

# Product Feedback 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

Feedback \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Money/Time/Reputation? \_\_\_\_\_  
\_\_\_\_\_

Referrals? \_\_\_\_\_