

Talking about from Customer Problem Fit to MVP of Startup process

- Vietnam Web Summit 2018 -

Tomohide Kakeya CEO & Founder of Scuti Co., Ltd.

STARTUP

LEAN STARTUP

Question:

Do you know
the customer?

Question:

Do you know **the pain**
of the customer?

A black and white photograph showing multiple hands holding pens over what appear to be documents or presentation slides. The hands belong to different individuals, some wearing suits, suggesting a professional setting like a business meeting or a panel discussion. The focus is on the hands and the pens, with the background being slightly blurred.

This is the story of our
“not successful” startups

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Section 1

Introduciton

Who are you?



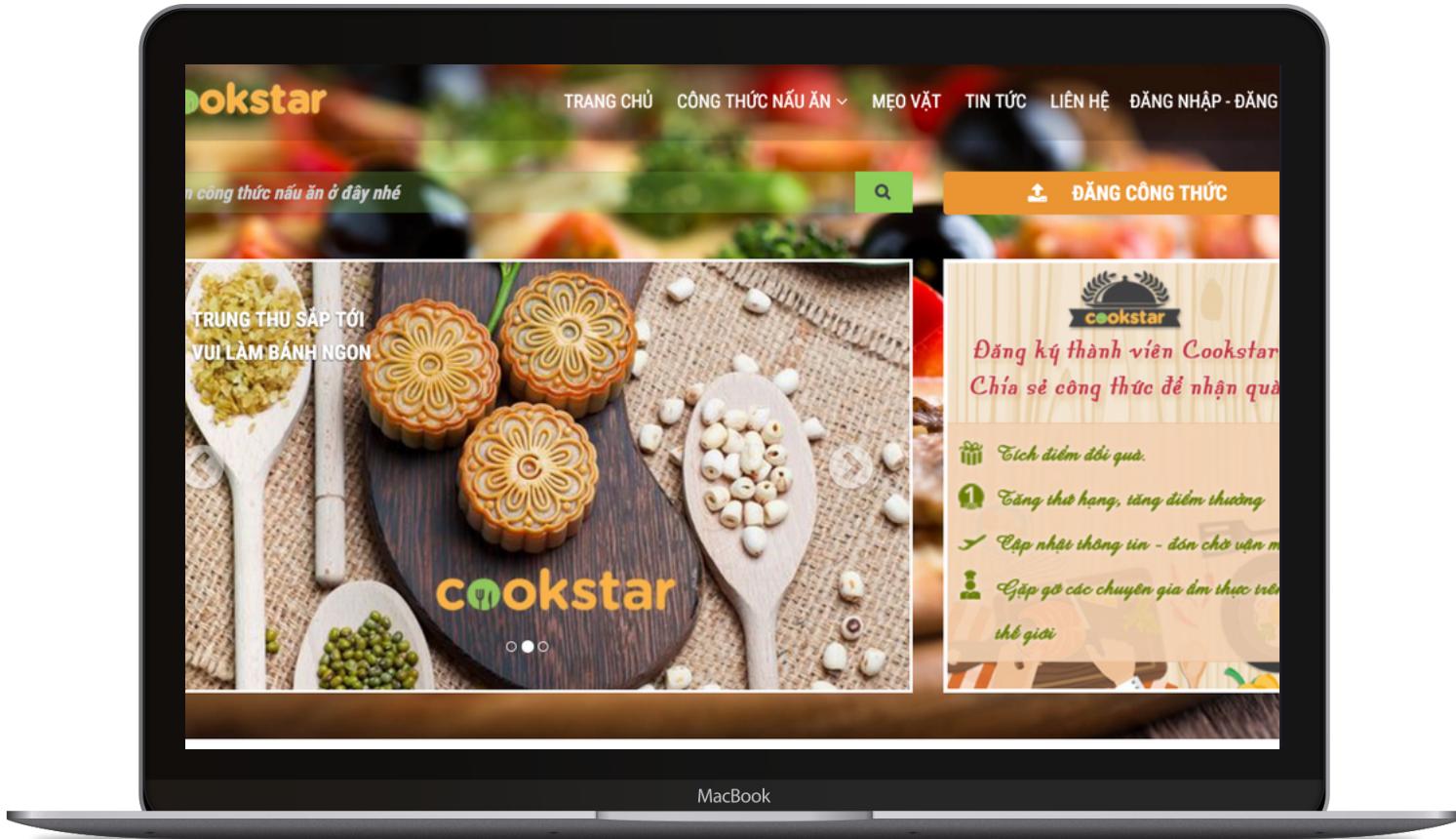
- **Tomohide Kakeya**
CEO & Founder of Scuti Co., Ltd.
- **An engineer**
Firmware in Assembler/C
Web apps (Ad tech) in LAMP
- **An entrepreneur**
2 products
Joined pitch, acceleration program

About Scuti



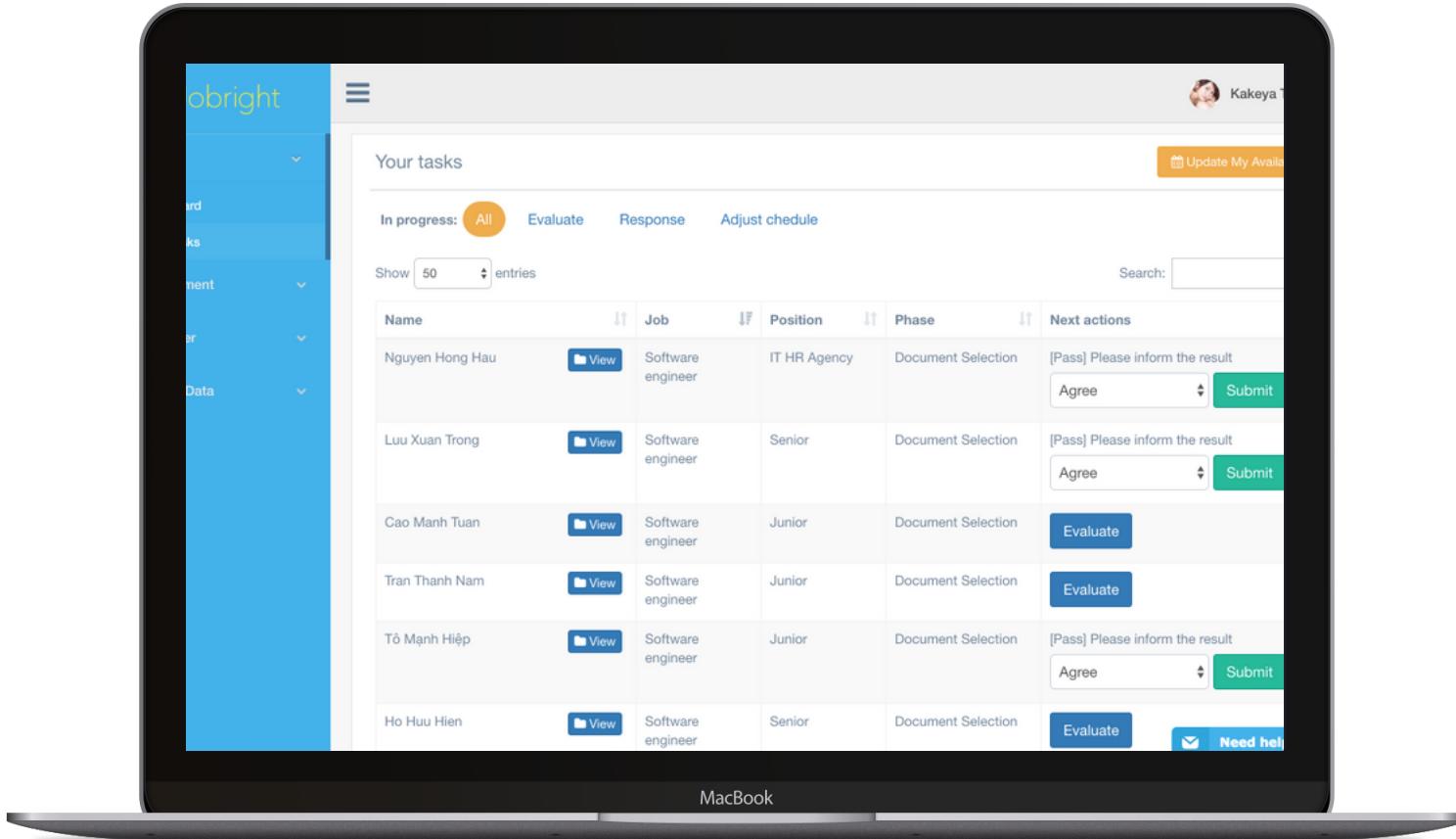
- Our products
Cookstar.asia / Jobright.asia
- Outsourcing
Mainly with Japanese companies
- HR agency
Introduce Vietnamese engineers to
Japanese companies

