ALL ABOUT USER INTERACTION

Swipe Right ▶

ABNASIA.ORG

Importance of User Interaction

1. Helps to understand user pain points and motivations.
2. Design solutions that fit user habits.
3. Gain valuable insights as users invest if the product meets their needs.

Who to Approach

1. Approach people in your network, workspace, and potential users.
2. Use platforms like LinkedIn, Discord, and Facebook groups.
3. Search for relevant hashtags related to your topic.
4. Connect with founders and CXOs in similar spaces for clarity.

How to Approach

1. One-on-one interviews provide deeper insights than online forms.
2. They help identify behaviors, tendencies, and motivations.
3. Interviews allow for follow-up questions and detailed discussions.

ABNASIA.ORG

What not to Ask

1. Don't ask if they'll use your product; they'll likely say yes.
2. Don't ask what features to add; that's your job.
3. Avoid yes/no questions; they provide little value.
4. Focus on understanding the problem before introducing your product.

What to Ask

1. Listen more, talk less.
2. Ask follow-up questions like "Why do you feel so?" or "Any past experience?"
3. Build rapport, as people may not share their problems or pain points immediately.