

Lean Customer Development

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Lean Customer Development

Author's Website for Lean Customer Development: Building Products Your Customers Will Buy (O'Reilly) by Cindy Alvarez. Learn more about the book, read my blog, see my events & workshops. Stay informed on the latest in the world of customer development, enterprise innovation, and Lean best practices.

Cindy Alvarez - Lean Customer Development: Building ...

Lean customer development takes the heart of Steve Blank's ideas and renders them into a simple process that works for both startups and established companies. It's what I write about on my blog, speak about at tech events, and teach when I mentor companies. Lean customer development can be done by anyone who speaks with customers or prospects.

1. Why You Need Customer Development - Lean Customer ...

But customer development is more than just a customer base. It's one of the three foundations of a lean startup: business model design, agile engineering and customer development. Customer development is the formal process of identifying potential customers and figuring out how to meet their needs.

The Importance of Customer Development for Startups

Lean Customer Development is an easy sale for Lean Startup lovers--of course we want to go deeper with the concepts. Lean Customer Development certainly does that. I've read many critical reviews, however, about Lean Startup's relevance to specific products not mentioned in the books.

Lean Customer Development (Hardcover version): Building ...

Customer development is a formal methodology for building startups and new corporate ventures. It is one of the three parts that make up a lean startup (business model design, customer development, agile engineering).. The process assumes that early ventures have untested hypotheses about their business model (who are the customers, what features they want, what channel to use, revenue ...

Customer development - Wikipedia

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Amazon.com: Lean Customer Development: Building Products ...

Essentially, customer development is geared towards understanding customers' problems and needs and building solutions that solves customers' problems, the precondition of business success. Lean customer development is particularly adaptable to fast-moving industries, with its focus on small-batch learning, validation, and innovation.

Lean Customer Development - Ideas of Understanding ...

Definition. Customer development is a four-step framework, originally identified by Steve Blank, to discover and validate that you have identified a need(s) that customers have, built the right product to satisfy that customer's need(s), tested the correct methods for acquiring and converting customers, and deployed the right resources in the organization to meet the demand for the product.

What is Customer Development? | Agile Alliance

Lean software development is a translation of lean manufacturing principles and practices to the software development domain. Adapted from the Toyota Production System, it is emerging with the support of a pro-lean subculture within the Agile community. Lean offers a solid conceptual framework, values and principles, as well as good practices, derived from experience, that support agile ...

Lean software development - Wikipedia

I'm Cindy Alvarez, Author of Lean Customer Development (published by O'Reilly) and Principal Group Product Manager at Microsoft. Let's build better products through customer development, research, and data. I regularly speak at conferences, give workshops, and passionately support diversity & inclusion in tech.

Cindy Alvarez - Lean Customer Development | Official ...

The class was unique in that it was 1) team-based, 2) experiential, 3) lean-driven (hypothesis testing/business model/customer development/agile engineering). This new class aimed to mimic the uncertainty all startups face as they search for a business model while imparting an understanding of all the components of a business model, not just how to give a pitch or a demo.

Steve Blank Customer Development

This theory has become so influential that I have called it one of the three pillars of the lean startup - every bit as important as the changes in technology or the advent of agile development. You can learn about customer development, and quite a bit more, in Steve's book The Four Steps to the Epiphany.

Lessons Learned: What is customer development?

Lean Customer Development by Cindy Alvarez is one of the latest releases from the O'Reilly Lean book series with each release focusing on a different element of the Lean Startup Model. The earlier books have included titles such as Lean Analytics and UX for Lean Startups, and this books focuses on how you can integrate customer development into the product life-cycle.

Lean Customer Development: Building Products Your ...

Lean Startup experts (e.g. Eric Ries, Ash Maurya, Steve Blank, etc.) Startup founders who leverage different methodologies (e.g. Jobs to Be Done, Design Thinking, etc.) Startup founders who have no methodology at all (e.g. the "build it and they will come" founders).

Customer Development Labs - HOW to do Lean Startup

Lean is successful in large part because of its focus on the customer. It puts a great deal of emphasis on the concept of value. Value Stream Maps and the practice of distinguishing value-added and non-value added activities both immediately come to mind. 'Voice of the customer' (VOC) also helps the company look at its products and services through the eyes of its customers.

Customer Value: The 5 Principles of Lean Customer Value ...

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Lean Customer Development (Hardcover version) [Book]

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Lean Customer Development: Building Products Your ...

The must-read summary of Cindy Alvarez's book: "Lean Customer Development: Building Products Your Customers Will Buy".This complete summary of the ideas from Cindy Alvarez's book "Lean Customer Development" demonstrates how traditional companies develop a new product and then look for ways to market it.

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