THE CUSTOMER INTERVIEW TEMPLATE

Select and complete questions from the interview script based on your hypothesis to uncover what matters most to your customers.

Experiment

Interviewer

We believe that...

Your hypothesis

Interview Script

Your questions

5' Welcome and Context

Choose the questions that are relevant to your context.

- ☐ Hello, my name is [...].
- ☐ These are my colleagues. They are here because [role].
- ☐ I'm here to understand your challenges around [topic].
- ☐ We'll use the insights for [...].
- ☐ Do we have your permission for [record/take notes/...]?
- ☐ Tell me about your role and typical day around [topic].

5' Customer Jobs

Choose 3 questions to uncover functional, emotional and social jobs.

- ☐ What is the one essential job you must get done?
- ☐ What steps help you to achieve [...]? Why?
- ☐ What completed task gives you self-satisfaction?
- ☐ How did your mood shift before and after [...]?
- ☐ When did you pick a solution to look good [...]?
- ☐ How do you want others to see you when doing [...]?

5' Customer Pains

Choose 3 questions to identify the most critical customer pains.

- ☐ What makes [...] too costly in time, money, or effort?
- ☐ What frustrations with [...] do you experience? Why?
- ☐ Where does [...] fall short in features or performance?
- ☐ What risks (financial, social, technical) concern you most?
- ☐ What major issues with [...] keep you up at night?
- ☐ What stops you from adopting new solutions?

5' Customer Gains

Choose 3 questions to identify the most important customer gains.

- ☐ Which savings (time, money, effort) would you value?
- ☐ How do you measure quality, success and performance?
- ☐ Which features genuinely delight you in [...]? Why?
- ☐ What improvements would simplify your work or life?
- ☐ What positive social effects matter most to you?
- ☐ What do you dream of achieving or relieving?

5' Debrief and Wrap-up

Choose questions to rank jobs, pains, and gains and to thank the customer.

- ☐ Which (job/pain/gain) impacts you the most? Why?
- ☐ What's your (#1/#2/#3) (job/pain/gain) in [...]?
- ☐ What's the one question I didn't ask but should have?
- ☐ Would you be open to us reaching out again?
- ☐ Do you know anyone else with similar challenges?
- ☐ I appreciate your time and honest feedback around [...].

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