THE PROTOTYPE INTERVIEW TEMPLATE

Select and complete questions from the interview script to determine whether your prototype addresses your customer's most important needs.

Experiment

Interviewer

We believe that...

Your hypothesis

Interview Script   **Your questions**

5' Welcome and Context

Choose the questions that are relevant to your context.

- ☐ I'm here to understand your challenges around [topic].
- ☐ I'll ask a lot of questions to test the product, not you...
- ☐ Do we have your permission for [record/take notes/...]?
- ☐ What is your main responsibility around [topic]?
- ☐ Would you be willing to look at some prototypes?
- ☐ Please think aloud when using the prototype...

10' Prototype Jobs

Choose 3 questions to test if your prototype addresses highest value jobs.

- ☐ Does the prototype help you complete [#1 job]?
- ☐ Which part supports the key steps you take to [...]?
- ☐ What do you expect the prototype to achieve fully?
- ☐ How does it compare with your current solution for [...]?
- ☐ Does it boost confidence or reputation in [...]? How?
- ☐ Doescit affect the way others percieve you in [...]? How?

10' Pain Relievers

Choose 3 questions to test if your prototype eliminates severe pains.

- ☐ Does it reduce time, money, or effort on [...]? How?
- ☐ Does it cut frustrations you face with [...]? Which ones?
- ☐ Where does it outperform your current solution for [...]?
- ☐ Does it lower risks (financial, social, technical) in [...]? How?
- ☐ Does it reduce your concerns around [...]? Why?
- ☐ What would prompt you to try [...]? Why?

10' Gain Creators

Choose 3 questions to test if your prototype creates important gains.

- ☐ Does it create savings (time, money, effort) with [...]?
- ☐ Does it exceed your expectations in [...]? How?
- ☐ Does a feature genuinely delight you in [...]? Why?
- ☐ Does it have an impact on your work or life? How?
- ☐ Does it have social consequences? Which ones?
- ☐ Does it fulfill something you dream about? How?

5' Debrief and Wrap-up

Rank prototype jobs, pain relievers and gain creators and thank the customer.

- ☐ Which (job/ pain reliever/ gain creator) impacts you most?
- ☐ Rank #1 #2 #3 (job value/ pain reliever/gain creator).
- ☐ What's the one question I didn't ask but should have?
- ☐ What did you like/dislike about the prototype? Why?
- ☐ Do you know anyone else with similar challenges?
- ☐ I appreciate your time and honest feedback around [...].

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