Lecture 8

Intro to Customer Discovery

Customer Discovery

The hard parts

Why *Customer Discovery* at all?

Business *Uncertainty*

Business *Risk*

Risk

Quantifiable **and**
Probabilistic **and**
we can ***mitigate***

Uncertainty

Disallows

Quantification **and**

assignment of ***probability***

Customer Discovery

Is the best process for *managing uncertainty*

Hardest two parts?

***Hardest two* parts?**

Getting Interviews

***Hardest two* parts?**

Getting Interviews

Interpreting Data

Top 3

Best Practices Getting Interviews

1. **Have your narrative (it may change) for why you want to talk to someone**

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2. **Establish credibility**

1. Have your narrative (it may change) for why you want to talk to someone

2. Establish credibility

3. **Be a student, not a salesperson**

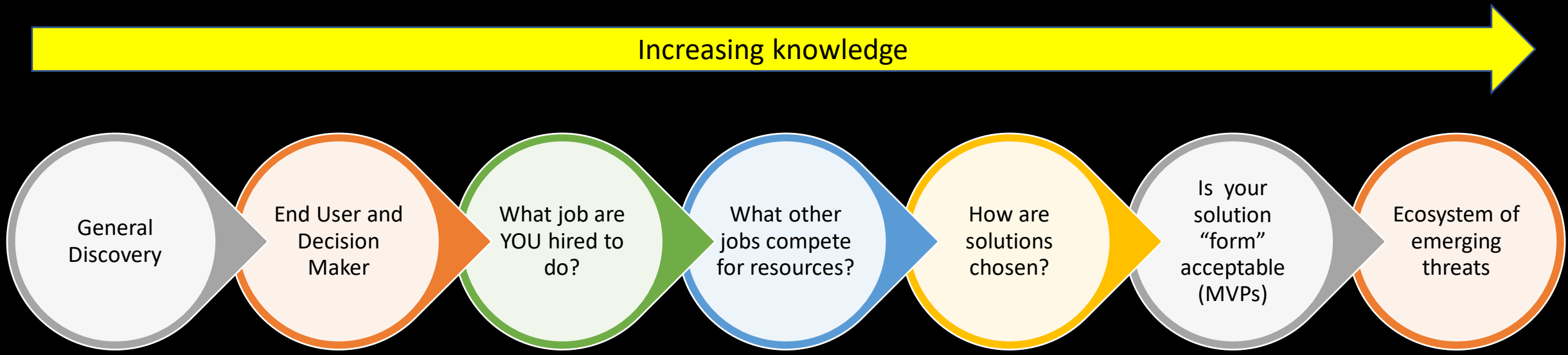
Customer Discovery

Phases of Discovery

Your discovery activities evolve with knowledge

(not with time)

