

Best Practices for **Customer Discovery**



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TALKING TO HUMANS

Success starts with understanding
your customers

GUY CONSTABLE
with David Enders
and Samantha Taylor Johnson

talkingtohumans.com

Why *interviews*?

TOP 10

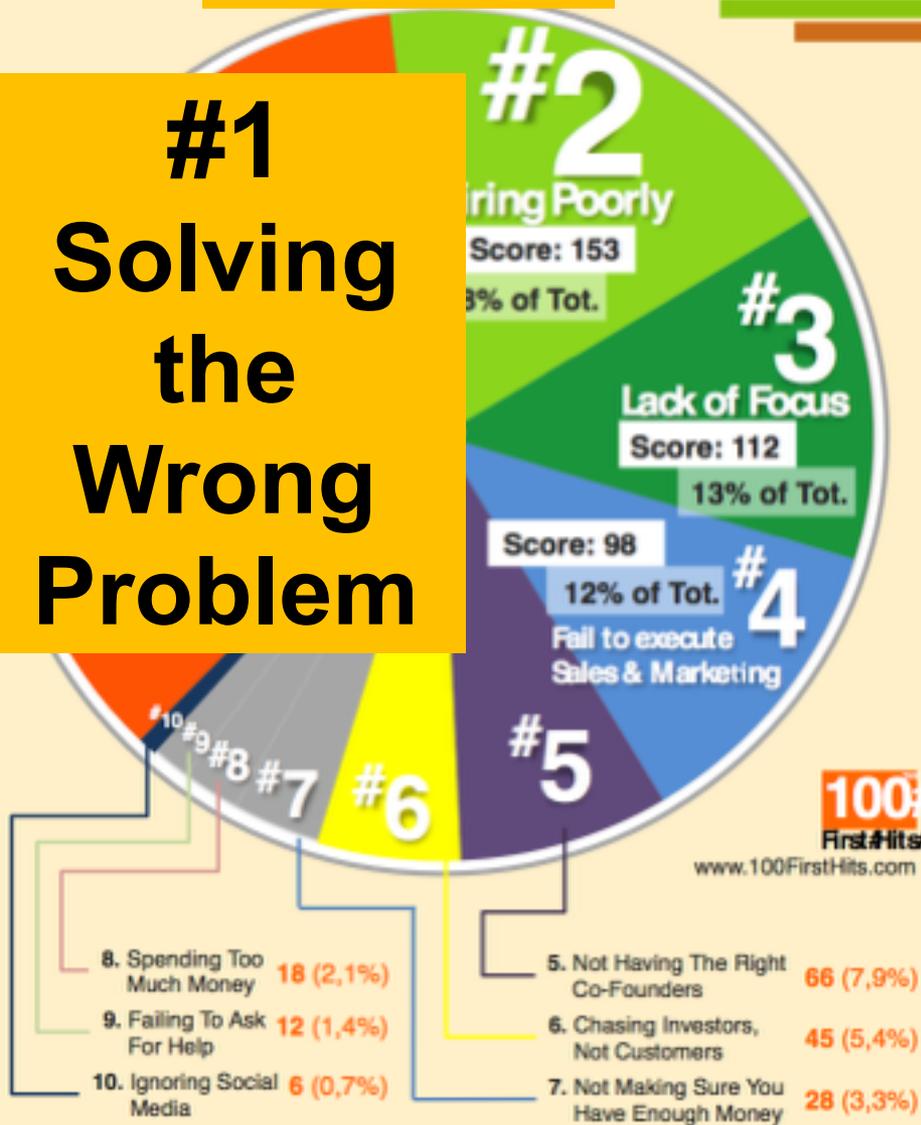
STARTUP MISTAKES



TOP 10 MISTAKES

IGNITE

#1
Solving the Wrong Problem



*Improving Access to Care in the
Indian Health Service Emergency
Room via a Fast Track System*