Cookstar.asia



- Consumer-Generated Media to share the recipes of home cooking
- The number of recipes is top 3 or 4 in VN
- Stopped developing because we can't monetize

Jobright.asia



- Recruitment management system
- Stopped developing because we lost the money to develop

Improvements

- Started developing MVP from the beginning and didn't review
- Spent too long period to develop the initial version
- Just believed there should be the needs

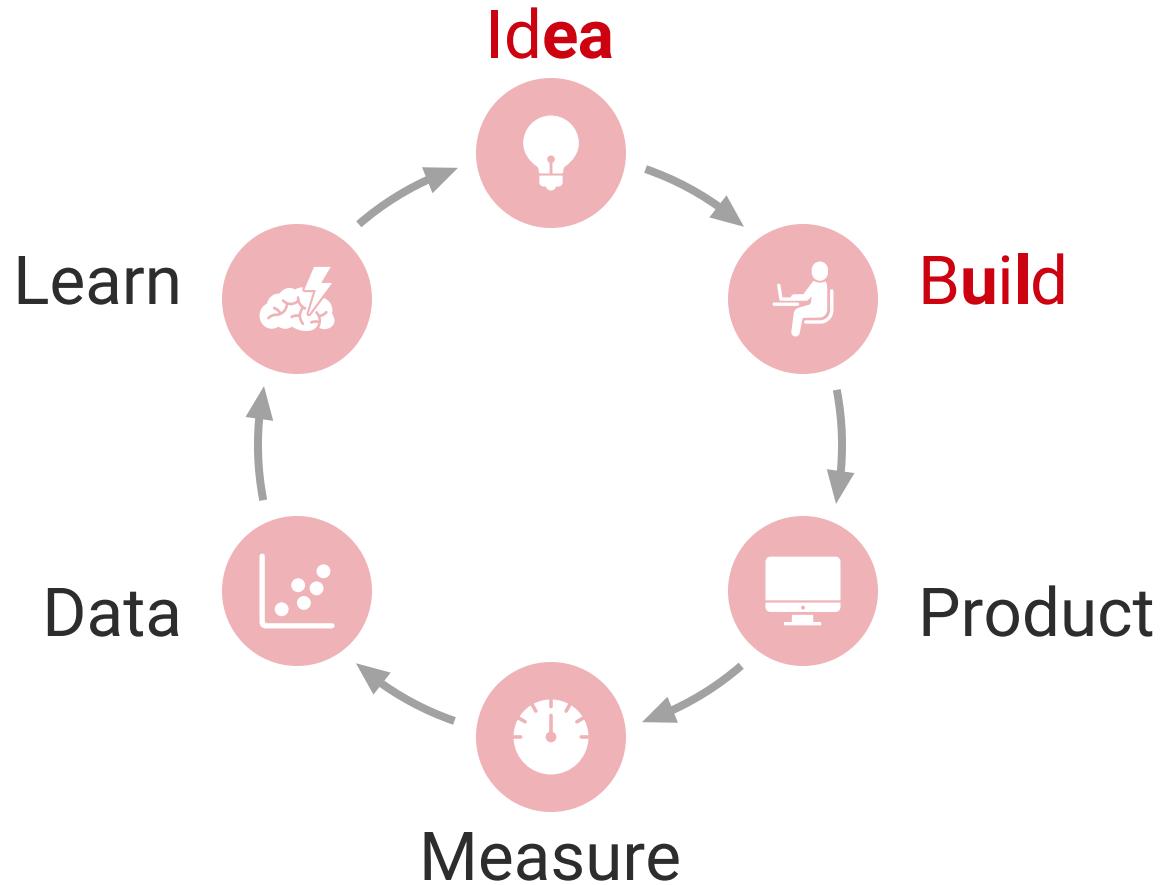
Confirmation bias

Believing the others recognize the problem

because I recognize it.

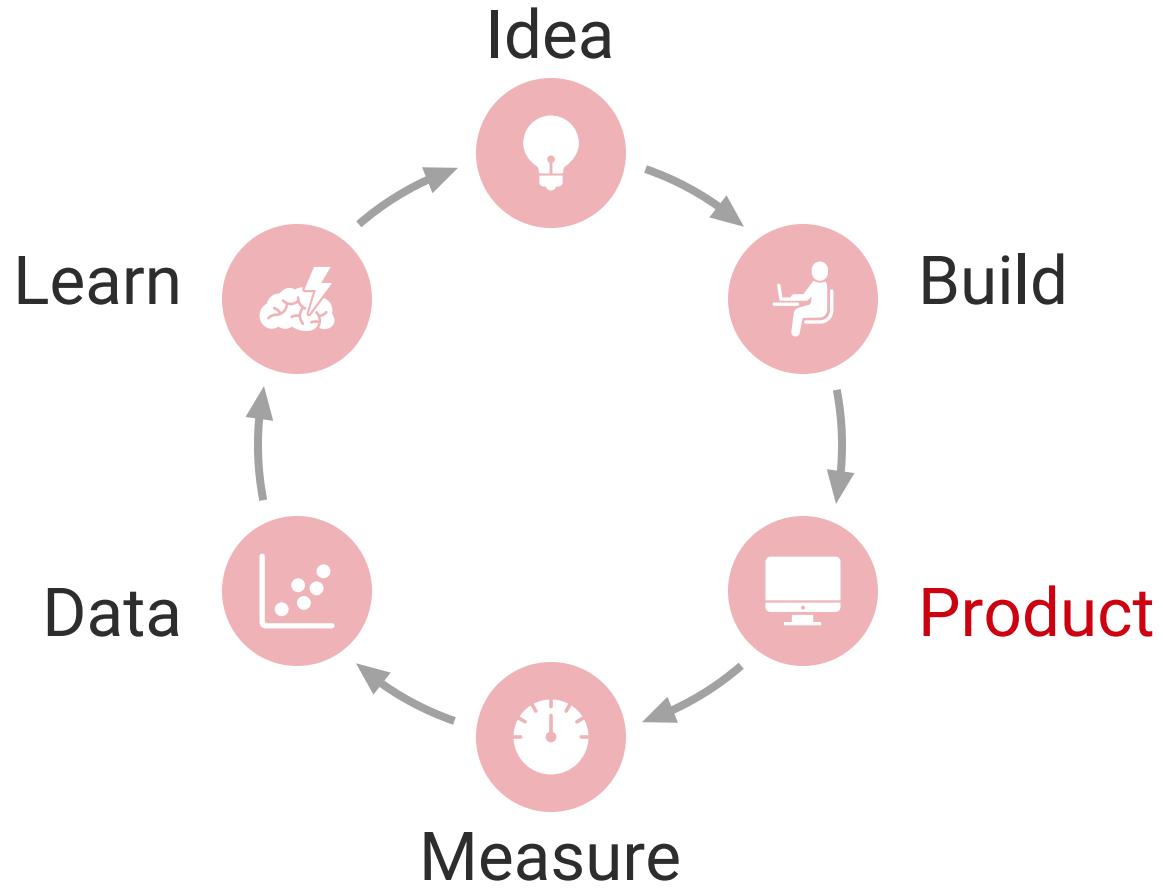
Then just try to prove my hypothesis is correct.

