



## Customer Call Summary Document Guidelines

**Deliverable:** Customer Call Summary (up to 5-page document) uploaded to YouNoodle.com

### Instructions

Teams must interview a minimum of 20 potential customers and/or stakeholders and summarize those interviews into a five-page document that will be submitted via YouNoodle.com by the Round 2 date listed above. For the Round 3 deadline, teams must interview a minimum of 10 additional customers and summarize these interviews into a three-page document.

The goal of this exercise is to get outside validation that teams are pursuing the correct customer and seeking real-time market validation.

### Deliverable Requirements

- Minimum number of contacts to be interviewed during Round 2 is 20, and Round 3 is 10. You may always opt to do more interviews than the minimum required.
- Interview entries (keep them concise) must be logged in the following format:
  - Name of Person Interviewed:
  - Role:
  - Company:
  - 3 Key Discoveries:
- Customer Call Summary document should adhere to the following guidelines:
  - Round 2: No more than 5 pages, single-spaced
  - Round 3: No more than 3 pages, single-spaced
  - Arial, 11-pt font throughout the document
  - Save and submit as a PDF to the YouNoodle platform

### Interview Best Practices

- Aim for 10- to 25-minute meetings. Be conscious of the customer's time.
- Try to identify the benefit your customer wants, not the features of your technology.

- You want to collect information of their true problem, not necessarily affirmation of your technology.
- Listen much more than you talk.
- DO NOT:
  - Try to sell your product
  - Talk about your solution explicitly
  - Ask what they want
- DO:
  - Lead them to describe the problems they face
  - Understand the cost of those problems by talking about pain-points
  - Lead with “I am in a business competition and doing customer discovery...”
  - If necessary, talk about your solution only at the end of the call
- Sample questions:
  - Can you tell me how you typically solve this issue?
  - How much does that cost / How much does your company lose?
  - How do you go about purchasing that within your organization?
  - Does your company find this to be a major issue on a larger scale?
  - Is this issue an industry-wide problem?
  - Why? (multiple times throughout the interview, this is valuable)
- End with:
  - What haven’t I asked about that I should?
  - Who can you introduce me to?