General Discovery
End User and Decision Maker
What job are YOU hired to do?
What other jobs compete for resources?
How are solutions chosen?
Is your solution “form” acceptable (MVPs)
Ecosystem of emerging threats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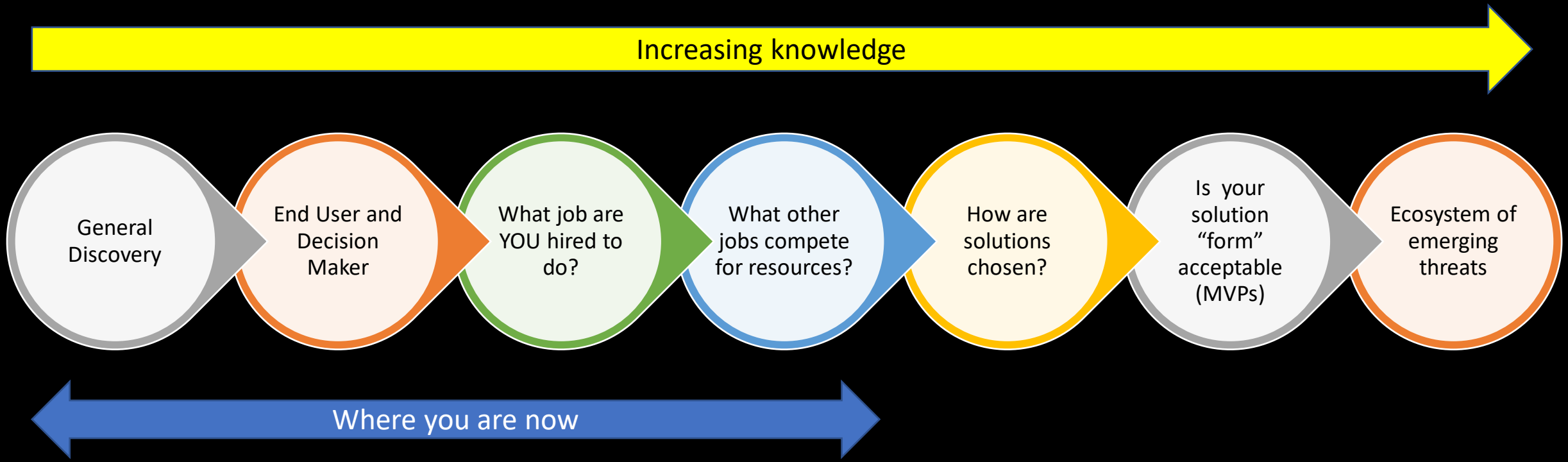
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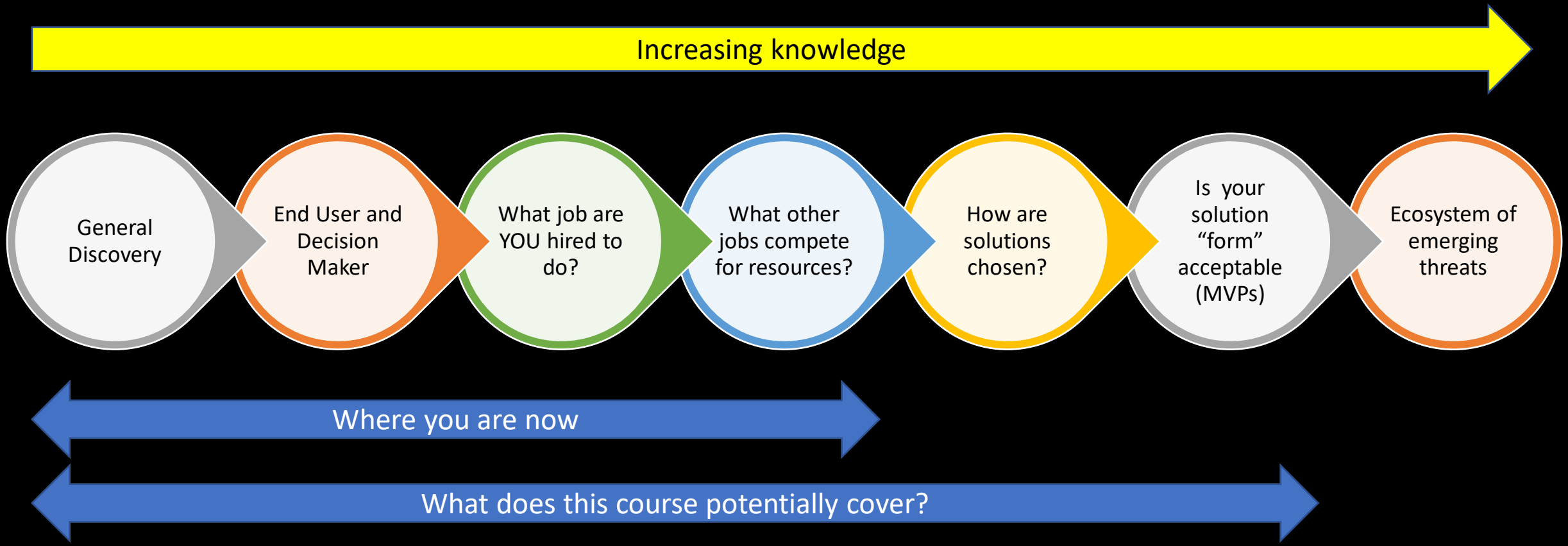
