Talking To Humans: Success Starts With Understanding Your Customers

Synopsis

With a foreword from Steve Blank, Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

Book Information

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Customer Reviews

You have a product idea. Now it's time to see if it solves a real problem, if customers would be willing to pay for it, to understand your market. This book will get you doing that, right away. Without fluff, the book describes how to do customer development and gives you scripts to do cold calls, interviews, etc.Quite useful to the engineer in me that just wants to "add more features".

I couldn't put this book down. I've already shared it with 5 teams (only one day after reading it). If you are teaching or mentoring anybody in the customer discovery process, you've got to share this with them.

I work professionally with customer discovery challenges. I have read a number of books and a vast number of articles addressing the challengers that face entrepreneurs and innovators. Hardly anyone, including Steve Blank, Alexander Osterwalder and other gurus who stress the importance of talking to real customers actually explain how to do it. The all stop short of giving people the hands-on tools and advice they need to get the job done. This book does however.I strongly recommend this book to anyone whose success is dependent on really understanding customers and making sure that (s)he is not building his future business on sand! Well done!

This book is clearly written for pragmatists and people who want to get straight to the facts and application of user research methods. I would couple this with books like Lean UX and Eric Ries' stuff.

This book is recommended by Steve Blank. That was the main reason to read it. I found the book to be delivering exactly what it promised to deliver, and in a an easy, practical way. No unimportant theoretical stuff, but a lot of practical real life stories and examples. The book is a short read, and that's a plus.

Having suffered the first attempts of Product Managers, Startups and Entrepreneurs at successfully interviewing customers, this book is now an integral part of my courses and Product Management coaching services. Thank you for it!

Definitely worth your time. It's a quick read and an awesome way to freshen up your skills. Not only did it answer many of my burning questions, but it also made me think about new important ones. I'm definitely applying this when I go talk to customers this week!

Generally speaking, LEAN START UP methodology seems a bit though and maybe it is difficult to visualize its applications in real world. However, This book provides down-to-earth explanations about customer discovery and customer development. In short, it is a really concise and to-the-point book which help you to know your customer and target market better.

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