



Customer
Validation

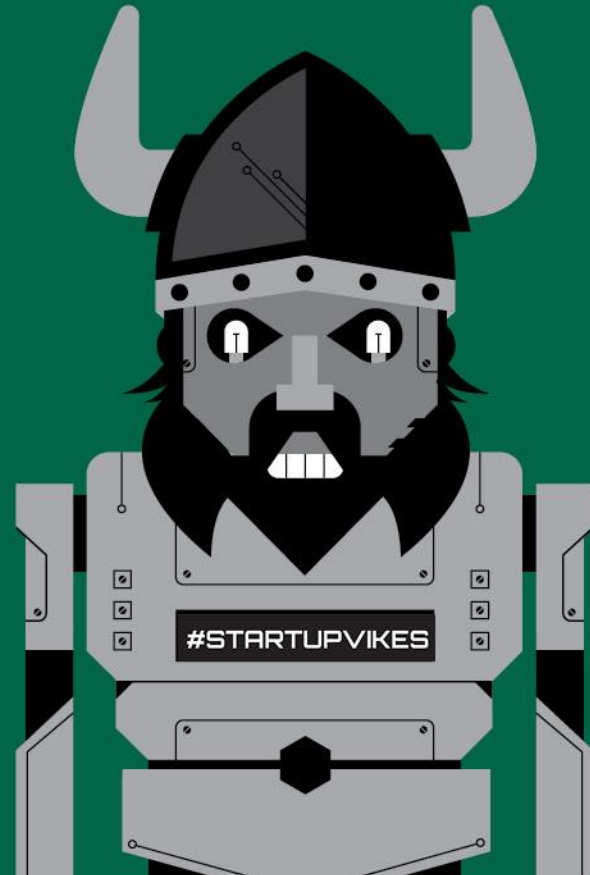
Cal Al-Dhubaib



pandata

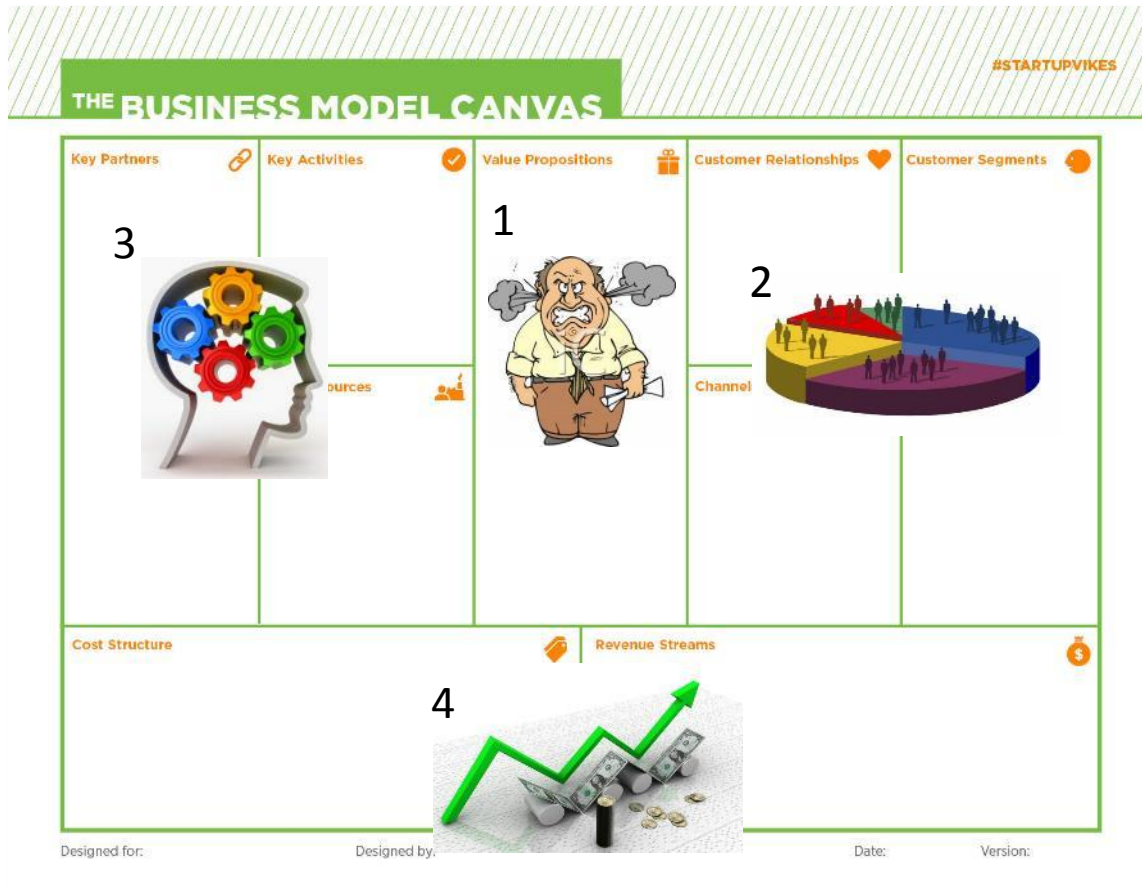
CSU

STARTUP VIKES

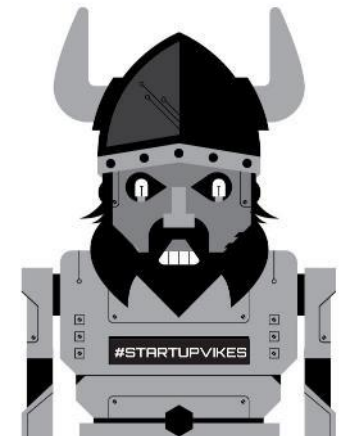


Back to the BMC

Now that you filled it out. What assumptions have you made?