Marliza Rivera

Performance Improvement Officer

Alysia Cardona

Emergency Dept. Supervisor

LCDR Jose Burgos

Staff Development

LT Justin Tafoya

Public Health Nurse/Videographer

Whiteriver Indian Hospital

INDIAN HEALTH SERVICE

WAITING ROOM

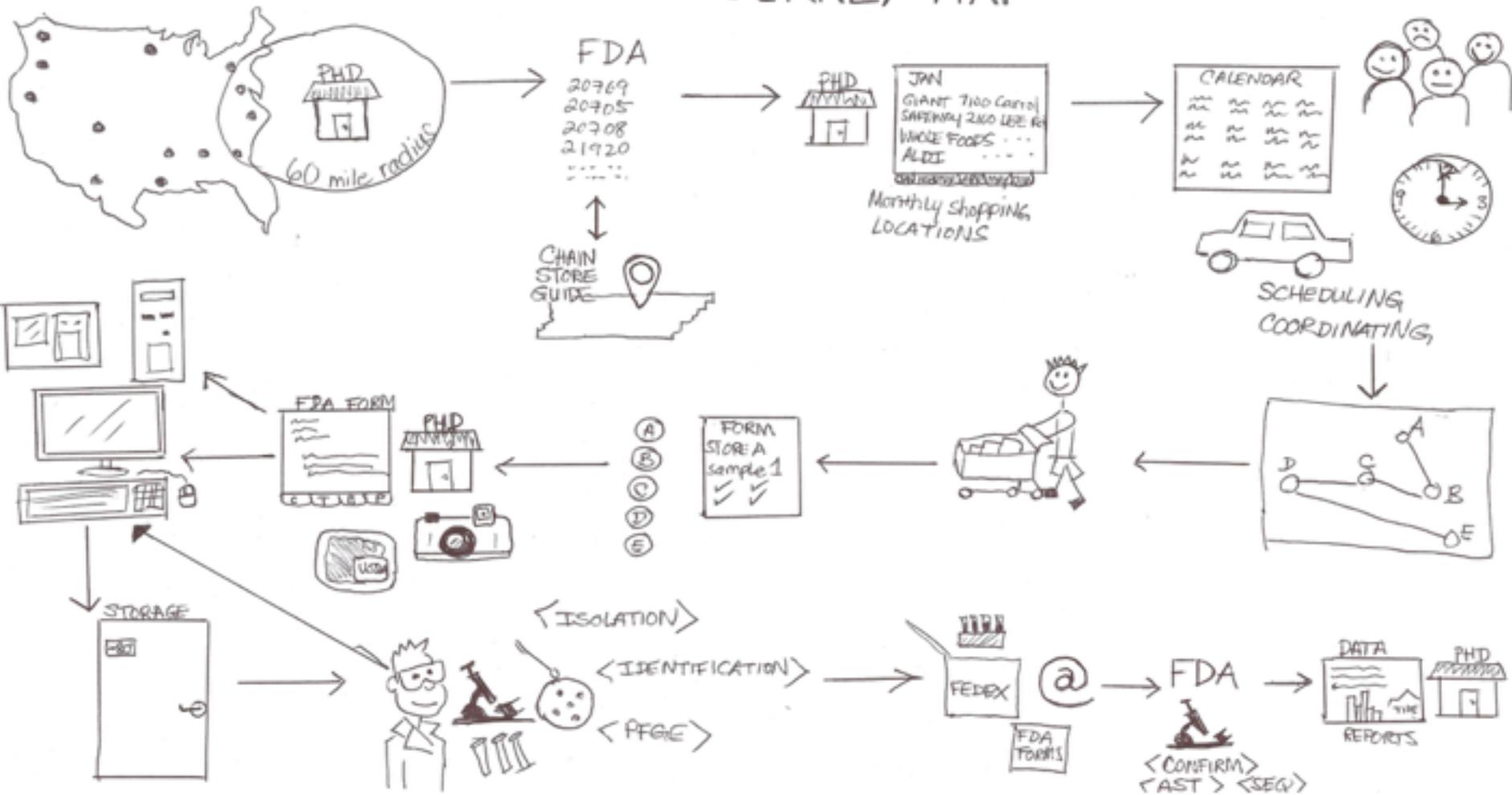


Improving the National Antimicrobial Resistance Monitoring System (NARMS) Retail Meat Surveillance Program