Lean startup



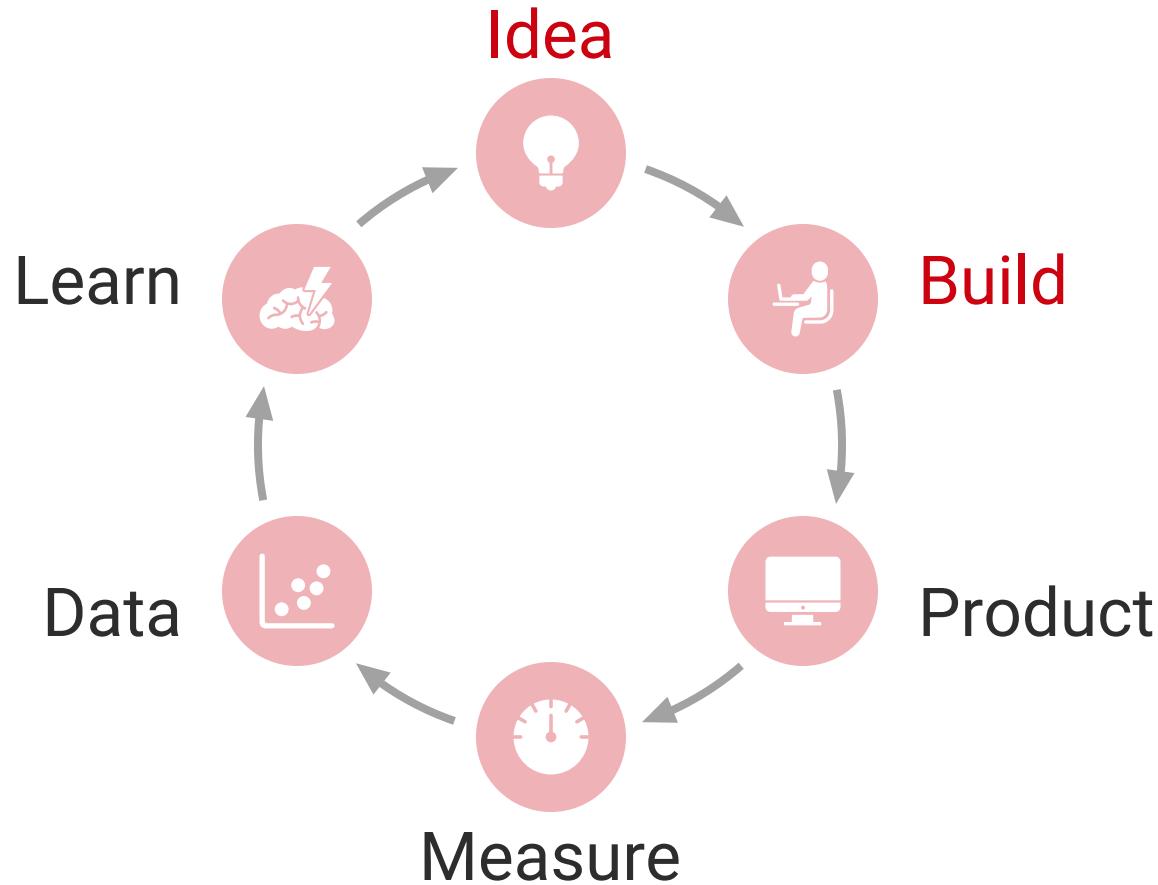
May spend several months to release MVP.

Lean startup



The biggest risk is making the product that users don't need.

Lean startup



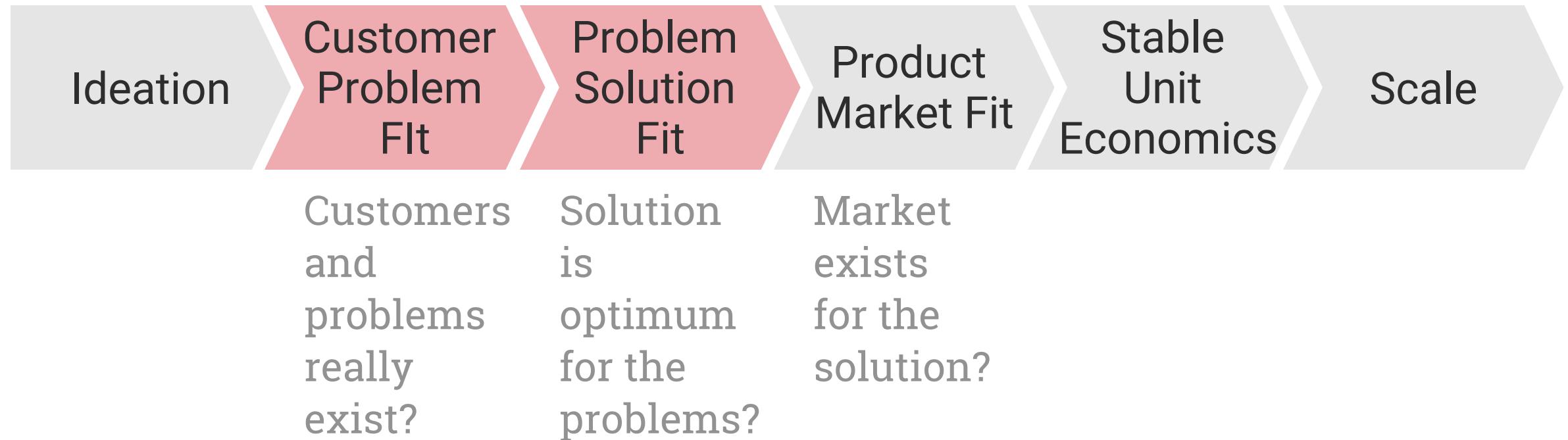
Before making MVP,
verify the biggest risk.

