

# Customer Discovery and Customer Segments

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# 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 		



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DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

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# Who is a “customer”?

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- Anyone who stands between you and money!
  
- Buyer
- User
- Reseller
- Manufacturer
- Distributor
- Etc.

# What are “customer segments”?

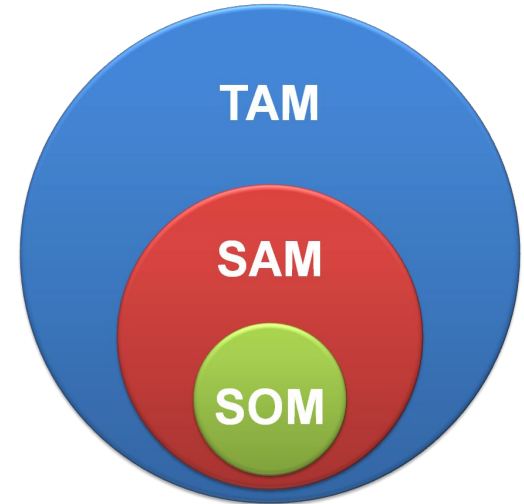
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- A customer segment is the portion of the total market on which you are focused.
- **Your market is not “everyone”!**

# TAM / SAM / TM

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- **TAM** = total available market (everyone)
- **SAM** = serviceable available market
- **TM** = target market  
(or **SOM** = serviceable obtainable market)
  
- How do you determine TAM / SAM / TM ?  
**Customer discovery!**





# Activity 1

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- Let's revisit our Value Proposition Canvas and Value Proposition Ad-Lib:
  1. What would you consider your TAM, SAM, and TM categories?
  2. Has this changed since the last session?

[5 minutes]

# Customer Discovery

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- **What it is:** A hypothesis-driven process that asks a structured set of questions to validate or invalidate your hypothesis.
- **What it is not:** A sales pitch or yes/no questions.



# Hierarchy of Interviews

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- **Face-to-face interviews are the best.**
- Zoom/video calls (with cameras on) can be done as well.
- Phone calls are ok, but not as good as face-to-face or video.
- Surveys and questionnaires should only be used as a filter to generate leads for face-to-face or video interviews.

# Guidelines for Interviews

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- Generate 5-7 open-ended questions and have a conversation with your interviewee.
- Try to validate or invalidate your hypothesis.
- **DO NOT SELL! DO NOT DEMO A PRODUCT!**

## A few more tips:

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- Over the course of the next few weeks, try to talk to 100 different people
- You should learn about the problems each person you interview is having, and what they are doing to solve it now.
- Share what you have learned with your customers. This provides value to them.

## A few more tips:

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- Ask “why” as much as you can.
- Listen for the unexpected and look for surprises.
- “What are the top three things you could change and why?”



## Activity 2

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- Create your questions!

[10 minutes]

- Get into groups of 3:
  1. Interviewer
  2. Interviewee
  3. Listener

[5 minutes in each role,  
15 minutes total]



# Homework

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- Begin customer discovery interviews
- Begin to fill out Value Proposition and Customer Segments boxes on BMC
- Be prepared to give update on customer discovery and your learnings