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# Talking To Humans: Success Starts With Understanding Your Customers

## TALKING TO HUMANS

Success starts with understanding  
your customers

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**GIFF CONSTABLE**

with Frank Rimalovski  
illustrations by Tom Fishburne  
and foreword by Steve Blank



## **Synopsis**

With a foreword from Steve Blank, Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

## **Book Information**

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## **Customer Reviews**

You have a product idea. Now it's time to see if it solves a real problem, if customers would be willing to pay for it, to understand your market. This book will get you doing that, right away. Without fluff, the book describes how to do customer development and gives you scripts to do cold calls, interviews, etc. Quite useful to the engineer in me that just wants to "add more features".

I couldn't put this book down. I've already shared it with 5 teams (only one day after reading it). If you are teaching or mentoring anybody in the customer discovery process, you've got to share this

with them.

I like the premise of this book- that startups often designs product without fully understanding the market they are aiming at. The book gives very good, step by step instructions on how to do some market research and how to get results that you can trust.

While I definitely appreciate the authors effort to share his expertise with us fellow startup founders trying out Customer Development, I couldn't help get the feeling that I am browsing through an extended blog article with nice pics wrapped into the guise of a book. It's useful, but somehow doesn't just feel solid and exhaustive enough - I will need to read 10 more like this one before I can amass enough expertise on the subject to make it my own. I have been hesitating whether to give it 3 stars or a 4, but finally settled on the higher rating due to very low price I've paid.

Great explanations following up with great examples. I really understood the need for getting out and testing the hypothesis by talking to customers and potential customers. And this book gave good tips on how to do that.

Fun, relatable examples and easy to read. I'm new to customer experience and understanding product usability - the guidelines provided in the book are concise and sensible to a newb like me. Looking forward to taking my learning into the field and talking to humans ÅfÂ Ä Å,Å â,çÅ â

Light and short read. I find the book useful largely for of the focus on how not to screw up the customer discovery process.

Long arduous books that stretch out for no reason are a waste of time. 'How' books like these without much fanfare except real tangible ways to listen to humans is why this book wins. And wins it does!

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