**Customer Interview Guide**

**Segment:**

**Stakeholder:**

**Title**

**Key Hypotheses to Test: (**What assumptions do we have that if proven wrong would cause us to fail?)

**1.**

**2.**

**3.**

**Key Questions to Ask**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**Back up questions**

**Hypotheses Examples:**

* The problem my customer wants to solve is…..?
* My target customer will be……?
* Why can’t my customer solve this today?
* The measurable outcome my customer wants is…..?
* I will make money/ revenue by doing…….?
* I will beat my competitors because…..?
* My biggest financial/technical/engineering...risk is…..?

**Question Examples. (Notes: The following questions are not a ‘check-list’ but suggested ways to ask the question to test your hypothesis. Best to iterate based upon what the interviewee said.**

1. **Ask “Tell me more’ when an ‘outlier ‘that could lead to a pivot is introduced).**
2. **Try to ask questions that are quantifiable as well as qualitative.**

* How long have you been in this position? What are your responsibilities? (This is more a ‘warm-up’ questionP. Try not to spend too much time on this).
* What are the top 3 challenges you face in your job related to \_\_\_\_ (your area of interest)\_? Why are they challenges? (you may want to be a more specific such as ‘technical challenges’ but try not to restrict it too much)
* How much time do you spend on those challenges? How often do they occur? Or In the past X weeks/months, how often has that challenge occurred?
* On a scale of 1-10, what number would you give that challenge? (10 – really big pain).
* Can you tell me a story about the last time that challenge happened and what you did?
* What, if anything, have you done to solve those challenges?
* On a scale of 1-10, how would you rate that solution? Why did you give it that number? (No matter what number they give, ask “why did you give it that number.” Write down everything they say, in their own words, in the order they say. They are giving you the ‘feature list’, marketing language as well as priority of what features matter the most) or What don’t you like about the solutions you tried?
* When was the last time a (software, hardware, etc) product was purchased? What is the process to buying/subscribing to a new product/service?
* Who has to approve your purchases? Do you need any approval to try them?
* Who else should I talk to?
* What else should I have asked?