Customer Discovery Summary

A-STATE | INNOVATION & ENTREPRENEURSHIP | STUDENT WORKSHEET

Use evidence from your Interview Planner and Findings Tracker. Summarize what you learned, not what you hoped to hear. Replace prompts with your own responses.

Team / project: _____ Date: _____

PART A | Business concept & initial assumption

In one or two sentences, describe your proposed business and the customer problem you expected to find.

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PART B | Who you interviewed

Number of interviews: ____ Customer segment(s) / relevant roles: ____ Why these participants?

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PART C | Key findings supported by evidence

Describe 2–3 recurring problems or behaviors. Include counts when useful (e.g., 6 of 9 participants) and concrete examples. Note existing alternatives or workarounds.

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PART D | What surprised you or challenged your assumptions?

Include differences across participants, contradictory findings, and important unanswered questions.

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PART E | How your business idea changed

Explain any refinements to your target customer, problem statement, proposed value proposition, or business model.

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PART F | Next validation steps

What will you investigate next, with whom, and how? Distinguish problem evidence from testing the proposed solution.

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Evidence check: ☐ I used actual interview findings. ☐ I did not equate compliments with demand. ☐ I identified remaining uncertainties.

For competition use: Present interview counts and customer segments accurately. Do not imply your sample represents the entire market.

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