



CENTERCODE
DELTA'20

5 Core Roles Every CV Professional Should Master

About Me

Austin Meyer

Product Director, Insights
Centercode

Over 6 years of Customer Validation experience

Ran tests for Fortune 50 companies

Continuing to shape the CV category

✉ austin@centercode.com

🌐 [linkedin.com/in/austinjmeyer/](https://www.linkedin.com/in/austinjmeyer/)



Agenda



- 1 CV Professionals - The Challenge
- 2 The Hat Collection
- 3 That's A Lot of Hats
- 4 A Day in the Life
- 5 Recap

1. **CV Professionals - The Challenge**
2. The Hat Collection
3. That's a Lot of Hats
4. A Day in the Life
5. Recap

The Challenge



Customer Validation is a nascent discipline

Companies are becoming aware of its necessity

No idea where to start - leads to bad habits

No guidebook on building out a CV team... yet

Why Does It Matter?

Product Managers running their own CV tests

Not enough time and not enough attention

Bad Customer Validation leads to bad releases



Today



Skill requirements overlap with other departments

Hiring from support, QA, marketing, or CX

Skills only partially aligned with a CV professional

Missing key skill sets can have disastrous consequences

So What...?

Frustrated testers

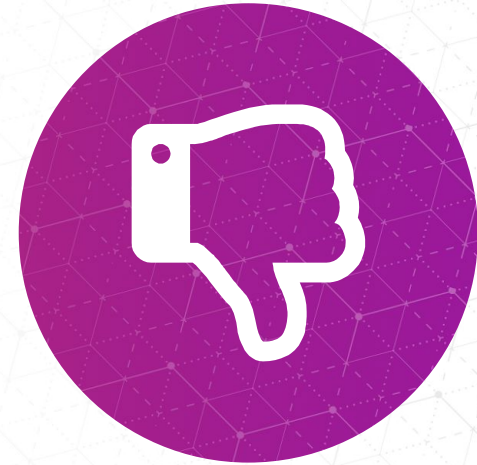
Low participation

Bad results and data

Unhappy stakeholders

Wasted time and money

Higher return rates and dissatisfied customers



CV Professionals



CV professionals require a unique skill set

Serve a vital role in product development

Analytical, empathetic, organized, and diligent

Wear many different hats during CV operations

CV Professional's Hat Collection



Data Analyst



Storyteller



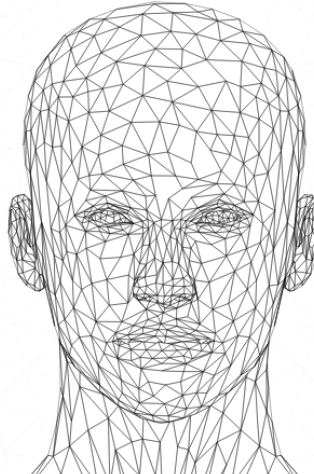
Fixer



Project Manager



Bartender



1. CV Professionals - The Challenge
2. **The Hat Collection**
3. That's a Lot of Hats
4. A Day in the Life
5. Recap

CV Professional's Hat Collection



Data Analyst



Storyteller



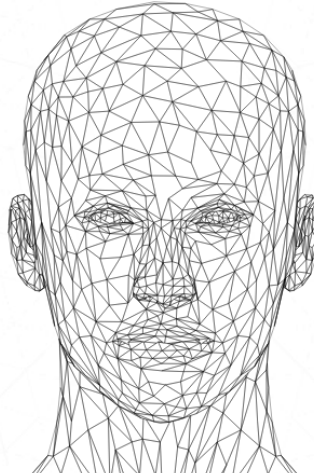
Fixer



Project Manager



Bartender



Project Manager



Complexities of CV require organization

Managing multiple stakeholders

Expectations and schedule

Ensures scope changes are reasonable and tracked

Project Manager

- ✓ Manage complex tests
- ✓ Set expectations
- ✓ Maintain schedule
- ✓ Regulate scope changes
- ✓ Communicate with stakeholders & testers alike

CV Professional's Hat Collection



Data Analyst



Storyteller



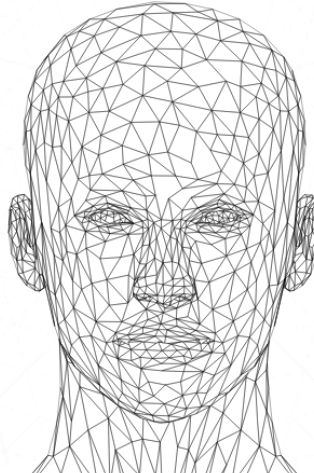
Fixer



Project Manager



Bartender



Data Analyst



Data! Feedback! Metrics!

