



YOUR CUSTOMER JOURNEY! Talking to Your Customers, The Why and The How

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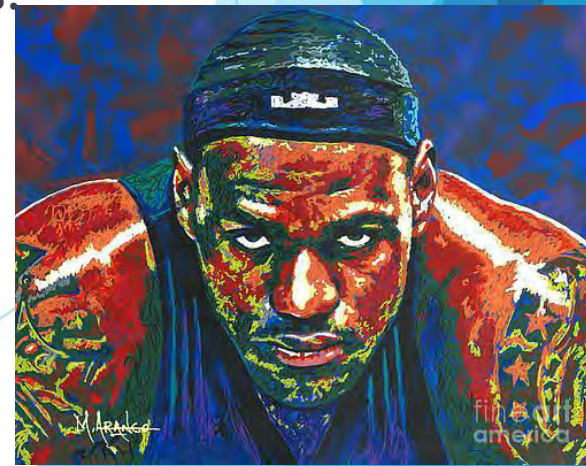
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Have You Ever Wondered How to Change Your Business Model or How to Start-up a Retail, High Tech, Bio Tech, Bio Pharma, or Non-Profit?

- ▶ It isn't about the licenses, taxes, investors (not yet anyway), technology, how you will sell, market segments. Not on day one.
- ▶ It is about from the moment you start to think you are on to something, identifying and talking and listening to customers.
- ▶ What you are doing is SEARCHING to figure out the value of what you are doing and validating that with potential customers/market.
- ▶ Your potential customers have more to do with your final product(s) and service(s) than you realize!

You may be the artist,
But someone has to want
To buy the art!



“WHAT IS A STARTUP?”

- ▶ Start-Ups are NOT smaller versions of large corporations. It is a temporary organization designed to search for a repeatable and scalable business model.
- ▶ Not relevant in your 1st years: Corporate Titles! Operating Plans! Business Plans! Financial Models! Sales, Marketing, and Biz Dev Teams!
- ▶ What have we learned?
 - ▶ First three years, it is a roller coaster ride!
 - ▶ Business Plans are probably needed at some point but no business plan survives the first year.
 - ▶ Startups have a load of faith-based vision: faith in leadership, product, can-do.
 - ▶ What startups are doing is RESEARCH to create an MVP! WHAAAAAT???
 - ▶ You are hiring people to be innovative.
 - ▶ Seek customers who are just as crazy as you are.
 - ▶ **Get your Founders “OUT OF THE BUILDING!”**

TWO important questions to answer!

- ▶ What is it that we actually want to start?
- ▶ How are we going to create value while delivering products and services for others?

Why Do We Talk to Customers?

- ▶ Your first step is to pull customers to you. You start the day you get your innovative idea. Continue throughout the life of your company.
- ▶ You share with them, the value of your product, not the tech specs.
- ▶ You pull customers to you BY LISTENING TO THEM.
- ▶ After, you tell them a story about why you think what you are doing is important. You share briefly what your product does, who it serves, how you hypothesize it will be used.



Let's Start With The Business Model Canvas/BMC










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 	Revenue Streams 			

THIS IS ALL HYPOTHESES UNTIL YOU MEET WITH CUSTOMERS!

NOTE TO SELF: Download A Copy From Alexander Osterwalder. Use Lots Of Stickies!

