**Customer Interview Guide**

**Segment:**

**Stakeholder Role/Title:**

**Key Hypotheses to Test: (**What assumptions do you have that if proven wrong would cause your business to fail? Note: may need more than 3 to fully test).

**Hypothesis #1:**

**Key (3-5) questions to ask to test hypothesis #1**

**a.**

**b.**

**c.**

**d.**

**e.**

**Hypothesis #2.**

**Key (3-5) questions to ask to test hypothesis #2**

**a.**

**b.**

**c.**

**d.**

**e.**

**3. Hypothesis #3**

**Key (3-5) questions to ask to test hypothesis #3**

**a.**

**b.**

**c.**

**d.**

**e.**

**Back up Hypotheses to test and questions to ask. if the interviewee is willing to answer more questions.**

**Hypothesis**

**a.**

**b.**

**Hypothesis**

**a.**

**b.**

**Hypotheses Examples:**

* The problem my customer wants to solve is…..
* My target customer will be……
* My customer can’t solve this today because…….
* The measurable outcome my customer wants……
* The thing(s) my customer values most is…..
* My customer will be willing and is able to pay…….
* I will beat my competitors because…..
* My customer is willing to try new technology……..

**Question Examples. (Notes: The following questions are not a ‘check-list’ but suggested ways to ask questions 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’ question. 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 these challenges?
* How much time do you spend on those challenges? How often do they occur? 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 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(s)? 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 for 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?