

WORKSHEET 3

Interviewing Customers

Design your question bank, conduct interviews, and find the patterns. Focus on their problems, not your solution.

Customer Questionnaire

Build your interview script. Organize questions by category. Start broad, go deep, end open.

About Them

Warm up. Understand who they are and how they got here.

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

Their Current Process

What do they actually do today? "Walk me through the last time you..."

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

Pain Points

Where does the current process break down?

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
-

Behavior & Habits

What do they actually do (vs. what they say they do)?

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
-

Feature Discovery

Ask unprompted first, then probe. Don't lead with your feature list.

QUESTIONS

- 1.
 - 2.
 - 3.
-

Willingness to Pay

Understand their mental model of value, not just a price point.

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
-

Friction

Where do people give up or work around a tool? Find the moments that kill habits.

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

Retention

What keeps people coming back vs. what makes them forget the app exists?

QUESTIONS

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

The Ghost User

People who download with good intentions but never engage. Why?

QUESTIONS

- 1.
- 2.
- 3.

Habit Formation

Find the natural moments where logging fits into the workflow.

QUESTIONS

- 1.
- 2.
- 3.

Closing

Leave room for what you didn't think to ask.

QUESTIONS

- 1.
- 2.

Interview Log

Record key takeaways from each conversation. Exact quotes are more valuable than summaries.

INTERVIEW 1

NAME / ROLE	DATE / CHANNEL	CUSTOMER PROFILE MATCH

KEY QUOTES

Write down their exact words. These are more valuable than your summary.

SURPRISES OR NEW INFORMATION

HOW DOES THIS CHANGE MY ASSUMPTIONS?

INTERVIEW 2

NAME / ROLE

DATE / CHANNEL

CUSTOMER PROFILE MATCH

KEY QUOTES

Write down their exact words. These are more valuable than your summary.

SURPRISES OR NEW INFORMATION

HOW DOES THIS CHANGE MY ASSUMPTIONS?

INTERVIEW 3

NAME / ROLE

DATE / CHANNEL

CUSTOMER PROFILE MATCH

KEY QUOTES

Write down their exact words. These are more valuable than your summary.

SURPRISES OR NEW INFORMATION

HOW DOES THIS CHANGE MY ASSUMPTIONS?

INTERVIEW 4

NAME / ROLE

DATE / CHANNEL

CUSTOMER PROFILE MATCH

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KEY QUOTES

Write down their exact words. These are more valuable than your summary.

SURPRISES OR NEW INFORMATION

HOW DOES THIS CHANGE MY ASSUMPTIONS?

INTERVIEW 5

NAME / ROLE

DATE / CHANNEL

CUSTOMER PROFILE MATCH

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KEY QUOTES

Write down their exact words. These are more valuable than your summary.

SURPRISES OR NEW INFORMATION

HOW DOES THIS CHANGE MY ASSUMPTIONS?

Interview Synthesis

Look across all interviews. What patterns emerge?

COMMON THEMES

What did multiple people say independently? These are your strongest signals.

CONTRADICTIONS OR OUTLIERS

Where did people disagree? Is this a segmentation signal?

QUOTES YOU KEEP COMING BACK TO

The exact words that stuck with you. These often become product copy.

WHAT SHOULD CHANGE ABOUT YOUR HYPOTHESIS OR PROBLEM STATEMENT?