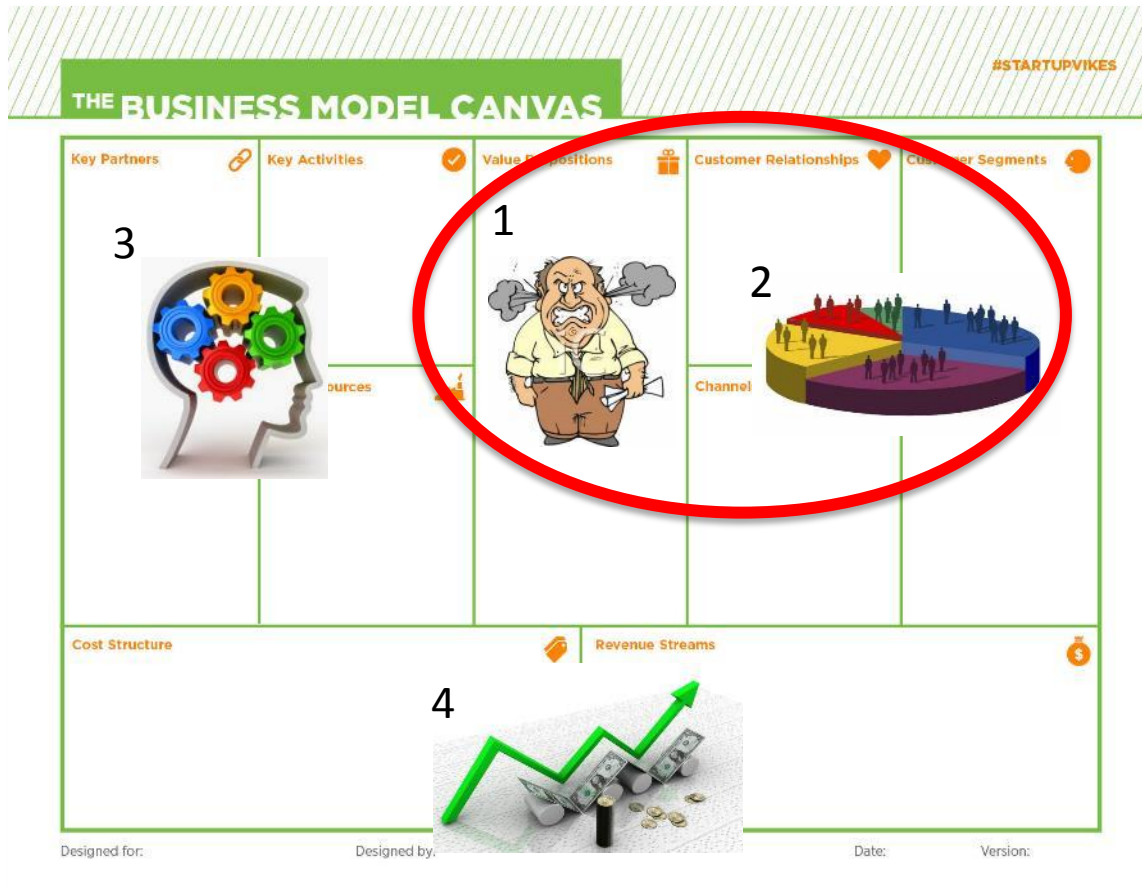


1. Pain point
2. Defined audience
3. R&D plan
4. Financial plan

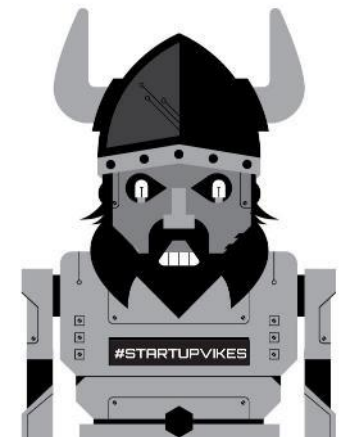


Back to the BMC

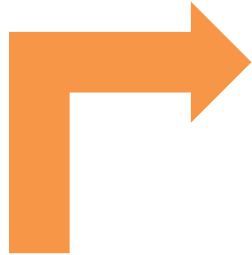
Customer validation starts here



1. Pain point
2. Defined audience
- ~~3. R&D plan~~
- ~~4. Financial plan~~



Questions



Qualitative Study



Yes, but we also saw another trend. Why do our users do that?

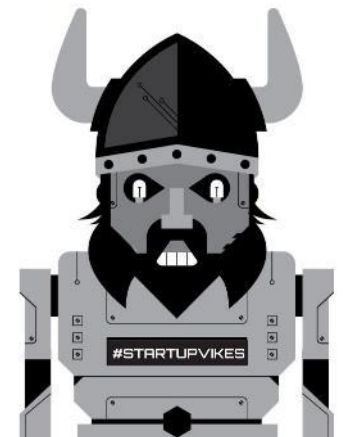
Insight-driven hypothesis.
Does our data confirm in a bigger population?



