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Lean Customer

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Customer development is the practice of finding customers first - understanding their problems, how they behave today, and what they'll pay to solve - and then bringing them along as we build the product that works for them. How do we do that?

Cindy Alvarez - Lean Customer

Development:

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Building ...

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Lean customer development can be done by anyone who speaks with customers or prospects. It works whether you're a startup founder with no product and no customers, or at an established company with numerous products and customers. Now that I've explained my perspective on lean customer

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Development, from here on out, I'm going to talk simply about customer development.

1. Why You Need Customer Development - Lean Customer ...

Lean customer development is a topic that people may think relevant only to early stage startups, but in our opinion the imperative of customer

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development - building products your customers will actually buy - never stops, whether this is at the startup, grow up or scale up stage.

Lean Customer Development - Notion vc

Lean Customer Development basically consists of five steps: Every hypothesis you invalidate through conversations with

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prospective customers prevents you from wasting time building a product no one will buy. If your hypothesis is wrong or even partially wrong, you want to find out fast. If you ...

Summary of Lean Customer Development by Cindy Alvarez ...

Customer development is a hypothesis-driven approach to

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understanding: who
your customers are;
what problems and
needs they have; how
they're behaving;
which solutions
customers will give you
how to provide
solutions in a way that
works with how your
customers decide,
procure, buy, and use.
5 Steps of lean
customer
development: Forming
a ...

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**Lean Customer
Development
Summary | Kobe
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According to Alvarez, a better approach is 'Lean Customer Development', which identifies a customer need and then creates a product to satisfy it. From talking to real customers about their product needs to analysing their answers and deciding what to build, this summary

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Customer
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will take you through
each step of the
process.

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course we want to go
deeper with the
concepts. Lean
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Development certainly

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does that. I've read many critical reviews, however, about Lean Startup's relevance to specific products not mentioned in the books. If that's you--you MUST read this book!

**Lean Customer
Development
(Hardcover version):
Building ...**

The Customer
Development
framework was

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developed by Steve

Blank as part of the

Lean Startup

methodology. It is

typically the middle

step of the process

(preceded by Business

Model Design and

followed by Agile

Engineering). Following

this process allows

companies to

understand the market

needs and come up

with multiple potential

solutions.

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What is Customer

Development? |

Definition and

Overview

Welcome. I'm Cindy Alvarez, Author of Lean Customer

Development

(published by O'Reilly)

and Director of

Customer Research at

GitHub (a subsidiary of

Microsoft). Previously, I

was Principal Group

Product Manager at

Microsoft in the Cloud

& AI group. I'm a

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regular speaker at conferences & events and also give private workshops .

Cindy Alvarez - Lean Customer Development | Official ...

But customer development is more than just a customer base. It's one of the three foundations of a lean startup: business model design, agile engineering and

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customer

development.

Customer development is the formal process of identifying potential customers and figuring out how to meet their needs.

The Importance of Customer Development for Startups

Lean Customer Development offers a view of how companies of any size can practice

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deep customer

learning in parallel with
product development.”

Adam

Pisoni—Corporate Vice
President, Microsoft

“This is a daunting
book. It’s so packed
with concrete steps,
hard facts, and proven
techniques that it
removes any excuses
you might have around

**Lean Customer
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Lean Customer
Development book.

Read 41 reviews from
the world's largest
community for readers.
How do you develop
products that people
will actually use...

**Lean Customer
Development:
Building Products
Your ...**

Lean Customer
Development by Cindy
Alvarez is one of the
latest releases from

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the O'Reilly Lean book series with each release focusing on a different element of the Lean Startup Model. The earlier books have included titles such as Lean Analytics and UX for Lean Startups, and this books focuses on how you can integrate customer development into the product life-cycle.

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**Development:
Building Products
Your ...**

Lean Customer Development is an easy sale for Lean Startup lovers--of course we want to go deeper with the concepts. Lean Customer Development certainly does that. I've read many critical reviews, however, about Lean Startup's relevance to specific products not

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mentioned in the books. If that's you--you MUST read this book!

Amazon.com: Lean Customer Development: Building Products ...

Cindy Alvarez is a product manager who turns understanding the customer into competitive advantage. Currently the Director of User Experience and

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Product Design for Yammer (a Microsoft company), she has worked with early- and mid-stage startups as well as Fortune 500 companies to make customer development an ingrained part of company culture and product development process.

**Lean Customer
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Building Products
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Customer development is a formal methodology for building startups and new corporate ventures. It is one of the three parts that make up a lean startup. The process assumes that early ventures have untested hypotheses about their business model. Customer development starts with the key idea that there are no facts

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inside your building so
get outside to test
them. The hypotheses
testing emulates the
scientific method -
pose a business model
hypothesis, design an
experiment, get ...

**Customer
development -
Wikipedia**

Lean Startup experts
(e.g. Eric Ries, Ash
Maurya, Steve Blank,
etc.) Startup founders
who leverage different

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methodologies (e.g. Jobs to Be Done, Design Thinking, etc.) Startup founders who have no methodology at all (e.g. the “build it and they will come” founders).

**Customer
Development Labs -
HOW to do Lean
Startup**

Get Lean Customer
Development
(Hardcover version)
now with O'Reilly

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