**Customer Discovery interview questions**

1. ¿How many people that you know of do annual checkups for cancer?
2. ¿How much are you willing to donate on an advertisement campaign for cancer awareness?
3. ¿When was the last time you did a self-check for cancer?
4. ¿When was the last time you had a checkup for cancer?
5. ¿When was the last time your parent had a checkup for cancer?
6. ¿How often does your parents have exams like mammograms, colonoscopies, or other cancer awareness exams?
7. ¿What kind of cancer awareness advertisements have you seen?
8. ¿How often do you think a 45-year-old man should be checking for cancer?
9. ¿How often do you think a 45-year-old woman should be checking for cancer?
10. ¿What types of exams for cancer diagnosis do you know of?