

# Unit 5: Customer Discovery— Talk to Real People

☰ Components	<div>Discussion Forum</div> <div>Reading</div> <div>Video</div> <div>Written Assignment</div>
≡ Duration	40 min
≡ Notes	The Mom Test, conduct 3 customer interviews. Interview notes (200+ words each) + summary reflection (300+ words)
☑ SOU Evidence	☑
🕒 Section	Module 4
⚙ Status	Not Started
≡ Subsection	Validation