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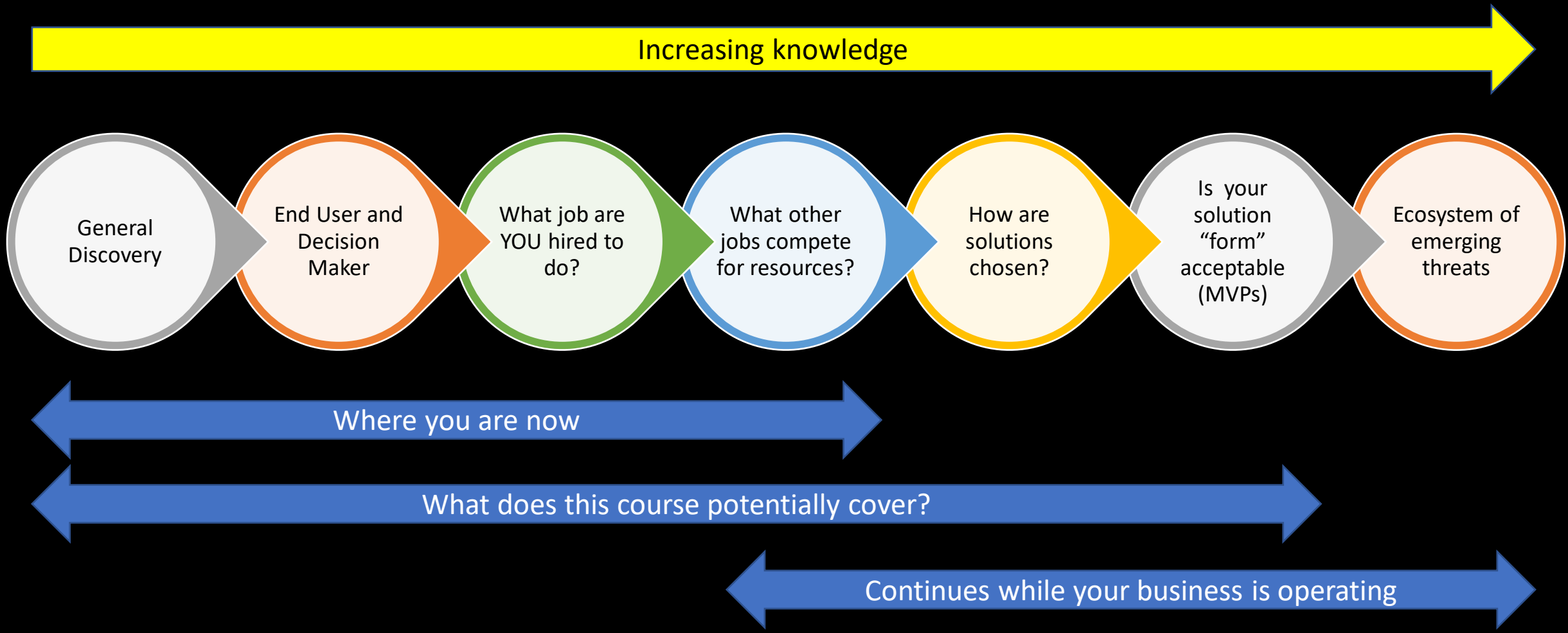
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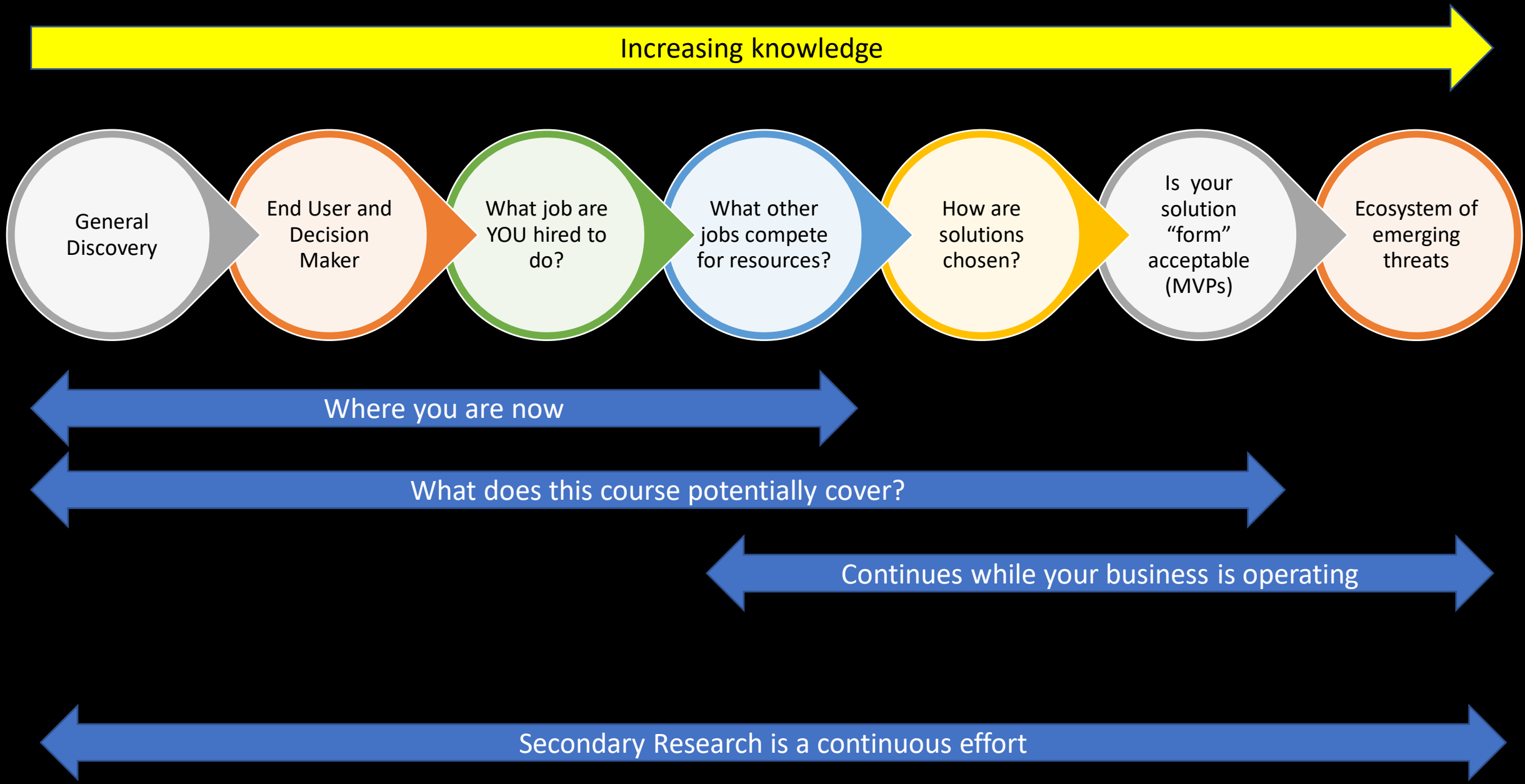
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Where you are now
What does this course potentially cover?
Continues while your business is operating
Secondary Research is a continuous effort

