

# INTERVIEW SCRIPT

Customer Name

Date

## Interviewing Do's

**Ask Follow-up Questions.** Get curious. If your interviewee says anything that you don't fully understand, ask them to explain it. You can't solve someone's problems well if you don't understand them well.

**Empathize.** Make your interviewee feel more comfortable by normalizing their experience. Phrases like, "It makes sense that you'd feel ..." and "I understand why you'd be angry in that situation" can make your interviewee feel more safe to share.

**Get Permission to Record the Conversation.** Spend less time writing, and more of your time listening. Be sure to ask permission before recording.

**Take Notes.** Take some notes about your customer's problems, emotions, or phrases you don't understand, so you can ask follow up questions.

**Modify this Script.** This is a starting point. If it feels more effective, change the questions you ask to get the most out of your interviews.

## Interviewing Don'ts

**Don't Offer Solutions (Yet).** Your goal is to understand problems, not solve them. If you try to solve them you're likely to shut down your interviewee and get distracted from learning everything you can about their problems and emotions. Listen now, solve later.

**Don't Ask About the Future.** Avoid asking questions like, "How much would you pay for...?" and "Would you use something that...?" because you're asking your interviewee to predict the future, which they can't do. Instead focus on the past and present.

**Don't Rephrase What You've Heard.** Repeating back what you've heard from your interviewee is a great way to show empathy, but be careful not to substitute their words for your own. Use their words when repeating back to your interviewee so you don't risk biasing them.

## Interview Intro

What does a typical week look like for you, as someone who  ?

Fill in with a description your interviewee self-identifies with that is related to the problem you think they might have.

Examples:

"...works while going to school."

"...is trying to lose weight."

"...manages adult acne."

# PROBLEM #1

## 1 Customer Problem

What's the hardest part about being someone who \_\_\_\_\_ ?

Tell me about the last time you had this problem.

## 2 Emotions

What emotions come up when you think about this problem?

- Afraid    Angry    Ashamed    Bored  
 Embarrassed    Frustrated    Scared    Worried

Other ( Check out [bit.ly/execEPC](http://bit.ly/execEPC) ):

## 3 Current Solutions

When did you last try to solve this problem?

## 4 Deficiencies

What's not ideal about that solution?

## 5 Channels

How did you discover that solution?

# PROBLEM #2

## 1 Customer Problem

What else is hard about being a \_\_\_\_\_?

Tell me about the last time you had this problem.

## 2 Emotions

What emotions come up when you think about this problem?

- Afraid  Angry  Ashamed  Bored  
 Embarrassed  Frustrated  Scared  Worried

Other ( Check out [bit.ly/execEPC](http://bit.ly/execEPC) ):

## 3 Current Solutions

When did you last try to solve this problem?

## 4 Deficiencies

What's not ideal about that solution?

## 5 Channels

How did you discover that solution?

# PROBLEM #3

## 1 Customer Problem

What else is hard about being a \_\_\_\_\_?

Tell me about the last time you had this problem.

## 2 Emotions

What emotions come up when you think about this problem?

- Afraid  Angry  Ashamed  Bored  
 Embarrassed  Frustrated  Scared  Worried

Other ( Check out [bit.ly/execEPC](http://bit.ly/execEPC) ):

## 3 Current Solutions

When did you last try to solve this problem?

## 4 Deficiencies

What's not ideal about that solution?

## 5 Channels

How did you discover that solution?

# WRAP UP

## Follow-Up

If I'm able to design a solution to one of these problems, can I contact you for feedback on it?

## Other Interviewees

Do you know anyone else experiencing similar problems?  
Would you be willing to introduce me so I can ask them the same questions I asked ?

## Additional Notes