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DESIGNED BY: Strategyzer AG

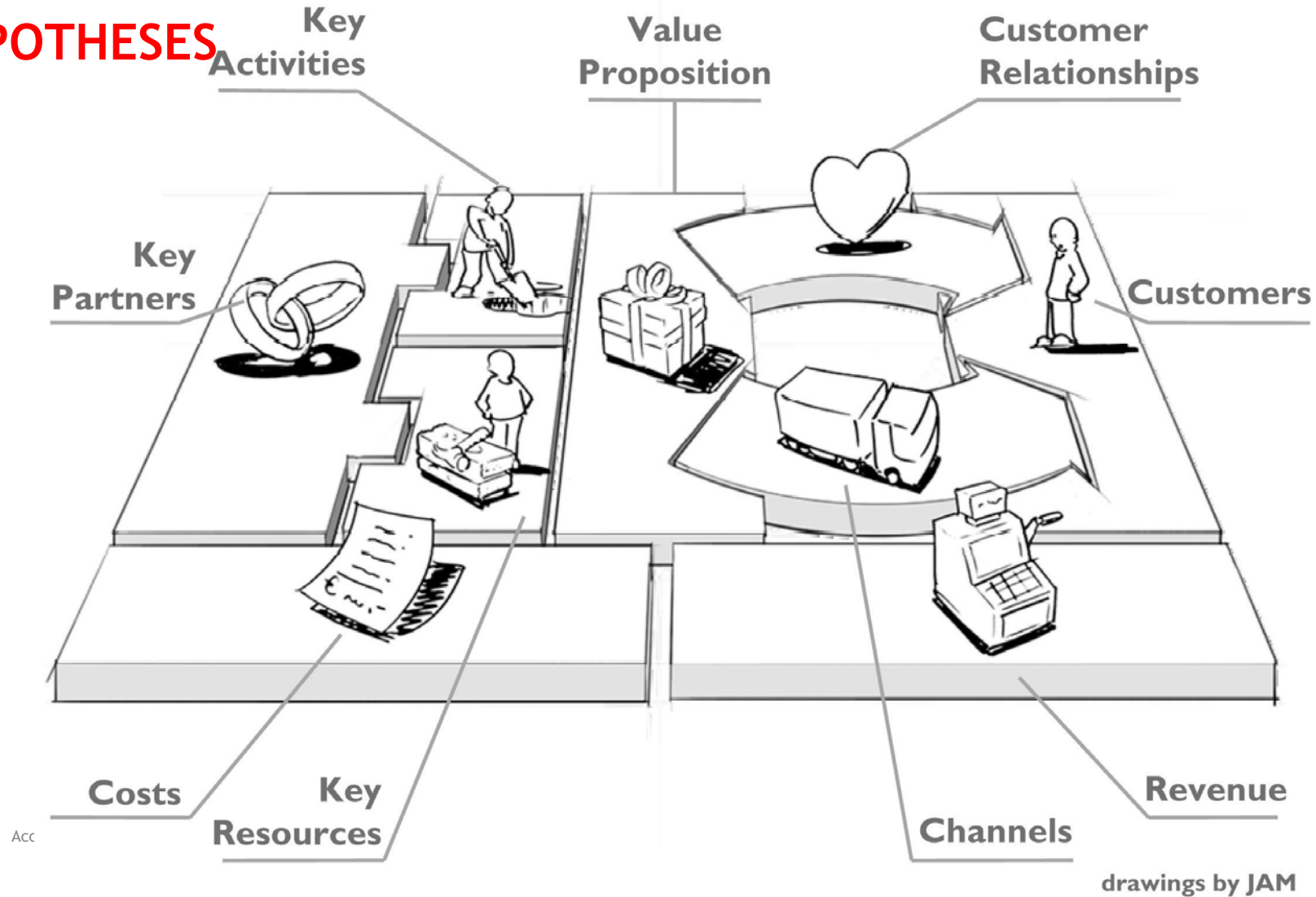
The masters of Business Model Innovation and Adaptation

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Business Model Canvas

HYPOTHESES



Customer and Market Segments To Whom Do You Provide Value?

- ▶ What are your market's and customer segments?
- ▶ List three.
- ▶ *Next to each, what value do you “hypothesize” you provide them.*
- ▶ Let's talk.

Who are Your Potential Customers?

Prioritize based on their role in advancing investments, your product development, prototype testing, and end user.

To make better decisions and move fast, zoom in on a specific person, not a persona. If you were stuck on a desert island with the person most likely to buy or use your product, who would that be?

What three attributes does that Company or non-profit exhibit?

Write down at least 3 buying or professional practice behaviors you think can be observed in your customer.

