

MVP Discovery Interview Script

A ready-to-use conversation guide for validating your product idea. Read the script boxes word-for-word if you're new to discovery interviews. ~25 minutes per interview.

👋 OPENING (2 MIN)

"Thanks so much for taking the time today. I'm working on something related to [problem space] and I'm trying to understand how people currently deal with [topic]. There are no right or wrong answers — I'm here to learn from your experience. Everything you share stays confidential. I'll take some notes if that's okay. This should take about 20-25 minutes."

⚠️ **Do NOT pitch your idea yet.** The goal is to listen, not sell. You'll learn nothing if they're reacting to your solution instead of describing their reality.

🔍 CURRENT STATE (5 MIN)

Understand their world before diagnosing problems. Let them talk.

- 1 Walk me through how you currently handle [process/task]. What does a typical day/week look like?

Notes:

- 2 What tools or systems do you use for this today?

Notes:

- 3 How long have you been doing it this way? Has it changed recently?

Notes:

- 4 Who else is involved in this process? How do handoffs work?

Notes:

- 5 If you could wave a magic wand, what would this process look like?

Notes:

😞 PAIN IDENTIFICATION (8 MIN)

This is where you dig. Follow up on energy shifts — frustration, sighs, eye rolls. Those are gold.

- 6 What's the most frustrating part of [process]? Tell me about the last time that happened.

Notes:

- 7 What have you tried to fix or improve this? What happened?

Notes:

- 8 How much time/money do you estimate this problem costs you per week/month?

Notes:

- 9 What happens if this problem doesn't get solved? What's the consequence?

💰 VALUE & WILLINGNESS TO PAY (5 MIN)

Only go here after they've described real pain. Don't lead — let them quantify the value.

10 If something could [solve the pain they described], what would that be worth to you or your business?

Notes:

11 Are you currently paying for anything that tries to solve this? How much? What's missing?

Notes:

12 If I could show you something that [key benefit] — would you be interested in trying it? What would hold you back?

Notes:

👉 CLOSE (2 MIN)

"This has been incredibly helpful. A couple of quick final questions:"

13 Is there anything I should have asked but didn't?

Notes:

14 Would you be open to a follow-up if I build something? And can you think of 2-3 other people who deal with this problem?

Notes: Follow-up OK? ☐ Yes ☐ No Referrals: _____

"Thank you so much — your insights are really valuable. I'll keep you posted on what we build."

📊 POST-INTERVIEW: PATTERN MAPPING GRID

Fill this out within 10 minutes of each interview while it's fresh. After 5+ interviews, patterns will emerge.

PAIN POINT MENTIONED	# OF TIMES HEARD	SEVERITY (1-5)	CURRENT HACK / WORKAROUND	WILLING TO PAY?

KEY INSIGHT FROM THIS INTERVIEW

SURPRISING QUOTE