Customer Problem Fit



Problem Solution Fit

Startup process



Section 2

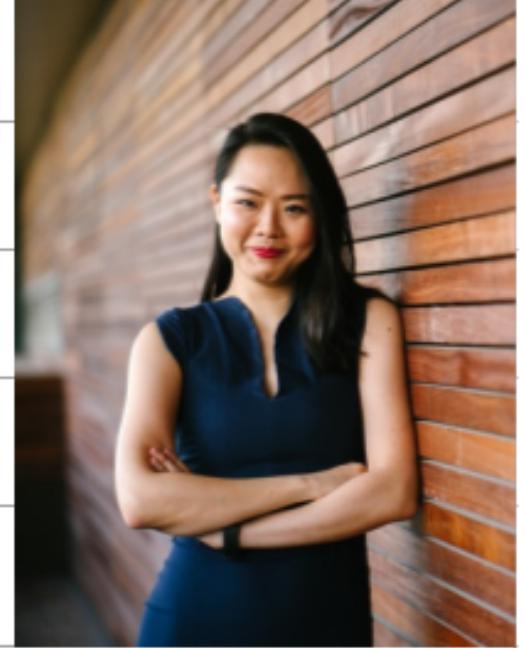
Customer Problem Fit

Persona

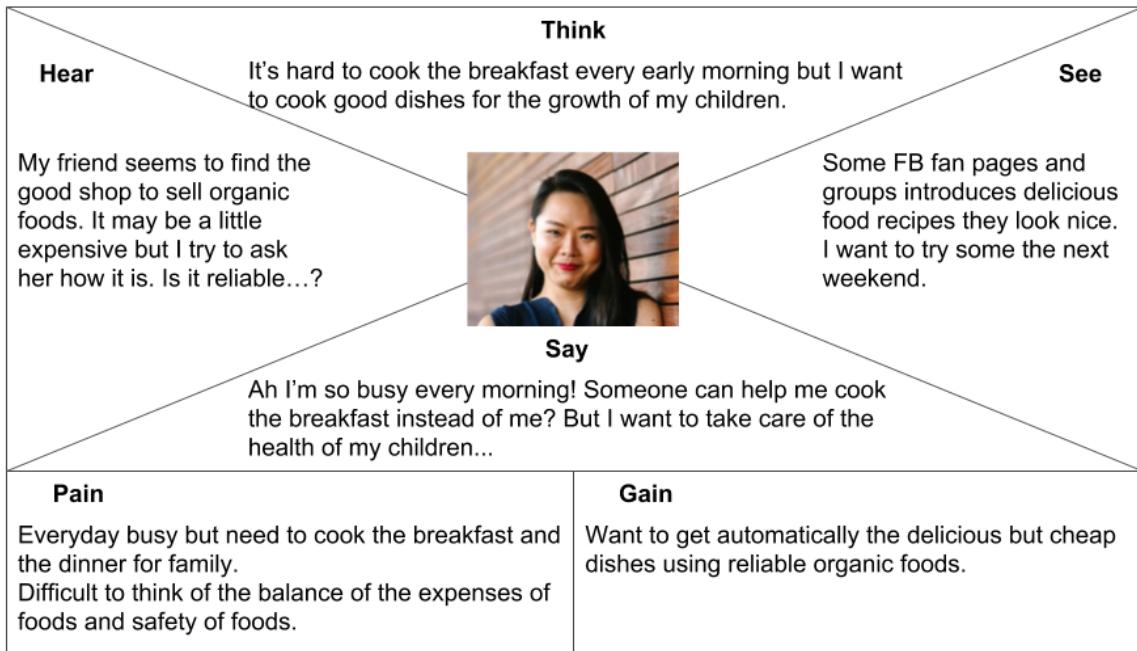
Name	Nguyễn Thị Hương
Age	29
Hometown	Ha Noi, Vietnam
Hobbies	Yoga
Occupation	Bank window service, keep working for this job since she graduated the university.
Life	She has 2 children, 4 years old son and 1 year old daughter. She everyday cooks breakfast and dinner. The babysitter takes care of children.
For home cooking	She likes cooking but doesn't have enough time to think of the new recipes so always cooks similar dishes. Especially she can cook easy dishes for breakfast because she's busy in the morning. Sometimes takes photos of dishes and post on Facebook. Also takes care of children's health so she wants to choose the healthy foods as possible.
IT literacy	Basically uses the cell phone (iPhone 6) but sometimes use the tablet (iPad), which they bought for children. The apps she often uses are Facebook, Zalo and some camera apps. She doesn't have PC privately but uses it at the office. At that time, just uses email and office apps.



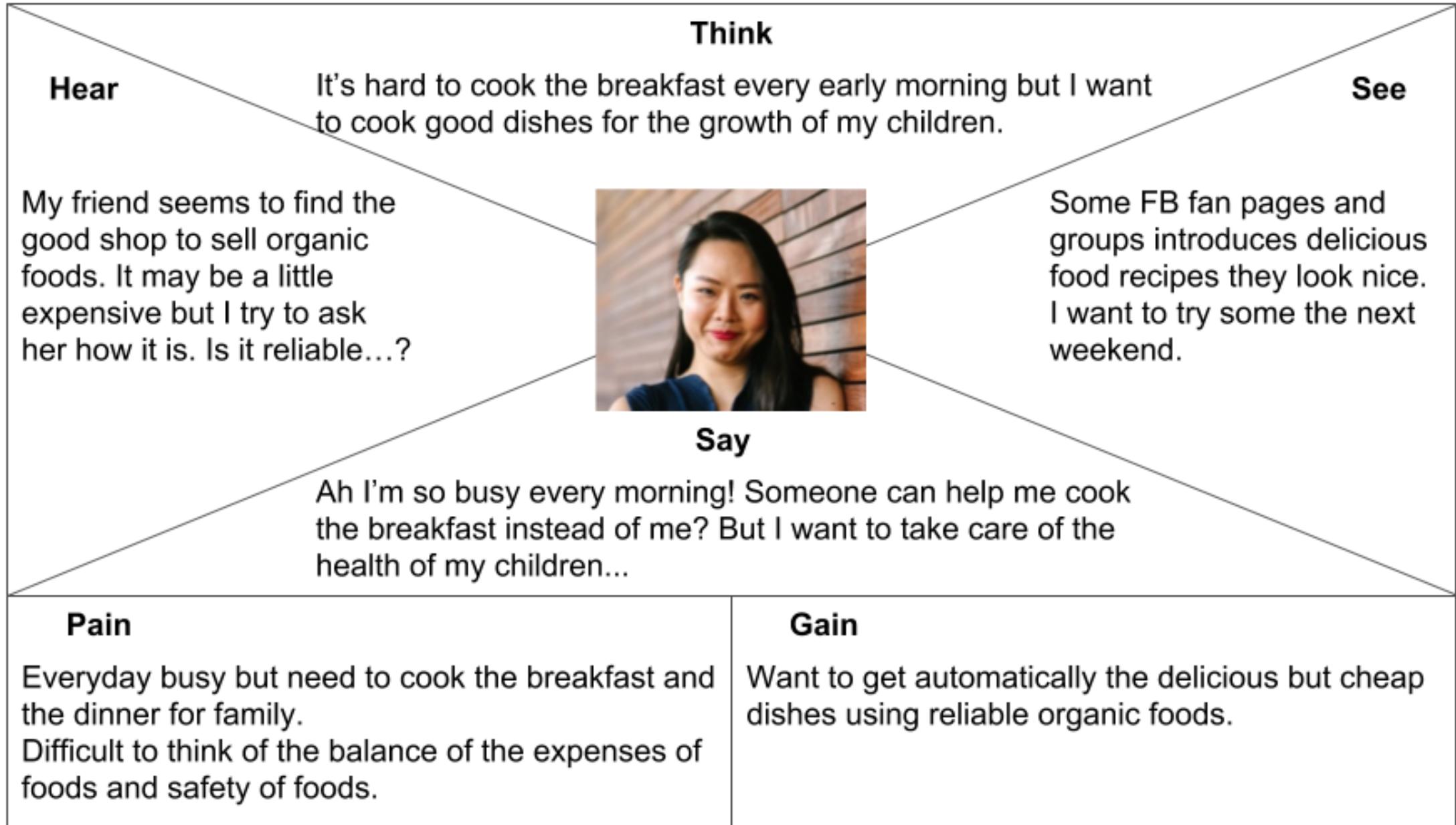
- Try to imagine the customer who has the problem (=pain) clearly.
- To synchronize with customers
- Better to include the context such as place, time and event

