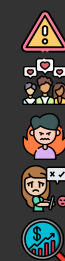




Problem Interview

is a conversation you have with your potential customers, focussed on the problem you want to solve for them



- Does the problem really exist?
- Is it the right customer segment we are targeting?
- Are they frustrated with the problem?
- Why are they unable to solve the problem today?
- Are they even actively looking for a solution or created some workaround

01

Where to find your potential customer?

B2C

Approach B2C customers face-to-face. Think where they hangout

Examples - Face-to-Face

- People who care about organic food - Outside Special Organic Grocery Stores
- Frequent Business Travellers - Subway to Airport (people anyhow are waiting)
- Athletes - Running parks in the city or Nike, adidas retail stores
- Do they go to a special meet up. Try finding something relevant on meetup.com and attend the meetup

Examples - Online

- Scout your customers at social media platforms: **Facebook, Instagram and TikTok**
- Reddit and Quora:** Look for questions raised by people around the problem you are trying to solve.
- Run an **Ad on Google** for the problem you want to solve. This will connect you with people actively searching for the solution.
- Talk to **frustrated customers of your COMPETITION**. Look for their reviews on facebook pages, google reviews, trustpilot or amazon reviews.

B2B

In a B2B scenario, access to customers can be very limited.

But depending on your business idea, try to find them face-to-face as in B2C (in industry specific events)

But best is to find them online

Examples - Online

- Start with LinkedIn** if you want to target people in a particular role within companies.
 - Create a list of 80-100 relevant customers on LinkedIn (1st and 2nd connections)
 - Connect with them
 - Invite 5-10 of them for an interview to talk about a specific problem
- Go on Quora and Reddit** - This is where you will find people looking for help or solutions, very specific to their areas of work. It's a great place to FIND early adopters.
- Be part of Slack Groups** - There are a lot of business slack groups on particular topics that you can be part of. If it's not there - START one.
- Run Youtube Ads** - A lot of people are spending time on learning and upscaling their skills on Youtube during corona. Put your video Ad just before a topic your prospective customer is interested in.

Pro-tip for B2B2C

Always first validate your idea with "C"
After that when you talk to the 2nd "B" - show them the data. Your conversation with them will drastically change

02

What to ask in a problem interview?

Create empathy

If you want to maximize calls with your prospective customers and want their honest feedback, you have to create empathy. Script we use:

Hey there, I am Adam and I am trying to work on this new idea around <topic>. But before I jump into it, leave my job and put all my savings into it, I want to talk to a few people and find out whether it makes sense. Don't worry, I am not selling anything, I am just looking for your feedback. Would you have time for a 30 min call in the coming weeks to talk? I would really appreciate your time and feedback.

You can use this in your introduction in face-to-face interaction or as a first message to connect with them online

Questions for interview

- When was the last time you faced a problem <XYZ>?
- What was it exactly?
- What was the toughest part of your problem?
- Were there any negative consequences (time loss, dollar loss etc.) due to this problem?
- How do you currently solve the problem? Do you have a workaround?
- Are you satisfied with this current solution or are you looking for a better way to solve your problem?
- What is it - you don't like about the current solution?
- How many people in your team/company/network are affected by this problem?
- To buy the right solution to this problem, do you have to involve someone else in the decision or you can decide on your own?

Insights from answers will help you understand the intensity of pain your customers feel in dealing with the existing problem

Pro-tip for face-to-face interviews

2 people should do the interview. 1 should talk and 1 should take the notes. If talking and note taking is done by the same person - it puts the customer off and they tend to get more cautious in what they share

03

How to summarise your findings from a Problem Interview?

Answer these 7 Key Questions

- On a scale of 1-10 how frustrated is this customer with the problem?
- Did the customer validate or invalidate your assumption?
- Did the customer give you an email?
- Did the customer give you their phone number?
- Did the customer mention any other problem - which is causing more frustration in their life?
- Did they use some special words, phrases, vocabulary to explain the problem?
- Any other juicy insights (like competition, what they pay now? devices they use, which all social platforms they hangout on?)?

After 5-10 problem interviews you should be able to answer

- Do enough people realize that they have a problem?
- Is the problem big enough for the customer you are targeting?
- Are they willing to take action to fix the problem?

Once you've done that, you can move on to your next experiment

Pro-tip for using insights

The vocabulary used by your customers to describe a problem should be used in later experiments - for writing Ad copy, Landing page copy



