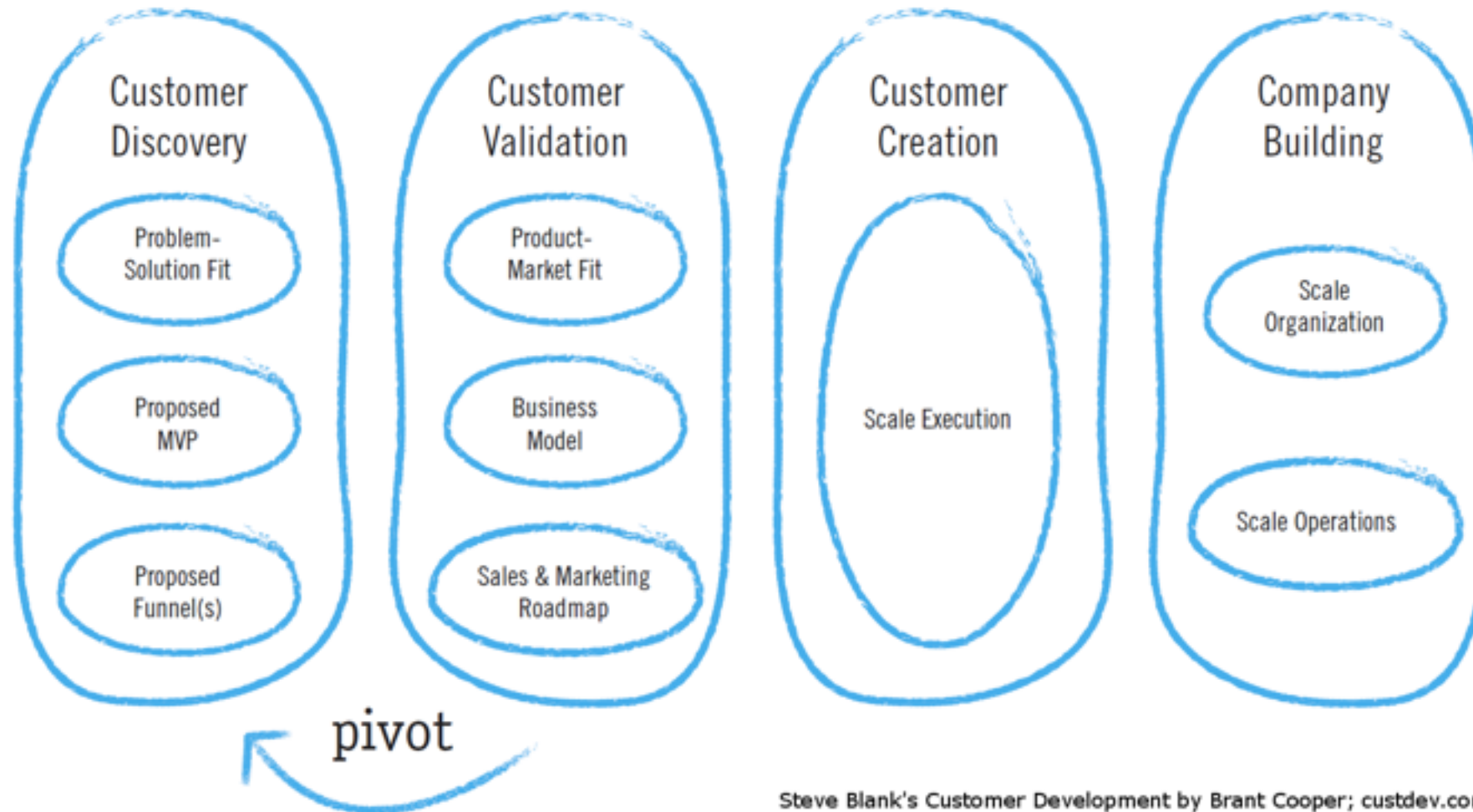
INTRODUCTION TO CUSTOMER DEVELOPMENT

THE FOUR STEPS TO THE EPIPHANY



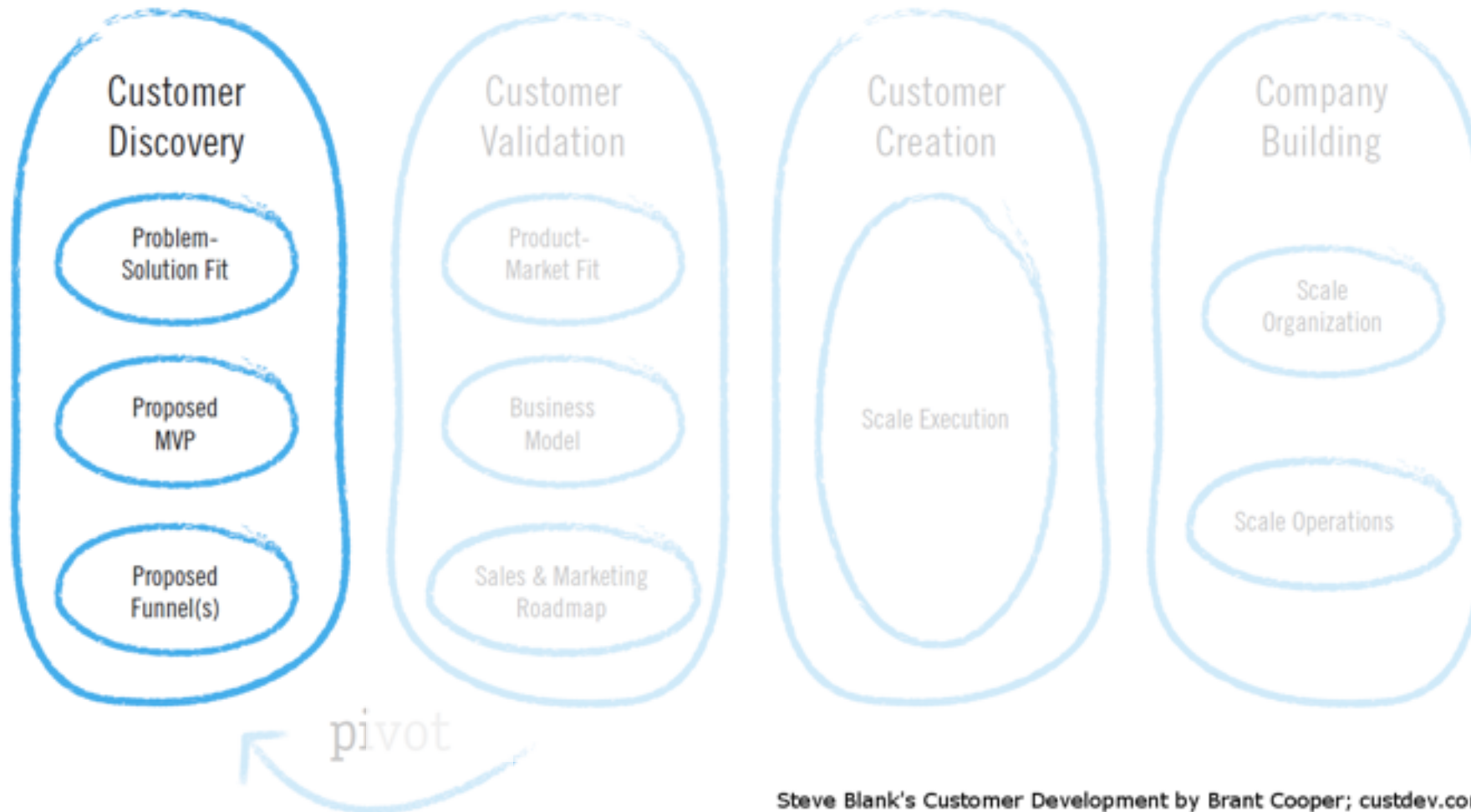
INTRODUCTION TO CUSTOMER DEVELOPMENT

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.**

**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

CUSTOMER VS USER

