

User Interview



Independent Consultant

Type: Agency/Startup

Company size: 10

Location: Sidney, Australia

User Name: John Doe

Interviewed by: Interviewer

Date: DD/MM/YYYY

User Details

User Type: Free/Paid

User Role: Admin, member, etc.

Department: Marketing, sales

"Highlighted quotes."

Use Cases

- How, with whom, in what context do they use the product?
- What is the primary objective for using your product?

Goals

Highlights

Background

What goals are they trying to reach by using your product? What have they achieved since using your product? Dig for specific metric, if possible.

Words and phrases the user mentioned that could be an inspiration for product positioning.

Learn a little bit out about your customer's personal vision and goals. What's their inspiration?

Keyword

Keyword

Key Phrase

Favorite Features

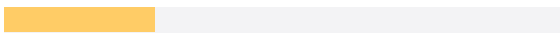
Feature #1



Feature #2



Feature #3



Feature #4

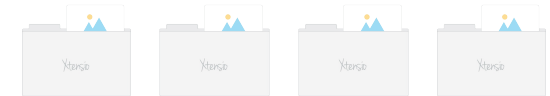


Suggestions

- What does your customer hope to see in the future?
- What's holding them back from integrating your product more into their daily workflow?
- Consider updates and items already on your product roadmap.

Influencers & Products

What people or brands were mentioned during the conversation? These may or may not be related to your product.



Notes and feedback

What pain points or roadblocks brought this user to your product? What were they using before?