CUSTOMER DISCOVERY AND A SMALL EXPERIMENT

Find the Customer. Test the Offer.

Your idea needs a conversation with reality. Use this page to learn what a specific buyer needs, then test one promise you can actually deliver. Bring a notebook. Leave room for an answer that surprises you.

NAME / PROJECT _____ DATE _____

01 Choose the question before the solution

- Name one buyer and one occasion. Who enjoys the experience, who arranges it, and who controls the payment?
- Write the uncertainty that matters next: the problem, the offer, the price, or your ability to deliver.
- Set a time and spending limit for this investigation. What evidence would justify the next step?

YOUR NOTES / ANSWERS

02 Ask about the last real event

- Ask: What did you choose last time, and how did you decide? Listen before describing your service.
- Ask: What cost more time, money, or effort than expected? Record the buyer's words and the date.
- Separate observed behavior from compliments. A friendly reaction is useful feedback; a completed purchase answers a different question.

YOUR NOTES / ANSWERS

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CONTINUE YOUR WORKSHEET

03 Make one honest offer experiment

- Create a simple package showing the experience, deliverables, duration, price, and exclusions. Clearly label anything simulated or unavailable.
- Show it to a few relevant buyers. Ask them to explain what they think they would receive, compare an alternative, and consider choosing neither.
- Write your success threshold before collecting responses. Record the number approached, the responses, and the objections, including silence.

YOUR NOTES / ANSWERS

04 Fictional demonstration

An organizer understands the booth experience but expects instant gallery delivery. That mismatch reveals a promise to clarify before another feature is added.

- What changed in your understanding? What remains untested?
- Choose your next move: revise, test again, pause, or proceed with a bounded trial. Name its owner and date.

YOUR NOTES / ANSWERS

Make the next test small enough to finish and clear enough to teach you something.