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

INTERVIEWING USERS

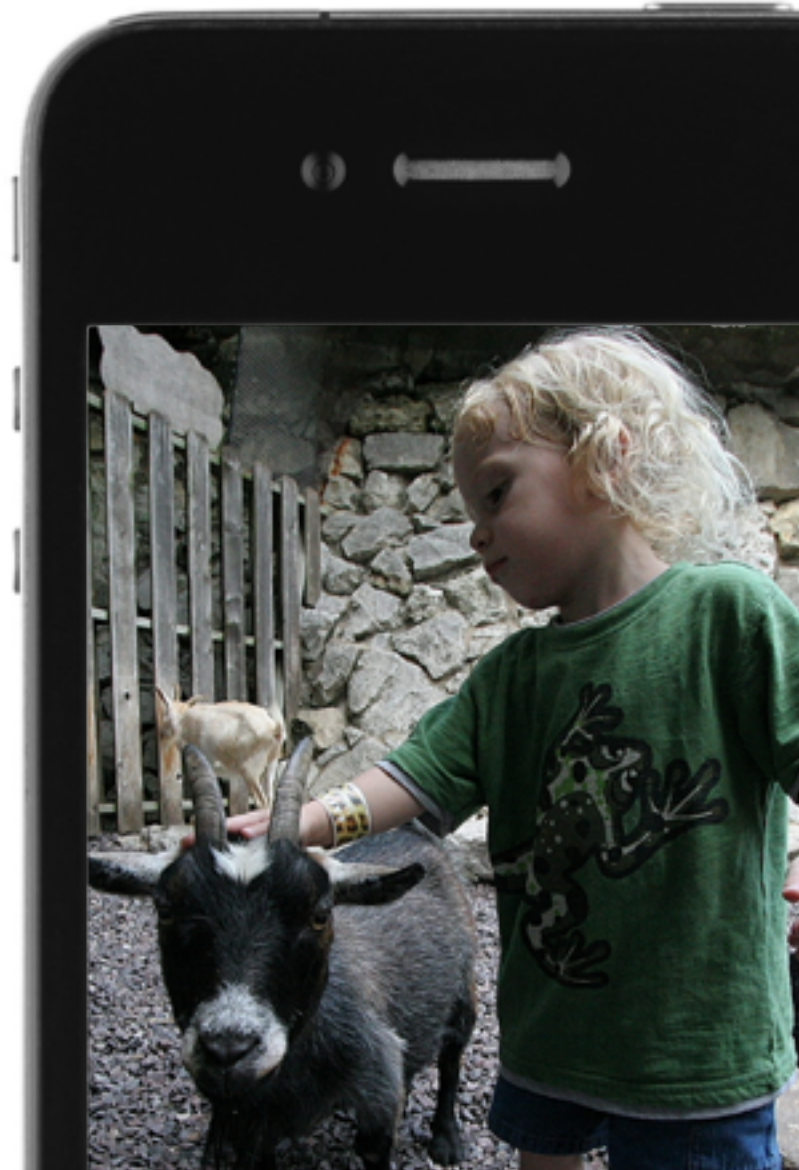
PHOTO SHARING APP FOR NEW PARENTS



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**

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.



CUSTOMER DEVELOPMENT

HOMEWORK

CUSTOMER DEVELOPMENT

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.

CUSTOMER DEVELOPMENT

CUSTOMER INTERVIEW QUESTIONS

Write out your customer interview questions.

CUSTOMER DEVELOPMENT

GET OUT OF THE BUILDING!

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

PRODUCT DEVELOPMENT LIFE CYCLE

Q&A

PRODUCT DEVELOPMENT LIFE CYCLE

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