

Users vs. customers



LECTURE
SUMMARY

Covered in this lecture:

The difference between users
and customers

Taught by:



- ▶ Sometimes, the people who pay for your product (customers) are not the same people that use it (users)

There is a different kind of feedback that you will get from each category:

- The company that buys the product will give you feedback about general features that they need it to have
- The actual users will give you feedback about technical issues they encounter while actually using the product

See you next lecture!