**Welcome:**Thank you very much for taking the time to talk with us today!

We are currently working on a product to help give people more access to microgreens. We came up with the idea based on our own frustrations surrounding eating microgreens.

But before we get too far ahead of ourselves we wanted to pause and learn how other customers are solving these problems, and make sure these are problems worth solving.  
  
The way this interview will work is: I’ll start by asking you a few questions about yourself, just to get a handle on who I am talking to. Then I want to walk through some of the problems you face in regards to microgreens and see how those compare to the problems we have identified. Wrapping up we can discuss how you go about overcoming these problems and what you see as a long term solution.

I’d like to stress that we don’t have a finished product yet and our objective

is learning from you - not selling or pitching to you.

Does that sound good?

**Demographics:  
-** How old are you?

**-** What do you do for a living?

**-** Tell me about your grocery shopping habits

- Do you cook most of your own food? Or do you eat out more?

**-** Do you eat microgreens? If yes, where do you buy them?

- Do you generally spend more of your free time to solve a problem or spend more money?

**Set the Scene:**

When I first got into eating microgreens I ran into a number of problems that prevented me from really incorporating them into my diet on a regular basis, so I wanted to hear a bit about your experience with eating microgreens and hopefully identify the top problems you faced.

So to summarize <> <> and <> where are your top complaints?

That’s great! Thanks for sharing. A (few) points you didn’t mention that have come up as problems for me is.   
1. High cost

2. Lack of available at select stores/markets

3. Lack of variety

4. Low quality/shelf life is partially used up

Do any of these resonate with you as well?

**Problem Probe:**

- If there were no barriers, how often would you eat microgreens?

- How did microgreens end up becoming incorporated into your diet? What caused you to try them?

- Are you aware of the difference between micro and macro nutrients?

**Explore Customers Worldview:**

So, how do you deal with <problem> today?

Ask any follow-up questions to understand their current workflow

Repeat for each problem they listed earlier.

**Magic Wand:**

If there was nothing stopping you, how would you go about solving the <problems listed earlier>?

**Closing:**As I mentioned at the start, this isn’t a finished product, but we are building

A solution to help people eat more microgreens. The best way to describe the concept might be: Auto pilot for microgreens production.

Based on what we talked about today, would you be willing to see the product when we have something ready?

Also, we are looking to interview other people like yourself. Do you know

any other health conscious people who eat microgreens that you think we

could interview?