



Talking to Humans

#TampaCC

Success starts with understanding your customers.

"GET OUT OF THE BUILDING"

- Steve Blank



YOU ARE A DETECTIVE

Your job in customer discovery is to learn.

YOU REALLY THINK THIS IDEA IS COOL? I CAN'T WAIT TO TELL MY CO-FOUNDER THAT WE'RE READY TO QUIT OUR DAY JOBS.

I WAS TALKING ABOUT THIS ICED COFFEE, BUT SURE, YOUR IDEA IS COOL TOO.



CUSTOMER DISCOVERY IS NOT...

*Sales, Pitching,
Renouncing Your Vision
or Product Design*

TALK TO CUSTOMERS?
WHAT DO CUSTOMERS
HAVE TO DO WITH THE
PRODUCTS WE
EVENTUALLY WANT
THEM TO BUY?



BEGIN WITH A CORE SET OF QUESTIONS

HOW TO

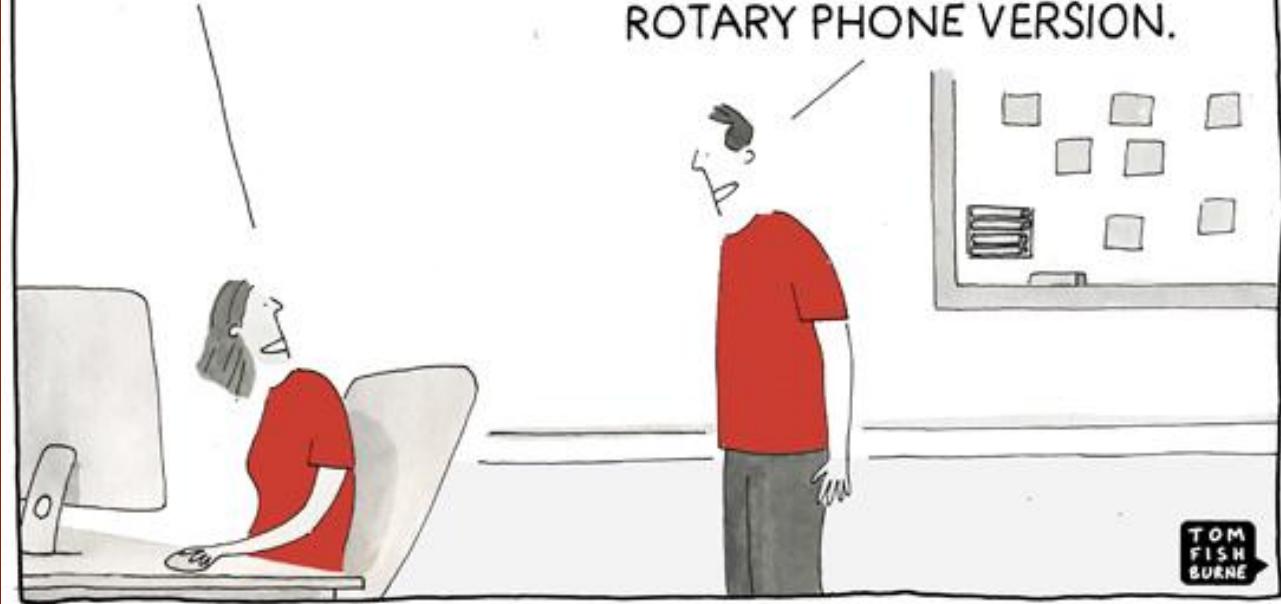


1. Who Do You Want to Learn From?

*Have an opinion about
who your market is.*

HOW WAS THE
CUSTOMER
INTERVIEW?

GREAT! I LEARNED FROM MY
GRANDMOTHER'S BRIDGE
GROUP THAT OUR DATING
APP SHOULD HAVE A
ROTARY PHONE VERSION.



