

Defining your customer and validating your market

1

Customer Avatars

Let's get super clear

Getting **clear** on the basics

- Gender
- Age
- Profession
- Income Bracket
- Location (State and Suburb)
- Marital Status
- Children and their Ages

Identifying Pain Points

These questions enable you to understand your prospect at a deeper emotional level so you know what type of person you want to attract and influence.

- What are their top three daily frustrations?
- What keeps them awake at night?
- What are their desires and what do they aspire to?
- What do they secretly, ardently desire most?
- What do they like and dislike
- How do they relax?
- What challenges are they facing in their lives or business?

Where do they get their **information** from?

- What books do they read?
- Which magazines do they subscribe to?
- Which social media networks do they frequent?
- Which blogs /websites do they visit/videos do they watch and podcasts do they listen to?
- Who do they follow on Facebook, LinkedIn, YouTube?

What is their role in the **buying** decision?

- Primary decision maker?
- Shares the responsibility for making decisions?
- Has a say, but is not responsible for making decisions? Contacts suppliers, does the research and compiles information to help the boss make a decision?

What are the prospect's buying objections?

- Do they buy on price alone?
- They are satisfied with what they have and are too lazy to improve?
- Do they fear making changes?
- Are they afraid of trusting others?
- Are they concerned about what family or friends may say?
- They have other things on their mind and the timing isn't right?

Example Customer Avatar

Let's build one from the floor



2

Validating Your Market

Validate first, Build later mantra

When to **Validate**?

- Preferably as soon as you have the idea and before developing a product or service
- If a product or service is already launched and sales are not what you expected then NOW, before hiring a new team, re-launching or re-developing the product or service

Why **Validate**?

- To understand
 - what's valuable to the customer
 - your Go-To-Market strategy
 - prove a profitable, sustainable business model as quickly as possible

What does it **answer**?

- What problem(s) we are setting out to solve
- What's the customer's scale of importance – is the solution a 'must have' or merely 'important'?
- How and where to find customers
- What positioning resonates with customers?
- Who will buy and how will they buy?
- How much will they pay to solve their problem?
- Assumptions you have about the customer

How do we Validate?

- **Fake Door Testing:** A “fake door” test is simply a marketing page, ad, button, or other asset that advertises a product that has yet to be made. Fake door testing (or [“ghetto testing”](#)) is the go-to idea testing method of Zynga games. They create a 5 word summary of a new game they are considering, make a few ads, and put it up on various high-trafficked websites. They only build games that attract a certain number of “clicks” on their fake door.
- One way you can set-up a fake door test is by creating a landing page for your would-be business, and pointing a few Google Ads or Facebook Ads to the page. If your target demographic clicks on the ads, then you have an indication that there is some interest.

How do we Validate?

- **Storyboard Testing:** Storyboard testing is a form of informal, qualitative testing that will get you out of the building and talking to potential customers. To run this test, you first need to draw out your idea in the form of a storyboard. The storyboard should be short and sweet, and cover the main problem your customers face and how your business will solve it.
- Next, you need to hunt down your target customers and strike up some conversation.
- Then, once you've found your people, start up some conversations and show them your storyboard. You'll want to ask questions, like...
 - Have you ever faced this kind of problem? (Oh yea? Tell me about it.)
 - Do you identify with the character in my story? (how are you the same? how are you different?)
 - Would you be interested in a product like the one in my storyboard?
- Ultimately, you want to validate whether you've got the *story* right. That you have an accurate idea of what the customer need really is. And that you actually have an idea people would be interested in purchasing.

How do we Validate?

- **Concierge:** A concierge MVP is simply a version of the product or service you intend to offer, but all of the work is being done by a human. (And that human is most likely you.) And contrary to what you may think, you still don't actually build anything when you "build" a concierge MVP.
- Let's say you wanted to make an app that allows users to request on-demand dog walking services whenever they want it. (It's Uber for Dogs!) For your concierge MVP you would find a few dog owners, give them your phone number, and tell them that whenever they need a dog walker they should call you. From there you would let the data roll in. From your concierge MVP you'd learn things like ...
 - How often do people need a dog-walker?
 - What tasks do they want the dog-walker to perform?
 - How much are they willing to pay?
- A concierge MVP is a great way to learn more about the nuances of what your product needs to offer. It's also a convenient way to collect "real" customers that can provide testimonials when you need them.

A tool you can use

Javelin

Experiment Board

Project Name:

Team Leader Name:

	Experiments	1	2	3	4	5
<p>Start here. Brainstorm with stickies, pull it over to the right to start your experiment.</p> <p>Who is your customer? Be as specific as possible. Time Limit: 5 Min</p> <hr style="border-top: 1px dashed #ccc;"/> <p>What is the problem? Phrase it from your customer's perspective. Time Limit: 5 Min</p> <hr style="border-top: 1px dashed #ccc;"/> <p>Define the solution only after you have validated a problem worth solving. Time Limit: 5 Min</p> <hr style="border-top: 1px dashed #ccc;"/> <p>List the assumptions that must hold true, for your hypothesis to be true. Time Limit: 10 Min</p>	Customer					
	Problem					
	Solution					
	Riskiest Assumption					
Need help? Use these sentences to help construct your experiment.						
<p>To form a Customer/Problem Hypothesis: I believe my customer has a problem achieving this goal.</p>	<p>To form a Problem/Solution Hypothesis: I believe this solution will result in quantifiable outcome.</p>	Method & Success Criterion				
GET OUT OF THE BUILDING!						
<p>To form your Assumptions: In order for hypothesis to be true, assumption needs to be true.</p>	<p>To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...</p>	Result & Decision				
<p>Determine how you will test it: The least expensive way to test my assumption is...</p>	<p>Determine what success looks like: I will run experiment with # of customers and expect a strong signal from # of customers.</p>	Learning				

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<https://medium.com/@megak/3-ways-to-validate-your-startup-idea-without-building-a-damn-thing-ea30b8635efc>

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