Let’s

simplify

Where are you

starting today?

Understand

the end goal?

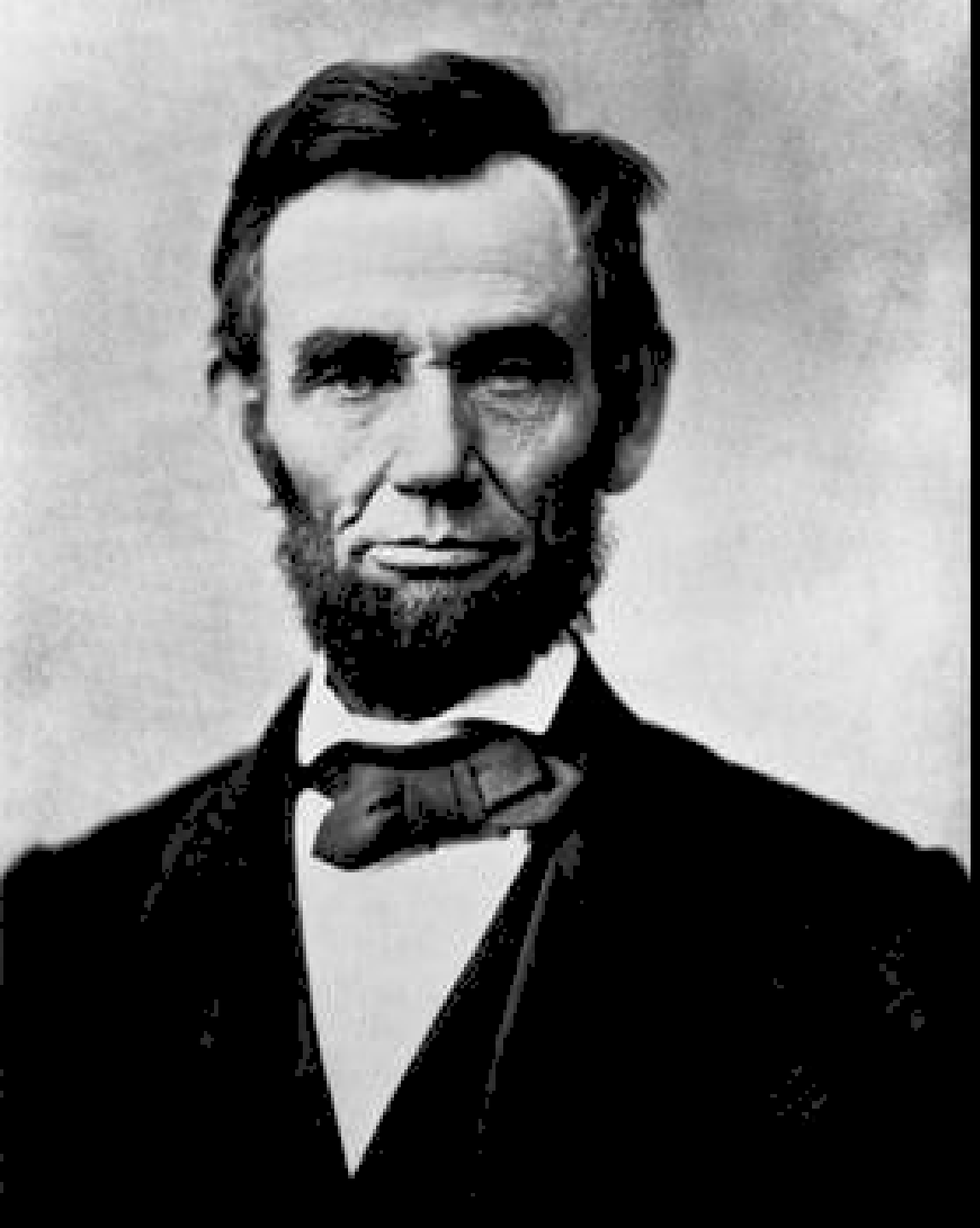
How do you compel someone to change their *Behavior?*

B. F. Skinner
Operant Conditioning

Changing Behavior

Requires understanding current behavior

Secondary *Research*



"Don't believe everything you read on the Internet just because there's a picture with a quote next to it."