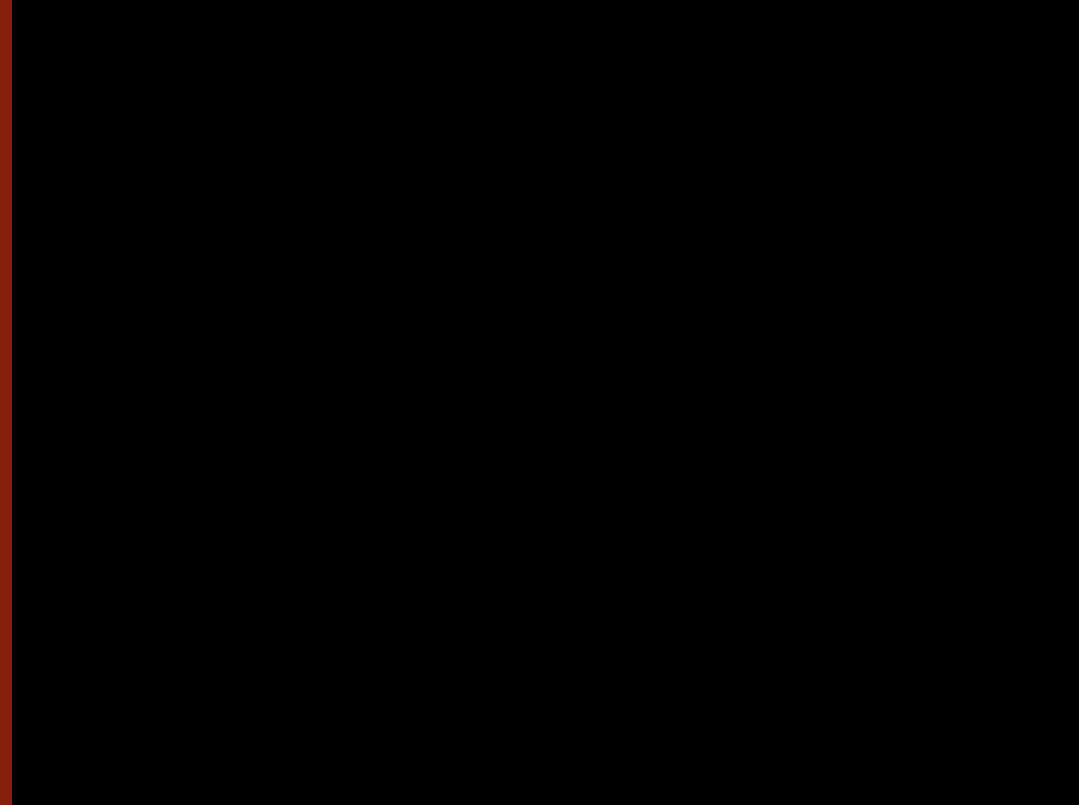
The Law Of The Category

If you can't be first in a category, set up a new category you can be first in.