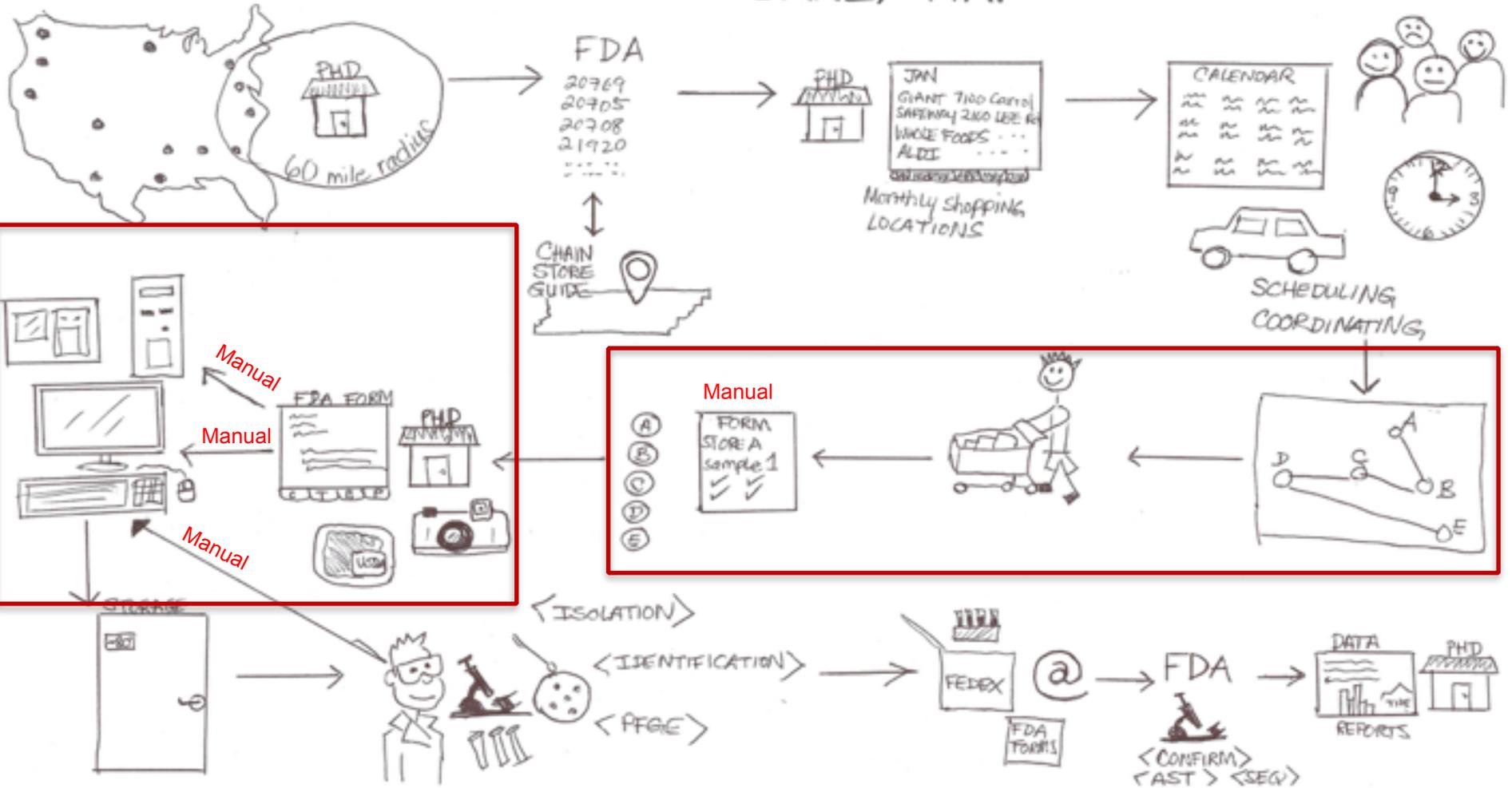
Improve public health partners' processes for monitoring retail meat samples to strengthen national surveillance of enteric bacteria and FDA oversight of antimicrobial drugs.