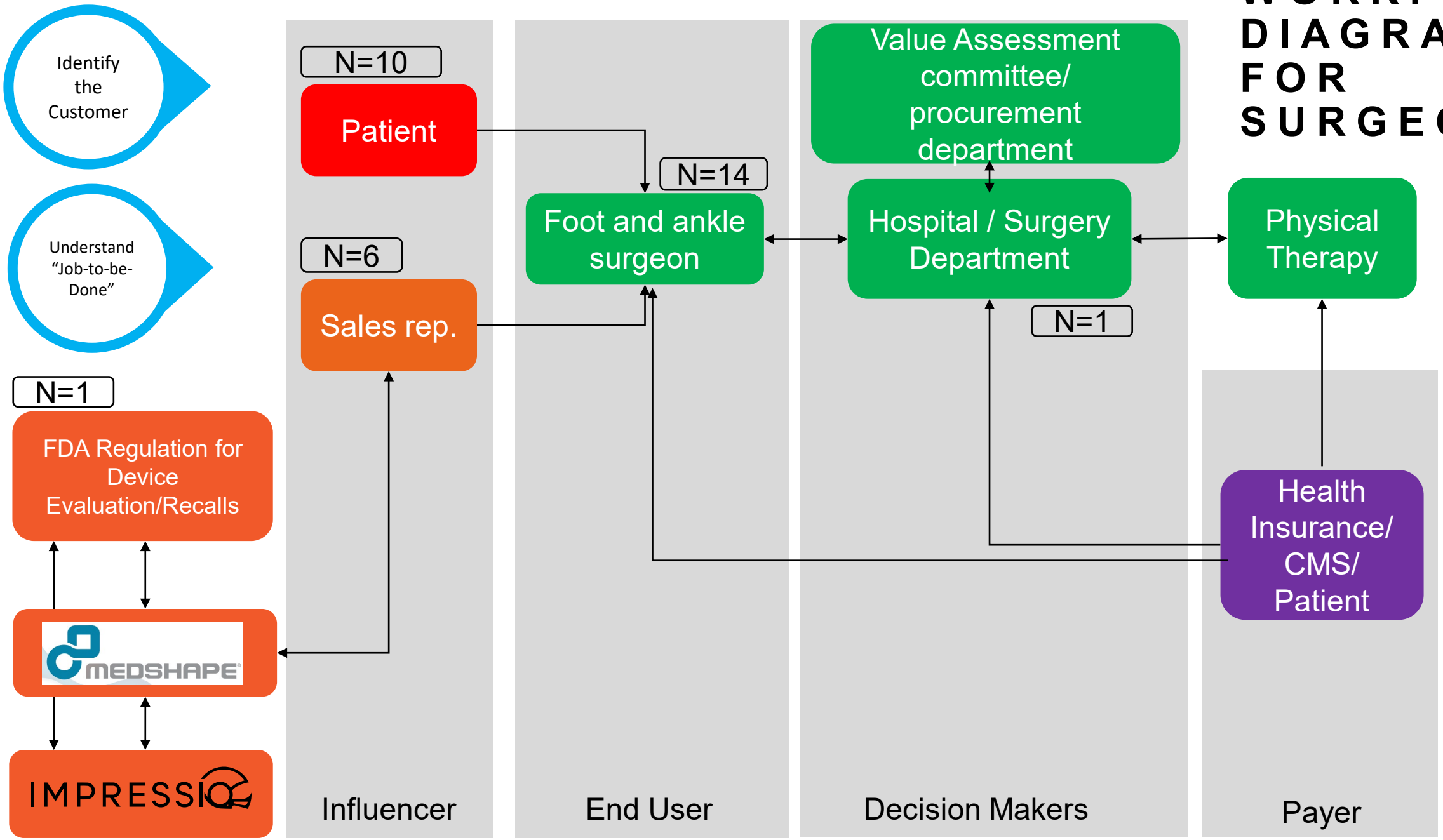
—Abraham Lincoln

Workflows

WORKFLOW DIAGRAM FOR SURGEONS

Identify the Customer

Understand "Job-to-be-Done"



IMPRESSIQ

Ecosystem Maps

Identify the Customer

Understand "Job-to-be-Done"

Tier 1

Used truck market

Purchasing

Influence?

