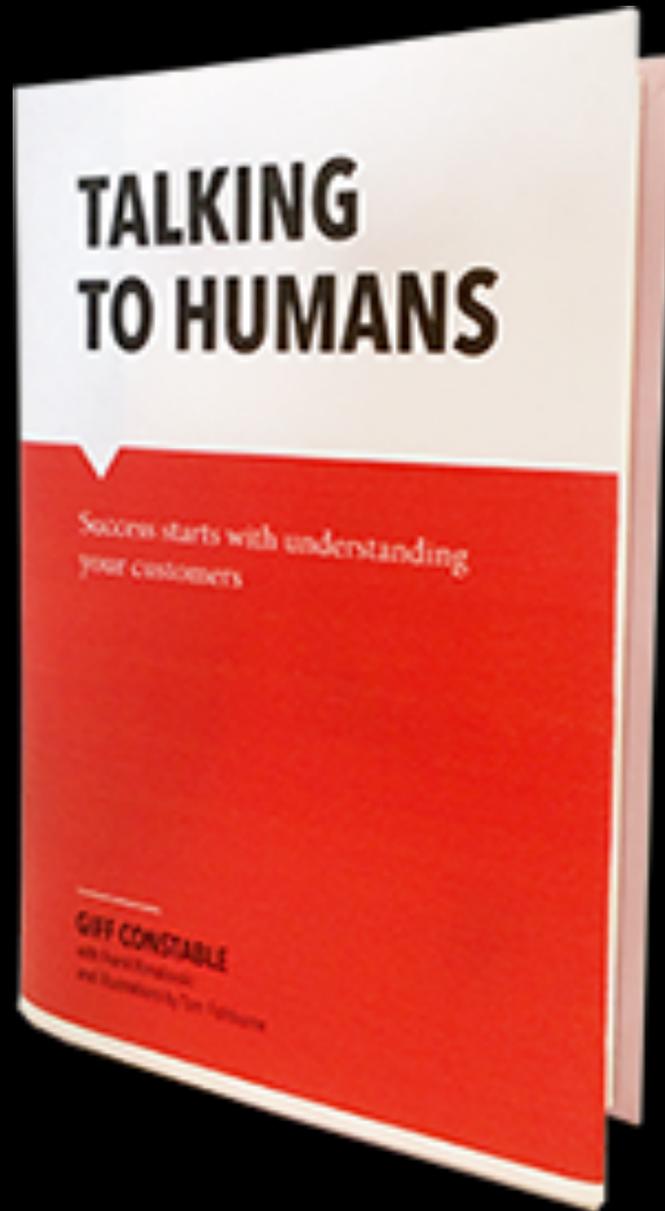


Best Practices for Customer Discovery



Dean Chang



talkingtohumans.com

Why *interviews*?

TOP 10

STARTUP MISTAKES



100
First Hits
www.100FirstHits.com

- 8. Spending Too Much Money **18 (2,1%)**
- 9. Failing To Ask For Help **12 (1,4%)**
- 10. Ignoring Social Media **6 (0,7%)**
- 5. Not Having The Right Co-Founders **66 (7,9%)**
- 6. Chasing Investors, Not Customers **45 (5,4%)**
- 7. Not Making Sure You Have Enough Money **28 (3,3%)**

INDIAN HEALTH SERVICE

WAITING ROOM





Have You Talked to Everyone You Should?