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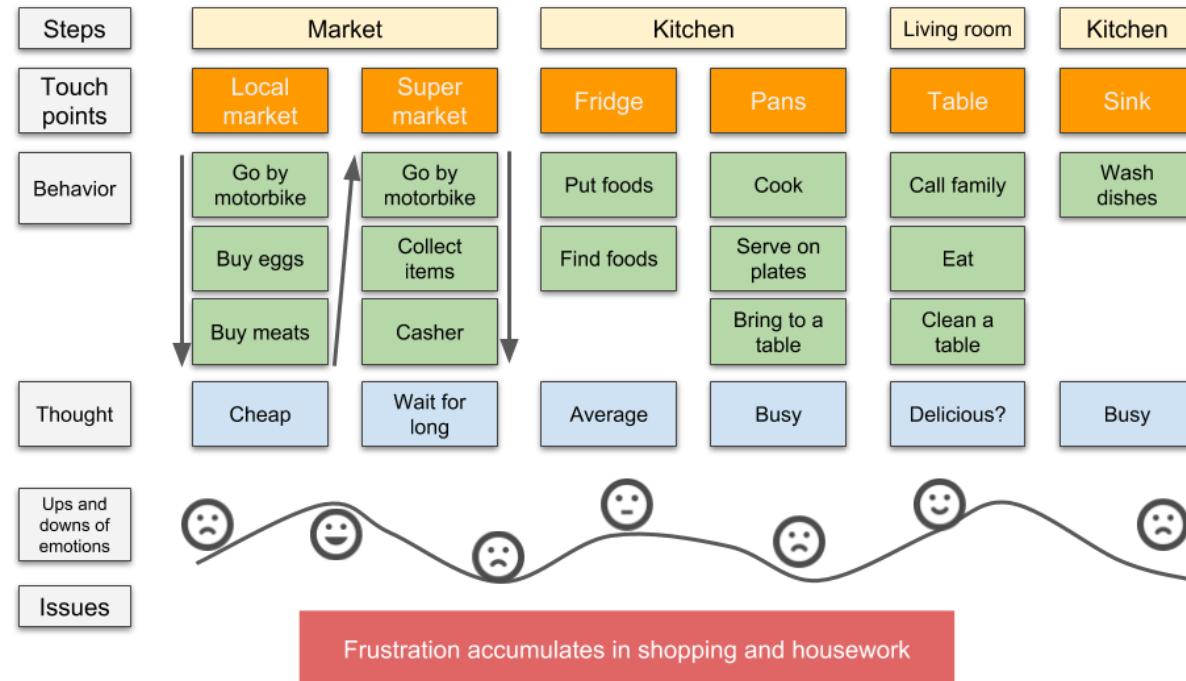
Empathy map



- More focus on how they feel when and where
- To tell the story in the viewpoint of the customer



Customer story

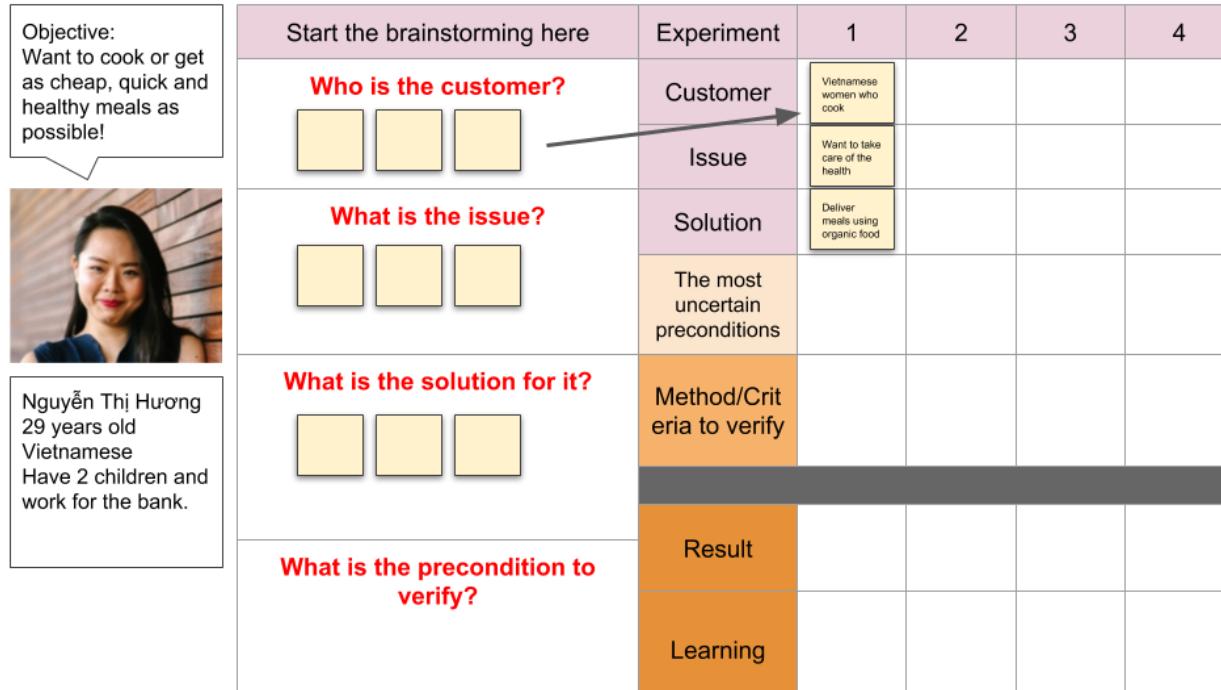


- Clarify the specific behavior of customer
- To clarify how they behave in what mental state

Steps	Market		Kitchen		Living room	Kitchen
Touch points	Local market	Super market	Fridge	Pans	Table	Sink
Behavior	Go by motorbike	Go by motorbike	Put foods	Cook	Call family	Wash dishes
	Buy eggs	Collect items	Find foods	Serve on plates	Eat	
	Buy meats	Casher		Bring to a table	Clean a table	
Thought	Cheap	Wait for long	Average	Busy	Delicious?	Busy
Ups and downs of emotions						
Issues	Frustration accumulates in shopping and housework					

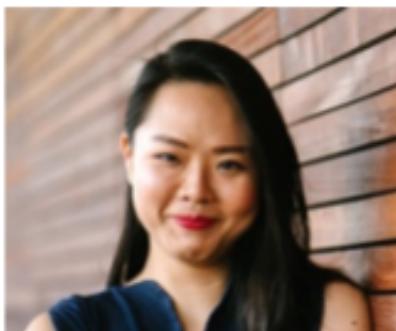
Frustration accumulates in shopping and housework

Javelin board



- Tool to verify issues and solutions with actual customers making persona, pains, preconditions, and solutions one set
- To clarify the root cause that customers have pains as hypothesis

Objective:
Want to cook or get
as cheap, quick and
healthy meals as
possible!



