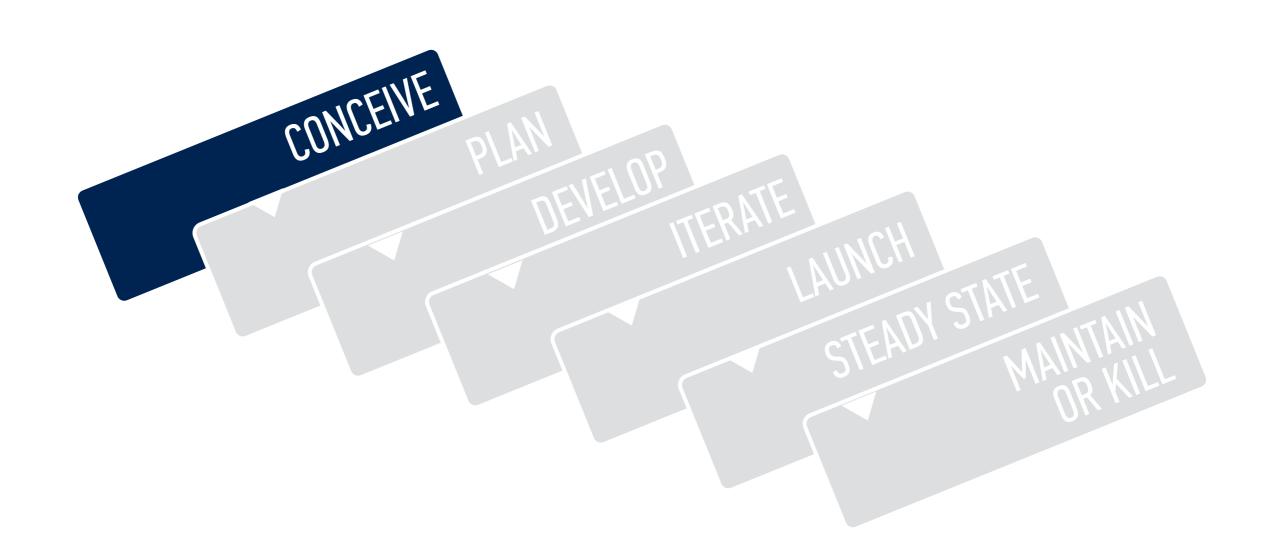


# CUSTOMER DEVELOPMENT

Andy Acs PDM8

#### **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

## TO CUSTOMER

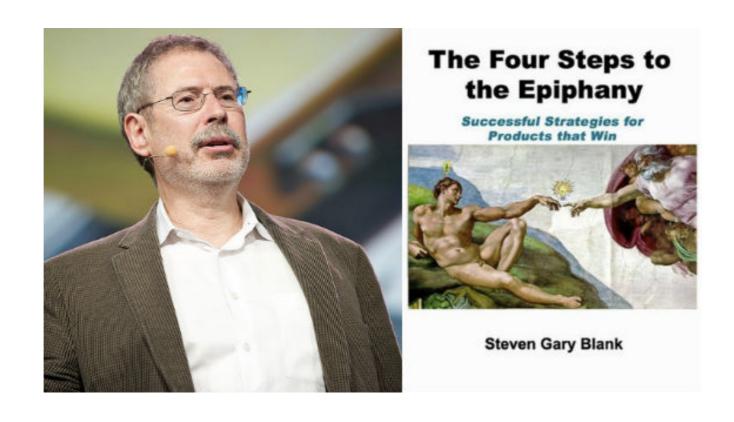
## WHY DO COMPANIES FAIL? WHY ARE FEATURES NOT SUCCESSFUL?

### Customer Development

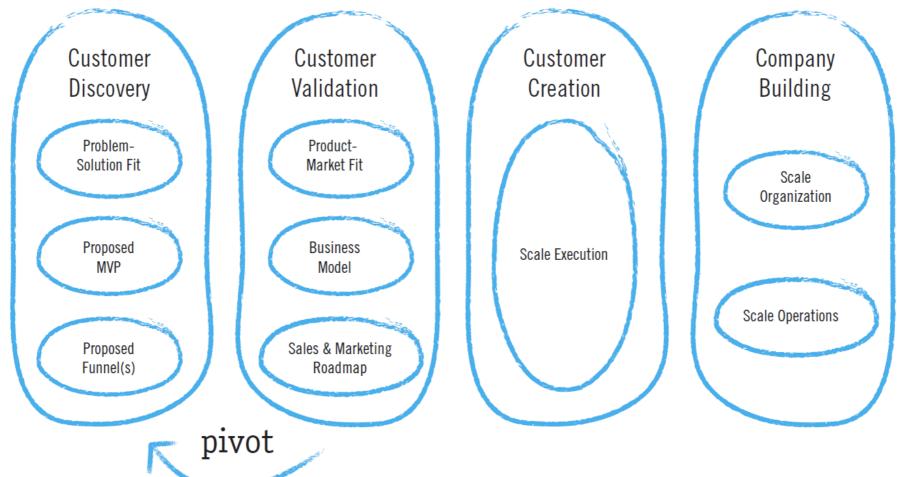
Frequent interactions and iterations with potential or prospective customers to build the best products.



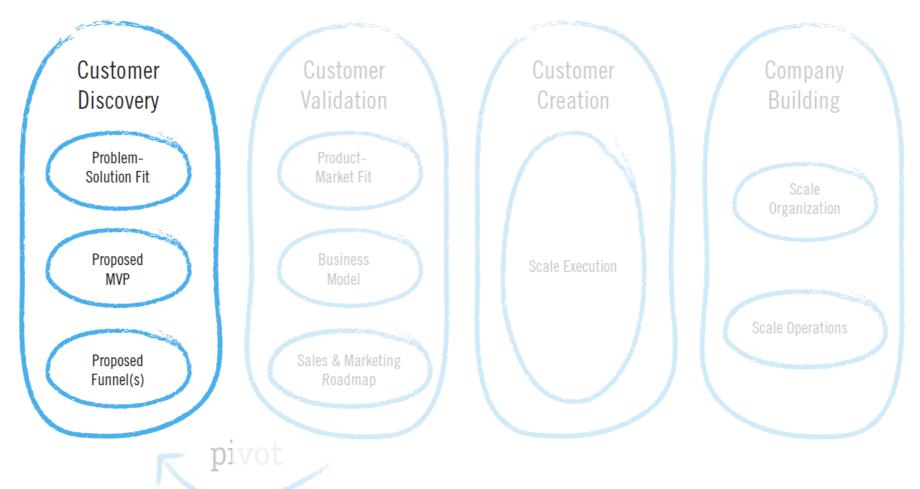
#### THE FOUR STEPS TO THE EPIPHANY



#### Customer Development



#### Customer Development



#### **CUSTOMER DEVELOPMENT**

# 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**



#### **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

## PHOTO SHARING APP FOR NEW PAREN



#### **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?

## NOTALL QUESTIONS ARE CREATED EQUAL

## ARE YOU A DOCTOR? CLOSED QUESTION

## WHAT DO YOU DO PROFESSIONALLY? OPEN QUESTION

#### **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.

REFERENCE APP FOR PUBLIC TRANSPORTATION.



#### **CUSTOMER DEVELOPMENT**

## HOMEWORK

#### PRODUCT DEVELOPMENT LIFE CYCLE

- 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