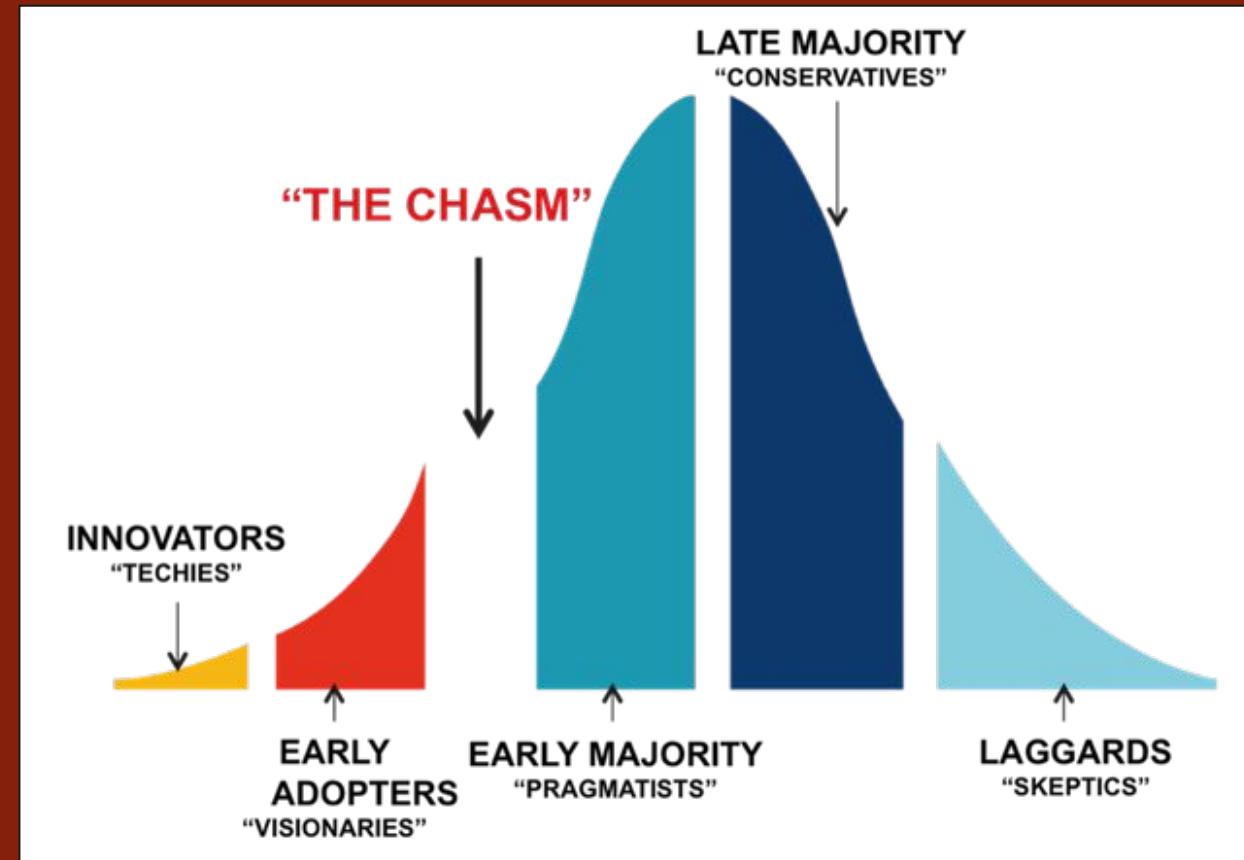
**Who you
talk to is
more
important
than what
you ask.**

*Joshua Bell
and the Subway
Experiment*



Most Markets Are A Bell Curve

Crossing the Chasm



2. What Do You Want to Learn?

*Prepare before meeting
the customer.*

BEFORE WE GET TO OUR RISKY ASSUMPTIONS THAT COULD CRATER OUR ENTIRE BUSINESS, WHAT DO YOU THINK OF THE FONT COLOR ON THIS PACKAGING BURST?



?

Where do you find your questions?

In your assumptions.

Ask yourself :

“What assumptions am I
making that the entire
business model depends
on”.



Get Them Talking

*Avoid speculation by
sticking to real events and
customer experience.*



Price Questions Are Extremely Speculative

People don't honestly think about willingness to pay unless it's a real transaction.



Consider Wizard of Oz or Concierge Experiments

*Observation can be as
powerful as answers.*



Design Pass/Fail Tests For Questions

Well maybe a
little Quantitative



3. How Do You Find Your Interview Subjects?

At least one degree of separation.

I'VE BEEN TOLD I NEED TO GET CANDID, UNBIASED FEEDBACK ON MY STARTUP IDEA.

WE LOVE THIS IDEA AND WE'RE SO PROUD OF YOU, SON.





**GO WHERE THE
PEOPLE ARE**

Not where they aren't.



