A live interactive demo of customer discovery interviews

- **Speaker**: Jocelyn Graf
- **Room**: 332
- **Time**: Saturday, Oct 24th 11:30 – 12:20pm

- **Format**: Talk/Demo (50 minutes)
- **Difficulty**: Beginner
- **Track**: Entrepreneurship & Product Strategy
- **Additional Tags**: Customer Discovery, User Research, Startups, Open Source, Product Validation, Interviewing
  * **Experience**: Entrepreneur in Residence at the University of California Riverside and advisor for the Los Angeles Small Business Development Centers, specializing in startup viability and sustainable business models.

Description:

Whether launching an open-source project, starting a freelance business, or building a startup, success depends on understanding what users actually need rather than relying on assumptions. This session distinguishes customer discovery from traditional UX research, focusing on uncovering the deep motivations that drive a user to abandon their current routine for a new solution. Through a series of live, abbreviated interviews featuring a Seattle-based worker-owned cooperative team, the presenter will demonstrate techniques to bypass “agreeable” feedback and extract valuable, honest data. Attendees will learn how to construct a hypothesis—identifying the problem, solution, and target customer—and how to analyze interview data to either validate or pivot their venture.

Target Audience:

- Aspiring entrepreneurs and startup founders
- Open-source project leads seeking to ensure long-term sustainability
- Freelancers looking to identify and validate market needs

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