Key to Learning from *Customer Interviews*

**#1. Don't *pitch or talk about*
your idea or solution**

***Goal is not to convince them
to like your idea***

**#2. Do more *listening*
than talking**

Use precious time to *learn*

#3. Ask *open-ended questions*

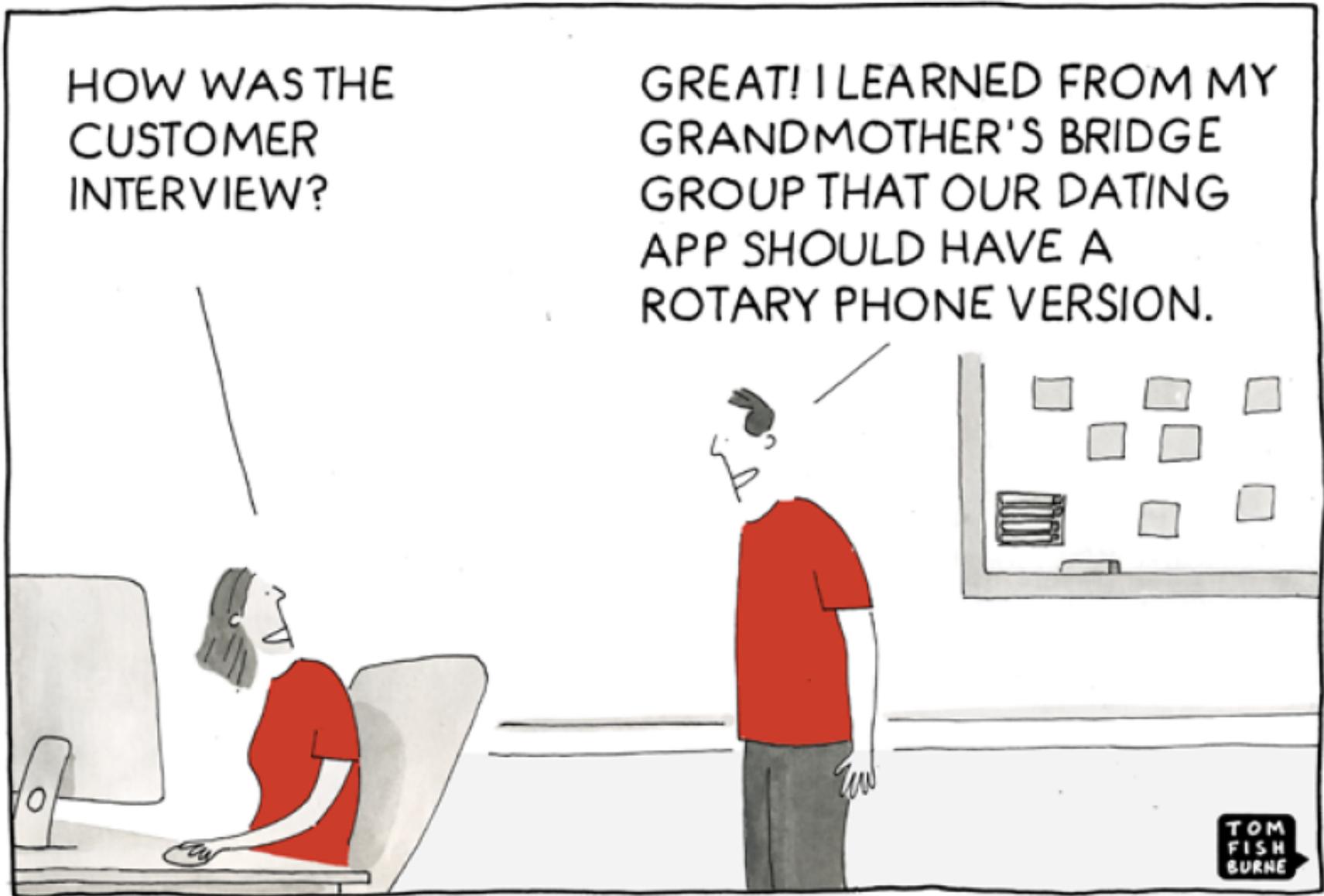
Ask *who, why, how* about *pain points* & how they *currently* *make decisions*

Ask About Pains & Needs, Not Features

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?



Are You Talking to Relevant Customers?

