

Unit 5: Customer Discovery—Talk to Real People

≡ Components	Discussion Forum Reading Video Written Assignment
≡ 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