ENGG 683 – Customer Discovery

Dr. Ghada Nafie

Schulich School of Engineering

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Good Primary Market Research

- Develop a structured process

- Follow the process!

- Avoid confirmation bias

- Avoid selection bias

- Avoid asking friends and family

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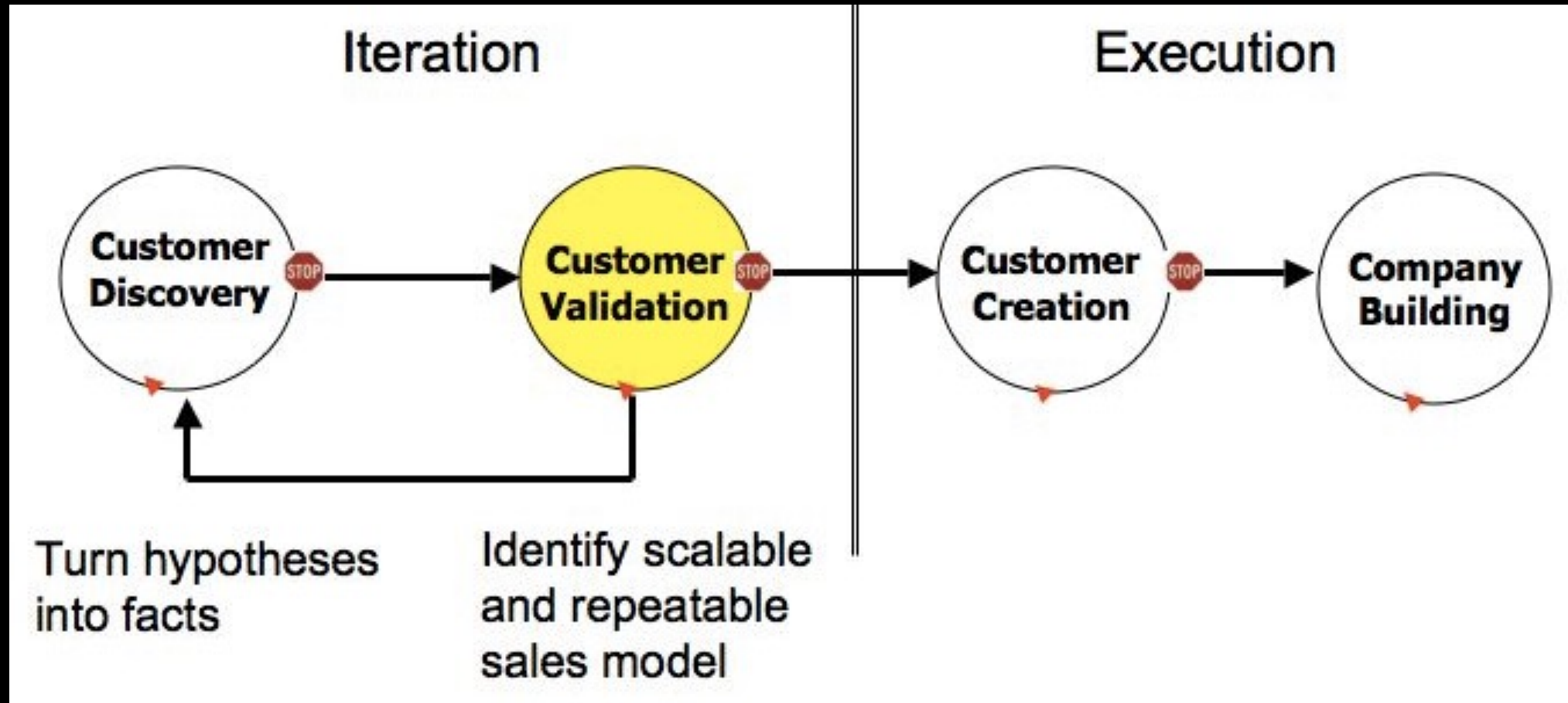
Develop a plan

