Validating

Before you build anything, figure out what customers want and will pay for

Success is based on if YOU solve the customers’ problem, NOT building features.

**Keep in Mind: Don’t sell what you make, make what you sell.**

### Customer Interviews

When you are doing customer interviews remember TWO rules!

* 1st rule of validating your idea: **Do not talk about your idea**
* 2nd rule of validating your idea: **Do not ask about the future**

There is a format that will help you get the most information! Check out this video <http://customerdevlabs.com/2013/11/05/how-i-interview-customers/> and follow this format

1. Tell me a story about the last time ……
2. What was the hardest part about that?
3. Why was it hard?
4. How do you solve it now?
5. Why is that solution not awesome?