Fundamental aspect of Customer Validation

Goal is to generate actionable recommendations

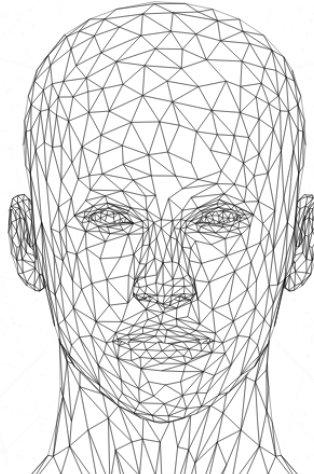
Supported by evidence like data and trends

Data Analyst



- ✓ Analyze data thoroughly and efficiently
- ✓ Uncover insights and trends
- ✓ Develop actionable product recommendations
- ✓ Provide the supporting evidence for recommendations

CV Professional's Hat Collection



Storyteller



Data and insights aren't always exciting

Sometimes the story that data tells is boring or frightening

Telling a good story from limited information is a challenge

Need to motivate and excite the product team

Storyteller



- ✓ Communicate effectively and professionally
- ✓ Synthesize hard data into a compelling story
- ✓ Motivate and inspire the product team to address issues

CV Professional's Hat Collection



Data Analyst



Storyteller



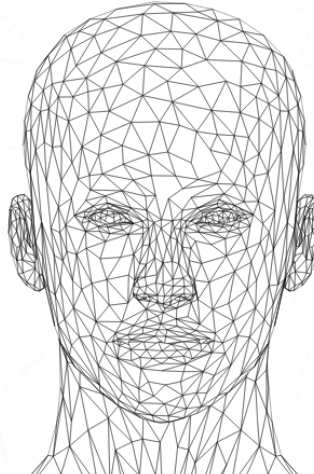
Fixer



Project Manager



Bartender



It hits the fan all the time

Identifying risks early is key to planning your response

Necessary to invent solutions to challenging problems

Ultimately, goal is ensuring a successful test

- ✓ Maintain back-up plans B through Z
- ✓ Solve complex problems with creativity
- ✓ Work to ensure actionable feedback is submitted

CV Professional's Hat Collection



Data Analyst



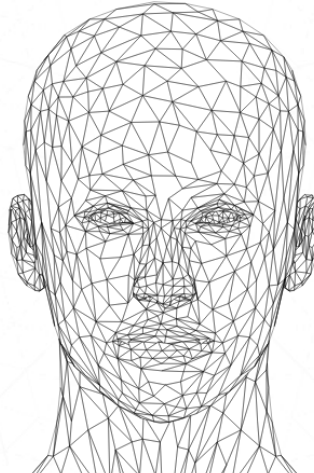
Storyteller



Fixer



Project Manager



Bartender

Bartender



Test results can be exciting, but also discouraging

Sometimes the CV professional has to deliver bad news

Product owners need a shoulder to cry on

Have empathy, but always look to be the motivator

Bartender

- ✓ Listen to and empathize with POs troubles
- ✓ Be the bearer of bad news
- ✓ Cheerlead for testers
- ✓ Inspire and motivate the product team to do great things

1. CV Professionals - The Challenge
2. The Hat Collection
3. **That's a Lot of Hats**
4. A Day in the Life
5. Recap

Lacking the Skills



Are all of these skill sets necessary?

Deficiencies have associated consequences

Not only does the team suffer, the products suffer

Without a Project Manager...

Things go off track quickly

Scope creep

Schedule falls apart, miss deadlines and action items

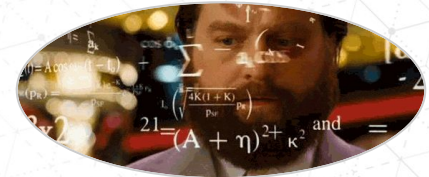


Without a Data Analyst...

Miss key insights or trends in feedback

Poor survey writing with bad survey responses

Reduce credibility due to lack of underlying analysis



Without a Storyteller...



Have a harder time convincing your team on the results

Won't inspire your product team to solve the issues

Stakeholders miss key insights due to disorganized reports



Without a Fixer...

Lose valuable testing time while trying to map out Plan B

Handcuffed to “the box”, i.e. the processes

Lose budget and respect of peers



Without a Bartender...

Lose the opp. to develop a good rapport with stakeholders

PMs make impulse decisions with a few negative data points

Product team is discouraged by negative feedback



1. CV Professionals - The Challenge
2. The Hat Collection
3. That's a Lot of Hats
4. **A Day in the Life**
5. Recap

A Day in the Life...

Project Manager Hat

- High level overview of ongoing projects
- Check-in on feedback



8:30 AM

Bartender Hat

- Take a call from Project Tango PM - 6 unique blocking issues
- Listen and commiserate with the PM



10:45 AM



8:00 AM



Data Analyst Hat

- Process overnight feedback
- Look at survey results for Project Omega

10:30 AM



Fixer Hat

- Plan for getting the test back on track
- Plan for keeping testers engaged

A Day in the Life...



1:00 PM

Storyteller Hat

- Presenting a report to stakeholders for Project Gamma
- Motivate the team to fix the issues and have an impact on their product

Data Analyst Hat

- Triaging feedback reported since AM
- Response coding survey reviewed earlier

2:30 PM



4:15 PM

Fixer Hat

- Delay has come up in Project Omega
- Plan for keeping testers warm



5:00 PM

1. CV Professionals - The Challenge
2. The Hat Collection
3. That's a Lot of Hats
4. A Day in the Life
5. **Recap**

Searching for Talent



Search for these skill sets when hiring

Search support, QA, marketing, or CX as a starting point

When you find them, keep them!

Ideal CV Professionals



Effectively manage and organize projects

Consume, analyze, and present data in an engaging way

Motivate and inspire product teams

Anticipate and have plans for unexpected issues

Empathize and celebrate with stakeholders

Thank You!



Austin Meyer

✉ austin@centercode.com

in [linkedin.com/in/austinjmeyer/](https://www.linkedin.com/in/austinjmeyer/)

