

HOW TO ANALYSE RESPONSES FROM CUSTDEV INTERVIEWS

Conducting Customer Development (CustDev) interviews is just the first step.

To get real value, you need to analyse responses effectively and turn insights into action. Here's how to do it:

STEP 1: STRUCTURE THE RESPONSES

 **Organise all answers in a table**

Create a simple table that includes:

- CustDev questions
- Customer responses
- Key insights
- Actionable takeaways for your business

Example:

Question	Customer Response	Key Insights	Business Actions
What challenges do you face in [your niche]?	<i>"Too much information, difficult to figure out what's important."</i>	Customers need a structured, step-by-step approach.	Create a series of posts with guides & checklists.
What stops you from making a purchase?	<i>"I'm not sure if this will work for me."</i>	Lack of case studies & proof of effectiveness.	Add more testimonials, case studies, and before/after examples.

This structure helps to **spot patterns quickly** and turn raw responses into actionable insights.

STEP 2: IDENTIFY COMMON PATTERNS

Once your table is filled, start analysing:

What pain points are repeated the most?

- If **one** person mentions a problem → It's an individual opinion.
 - If **7 out of 10** say they're overwhelmed with information → It's a real trend.
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What exact words/phrases do customers use?

- Customers describe their problems in their own way - use their wording in your **content, ads, and messaging** to resonate more.
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What are the most common objections?

- "It's too expensive." → Emphasise product value more.
- "I'm not sure if it's for me." → Show more relatable success stories.
- "I'm afraid it won't work." → Create content demonstrating **ease of use & quick wins**.

STEP 3: IDENTIFY 3-5 KEY INSIGHTS

After analysing all responses, summarise **3-5 main insights**.

Examples:

- ✓ Customers are afraid that they won't understand how to use the product → **Create more educational content (tutorials, explainers)**.
- ✓ People are unsure if the product is right for them → **Add more testimonials & real-life examples**.
- ✓ The audience prefers Stories over feed posts → **Shift focus to interactive Stories**.

💡 The clearer and more specific your insights, the easier it is to apply them in your strategy.

STEP 4: TURN INSIGHTS INTO ACTIONABLE STEPS

Now, translate key insights into real content and product improvements.

Example Actions:

- ✓ **People don't see the product's value?** → Create more comparison posts, explainer videos, and "why it works" content.
 - ✓ **Customers fear they won't succeed?** → Show step-by-step guides, use mini-tutorials in Stories.
 - ✓ **Followers hesitate before buying?** → Strengthen **social proof** with more testimonials and case studies.
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STEP 5: REGULARLY TEST & UPDATE YOUR STRATEGY

CustDev analysis **isn't a one-time task**, your audience and market are **constantly evolving**.

- ✓ Run **CustDev interviews every 3-6 months**.
- ✓ Track **which insights led to real improvements**.
- ✓ Adjust **your content, product, and marketing strategy** based on up-to-date data.