1. Write out the goals and objectives of the research
2. Define recruitment criteria for the people you will interview
3. Develop a list of questions
4. Develop a supporting source of content
5. Recruit
6. Run this research program
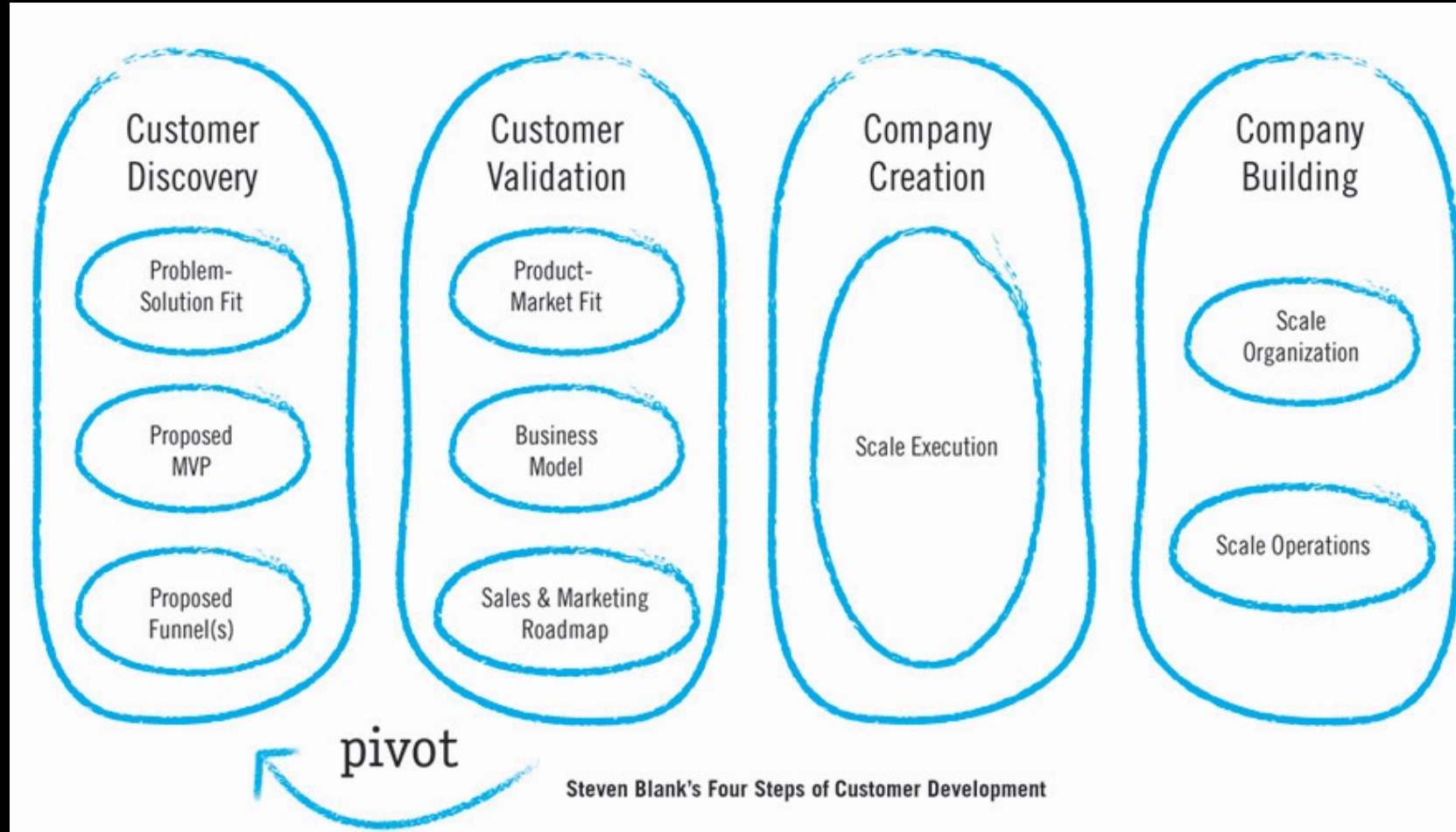7. Analyze the results and plan next steps

