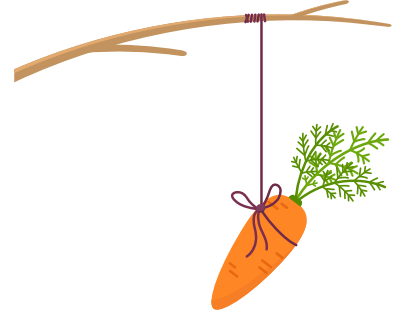
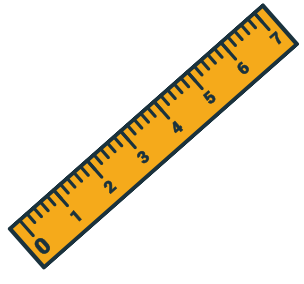


# Common Customer Discovery Friction Points



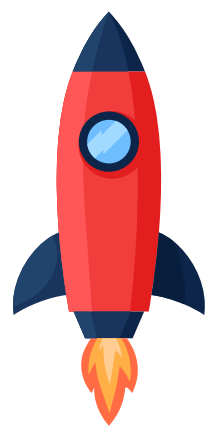
## MOTIVATION

- Satisfaction with superficial evidence
- Asking for opinions rather than facts
- Talking to the wrong people
- Listening to media or investors first
- Choosing to do surveys rather than interviews
- Declining to expand their pool of knowledge
- Resisting new methods of data collection



## RIGOR

- Not establishing identifiable research criteria or milestones
- Interviewing for opinions rather than facts
- Starting discovery too late
- Neglecting analysis and synthesis of data
- Being unfamiliar with field interview techniques
- Failing to perform throughout product development process
- Conflating surveys with interviews
- Abandoning book and class learning in field
- Building early bad habits that become habitual
- Failing to self-diagnose



## CULTURE

- Prioritizing media or investors over customers
- Misinterpreting the “fail-fast” ethos
- Failing to obtain team-buy in
- Not establishing identifiable milestones



## PSYCHOLOGY

- Avoiding embarrassment, distress, provocative conversations, or rejections
- Feeling a sense of belonging in the “fail fast” culture
- Avoiding rejection
- Seeking immediate gratification
- Employing performative empathy without real humility in the process
- Identifying as a “builder”