Narrow down to 3 specific persons with whom you want to meet. I.e. You want to meet with someone in the NM Medical Insurance Industry. Who?

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Professional
Organizations

National Conferences

Websites

LinkedIn

Facebook Business

Crunchbase

Channels

Customer Archetype Profile

Personal Goals

Image



Describe the person: name, age, relevant personal info

Archetype your customer here.

Technology
lovers

Female
student
NOT TYE

Female student,
undergrad,
motorized wheel
chair, some limited
upper body mobility

Undergrad at
Highlands
University

Motorized
wheelchair
with limited
upper body
mobility

Technology
Lovers

Progressive
disease

Love
life!

Social
life!

Independence
from her
family

Jobs To Be

What jobs do they need
to perform and in what
order of priority?

Get her
BA in
theater

Become
an actress

writes a teen
audience novel about
a super hero in a
wheel chair. She
plans to attend the
Savannah College of
Digital and Fine Arts
and do an internship
with Disney. SCDFFA
knows about her and

Grandparents

Existing Solutions

What do they use
now to solve the
problem?

For now she has a
modified Pride
Mobility chair but
she wishes it had
an pressure
sensitive seat and a
elevator seat.

Some
Homem
Solution
Custom

navigation/recon
dation app

Portable
ramps

Techie friends
who are set
designers

How They Buy

Who approves
purchases? Do they
have a budget limit?

Parents
are main
funding
source

Insurance
covers?

ARC

The
Department

Pains

What pains do
they have in their job
Prioritize.

Limited roles
for wheelchair
users? (bias)

Stage
access

Typcasted

Lack of
Representation

Hold
thing

Pla
log

independent -
limited
needs

What gains do they
want to improve their
success metrics?

She wants
more roles
that are
starring

Currently, she has a
lap board she uses
so that she can
move her mouse.
Her caregiver stays
outside the
classroom, so she
calls on friends to
help her.

Currently, her high
school is in the
Southwest. It is
relatively flat but the
hallways are crowded.
They are taking Face 2
Face. She had to
option to stay home
but chose to be in
school, missing her
friends.

Influencers

Who influence
adoption of new
technology?

Friends who
provide them
as gifts

Are there WC
influencer actors/actress
she sees as role models?

She follows
influencers on YouTube.
Her favorites
are positive thinking
athletes like Justin
Hinsley.

Her closest
influencer is her
caregiver about 50%
of the time at school

ARC at her
University will
provide some
adaptive tech

What barriers to
entry might you
face with this
customer?

As an
undergrad,
she'll have
limited funding.

Lack of
Funds

Lack of
infrastructure
development
to support
new
technology

Distributor:
Numotion.
Evaluation by
OT/PT
followed by
invoice

Catalog or
limited
view of
catalog

Online stores
that have
specific
accessories

Online,
Etsy,
Amazon

Direct
purchase
from
website

Brick and
mortar stores
with assistive
devices

Let's create a list of potential customers and markets.

Customer #1: Who are they? Why are they important? What value does your product provide?	Customer #2	Customer #3
*USER	*MANUFACTURER	*DISTRIBUTOR

What is/are your value proposition(s)?

- ❑ What problem are we solving?
- ❑ For whom? Customer segments? Justify this statement: Who is your client? How do you know?
- ❑ What is the UNIQUE Value prop we deliver to our customer or markets?
- ❑ What bundles of products and services are we offering to each Customer Segment?
- ❑ Create a Value Prop for each market. **WHAT ARE YOUR VALUE PROPS???**



Tools: Value Proposition Template For Sidekick™

		Describe
FOR	For Adaptors™	with limited upper mobility whose adaptation is full time in a motorized wheel chair.
Who wants/needs	Independence to live life their way	
Is a	Sidekick™ is an access tech	
That provides	Wifi and Bluetooth connectivity and a manipulative arm	so that they can use RFID devices to enter doors, charge electronics, and communicate all with the nod of the head, use of the eye, or voice
Unlike	Any devices now on the market	that perform one or two of these steps but not all, are not affordable nor light and compact.

