



Session 8: Customers and Their Problems

Overview In this video, we are going to focus on critical questions that you need to answer to begin the customer discovery process – are you solving a REAL problem? If so, what is it? And who has the problem?

- Key Points**
- ❖ Customers don't care about your solution; they care about their problem.
 - ❖ Acquire a deep understanding of the job the customer is hiring your solution to do - its functional, social, and emotional aspects from the customer's viewpoint.
 - ❖ Ask "why?" five times to make sure you are working on the essential problem.

- Discussion Questions**
1. Steve Jobs was famous for not relying on market research, saying "customers don't know what they want until you show it to them." What do you think about this approach?
 2. Is it possible to develop something that customers will want if you don't really understand their underlying problem? Why or why not?
 3. Think about a product you recently purchased. What job were you hiring it to do & how well did it do the job?

Additional Resources

[Steve Blank's It Must Be a Marketing Problem](#)

[Solving Your Customers' Problems by James A. DeSena](#)

[Steve Blank on Pain Killers](#)

[Jake Bronstein's Underwear Problem](#)

[Insight through Need Finding](#)

- Possible Assignments**
1. List the top three customer problems you think you can solve.
 2. Get out of the building and go talk to 10 potential customers to find out how your hypothesized problems need to be changed.
 3. Find three examples of products that are more like painkillers for customers (they solve important needs) and three examples of products that are more like vitamins (they solve nice-to-have-a-solution-to problems).