**Perfect Practice Golf Ball Example**

The document you develop to show your customer discovery should look like the next three pages.

**Round A:** Identify the needs you think your customers have. This is called “OrigA” in the Needs column of the Customer Needs-Value Proposition Match Up.

**Test A:** Ask *at least 5 potential customers* and note any comments to get feedback.

**Revision A:** Revise any of the needs as necessary given the feedback (“RevA”)

**A-1:** Compare with way existing options meet needs

**Round B:**  Line up way planned product addresses needs. “OrigB” in the Value Proposition column of the Customer Needs-Value Proposition Match Up.

**Test B:** Ask *at least 5 potential customers* and note any comments to get feedback. They can be the same customers if relevant.

**Revision B:** Revise any of the features as necessary given the feedback (“RevB”)

**B-1:** Compare with features of existing options and way they do or don’t meet needs.

* At this point, you would go out and reconfirm if you were preparing this for “real”. You aren’t required to do this.

**Customer Needs-Value Proposition Match Up**

|  |  |  |  |
| --- | --- | --- | --- |
| Your Name: | | **Kirsten Ely** | |
|  | |  | |
| Product Name/Description: | | **Perfect Practice Golf Ball; OrigB Option: Whiffle ball: RevB Option: Divoted Nerf ball** | |
|  |  | |  |
|  | **(A) Customer Needs** | | **(B) Value Proposition** |
| **#1** | **OrigA:** Need regular practice to become good | | **OrigB:** Cheap and durable so can afford regular practice |
| **#2** | **OrigA:** ~~Need a place to practice that is close and doesn’t cost a lot.~~  **RevA:** Need a way to practice in a small space.  add  **RevB:** with ability to practice accuracy | | **OrigB:** Light so it won’t go far and can be used in a small space even if hitting hard  **RevB:** Divots allow practice for accuracy |
| **#3** | **OrigA:** ~~Need to spend more time hitting balls and less time picking them up.~~  **RevA:** Need to avoid losing balls | | **Orig:** Light so won’t go far making it faster to find and pick up  Colorful so easy to find. |
| **Problem with Existing Options** | **(A-1)**  Putter practice in small space but only putting  WII allows practice in small space but need electronics and aren’t actually doing it  Balls with “homers” expensive and hard to replace | | **(B-1)**  Putter practice in small space *with accuracy* but only putting  WII allows practice in small space ***and tests accuracy*** but need electronics and aren’t actually doing it  Balls with “homers” expensive and hard to replace |

**Do you have the Right Needs?**

Interview Folks from the Target Customer Group & Record the Data

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Potential Customer asked** | **Get Better by Regular practice** | **Close and not Costly** | **Hit, not Pick Up** | **Comments** |
| 1. Jeff | Y | Y | Y | Want to practice in back yard  Hate finding balls |
| 2. Joan | Y | Y | N | Want to practice in park  Picking up is nice break |
| 3. Jill | Y | Y | Y | Want to practice in any small space  Lose so many balls |
| 4. Joe | Y | Y | Y | Want to practice in back yard |
| 5. Jack | Y | Y | Y | Want to practice in front yard  Balls always get lost |
| 6. Jane | Y | Y | Y | Want to practice in back yard  Hard to find balls |
| 7. Jim | Y | N | Y | Like the drive to the course  Lose 3 of every 6 balls |

**Do you have the Right Features?**

Interview Folks from the Target Customer Group & Record the Data

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Potential Customer asked** | **Get Better by Regular practice** | **Practice in Small Space** | **Don’t Lose** | **Comments** |
| 1. Claire | Y | N | Y | Can’t aim it well  Terrific, won’t lose it |
| 2. Carl | Y | N | N | Working on accuracy  Like the break when picking up balls |
| 3. Charles | Y | N | Y | Can’t direct it |
| 4. Cathy | Y | Y | Y | I love whacking them! |
| 5. Chris | Y | N | Y | No ability to aim it  Color is great |
| 6. Connor | Y | N | Y | Am practicing my accuracy  Easy to find |
| 7. Cindy | Y | N | Y | Don’t need to practice hitting hard  Won’t lose these! |