



## Customer Development Method

The Customer Development Method was created on the aftermath of the infamous “dot com crash” by Steven Gary Blank, as an answer to the question why so many well funded companies with great products failed to return on investment. Since it was originally published in 2007, Customer Development method became the universally recognised best practice for building an innovative technology product, by emerging and large companies alike.

Innovation is seen as the key to survival in the unstable world of today. However, an innovative idea by its nature comes without case studies proving significant business advantages in the past. Due to that, an approval of an innovative project requires a significant leap of faith on behalf of the Stakeholders.

Customer Development Method minimises risks associated with an innovative project while maximising potential benefits by building a roadmap for gradual validation of all hypothesis that are presumed in the business case, and gradual build-up of project funding and stakeholder support.

## Business Abstraction Customer Development Roadmap

Business Abstraction used its expertise in Enterprise Solution Development to integrate Customer Development with industry-standard Business Motivation Modelling and Business Process Modelling, thus providing a complete solution for conducting Customer Development for an internal enterprise project. The use of visual modelling makes Customer Development a very cost-controlled and productive exercise.

The service delivers

- **Vision Definition.** Discovers the benefits of the fully implemented solution, as well as risks, business units and stakeholders involved in any benefit realisation.
- **Solution Hypothesis Map.** Maps the hypotheses and risks associated in specific parts of the Vision, and outcomes that can validate the respective hypotheses.
- **Product Model.** A structural definition of the solution identifying components and features. Enables discovery of gradual implementation of the product.
- **Validation Planning Map.** Shows all possible paths of Product Development, mapped to Customer Development pre-requisites and outcomes, as well as Business Units and Stakeholders.
- **Customer Development Roadmap.** Identifies steps by gradually validating the vision, building Stakeholder support and delivering the solution to the enterprise. It defines:
  - Product components, prototypes and specifications to be produced;
  - Checkpoints that specify the validations that are expected at each stage, and the corrective action should a specific validation (customer acceptance etc) fail.

The service can take 3-5 days depending of the complexity of the project and the enterprise, more in exceptional cases. About 50% of the time is taken by interactive workshops in front of a large computer or a projector screen, with the rest dedicated to producing Reports.