Quantitative Study

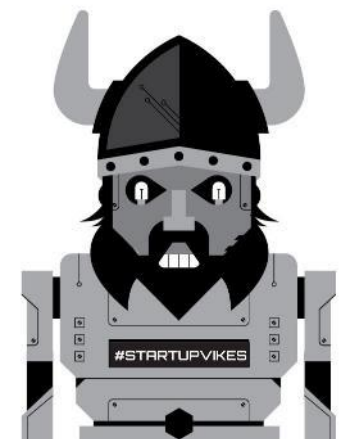


Mozilla Blog, 2014

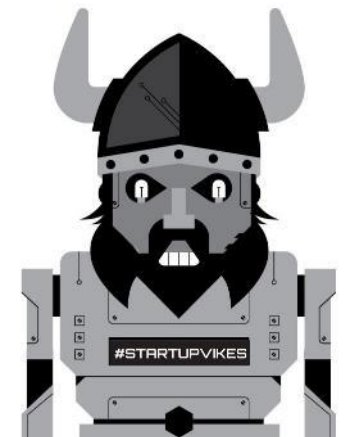
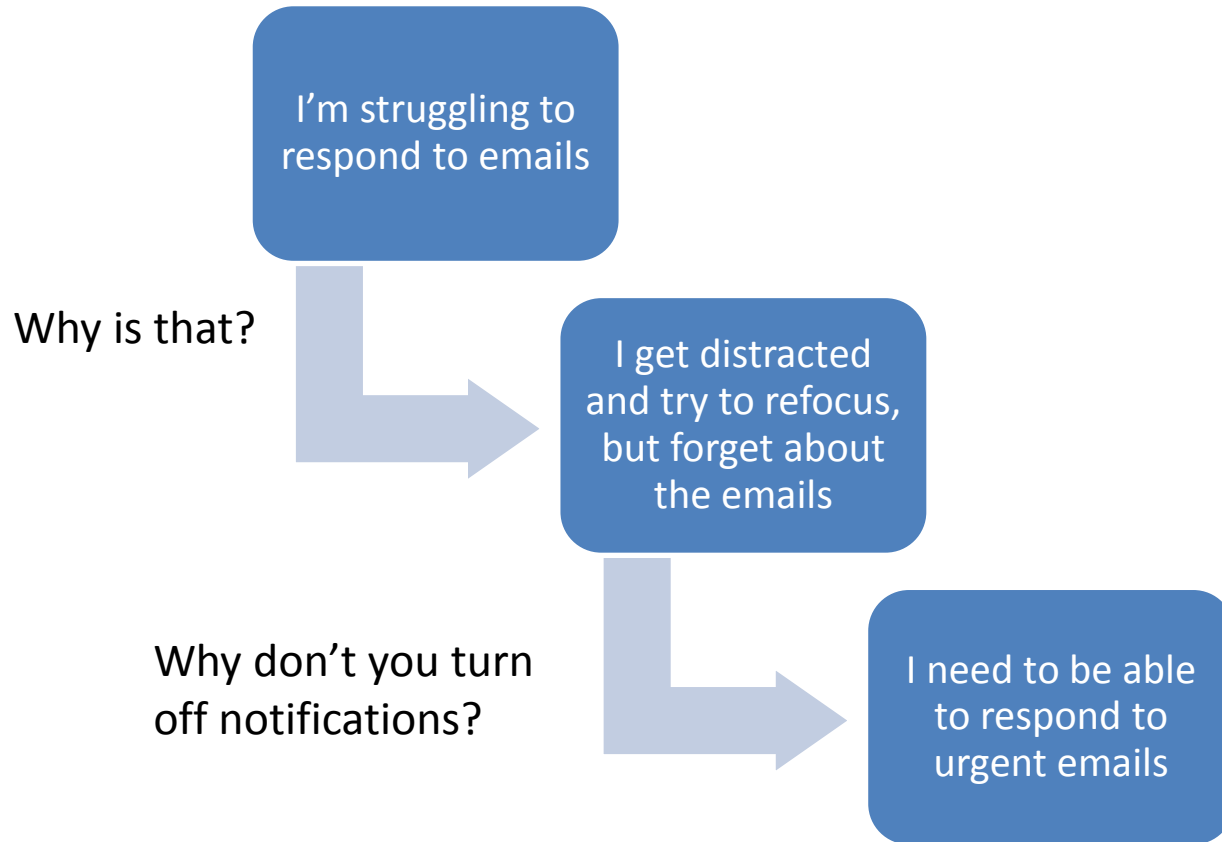


Interview

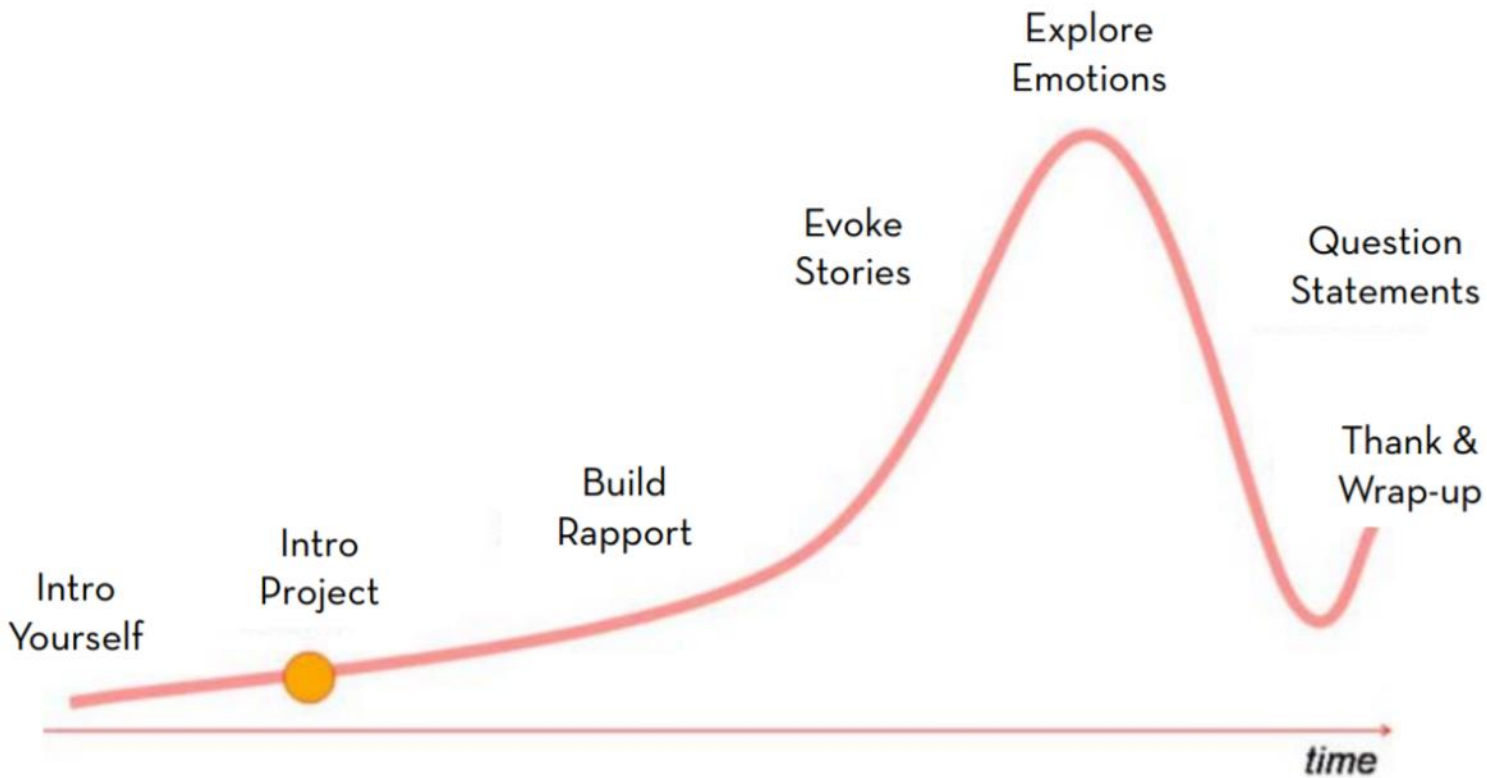
- One of the HARDEST things to do early on is to stay at an INQUIRY level. (versus ADVOCATING)
- Be prepared to
 - Hear things you don't like
 - Avoid yes/no questions
 - Ask open ended questions
 - Go off-script & probe deeper
- To do this...you need a series of QUESTIONS, and not just any questions.
- THEY MUST:
 - Be Unbiased – do not talk about your solution or lead question
 - Be Open Ended – keep away from Yes/No answers



