

**AME Customer Discovery Workshop  
for healthcare, Medtech and life science**

<b>Class 1 (Week 1)</b>	<b>Goal Setting &amp; Customer Identification</b>
Content	<ul style="list-style-type: none"> <li>• Overview of customer discovery. The Why. The Impact.</li> <li>• Identify each participant's goal for the workshop <i>i.e. identify a specific market segment, or determine the most appropriate indication for product development</i></li> <li>• The who and how of interview targets. Discuss strategies for recruiting interviewees <i>i.e., cold calling/referrals</i></li> <li>• "Live" target ID (an example discussion with one team)</li> <li>• Nuance of customer discovery in healthcare and life science</li> </ul>
In-class Exercise	<ul style="list-style-type: none"> <li>• Draft of Goals</li> </ul>
Homework	<ul style="list-style-type: none"> <li>• Finalize Goals &amp; Start Interview Contact List</li> </ul>
<b>Class 2 (Week 2)</b>	<b>Designing Customer Outreach and Interviews</b>
Content	<ul style="list-style-type: none"> <li>• Discuss outreach and outreach tools <i>i.e. the hook &amp; message</i></li> <li>• Introduction to interviewing KOLs <i>i.e., engagement best practices</i></li> <li>• Discuss the interview guide concept and best practices</li> <li>• How to create an interview guide for KOLs</li> </ul>
In-class Exercise	<ul style="list-style-type: none"> <li>• Draft outreach message with focus on Subject line</li> </ul>
Homework	<ul style="list-style-type: none"> <li>• Finalize outreach messaging</li> <li>• Draft an interview guide tailored to your customers</li> </ul>
<b>Class 3 (Week 3)</b>	<b>Conducting Customer Interviews</b>
Content	<ul style="list-style-type: none"> <li>• Debrief with discussion of teams' interview guides</li> <li>• How to conduct an interview <i>i.e. best practices</i></li> <li>• Mock interview <i>i.e., using a selected team's guide, mentor</i></li> </ul>
In-class Exercise	<ul style="list-style-type: none"> <li>• Mock interview</li> </ul>
Homework	<ul style="list-style-type: none"> <li>• Finalize interview guide</li> <li>• Start outreach and interviewing customers</li> <li>• Sketch/capture preliminary findings</li> </ul>
<b>Class 4 (Week 7)</b>	<b>Evaluating Customer Data</b>
Content	<ul style="list-style-type: none"> <li>• Discuss quantitative vs. qualitative data and metric analysis</li> <li>• Discuss modifying and pivoting interview questions based on new data from interviews</li> <li>• Describe best practices for analyzing &amp; distilling interview data</li> </ul>
In-class Exercise	<ul style="list-style-type: none"> <li>• Edit findings &amp; draft final findings</li> </ul>
Homework	<ul style="list-style-type: none"> <li>• Update Interview Guide (if needed) &amp; continue interviewing customers</li> <li>• Identify metrics for customer discovery</li> <li>• Create a final presentation with customer discovery conclusions &amp; critical next steps (go/no-go/pivot)</li> </ul>
<b>Class 5 (week 9)</b>	<b>Synthesizing Discovery Outcomes</b>
Content	<ul style="list-style-type: none"> <li>• Final presentations discussing interview outcomes &amp; next steps (non-confidential)</li> </ul>
Homework	<ul style="list-style-type: none"> <li>• Continue interviewing customers ALWAYS</li> </ul>