

CMPS 480 Senior Project - Module 6: Finding Customers

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Course Modules

- [Module 0: Course Design](#)
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Module 6

- **Finding Customers**
- Part A
 - Interview “customers”
- Part B
 - Update business model canvas and prototype

Objectives

- Upon successful completion of this module, you should be able to:
 - ...

PART A

Overview

- You have to “**get out of the building**”
 - May be a bit **out of your comfort zone**
- Create **hypotheses**, i.e., what you think is true
 - E.g., customers need to estimate how much food is needed
- Then **validate** this with customers
 - Is that really true? Perhaps they do not control how much food is given, so even they know the number of people nothing can be done (I don't think this is true, but it's an example).

Preparation

- Resources
 - [Customer discovery](#)
 - [Understanding the customer](#)
- **Revisit** business model canvas and state of the **prototype**
- Each of you should speak with **at least 3** potential customers
- Interview
 - Explain **who** you are and **what** you're doing
 - **Ask** the questions (and let them speak most of the time)
 - If appropriate, show a demo of the **prototype** (prepare and use realistic data)

Assignment

- See Canvas for details

PART B

Overview

- Update the business model canvas to reflect lessons learned from the interviews
- Refine the prototype and related materials (API, documentation, etc.) to reflect insights from the interviews

Assignment

- See Canvas for details

THANK YOU!