OEMs associations

ESG ngo

Logistic companies associations

academics

Legislation: Regulations affecting complete ecosystem

Influencer

Use cases:

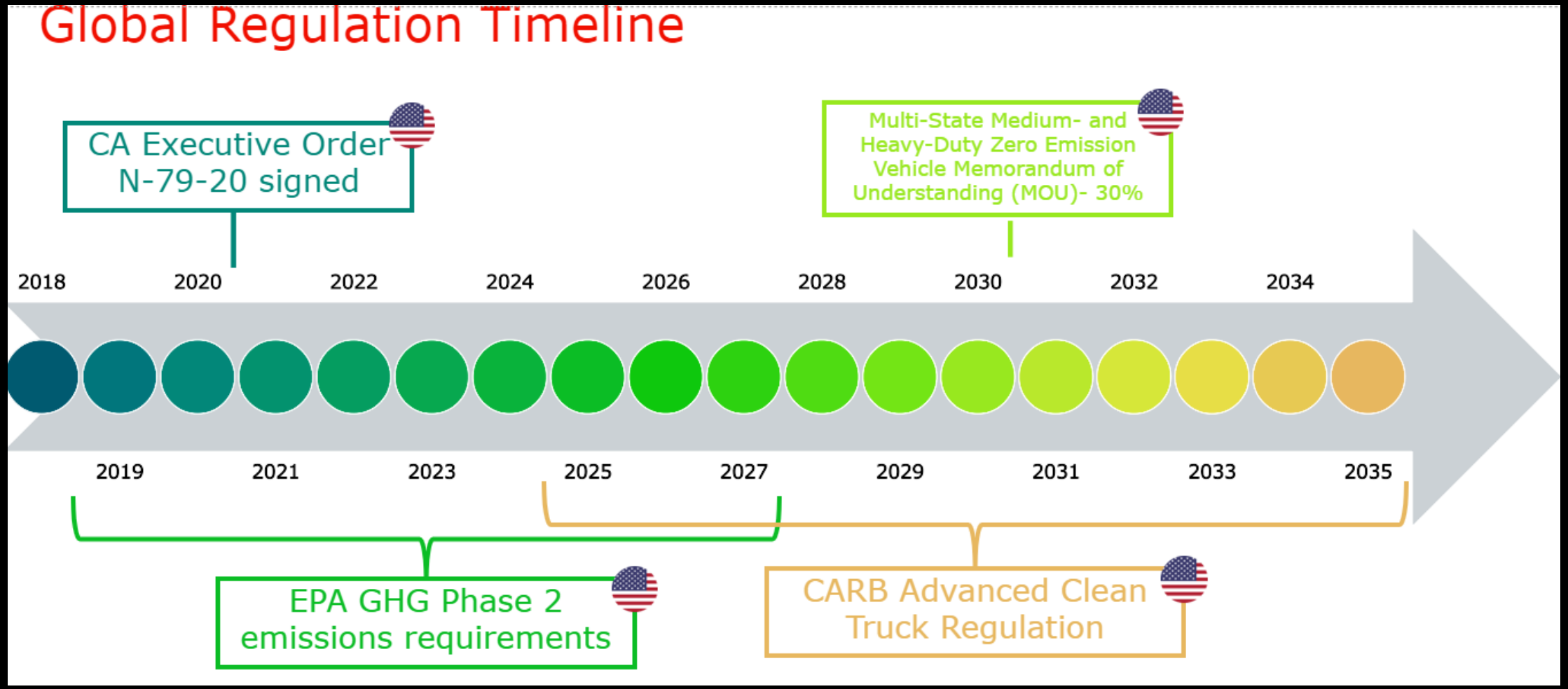
- Long haul, regional, urban
- Hub-spoke system
- 1 or 2 drivers
- Driver working conditons
- Topography
- Emission reduction zones, probably regional
- Urban noise reduction zones