What are Your Objectives for the Customer Discovery Interview?

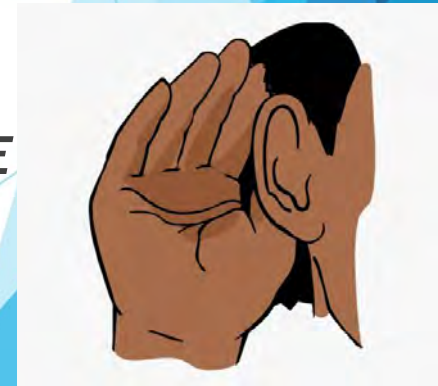
- ❑ Create a relationship. Their minds may or may not be focused on their strategy. BUT, they don't know about you.
- ❑ Research the potential customer. To start: Ask for an informational interview with a potential customer of your product.
- ❑ Share your value proposition and *use cases*.

What Are Your Objectives For The Customer Discovery Interview?

- ❑ Ask for feedback from the customer. What are they currently using? What problem does it solve? What problem does your device and/or service and/or app and /or product solve? What do they like? What is missing?
- ❑ Create awareness. Ask if they want to be kept informed of what you are doing and verifying their contact information.
- ❑ Ask for the names of two (2) more relevant individuals with whom you might conduct one of these interviews.

WHY TALK TO CUSTOMERS?.

- ▶ You ask them **how** they got into what they are doing and what is important to them. You ask, **how** do they currently solve a problem like the one you presented.
- ▶ Then you can ask questions: **What** are they currently using to solve the problem, how is that working? **What** do they think they need to achieve their mission?
- ▶ Then you ask them about **what** they think about your solution and other detailed questions.
- ▶ ***CUSTOMERS WILL LISTEN TO YOU, but first YOU HAVE TO LISTEN TO THEM.***



What is it you really want to ask? Revise the following in a way that will reveal the information you seek.

- ☐ I am asking for advice and expertise, not money or space!
- ☐ I am wondering how does your business or product make money?
- ☐ Who is your competition?



90 Second Pitch Components

- ❑ What problem are you solving?
- ❑ How does your business make money?
- ❑ Who is your competition?
- ❑ What is your unique value proposition in comparison to competition?
- ❑ What is the market for your product and potential market share? Be prepared to justify your statements.