        * Sourced from Elaine Chen's Primary Market Research Primer Guide

Adoption Life Cycle
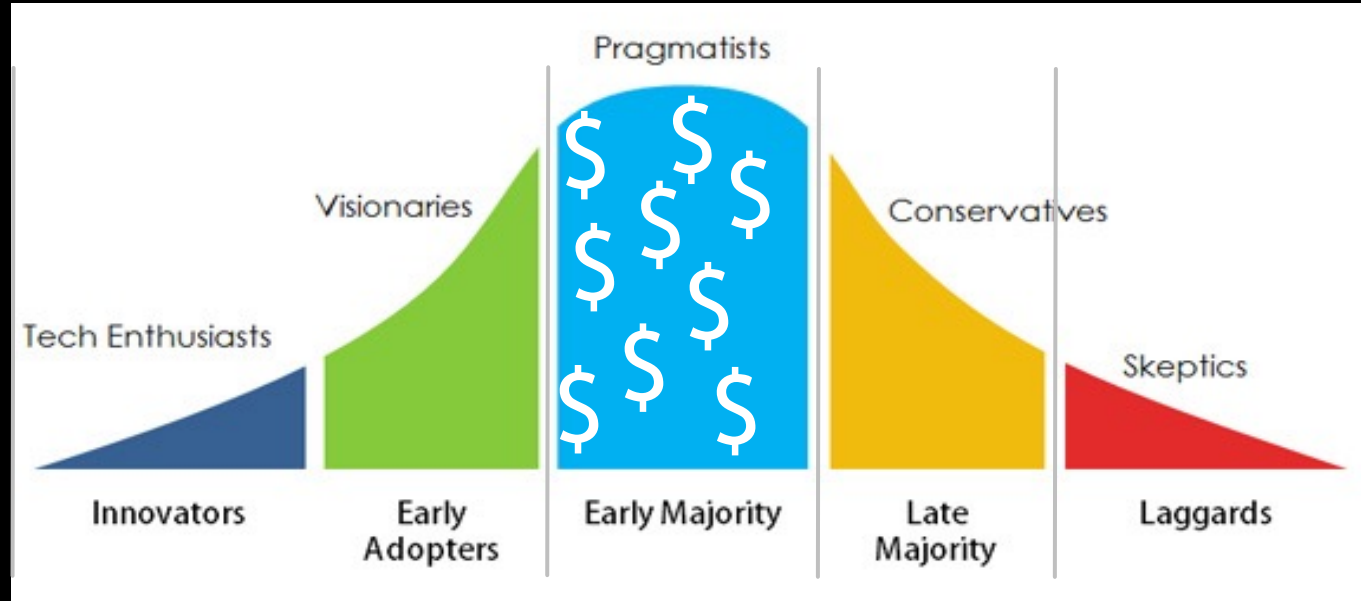
	Innovators	Early Majority	Late Majority	Laggards
Know They Have A Problem	✓	✓	✗	✗ ✗ ✗
Actively Trying to Solve It	✓	✗	✗	✗ ✗ ✗

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Customer Development

Iteration · Execution

Customer Discovery → Customer Validation → Customer Creation → Company Building

Turn hypotheses into facts

Identify scalable and repeatable sales model

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Customer Development

Steven Blank's Four Steps of Customer Development

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Profile the Persona

Create a profile for the person you're designing for to gain understanding of the persona's needs/desires as they use your product/service.

The more you understand the Persona's needs, motivation and behaviors, the more you will be successful at making a valuable product.

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Building the Persona Profile

- Persona Name & Picture
- Demographic details
- Needs and pain points
- Personal and professional priorities
- How will you create value for this persona?

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Example – Distilled Water Filtration System at UCalgary

Team has an idea for the DI water system that uses environmentally friendly nanomaterials and will save lots of money in chemicals used. Attractive solution and a large market.

Primary market research   ➤   who is the actual *End User*

Customer interviews   ➤   clear picture of who exactly is the specific end user

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Name Simon Rockwell

Title Facilities Manager
Age 40 years old
Family Spouse, 2 kids
Education Service Technician Diploma

Personal and Professional Priorities

Spend time with the family without many service calls

Rank high in performance reviews

Reliability, cost add on then green solution

Needs and Pain points

Replaces the material too often

His department uses most of its budget in the chemicals

Always stressed about performance

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ACTIVITY – Breakout rooms

Persona Profile

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THANKS!