information

Parts / trucks

fuel

Global Regulation Timeline



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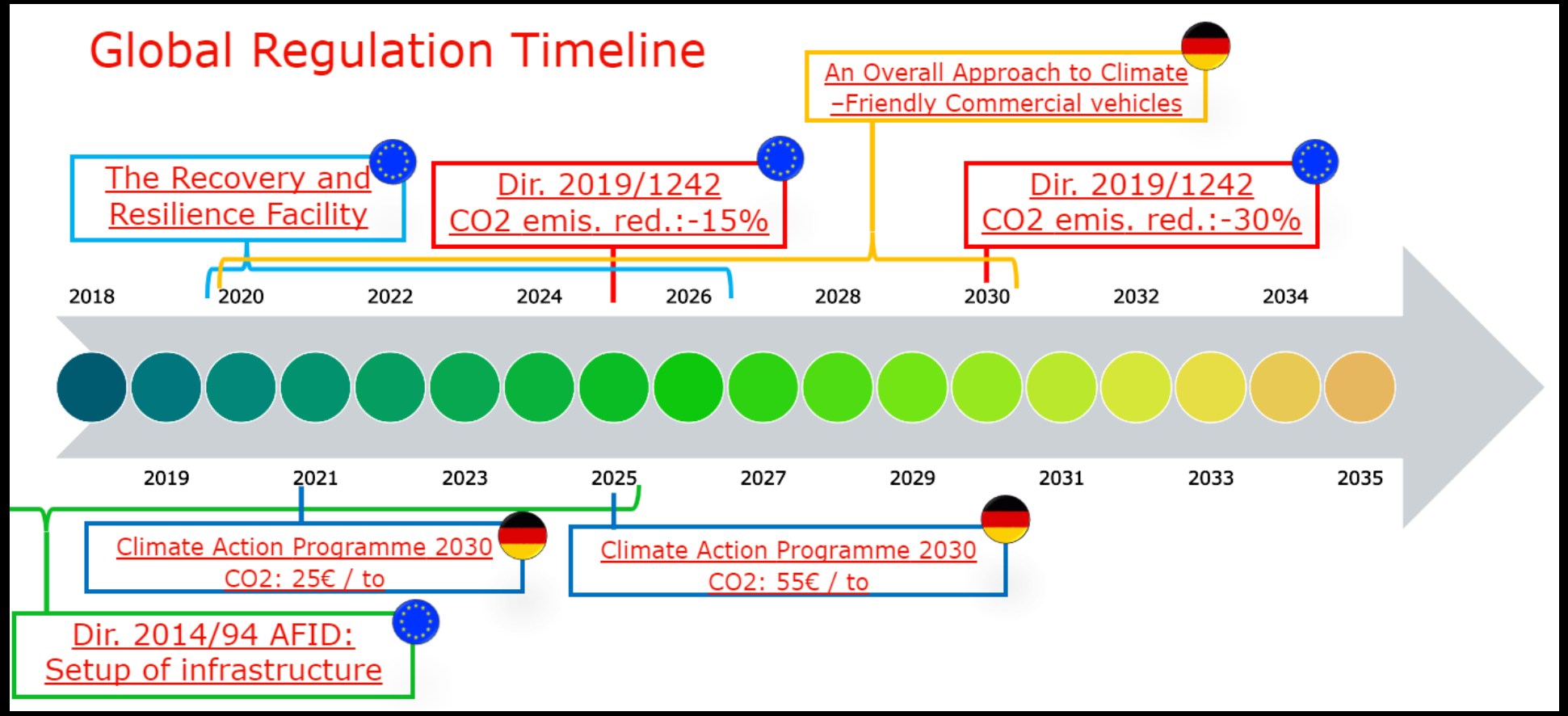


CBINSIGHTS

RESEARCH BRIEFS

Feb 2020

cking

Tevel Aerobotics Technologies

TRAPTIC

rcot AI

RoboticsPlus

VitiBot

Aerial Monitoring

TARANIS

Descartes Labs

AMERICAN ROBOTICS

chouette

GAMAYA

Hummingbird Technologies

FluroSat

XSUN MONITORING YOUR WORLD

VULTUS

Orbital Insight

elio

Aerobotics

Animal Farming

Connecterra

DYNA

Farmnote

Breeding & Phenc

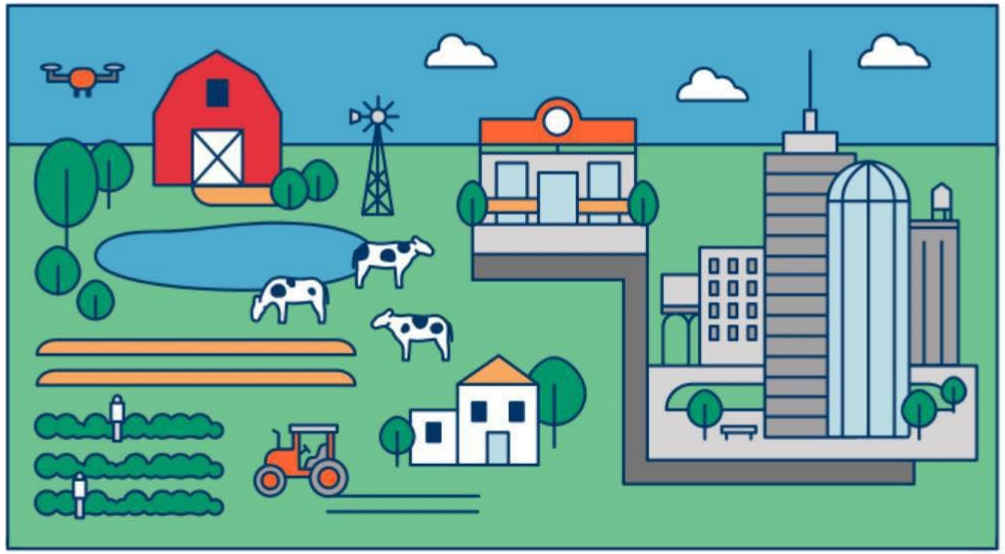
EARTHSENSE

Hi Fidelity Genetics HFG

silo

VnF

INTELLO LABS



Weeding & Precision Spraying

Field Intelligence

THE ROBOTREPORT

EXPLORING THE BUSINESS AND APPLICATIONS OF ROBOTICS

ODENSE ROBOTICS

FRONTIER FOR ROBOTIC TECHNOLOGIES

Companies

Robot / Components
- Emerson Industrial Automation Denmark
- Effimat Storage Technology
- FANUC
- Mobile Industrial Robots
- Maskinfabrikken Polund
- Hydac
- Laptics
- Jop Engineering
- Odico
- On Robot
- Robotsort
- Senmatic
- Nordbo Systems
- KJV
- Schneider Electric
- Scape Technologies
- Viking Engineering
- United Components
- Universal Robots
- Wallmo

