



CUSTOMER



CUSTOMER CATEGORIES

Who fits this category? (role and/or org)

USERS

Those who consume or operate the solution

BUYERS (PAYERS)

Those who pay for the solution, whether it be for themselves or someone else

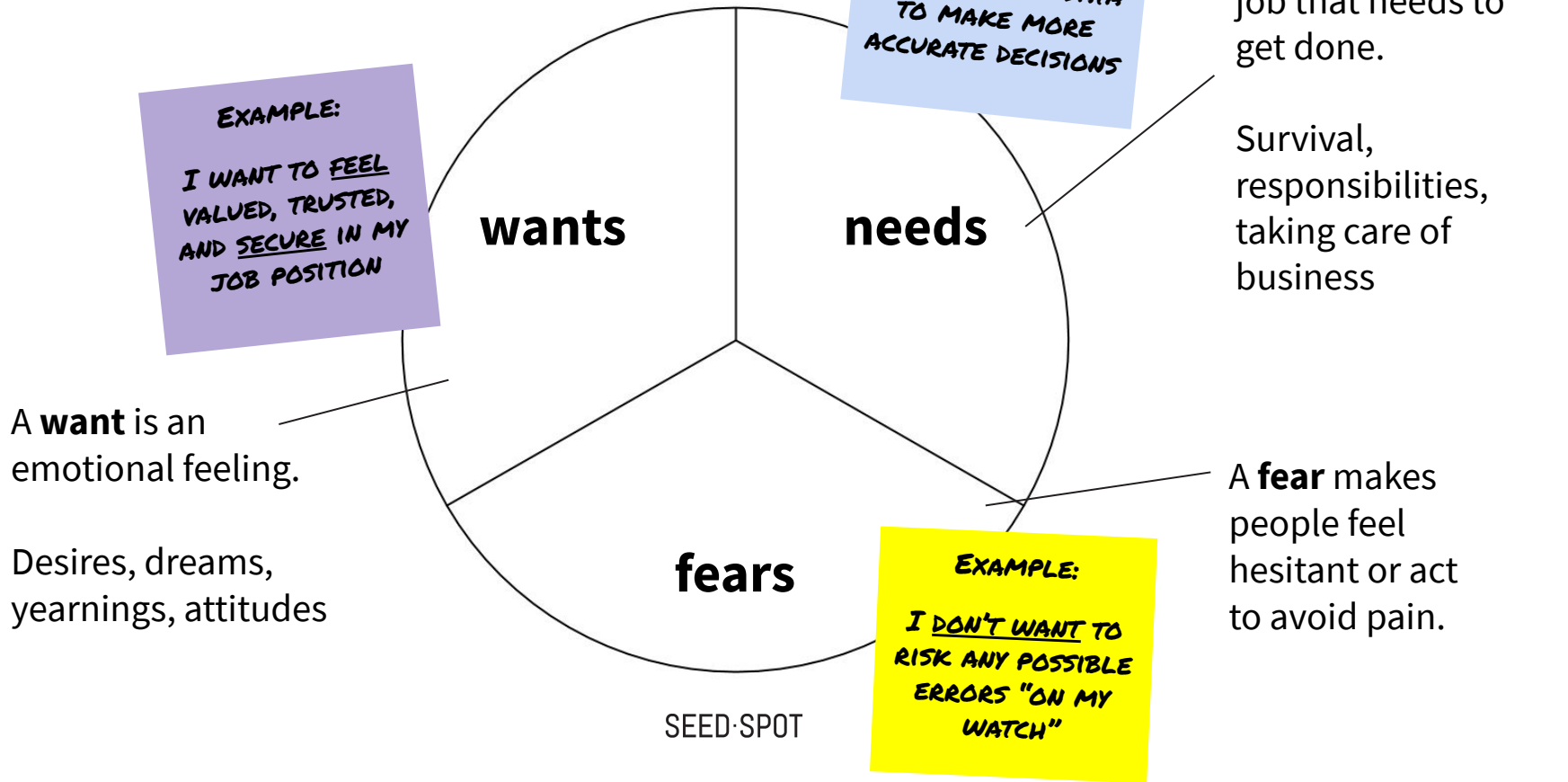
BENEFICIARIES

Those who benefit directly from the solution

INFLUENCERS

Those who encourage (or “sabotage”) the sale/decision of the solution

CUSTOMER EMPATHY MAP



CUSTOMER EMPATHY MAP

My buyer:

WANTS

(desires/emotions)

NEEDS

(jobs/responsibilities)

FEARS

(avoids/hesitations)

SEED-SPOT



CUSTOMER INTERVIEWING



CUSTOMER INTERVIEW TIPS

Why conduct customer interviews?

Talking to potential customers is a great opportunity to get their input and buy-in before you over-build a solution (or worse, build something that doesn't work for them!) You can ask about their wishes, requirements, and hesitations.

Step 1: Make a list of who you'd like to interview

Hint: Leverage current customers and friends of friends!



CUSTOMER INTERVIEW TIPS

Step 2: Reach out with your request for a conversation

Hint: Let people know how much you value their opinions

Example Script:

Dear Barbara,

My team at Booz Allen has been tinkering around with ___ and we think we've landed on a potential solution for _____. Before we share the new technology with our broader community, I'd value your honest input as a [long time client of Booz Allen / leader in the ___ industry / etc.] at this early stage.

Are you available for a 30 minute call next week to preview the technology and share your initial feedback?

Thank you, Anthony

CUSTOMER INTERVIEW TIPS

Step 3: Draft a few questions to help you guide the conversation

Hint: Try asking open-ended questions and/or questions that lead the customer to share a story or example.

Example Questions:

- *Are we thinking about this problem the right way, based on your experience with it? What makes you say that?*
- *Can you share how you're currently navigating the problem, and how that's working for you?*
- *Describe a circumstance when you might use my solution. Why might you NOT use it?*
- *If you had a magic wand, what would you change about my solution?*

CUSTOMER INTERVIEW TIPS

Step 4: Talk to your customers and get their views on your new offering!

Hint: Pay attention to wishes, requirements, and hesitations

Advice for a Great Interview:

- If possible, get a visual on your customer during the interview (i.e. video platform or in person) so you can pick up on body language as well as words. For example, looks of confusion or leaning in with interest.
- Try to have more than one team member from your innovation on the line. It works well if one person is the main interviewer, and the other person makes observations, notes, and chimes in with additional questions.
- Leverage technology to record the conversation (with permission), and hand over screen control to your customer so they can navigate the solution.
- Let the customer know that they should feel free to give their honest feedback and not “sugar coat” anything on your behalf. Otherwise, they may try to tell you what they think you want to hear (to be nice).

CUSTOMER INTERVIEW NOTE TRACKER

Take notes on your interviews here. Aim for 5+ conversations!

Who are you talking to? (profile, role, company, etc.)

What pain do they feel today (related to the problem you identified)?

How do they currently alleviate their pain? (current solutions)

What might be missing or broken in those current solutions?

What would motivate them to care about *your* solution?