

# Lesson 3 and Assignment - Conducting Customer Interviews

**Interview Ideas Collection from the interview videos [here](#).**

## **1. PART 1**

- a. Time management is essential. Respect the interviewee's time: be punctual and adhere to the discussed time period.
- b. NEVER forget the goal. JTBD, Persona, Outcomes are helpful, but the ultimate goal is to discover a worthwhile problem to solve and understand it.
- c. ADAPT. No interview goes your way. They might spend time talking about things you didn't expect, so change the plan accordingly.
- d. Building rapport early on helps the interviewee open up. It helps build trust.
- e. The opening can be a good time to let the interviewee know what's going on.
- f. Ask for permission before recording it.

## **2. PART 2**

- a. Transition from Opening to the main body should start with easy questions to help the interviewee open up.
- b. Don't make assumptions while asking questions. You could be wrong.
- c. Try to figure out the Decider, Buyer and other roles while asking questions as well to get a better picture of the market.
- d. Knowing what's appealing to the interviewee and what makes them happy will help identify potential benefits of the product you'll be able to create.
- e. Give reassuring non-verbal cues like nodding your head slightly when the interviewee is talking.

## **3. PART 3**

- a. 2 approaches for interviewing: top-down and bottom-up.
  - i. Top-down: Trying to understand the outcomes and bigger picture and hone in on problems as you understand the bigger picture. Narrows down with time and understanding. Might help discover a really worthwhile problem.
  - ii. Bottom-up starts with one problem. Could start with : "What are your top 3 challenges?". You'd most likely be working with one of the problems that you started out with. Might still not discover one of the most worthwhile problems to solve.
- b. Try to speak their terms/ language. They might not understand "Job to be done" but you could just ask, "What is your primary task in your job role?"

- c. Metrics to gauge job performance and asking how do they know if they did their job well are questions to get to Outcomes in their role.
- d. A good practice as part of active listening is to repeat back some of the information that you hear, to make sure you got it correctly.

**4. PART 4**

- a. Try to understand what problems they are facing from what they are saying.
- b. Can ask anything else you'd want to tell me towards the end?
- c. Ask, "Can we follow up in some way" at the end?
- d. Say "Thank you" and leave on a good note.
- e. Fill the remaining part of the Customer Interview Guide after the interview.
- f. Debrief after the interview with your colleague.