




First Avenue
Ventures

The Structured Start-Up

WORKBOOK



MODULE 2: IDENTIFYING CUSTOMER PAIN POINTS AND SOLUTIONS

TOPICS COVERED:

Understanding your customers' perspectives, needs, and status-quo solutions.

**LEARN WHAT
MATTERS
MOST**

The Structured Start-Up from First
Avenue Ventures
<https://learn.firstavenueventures.com>

IDENTIFYING CUSTOMER PAIN POINTS AND SOLUTIONS

"Change might not be fast and it isn't always easy. But with time and effort, almost any habit can be reshaped."

— from *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg

"We become what we repeatedly do."

— from *The 7 Habits Of Highly Effective Teens* by Sean Covey

"If you believe you can change -- if you make it a habit -- the change becomes real."

— from *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg

Empathy is critical, but not just as a personal characteristic. If you want to succeed, you have to get into your customers' shoes and see the issue from their perspective. Your product or service must help your customer.

And it cannot be simply incrementally better than existing products or services. The power of habit is strong: customers will inevitably do the same thing they have always done -- UNLESS the new thing is significantly better. Some commentators believe that in order to change customer habit, the new product or service must be ten times better than the existing product. While this is, of course, impossible to accurately quantify, you should never underestimate the force of existing patterns. Second-best and also-rans do not work.

Delivering value to your customers is obviously key. Put yourself in your customer's shoes and ask: what issue does your customer have? What can you provide that is better than the status quo? In many respects, that is the value you are delivering to your customer(s): you have to solve their problem.

CONFLICTING DYNAMIC

When you use a reiterative process, you may not know precisely how your customer will use your product or service, and if you are in a good market, you may be able to get away with this. Some companies may not know initially what they want to be or what their value proposition is, but they shift to it later.

A REAL WORLD EXAMPLE

The Shopify founders originally started as an online snowboard company, but after that failed, they shifted the platform they designed to become one of the leading e-commerce sites.

QUESTIONS TO CONSIDER

1. From your customer's perspective, describe why your good or service is needed.

2. What experiences have you had that make your belief about your customer's perspective authentic?
