

Customer Discovery Weekly Office Hours

Start-of-session metrics (tell me immediately)

At the start of the session, you will report **two numbers** (and you will have them tracked):

- **Outreaches this week:** ____ (unique people contacted)
- **Interviews completed this week:** ____ (live customer conversations)

Optional but helpful:

- **Conversion rate:** interviews ÷ outreaches = ____ %

Weekly performance ladder (you choose where you land)

- **Excellent: 300+ outreaches and 15+ interviews / week**
Sustained effort at this level means you've identified and contacted 300+ people per week—a serious pipeline that creates compounding learning.
- **Strong: 200–299 outreaches and 10–14 interviews / week**
- **Meeting the bar (minimum): 100–199 outreaches and 5–9 interviews / week**
- **At risk: 75–99 outreaches and 3–4 interviews / week**
- **Failing: ≤50 outreaches and ≤2 interviews / week**

The three questions

1) What did you uncover this week?

Your answer must be a **finding** (not an activity log).

Include: - **Specific insight:** what you learned in plain language - **Evidence:** who/segment + how many (n=) + a quote/behavior - **Pattern + exception:** what was consistent, what contradicted it - **Surprise:** what changed or sharpened your thinking

Good sounds like: - “We learned ____ (segment=, n=). Evidence: ‘.’ **Pattern:** .
Contradiction: ____.”

2) Why does it matter?

“Matters” means it changes a **decision** about your business model canvas.

Link your finding to one of these: - Pain intensity/frequency - Current workaround/alternatives - Willingness to pay / budget owner - Decision process (buyers,

blockers, triggers) - Adoption friction (trust, compliance, integration, switching costs) - Urgency / timing (why now)

Use this chain: Finding → Implication → Decision - Finding: - **Implication:** - Decision we're making: ____

3) What is the next thing you need to know?

The next thing is your **riskiest assumption**.

Make it testable: - Specific (not “learn more”) - Decidable (yes/no or threshold) - Action-linked (it determines build/position/price/target)

Format: Question → Hypothesis → Test - Next question: - **Hypothesis:** - Test: who/how many/what artifact + success threshold: ____

Our 20 minutes together (you manage the time)

This is your **weekly discovery checkpoint**. I will not manage the clock—you will.

What you must bring (ready to share)

- A **one-minute** summary of the week's *single most important* learning
 - **Evidence** (notes/quotes, counts, segment labels)
 - A short list of assumptions ranked by risk
 - Your proposed next test (who, how many, script/artifact, threshold)
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What “excellent” looks like

At the end of 20 minutes you should be able to say: - “Because we learned , **we will now** .”
- “Next week we will test ____ by doing , **and success looks like** .”

What doesn't count

- “We talked to people.”
 - “They liked it.”
 - “We need to learn more about the market.”
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Uncovered: ____ (segment=, n=). Evidence: . **Pattern:** . Contradiction: . **Surprise:** .

Why it matters: This affects our assumption that . ***Implication:*** . Decision: ____.

Next thing to know: Riskiest assumption: . ***Hypothesis:*** . Test + threshold: ____.