

## Lean Customer Development Building Products Your Customers Will Buy Ebook Cindy Alvarez

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### Lean Customer Development Building Products

Lean Customer Development. How do you develop products that people will actually use and buy? There's nothing more frustrating than putting the time and work into building a product or changing a feature, only to discover that your customers don't want it. They won't pay for it, they won't change their behaviors, they don't upgrade.

### Cindy Alvarez - Lean Customer Development: Building ...

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.

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### Lean Customer Development: Building Products Your ...

Cindy Alvarez is a product manager who turns understanding the customer into competitive advantage. Currently the Director of User Experience and Product Design for Yammer (a Microsoft company), she has worked with early- and mid-stage startups as well as Fortune 500 companies to make customer development an ingrained part of company culture and product development process.

**Lean Customer Development: Building Products Your ...**

Lean Customer Development shines the light on the discipline of developing a clear understanding of the customer. By understanding who the customer is, what their real needs are and developing clear hypotheses; product, design, and engineering can design, build, and test what customers really want.

**Lean Customer Development - Building Products Your ...**

According to Alvarez, a better approach is 'Lean Customer Development', which identifies a customer need and then creates a product to satisfy it. From talking to real customers about their product needs to analysing their answers and deciding what to build, this summary will take you through each step of the process.

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**Lean Customer Development : Building Products Your ...**

Customer development is the portion of the Lean Startup methodology aimed at understanding the problem. This requires first fully vetting the opportunity and validating that the proposed solution will indeed meet customer needs and demand. Customer development runs counter to typical product development processes that begin with the ideal solution in mind and dive right into execution.

### **What is Customer Development? | Definition and Overview**

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### **Lean Customer Development (Hardcover Version): Building ...**

Customer development, with its focus on small-batch learning and validation, can promote internal innovation. Intuit, for example, has launched multiple products using customer development—including SnapTax and Fasal. General Electric is using lean principles.

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

Cindy Alvarez is the author of Lean Customer Development: Building Products Your Customers Will Buy and Director of User Experience for Yammer (a Microsoft company). She has over a dozen years' experience leading design, product management, user research, and customer development for startups, and is currently using that background to drive ...

### **Cindy Alvarez - The Lean Startup Co.**

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