Find The Moment Of Pain

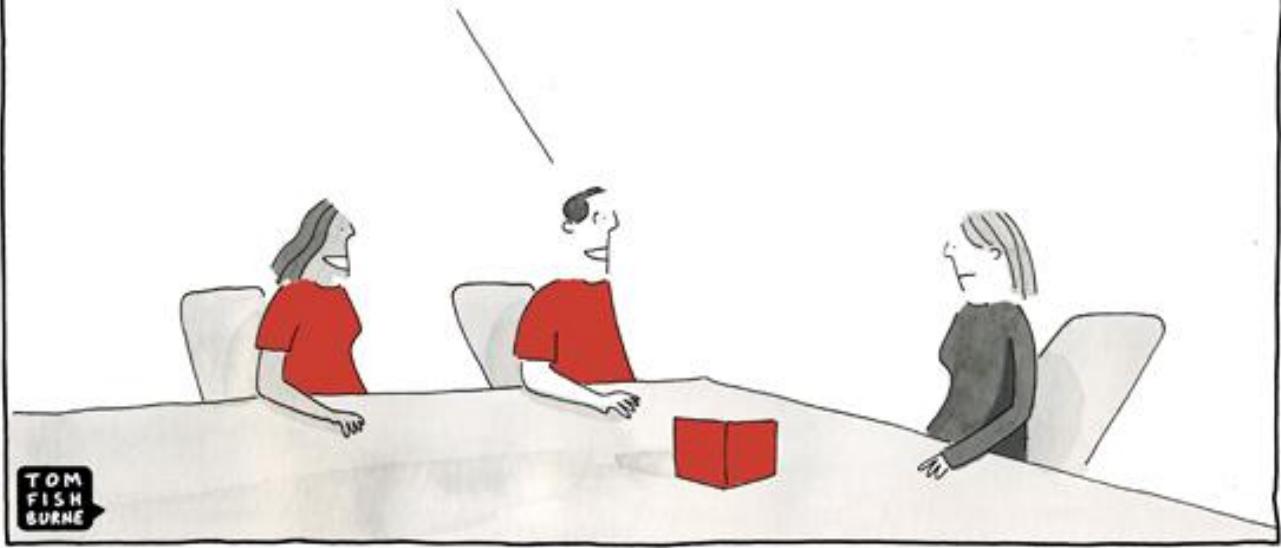
Go to where your potential customers have the problem you are trying to solve.



4. How To Ensure an Effective Session?

The quality of your learning can depend a lot on your methods.

BE COMPLETELY HONEST AND TELL US WHAT YOU THINK OF THIS PRODUCT THAT WE'VE SLAVED OVER NIGHTS AND WEEKENDS WITHOUT SLEEP OR A SALARY BECAUSE WE THINK IT'S SUCH A COOL IDEA.



Take Notes On Paper

Actively listen. Don't talk.



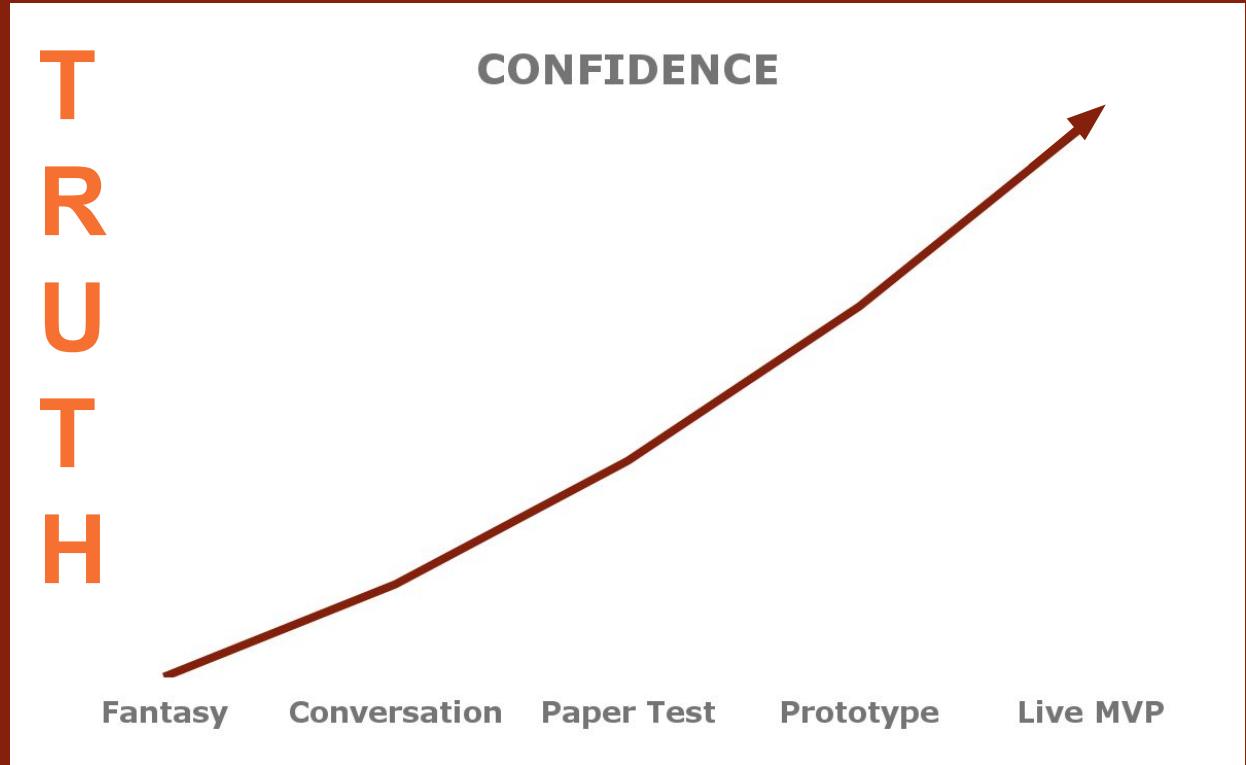
5. How Do You Make Sense of What You Learn?