Nguyễn Thị Hương
29 years old
Vietnamese
Have 2 children and
work for the bank.

Start the brainstorming here

Who is the customer?



Experiment

Customer

Issue

1

2

3

4

Vietnamese women who cook

Want to take care of the health

Deliver meals using organic food

What is the issue?



Solution

The most uncertain preconditions

What is the solution for it?



Method/Criteria to verify

Result

Learning

What is the precondition to verify?

User interview -> KJ method



- Find early adopters
- To verify preconditions and pains
- To know how they solve these pains now
- Summary the results using KJ method
- Update Javelin board

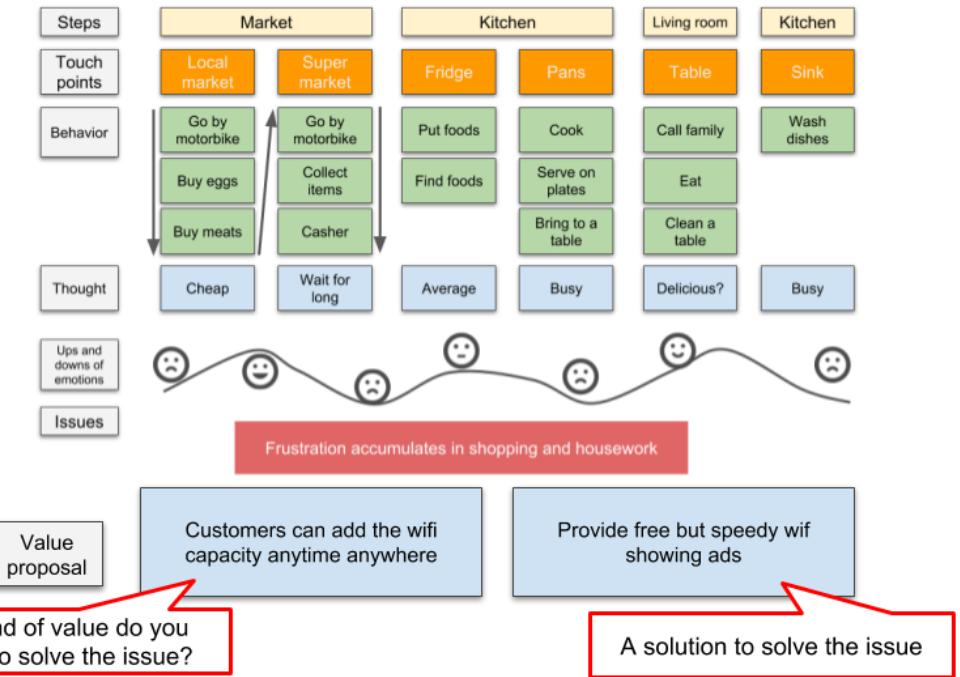
The goal of CPF

- Have confirmed that the pain exists
- Have clarified the customer image who has the pain

Section 3

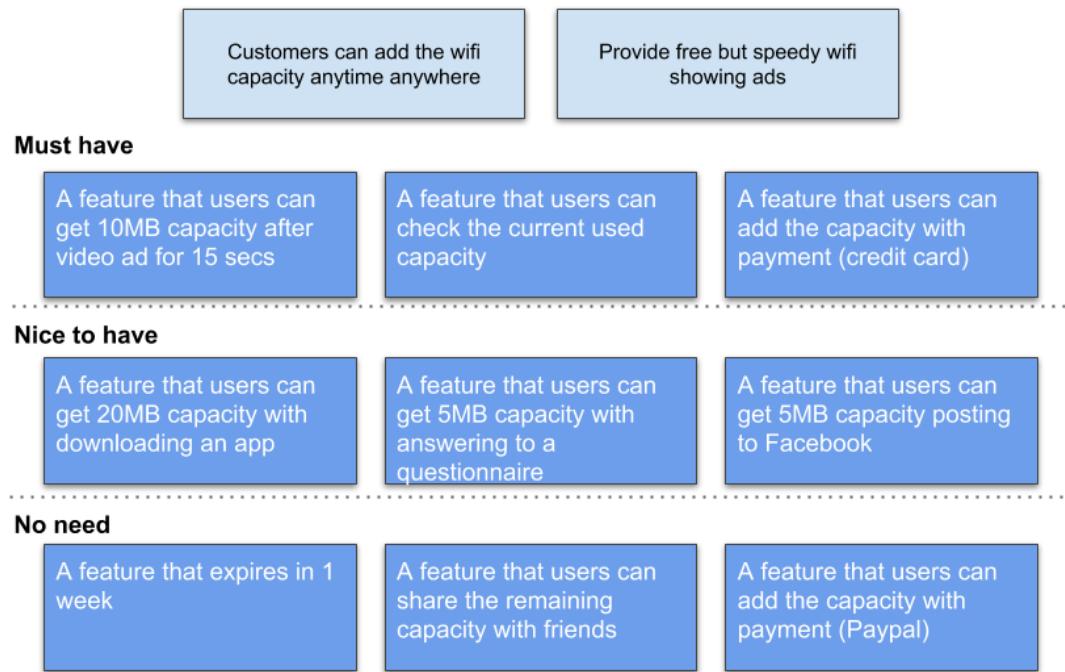
Problem Solution Fit

Clarify a solution to solve the pain



- Make the hypothesis of the value and the solution we can provide to solve the pain

List up features to realize this solution



- Based on the value and the solution, try to list up features to realize the solution
- And determine “Must have” features

Customers can add the wifi capacity anytime anywhere

Provide free but speedy wifi showing ads

Must have

A feature that users can get 10MB capacity after video ad for 15 secs

A feature that users can check the current used capacity

A feature that users can add the capacity with payment (credit card)

