

# Talking to Users & Customer Interviews



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Ask Customers About Their Painpoints

- Don't lead them to the problems you want to solve.
- Ask open-ended questions.
- Listen to what they have to say.
- What's frustrating?
- Top 3 challenges?

Follow or Predict Your Product's Future

- Identify the trends and patterns for growth.
- Anticipate market changes.
- Identify potential opportunities.
- Stay informed about the latest developments in your industry.

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# *What's the Goal of Customer Interviews?*

- Help validate or invalidate assumptions
- Learn about the problems
- Learn what features make up the Minimum Viable Product (MVP)
- Learn how to market the product
- Learn what to improve

# *How to Find Customers To Interview*

- Twitter Search
  - Tweeting about the problem or competing products
- Google Search
  - Find bloggers
- Introductions
  - Make the intro easy

# *How to Conduct a Customer Interview*

- **Develop rapport**
  - Ask warmup questions
- Don't pitch
- Don't ask leading questions

## *Ask Customers About Their Painpoints*

- Don't lead them to the problems you want to solve
- Ask:
  - Magic wand question
  - What they spend a lot of time doing
  - What's frustrating
  - Top 3 challenges

## *Validate or Invalidate Your Product Idea*

- Introduce customer to features that might solve their problems
- Do not demo the product
- Learn what they find difficult or confusing
- Ask customers to "use" the mockups

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Validate or Revalidate Your Assumptions

Ask Customers About Their Painpoints

Get User Feedback

User Testing

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