PRACTICAL RESOURCE / STARTUPCOACH

Customer Interview

startupcoach.cc

The Customer Conversation Kit

Listen before pitching. Ask permission before recording.

Customer Situation

Who do I want to learn from?

What assumption am I investigating?

Why is this person relevant?

Questions

1. Walk me through the last time this happened.
2. What triggered it?
3. What did you do next?
4. What do you use or do to handle it today?
5. What have you already tried changing?
6. What works about the current approach?
7. What is frustrating or costly about it?
8. Who else is involved in the decision or process?
9. What would make changing the process difficult?
10. What did I not ask that matters here?

Notes - Keep These Separate

Exact statements (with permission):

Observed behavior:

My interpretation:

Contradictory evidence:

Questions still unanswered:

Next Test

What question now matters most?

What action can help investigate it?

What this small sample cannot establish:

Educational template. Adapt to your circumstances; no business outcome is guaranteed.