Customer Interview Script

Date: _____ Interviewee Name: _____ Email: _____

Demographics _____

Choose one which best applies:

- ○ No real problem / no serious consequences
- ○ Is aware of having a problem, taken no action yet
- ○ Has researched solutions
- ○ Has a budget
- ○ Has bought a solution

The last time this problem happened, what did they do? Can they describe what happened and then what they did to solve the problem?

If researching/ previously bought a solution, what situation (events) triggered this action

Money/Time/Reputation?

Next Steps

Referrals

My Thoughts