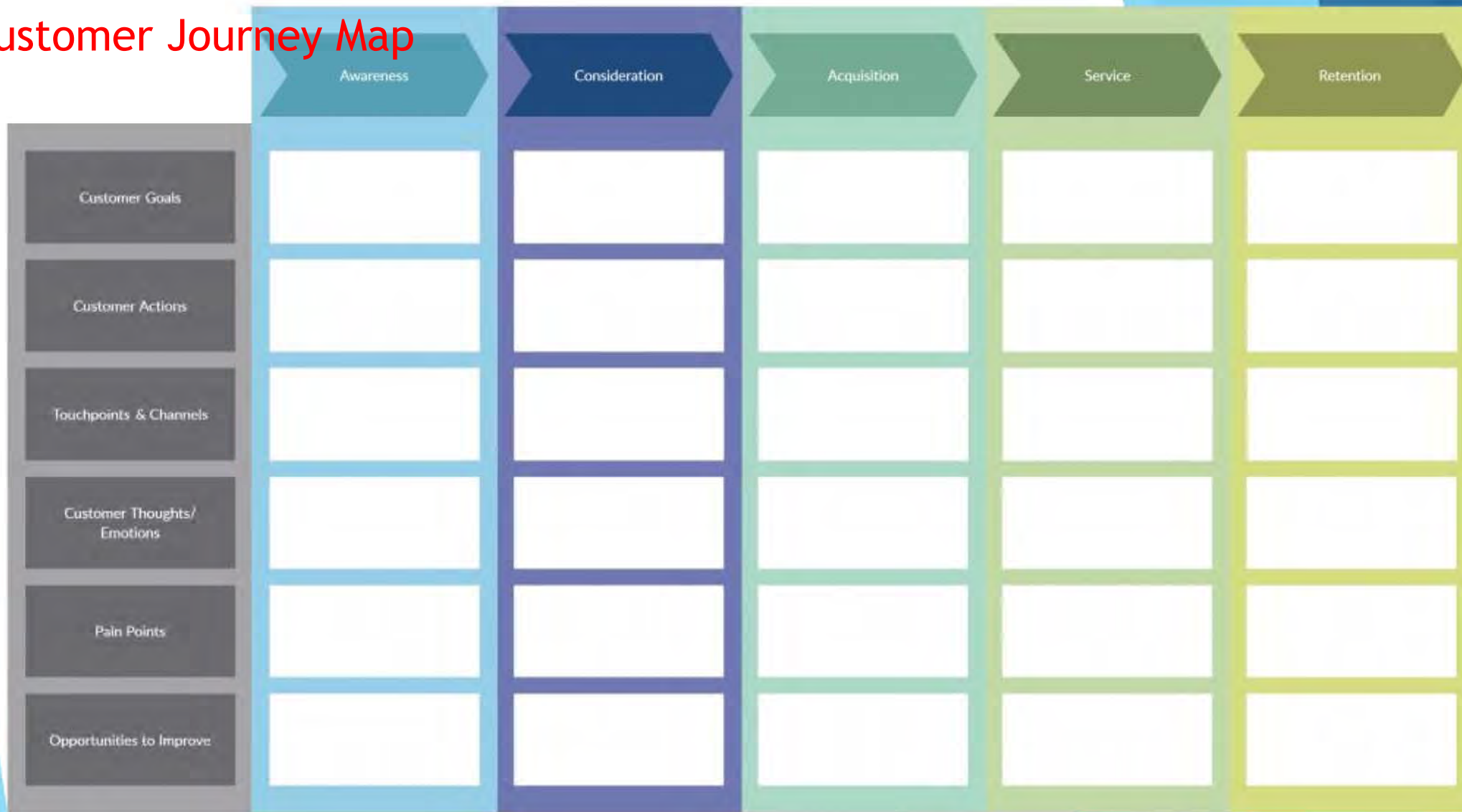


What is your 90 second pitch?



- ▶ What are you telling your potential customer about what you are doing?
- ▶ What to avoid! Asking for a couple of minutes of someone else and taking more than a couple of minute.
- ▶ Now pitch to me as if I am your potential customer.

Customer Journey Map



Context / Problem	The First But	Product Intro
What is the problem we think we are solving?	What does the customer think the problem is?	This is our product, this is how our product works...
Magic Solution	And Then	User Benefit
Our product does this to alleviate their problem...	Who interacts with our product?	What does success look like from the user perspective?

PRODUCT STORY BOARD

Do it once and then do it again!

What is the problem, we think we are solving?

Our product does this to alleviate their problem.

What do we think the customer thinks their pain point is?

Who interacts with our product?

This is our Product, this is how it works...

What does life look like from our customer perspective?

Create USE CASES, Your Story

- ❑ How will your product be used? Our hypothesis is:_____
- ❑ If we use this approach...this what can be expected, this is what we plan to do, this is our customer, this is how and when they will use it, this is the training we will include, this is how much it will cost, these are the expected outcomes.
- ❑ This is how our customer will react, this is how we will validate those outcomes. This is what we think will be our success metric.
- ❑ Now, please create a use case.
- ❑ Share with someone us and others. Ask or feedback.
- ❑ In fact, talk to a lot of 'Someones'!!!

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WHAT'S
YOUR
STORY?

Brainstorm Use Cases

- ▶ Our Hypothesis is: If we use this approach to treat Alzheimers, this is what can be expected, this is what we plan to do, this is our customer, this is how and when they will use it, this is the training we will include, this is how much it will cost, these are the expected outcomes, This is how our client will react, this is how we will validate those outcomes. This is what we think will be our success metric.
- ▶ Now, please think about a use case.
- ▶ Let's share.