Nice to have

A feature that users can get 20MB capacity with downloading an app

A feature that users can get 5MB capacity with answering to a questionnaire

A feature that users can get 5MB capacity posting to Facebook

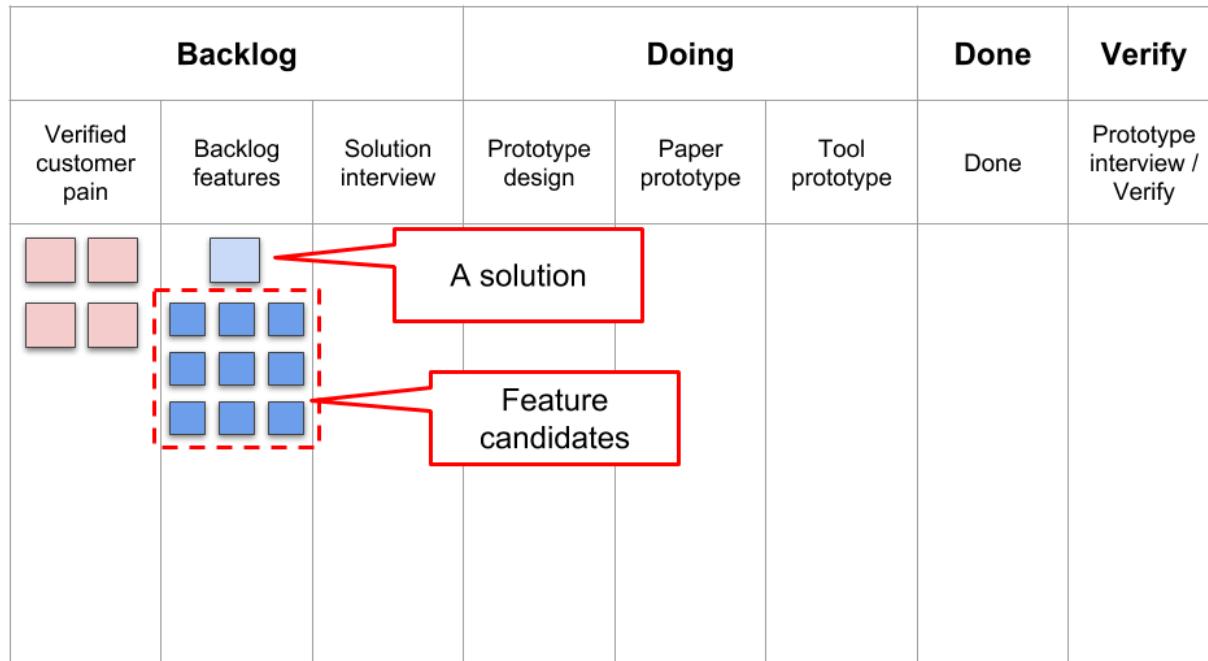
No need

A feature that expires in 1 week

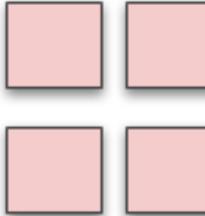
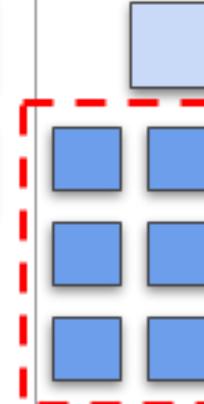
A feature that users can share the remaining capacity with friends

A feature that users can add the capacity with payment (Paypal)

Make Kanban board



- Visualizing the prototyping process
- Visualizing the learning and verification process

Backlog			Doing			Done	Verify
Verified customer pain	Backlog features	Solution interview	Prototype design	Paper prototype	Tool prototype	Done	Prototype interview / Verify
 			A solution				

