

***Lean Customer Development Build Products Your Customers Need
Cindy Alvarez***

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E-Book Review and Description: Full summary of Cindy Alvarez's book: "Lean Customer Development: Building Products Your Customers Will Buy" This summary of ideas from Cindy Alvarez's book "Lean Customer Development: Building Products Your Customers Will Buy" demonstrates how typical firms develop a model new product after which seek for strategies to market it.

Download Summary : Lean Customer Development - Cindy ...

Customer development doesn't replace product development. You are building your customer base

while you're building a product or service that solves their specific problems. Customer development informs product management, which then decides what to build and how to prioritize features. You have to work to disprove your assumptions.

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Customer development is the opposite of the “if we build it, they will come” product development-centered strategy, which is full of risks and can ultimately be the downfall of a company. The customer development method was created by serial entrepreneur-turned-educator Steve Blank, father of the lean startup movement.

Customer development - Wikipedia

Customer Development – a process for testing those hypotheses outside the building; Agile Engineering – to rapidly build minimal viable products to test product/market fit. These tools tell you how to rapidly find product/market fit inside a market, and how to pivot when your hypotheses are incorrect.

Steve Blank Customer Development

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