WHAT'S
YOUR
STORY?

IT's Best to Avoid the Following:

- ❑ **What do you think about our breakthrough disruptive technology?**
Avoid talking about your technology and solution in the initial conversation.
- ❑ **Do you think our product is too expensive?** Never go there. You're not ready to discuss pricing. Focus on the customer's costs, budget, operations, efficiency, etc. **Probably best to ask them the questions on an industry level.**
- ❑ **Would you be willing to sign an NDA (non disclosure agreement)?** Would you mind answering these survey questions?
Avoid asking close-ended questions that lead people to predefined answers. Instead ask general questions and encourage people to explain their pain points in greater detail.



HOW TO BRING THIS TOGETHER!

- ❑ Define customer archetypes. Understand to whom you need to talk. Take your time when you define the customer. How does the customer behave? Make a list of companies and organizations where these people work? Understand their role. Select names.
- ❑ Focus on the Problem. The first thing to understand: You are not selling anything. Focus on the problem the customer is trying to solve.
- ❑ Listen and learn. Remember you are not selling anything. Your goal is to gather as much valuable information as possible. ASK to record customer interviews - with permission - so you can stay full engaged in the conversation and have a notetaker colleague to ensure you capture all of the information during interviews.
- ❑ Develop a consistent system for analyzing your interview results. Before beginning interviews, define the metrics and demographics that are important to you. Evaluate interview responses for recurring needs, ideas, and pain points.

Conducting the Interview

C. PITCH

- ☐ Summarize what you heard from the potential customer or channel. This is our product, can you tell me how you might use our product? How might it help you grow your business?
- ☐ Did I miss anything?
- ☐ State your 90 second pitch.
- ☐ Anything else you would add to this pitch or change?
- ☐ I am wondering if you have two additional potential customer or channels whom I can contact?

D. CLOSE

- ☐ Summarize your goals.
- ☐ This is your timeline.
- ☐ May I send you updates?
- ☐ Again, thank you.

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B. QUESTIONS;

- ☐ How are you solving a problem like I described.
- ☐ What are your goals to grow your business.
- ☐ What are you using right now?
- ☐ Competitors?
- ☐ What features do you like?
- ☐ What features would you like?
- ☐ How much would you be willing to pay?
- ☐ Which markets should I address?

A. INTRODUCTION:

- ☐ Thank you for taking the interview.
- ☐ **Tell your story.**
- ☐ **Share the problem you are solving?**
- ☐ **Here's the story of what I am doing. These are its features. Introduce your Value Prop.**

How to increase numbers of interviews.



- ❑ Research online the professional organizations, national associations, websites for your target market.
- ❑ **JOIN LinkedIn Business and Facebook Business.**
- ❑ Use a variety of research apps: Crunchbase offers information on a wide variety of companies. Use the UNM Library.
<https://www.crunchbase.com/>
- ❑ Professional organization websites! Relevant to your product!
- ❑ mTurk offered by AMAZON allows you to get help with what you need such as research. <https://www.mturk.com/>
- ❑ Google Voice, at \$10/month helps you manage telephone calls to potential customers and even records and provides a transcript. <https://voice.google.com/about>

FedConnect.gov

Grants.gov

Let's Create Some Customer Interview Questions!

- ▶ Please talk with me. What questions would you like to ask?
- ▶ Follow the model on the previous slides.
- ▶ Then, ask those questions to someone you trust. And ask for feedback. What did you learn?



Evaluating Your Interviews (VALIDATE)

- ❑ What are the majority of customers saying?
- ❑ What opportunities did I discover?
- ❑ What assumptions of mine were incorrect?
- ❑ Were my hypotheses correct?
- ❑ How can these insights change my future course of action?
- ❑ What other data can I use to confirm these results?
- ❑ What is the root of the problem I am solving.

