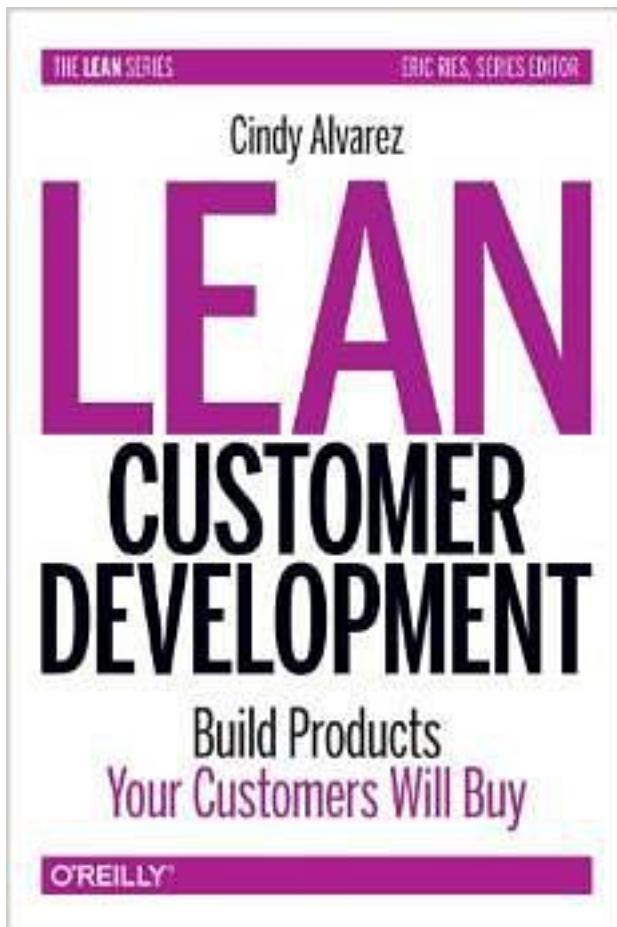


Lean Customer Development



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著者:Cindy Alvarez

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How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service

that no one needs or wants.

With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products.

作者介绍:

Cindy Alvarez is the author of *Lean Customer Development: How to Build Products Your Customers Will Buy*.

Cindy has been using customer development techniques for well over a decade, across a variety of roles and organization sizes. She hates that alleged Henry Ford quote "If I'd asked customers what they wanted, they would've said 'a faster horse'."

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标签

用户研究

用户体验

用户访谈

商业

产品经理

设计

技术

创业

评论

非常接地气的东西——找用户，做访谈...不能说多么“醍醐灌顶”，但是内容绝对实用

是我目前见到秒杀市面上所有访谈需求类书籍，从方案设计，招募什么用户，怎么设问，最后输出什么结果都讲得十分好。运用在近期项目上十分有效，但怎样翻译好是个难题

good script for the customer interview

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书评

1. 这本书讲的是什么？现在做产品最大的问题是，做出来的东西，不是人们想要的。难点并不在于开发，而在于没有用户，产品没有需求。因此，就有了Lean Startup，一步一步去验证自己产品的假设，来确保自己做的产品，是有价值的、有人愿意用的 然而，传统的Lean Startup讲的是B...

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