

What is customer development?



LECTURE
SUMMARY

Covered in this lecture:

Explaining the customer
development cycle

Taught by:



- ▶ Customer development is one of the most important tools that a PM uses to find out if they're building the right thing
- ▶ Customer development is the practice of establishing a continuous and iterative communication line with your customer, so that you can come up with ideas, hypotheses, try them out, get feedback, and adapt your product accordingly
- Customer development is a framework developed by Steve Blank

In this framework, there are 4 steps in the product lifecycle: Discovery, Validation, Creation, and Building

- We're focusing on the customer interviews
Customer interviews help you understand the reasons why customers buy or don't buy your product

► The customer development cycle:

● **1. Validation**

- in this phase, you use customer interviews to figure out if your product is needed and if it solves a real problem

● **2. Development of the first version**

- in this phase, you use customer interviews to figure out what features you should build

● **3. Iteration**

- in this phase, you are improving the product
- you use customer interviews to figure out if they are enjoying the product, who is getting the most out of it, what you are missing, what new features it might need

- Product managers use customer development as a tool for
- risk mitigation
 - opportunity recognition

See you next lecture!