Your goal is to make better decisions that increase your odds of success.



The Truth Curve

*The less you can
objectively measure
something, the less you
should trust it.*



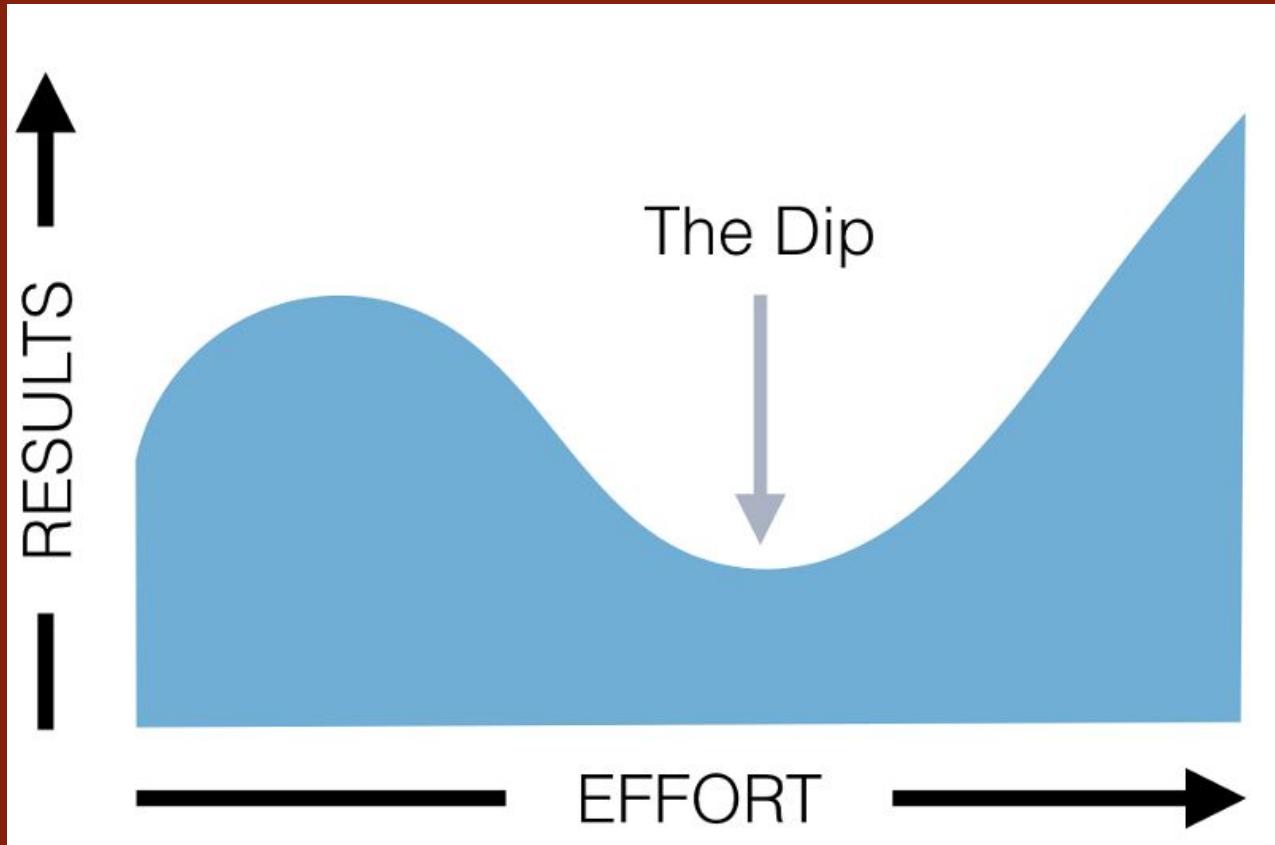
How Many People Do I Talk To?