EVALUATE YOUR INTERVIEW: Client Interviews Do Impact Product

Evaluate and redo...

- ☐ What did you learn?
- ☐ What ideas did you have during the interview?
- ☐ What did you learn about building your product in versions?
- ☐ Next interview, start all over again.
- ☐ There will be lots of uncertainty.

While you are doing interviews, Look at growth in phases:

- ☐ Idea
- ☐ Redescribe Minimal Viable Product
- ☐ Beta Test with One Client
- ☐ New Idea
- ☐ New Viable Product
- ☐ Beta Test with Several Clients
- ☐ Now you know that numerous clients like it.
- ☐ Seal a deal.

WARNING!!!:

- ▶ **Death by Powerpoint.** Don't use interviews to pitch or present your venture.
- ▶ **Death by Demo.** More or less the same as above. Avoid demonstrating your product! Your focus is to learn as much as you can about the customer and their perspective on your industry. More than anything a demo or product prototype is a distraction.
- ▶ **Death by Blindness:** Customer interviews may lead to unanticipated discoveries about your product or field. Be open-minded to go where each conversation takes you, and use this new information to refine your venture.
- ▶ **Death by Idea/Solutions Bias:** The interviews are only useful if you analyze them honestly. Report finding as they are, not what you want the findings to say about your product/idea.



TIPS FOR ZOOM, MICROSOFT TEAM, GOOGLE GROUP, ETC.

- ❑ Use the mute button.
- ❑ Look into the camera while speaking.
- ❑ Choose a professional background.
- ❑ Use a brightly lit area with light in front of you.
- ❑ Pick a quiet space.
- ❑ Silence your phone.
- ❑ Maintain your focus.
- ❑ Turn off notifications.
- ❑ Use a laptop or computer.
- ❑ **Charge your laptop.**
- ❑ Find a good internet connection.
- ❑ Communicate with your household or colleagues.
- ❑ Wear professional attire.
- ❑ Keep your screen clear.
- ❑ Practice using ZOOM, Microsoft Team, Google Group, etc.
- ❑ Use appropriate body language.

BUSINESS MODEL

- ▶ Explain how you make money!
- ▶ **Again, explain how you make money!**
- ▶ This is the time to drop the names/logos of organizations who are already using your product.
- ▶ <https://businessnavigator.com/patterns> Some 55 Business Patterns that you can experiment with for free.

NEVER STOP TALKING TO CUSTOMERS!

- ▶ Always consult with Customers and ask what problems are you solving?
- ▶ How are you solving it?
- ▶ How can we help?
- ▶ Who is helping you now?
- ▶ Tell the story of what problems you solve and how you think you solve the problems.
- ▶ Ask the customer if you are solving the right problems?
- ▶ What problems should you be solving?
- ▶ Thank them because you have talked with them before.
- ▶ Ask, always ask for a referral to talk to two more people.
- ▶ Send them a thank you note.

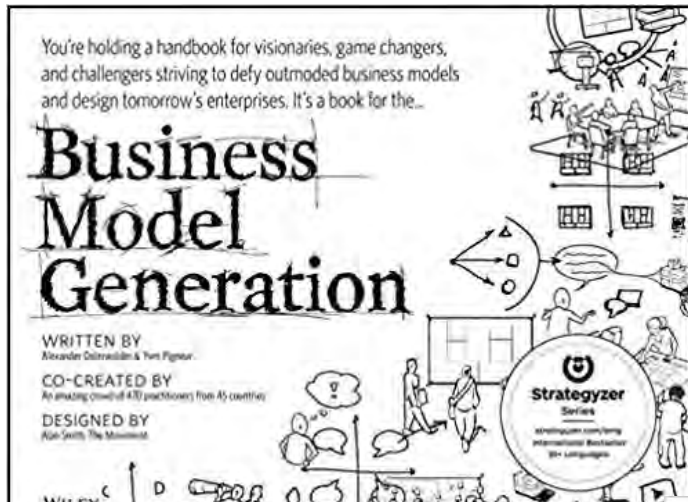
What Causes Startups to Fail? Which of the following are true?