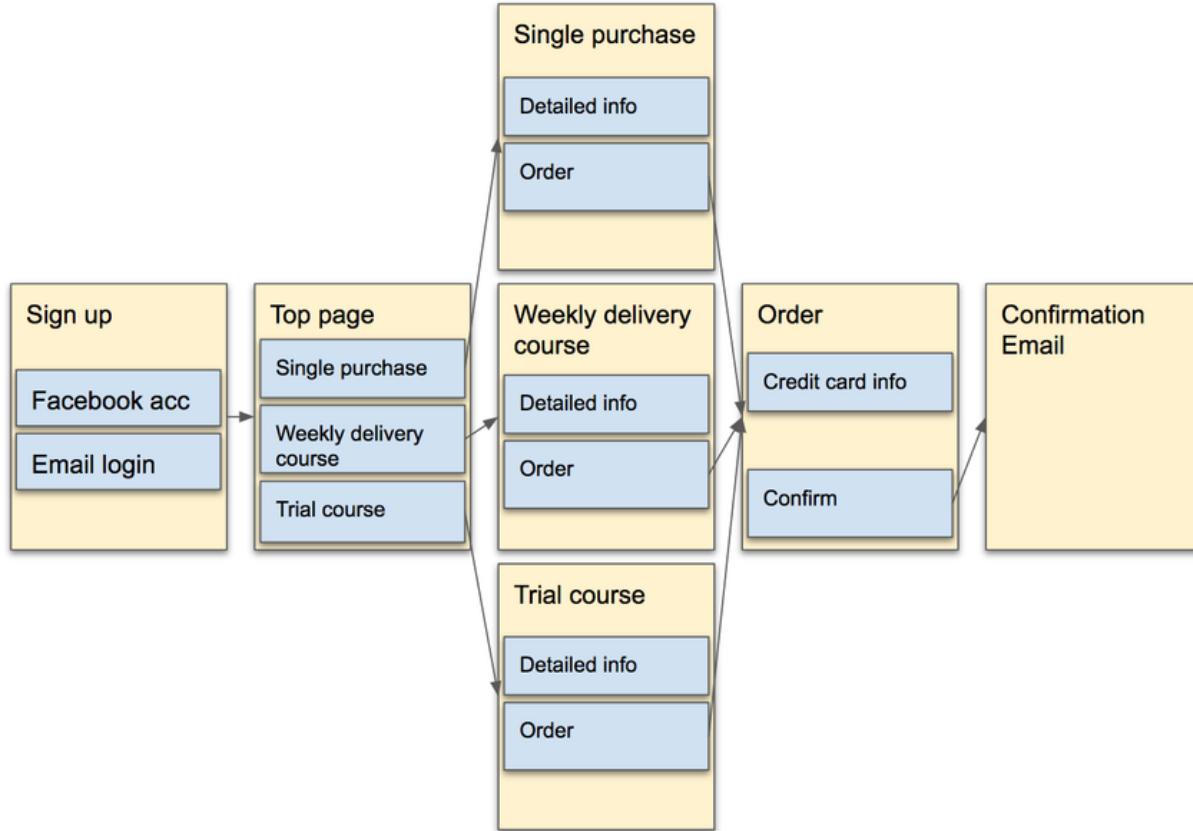
Feature candidates

Solution interview

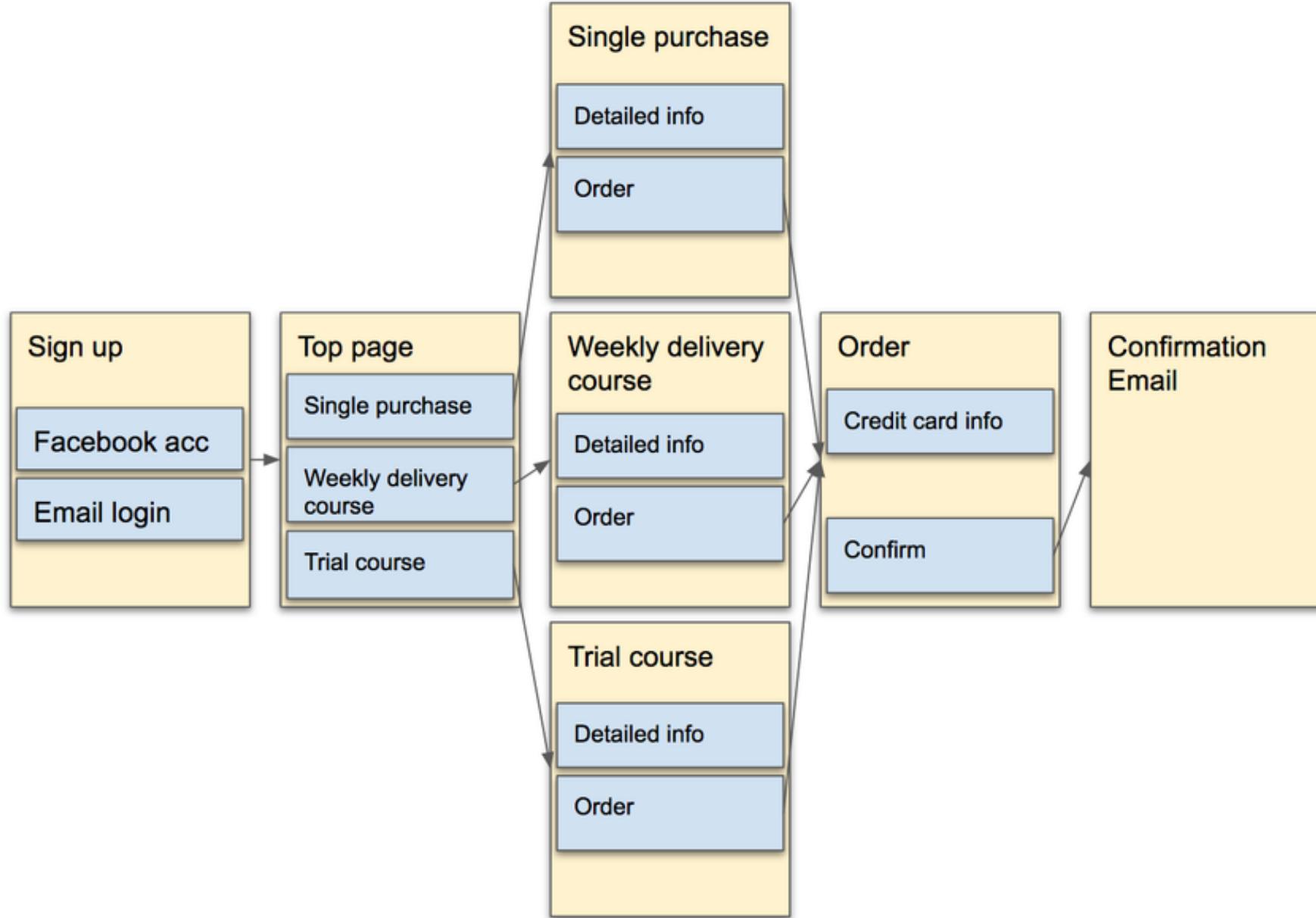


- Confirm if the solution can provide the value to customers or not
- Add or delete the new features that you find through the interview

Prototyping



- Paper prototype
- Tool prototype

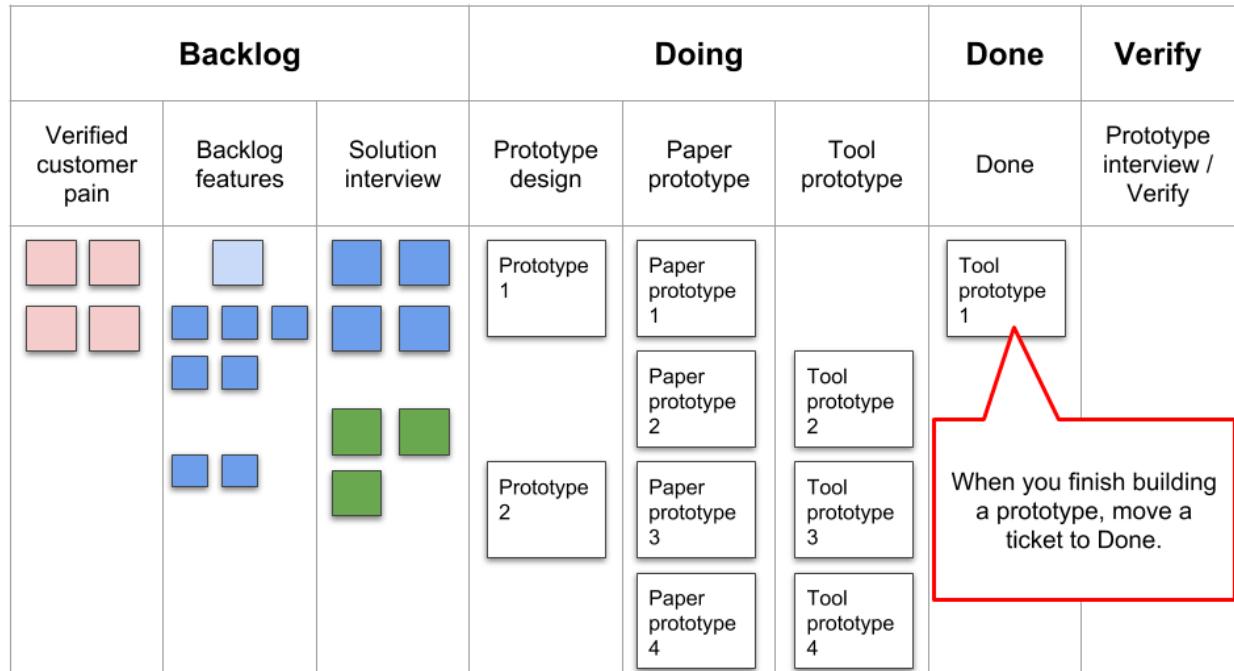


Product interview

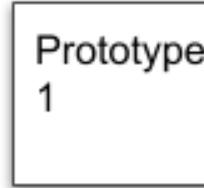
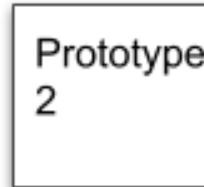
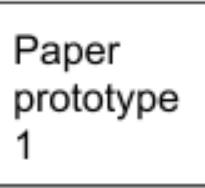
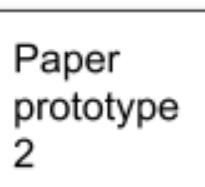
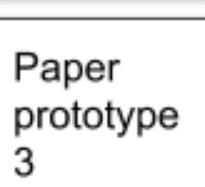
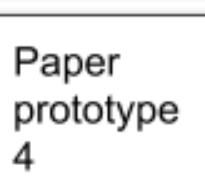
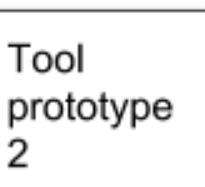
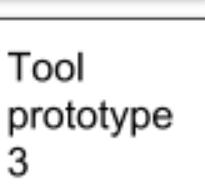
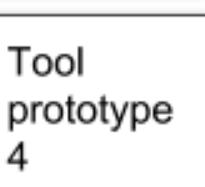


- Request to early adopters you found
- Confirm the importance of each feature

Update Kanban board



- Add or delete features based on the result of product interview
- Make the next version of prototype

Backlog			Doing			Done	Verify
Verified customer pain	Backlog features	Solution interview	Prototype design	Paper prototype	Tool prototype	Done	Prototype interview / Verify
 	  	   	 	   	   		<p>When you finish building a prototype, move a ticket to Done.</p>

Product interview



- Improve the quality of prototype
- Make the customer community as well

The goal of PSF

- Have clarified the reason why customer needs to use your solution. They pay for it?
- Have clarified UX that customers expect to resolve their pain.

Section 4

Summary

Summary

- This was the introduction of “Startup science”.
- In order to focus on “pain” of customers instead of a solution, let's try CPF and PSF.
- This doesn't mean we can succeed 100% but the method to decrease the possibility to fail.

Summary

- CPF and PSF can be done as a side-project.
- Let's support your and my startup each other!

Contact us!



- FB: <https://fb.me/scutiasia/>
- Web: <http://www.scuti.asia/>
- Blog: <http://blog.scuti.asia/>