That's a hard question to answer.



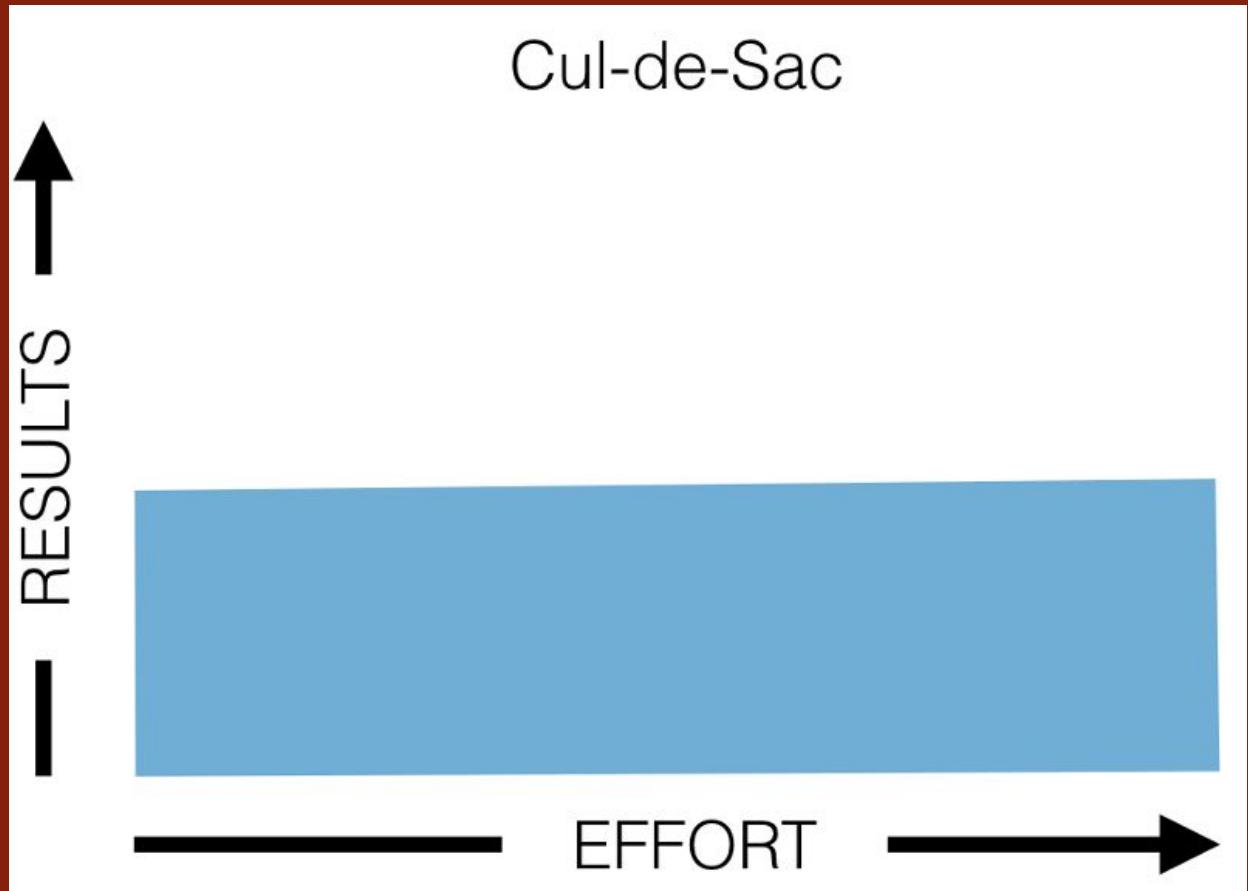
The Dip

When to stick and when to quit. - Seth Godin



The Cul-De-Sac

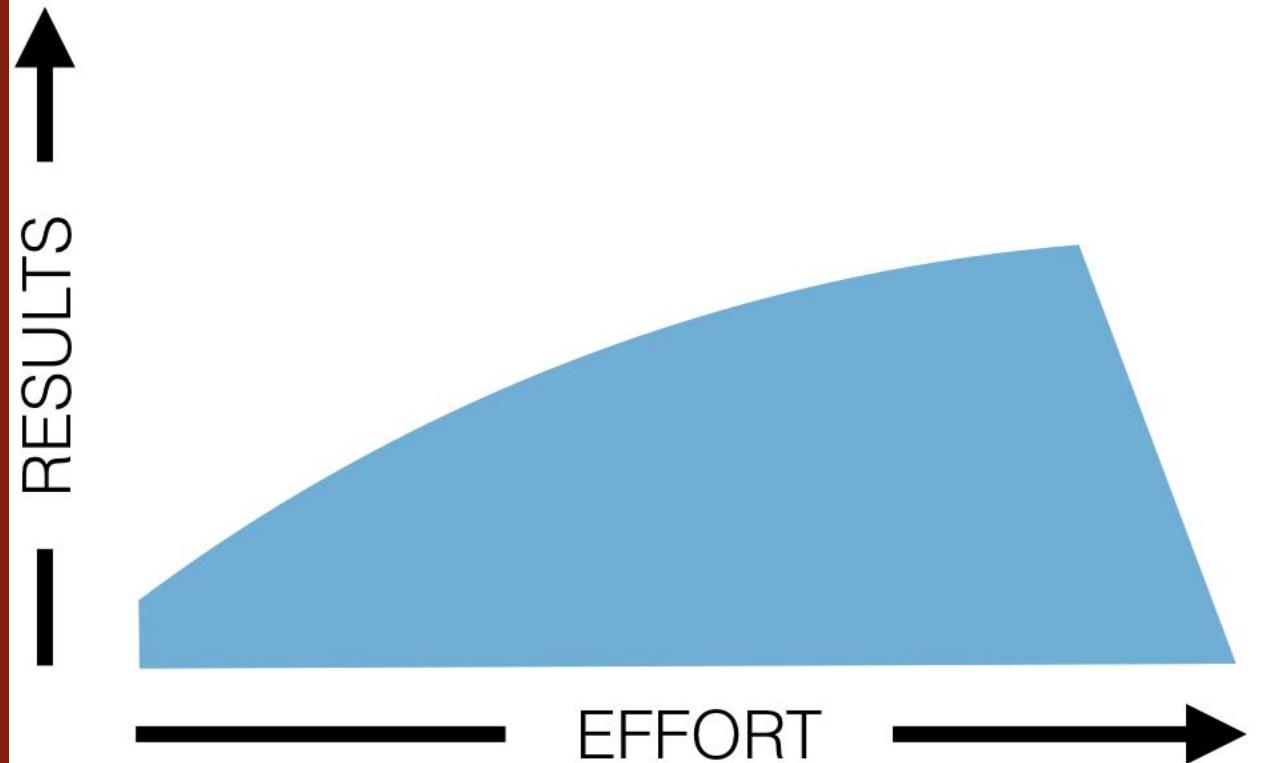
*The opposite of The Dip
isn't a hump. It's a flat
line.*



The Cliff

Rare but scary.

The Cliff





The Billion-Dollar Book

In 1993 Seth Godin wrote a Yellow Pages for the Web book while Jerry Yang & David Filo invented Yahoo.



Based on the book by **GIFF CONSTABLE**

- Download the book
<http://www.talkingtohumans.com>
- Illustrations by Tom Fishburne
<https://marketoonist.com>
- Seth Godin's
 - Ship It Journal
<https://sethgodin.typepad.com/files/theshipitjournal.pdf>
 - The Gap
- **The 22 Immutable Laws of Marketing** by Reis & Trout
- **Crossing the Chasm** by Geoffrey Moore

TALKING TO HUMANS

Success starts with understanding
your customers

GIFF CONSTABLE

with Frank Rimalovski
illustrations by Tom Fishburne
and foreword by Steve Blank



QUESTIONS?

*Stipulation: You are smarter than me.



"We have time for just one long-winded, self-indulgent question that relates to nothing we've been talking about."

Michael Ritchie

Director, Germinal

I have been helping my clients bring digital products and services to the web for over 20 years.



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