## **Customer Development for Product Managers**

with Jay Clouse



## **Example: Analyzing Survey Results**

1. How proud are you of the progress you made on your project?

0 1 2 3 4 5 6 7 8 9 10

Not at all proud Neutral Extremely proud

N = 45

6 selected "8" // 13% 24 selected "9" // 54% 15 selected "10" // 33%

Avg = 9.2

2. How important were the weekly group calls to your progress?

0 1 2 3 4 5 6 7 8 9 10

Not at all important Neutral Extremely important

N = 45

3 selected "8" // 7% 30 selected "9" // 66% 12selected "10" // 27%

Avg = 9.2

3. How important were the weekly one-on-one calls to your progress?

0 1 2 3 4 5 6 7 8 9 10

Not at all important Neutral Extremely important

N = 45

27 selected "9" // 60% 18 selected "10" // 40%

Avg = 9.4

4. How important was using Slack to your progress?

0 1 2 3 4 5 6 7 8 9 10

Not at all important Neutral Extremely important

N = 45

3 selected "1" // 7%

3 selected "2" // 7%

9 selected "5" // 20%

18 selected "8" // 40%

12 selected "9" // 27%

Avg = 6.8

5.	5. How confident did you feel using Slack?											
	0	1	2	3	4	5	6	7	8	9	10	
	Not at	all confi	ident		Neutral				Extremely confident			
9 sele 6 sele 9 sele 12 se	ected "1 ected "2 ected "5 ected "8 lected "1	" // 7% " // 20% " // 13% " // 20% '9" // 27! 0" // 13!	%									
6.	. How close do you feel to the members of your group?											
	0	1	2	3	4	5	6	7	8	9	10	
	Not at all close Neutral								Extremely close			
9 sele 21 se	ected "5 ected "8 lected " ected "1	" // 13% " // 20% '9" // 47! 0" // 20!	%									
7.	7. How likely are you to recommend Unreal Collective to a friend or colleague?											
	0	1	2	3	4	5	6	7	8	9	10	
	Not at all likely				Neutral				Extremely likely			
3 sele 24 se	ected "6 ected "8 lected "											

Avg = 9.1