NARMS JOURNEY MAP



NARMS JOURNEY MAP



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?

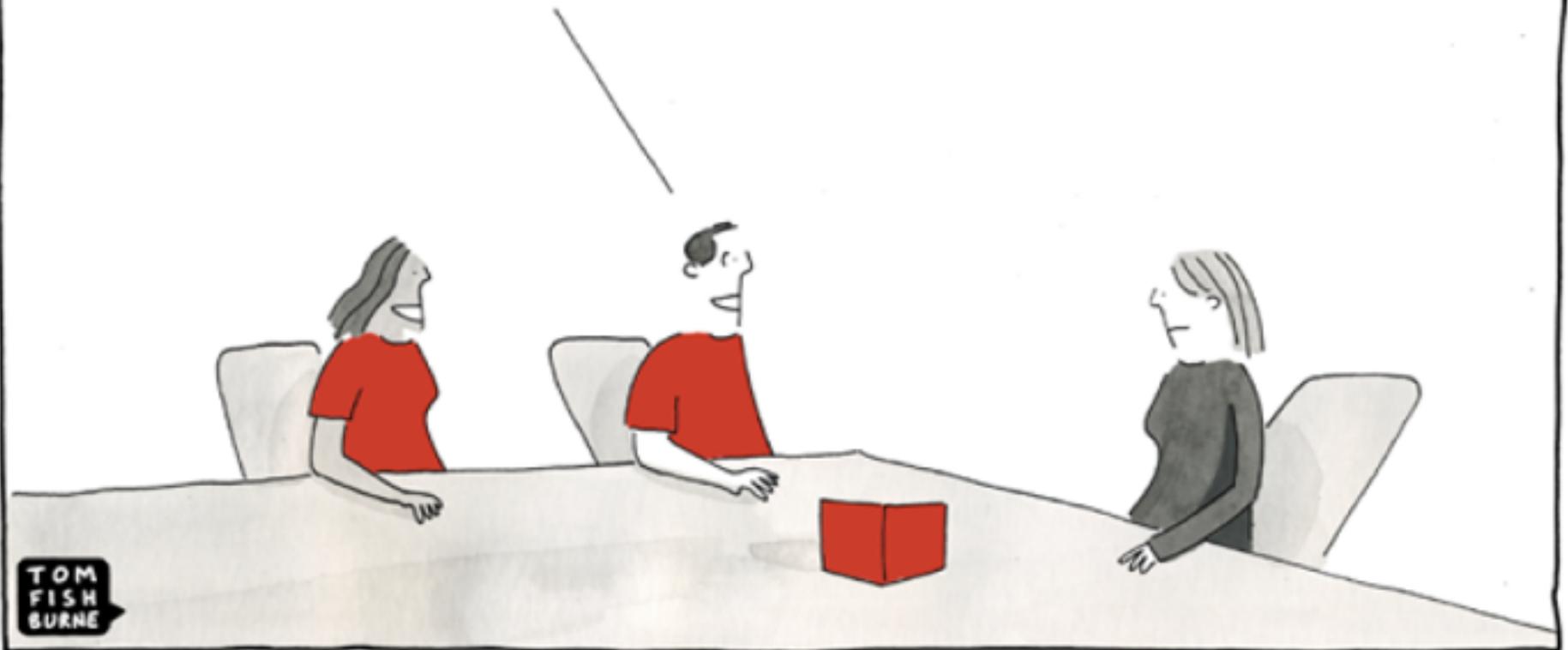


**#4. Your questions should try
to invalidate your hypotheses
about your project**

#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?



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

Get out of the building!!!