Automation
- Bcm Transtech
- Bila
- Bekidan Maskinfabrik
- Cabinplant
- Danrobotics
- E. Aabo Andersen
- Egatec
- JM Engineering
- Gibotech
- GEA Farm Technologies Mullerup
- Ideal Engineering
- Jorgensen Engineering
- Inrotech
- Inwatec
- MRN Robostacker
- Kjærgaard
- Martiny Automation
- MBC Automation
- QRS
- Newtec
- Roboman
- Sanovo Technology
- ScanStore Packaging
- Sensohive Technologies
- Trivision
- Valk Welding DK

Specialized partners
- AKL-Robotics
- Automation Lab
- Bilfinger Greylogix
- Bipa Engineering
- CT Elteknik
- GEA Scan-Vibro
- Daugaard Elektronik
- Micro Technic
- PJD
- Frontmatec Odense
- RV Teknik
- Produktionsteknik
- Smel Industry
- Scancomp Sensor and Automation
- SH Automation
- Viggo Hansen
- Ølgaard Automatik

Advisors and Others
- Adding Edge
- Atlinas
- Robobusiness Europe
- Cotech
- Public Intelligence
- Danish Aerospace Company
- Leica Geosystems Technology
- Progenios
- Illuminaut
- Odense University Hospital
- Lindoe Welding Technology
- PFCON Poul Fuglsang

Education

University of Southern Denmark (SDU)

MSc
- Engineering Robot Systems (advanced Robotics Technology and Drone Technology)
- Learning and Experience Technology
- Software Engineering
- Computer Science
- IT Product Design
- Physics and Technology
- Welfare Technology
- Maritime Technology
- Mechatronics
- Energy Technology

BEng
- Electrical Power Engineering
- Mechatronics
- Integrated Design
- Electronics and Computer Engineering
- Electrical and Electronic Engineering

Others
- Social and Health School Fyn
- University College Lillebælt
- EUD-education
- Tietgen School
- Kold College

Lillebaelt Academy (EAL)

Academy Profession AP
- Product development and technical integration
- IT Technology
- Computer Science
- Production Engineer
- Multimedia Design and Communication
- Automation Technology

Bachelor BA
- Product Development and Technology Integration
- Web Development
- E-Concept Development
- PBA Software Development

Continuing Education
- Academic Education
- Diploma

Technical College of Southern Denmark (SDE)
- Industrial Technician (+EUX)
- Industrial Operator
- Metal, Industry and Technology
- Sheet Metal Worker
- Technical Designer
- Electricity, Automation and IT
- Automatics Electrician
- Electrician (+EUX)

Other actors
- Business Development Centre Southern Denmark
- Developing Fyn
- Odense & Co.
- Region of Southern Denmark

Knowledge and Research

University of Southern Denmark (SDU)

Faculty of Health Sciences
- Department of Public Health
- Department of Sports Science and Clinical Biomechanics
- Institute of Clinical Research

Faculty of Science
- Department of Mathematics and Computer Science IMADA

Faculty of Engineering
- Mads Clausen Institute
- Department of Technology and Innovation ITI
- The Maersk Mc-Kinney Moller Institute MMMI

Research and technology organisations (GTS)
- Alexandra Instituttet
- Force Technology
- DELTA
- Danish Technological Institute - Robot Technology
- Center for Robotics
- Center for Welfare and Interaction Technology

National cl... and netw...
- The Danish Society of Engineers (IDA)
- Danish Robot Network (D...
- Danish Automation
- Welfare Tech
- CoLab Denmark
- MedCom
- Manufacturing ... of Denmark (...
- Innovation Process

Financing

National
- Innovations-fonden
- Vækst-fonden
- Markedsmodnings-fonden

Regional
- Private investors
- SDU Busines... TEK Innovati...
- Science Ventures Denmark
- Welfare Tech Invest WTI

THE ROBOTREPORT
EXPLORING THE BUSINESS AND APPLICATIONS OF ROBOTICS

Webinar: Robotics Clusters and Innovation Centers

By Halle Kirsh | July 29, 2019

This webinar was presented live on Wednesday, August 21, 2019. Click below to watch it on demand.

Watch Now

Primary *Research*

Question #1

What do you KNOW about your *End Users*?

Question #2

What job(s) will you be hired to do?

Question #3

How are your customers getting the job done today? (current workflow/process)

OPTIONAL (if you have time)

Question #4

What other job(s) are competing for resources?