

Customers:

Who

Where

How

EEC Side Hustle 2020

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John Carroll University



Customers don't
buy **products**.

Customers buy
solutions to
problems

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Early Adopters

- Customers who are already seeking a solution to the problem you want to solve

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Who Are Early Adopters

- Feel the negative emotion
- Are aware of it
- Actively trying to resolve it

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Early Adopters

- Your window to Early Majority
- Early Majority = \$\$\$\$\$

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MY EARLY ADOPTERS

My customers are  Sick college students who feel  irritated

when  they are sick in their dorm room because  the campus health center is too far away, and the wait times are too long

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How do your Early Adopters behave and where will you find them?

Behaviors 🏃	Externally Observable Behaviors 🦶
<ul style="list-style-type: none">• Complains about campus health center wait times, asking staff if there's anyway to be seen faster• Call an uber/friend to take them to an urgent care clinic off-campus• Tries "telemedicine" (video/phone doctor visit)• Self medicates• Google for "Doctor house calls"	

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What behaviors tell us
customer is looking for
solution **now?**

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Action that allows you identify who they are and make contact with them (i.e., **you can see them**)

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Customers Have the Info You Need

How Do You Get It?

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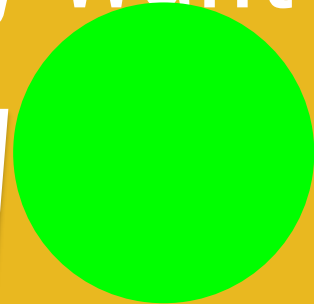


Get what you
want by
giving others
what they want



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How do you know what they want?

Successful interviews

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Keys To Successful Interviewing

- Don't talk - listen
- Don't solve their problem
- No “would” (future) questions
- Be curious

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Remember:

People enjoy
being **helpful**

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Remember:

People enjoy complaining

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PROBLEM #1

1 Customer Problem

What's the hardest part about being someone who _____?

Tell me about the last time you had this problem.

2 Emotions

What emotions come up when you think about this problem?

Afraid Angry Ashamed Bored
 Embarrassed Frustrated Scared Worried
Other (Check out bit.ly/EXECPC)

3 Current Solutions

When did you last try to solve this problem?

4 Deficiencies

What's not ideal about that solution?

5 Channels

How did you discover that solution?

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1

Customer Problem

What's the hardest part about being someone who _____ ?

Tell me about the last time you had this problem.

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2

Emotions

What emotions come up when you think about this problem?

- Afraid Angry Ashamed Bored
 Embarrassed Frustrated Scared Worried

Other (Check out bit.ly/execEP6)

Imagine you're experiencing this problem right now. What feelings come to mind?

3

Current Solutions

When did you last try to solve this problem?

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Discover Emotions: 5 Whys

Why is it a problem that your boss yells at you?

Answer: Because it makes me angry.

Why does it make you angry?

Answer: Because I'm afraid I'll lose my job.

Why is it a problem if you lose your job?

Answer: Because I won't have any way to make money.

Why is it a problem if that you won't have a way to make money?

Answer: Because I'll have to drop out of school?

Why is it a problem if you have to drop out of school?

Answer: Because it'll disappoint my family.

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Every problem
has an
emotional root

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4

Deficiencies

What's not ideal about that solution?

5

Channels

Where did you find that that solution?

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WRAP UP

Follow-Up

If I'm able to design a solution to one of these problems, can I contact you for feedback on it?

Other Interviewees

Do you know anyone else experiencing similar problems?
Would you be willing to introduce me so I can ask them the same questions I asked?

Additional Notes

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The screenshot shows a SoundCloud player interface. On the left is a logo with the word 'EXEC' in white on a black background with a yellow diagonal stripe. The main title is 'Founding Freedom' with a subtitle 'Sample Customer Discovery/Development Problem...'. Below the title is a waveform visualization. A play button is visible on the left of the waveform, and a 'Share' button is on the right. A timestamp '16:25' is shown at the bottom right of the waveform. In the bottom right corner of the player area, it says '▶ 1.1K'. A 'Cookie policy' link is visible in the bottom left corner.

Sample Interview

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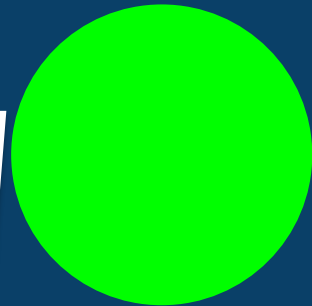


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Questions?

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