Key differences in customer development

Covered in this lecture:

Taught by:

How to approach customer development depending on the stage you are in

► Customer development evolves throughout the life cycle of the product

► We use the same guiding principles for customer development, but the difference is in the type of information you need to gather

● **Pre-product**

   - potential customers
   - they don't know you
   - harder to reach
   - focus on pain points and validation

● **Post-product**

   - existing customers
   - they know you
   - easier to reach
   - focus on satisfaction, usability, pain points

See you next lecture!