5 why's



Interview



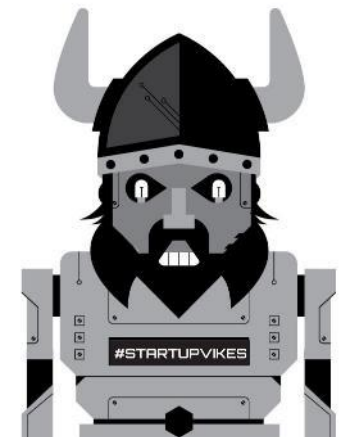
Michael Barry, Point Forward



ALL YOU

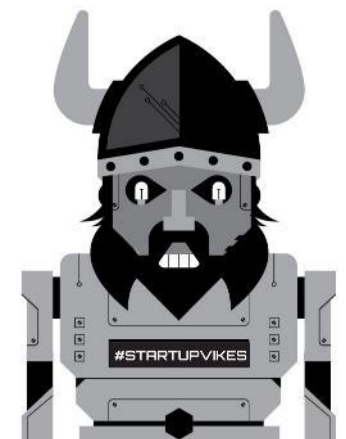
Do it:

- Using the How to Interview guide for inspiration, craft 3-6 questions you will use to gain insight into the customer PROBLEM/GAIN.
- Consider questions that yield both qualitative and quantitative answers. For example: Can you tell me how often you...? How do you do...?
- The key to digging deeper is the PROBING question.
For example: How do you access the internet?
Answer: FireFox PROBING question: What do you like about FireFox?
- <http://giffconstable.com/2012/12/12-tips-for-early-customer-development-interviews-revision-3/>



GET OUT

- You are going to have the next few days to test out some of your hypotheses.
- Your team should have a PLAN of where you will go and who you need to talk to in order to gain valuable INSIGHT.
- You will be DOCUMENTING the feedback, gathering demographics & making inferences.
- We are looking for QUALITY & QUANTITY. Feel free to integrate previous data that you have collected.



ALL YOU

Please use the following template to report your customer data:

- Number of Customers:
- Customers that Qualify in Customer Segment:
- Demographic Ranges:
- Answers/Themes:
- Inferences:



REMEMBER

HAVE A GREAT TIME!

- Remember to sign up for mentor sessions and let us know where you need help.
- ALL RESOURCES can be found at www.startupvikes.com



#StartUpVikes