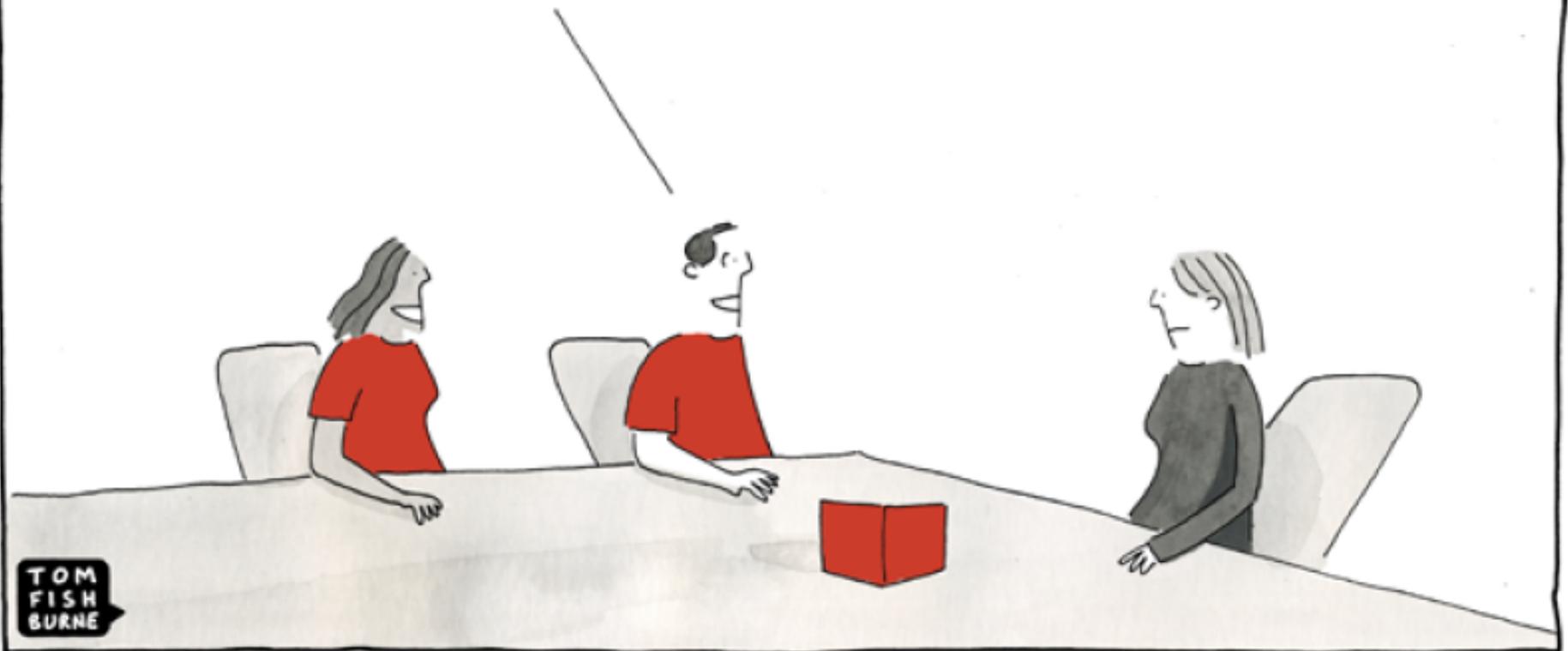


**#4. Your questions should try
to invalidate your hypotheses
about your project**

#5. Disarm
“politeness training”

Disarm Polite Behaviors

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.



#5. Parrot back *to confirm*

***Interrupt* when you don't
understand**

Parrot Back and Confirm What You Heard



#6. Thank them – *and ask for introductions*

“What did I forget to ask?”

“Is there anyone else you think I should meet?”

Customer interviews should be

FACE TO FACE! (or by Skype)



Cold Calling Interview Tips

- **Warm contacts** work much better than cold calling
 - Ask someone to introduce you or mention who referred you
- Get their attention with **honesty** and/or **flattery**
 - "I'm told you are the **expert in this field**" and "I'm just looking to get your **advice and insight**"
- Establish credibility with **HHS Ignite**

Why talk to 50 customers/ stakeholders?

- **It works!!!**
 - Best way to validate hypotheses about the problem you're solving
- **Pattern recognition** – requires enough data points (i.e., enough interviews)
 - Some of you have **multiple Customer Segments**
 - Industries like healthcare have very **complex ecosystems**

If your interviews are not leading to Product Market Fit (CS/VP) ...

You may need to change CS and/or VP hypotheses and/or PIVOT

Any Really Great Interviews or Really Bad Interviews Before Today?





**ROLE
PLAY**

Mock Interview: **vacciNATION** mobile app for parents to track vaccination status



Mock Interview: Global Staffing Accelerator online job matchmaker



There are no answers in this meeting room, in your office, your lab, etc.

Get out of the building!!!