- ▶ The startup fails to conduct customer discovery and validate findings.
- ▶ Co-Founders fight.
- ▶ Can't build to initial specs or vision.
- ▶ No one will fund the idea.
- ▶ Too few people buy the product or service.

Talking to Your Customers: What is Next?

- ▶ Conduct market research,
- ▶ Carry out customer discovery.
- ▶ Navigate the development of your start-up in the virtual world.
- ▶ Create strategies so that you can continue to develop your company and cater to the right customers in this new “virtual world.”
- ▶ Discuss your ideas about strengthening your business model and get feedback during virtual University Program workshops.
- ▶ Use the information you gather to talk to your customers and find out what they think.

RESOURCES available on Amazon.com

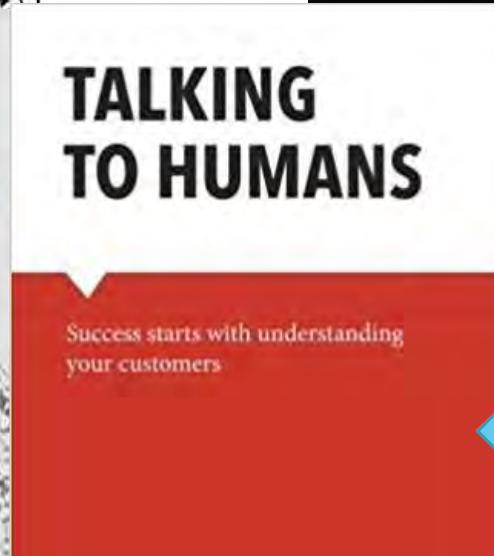
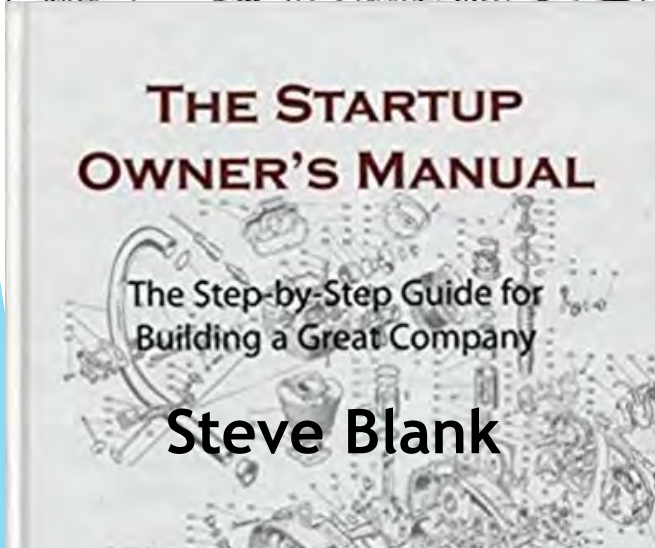
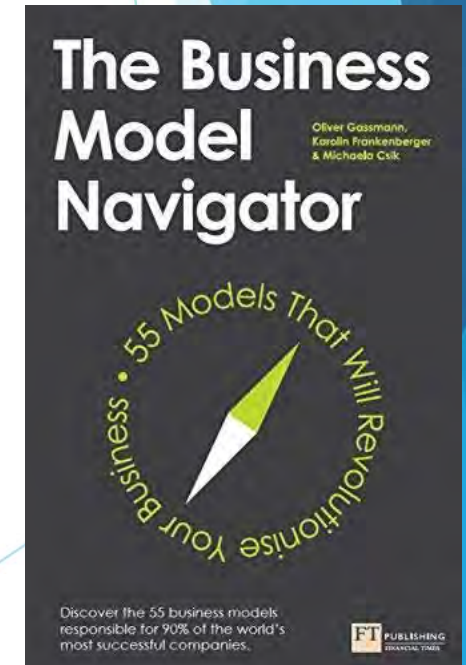


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Frankenberger



Giff Constable