

How to run a customer interview correctly



LECTURE
SUMMARY

Covered in this lecture:

Taught by:



Best practices for getting real
and helpful feedback

- ▶ You have to make sure you get the most accurate and helpful information
- ▶ Your topic is NOT going to be your product
- **#1 Don't talk about your solution**
 - Talk about their problems
 - "Customers might not know what they want, but they can't hide what they need"
- **#2 Don't talk about your own opinions**
 - The customer should talk more than you
 - The point is to get off point
 - Sometimes you might get new ideas from their answers
- **#3 Create a comfortable environment**
 - Don't ask questions that might make them nervous or uncomfortable
 - Don't react negatively to their feedback
 - Respond in a neutral, non-judgemental way

- **#4 Don't force the conversation, guide it**

- Let them talk about what they care about
- You can get more information this way

- ▶ **Tip: Whenever you get stuck, say:**
"That's interesting, tell me more."

- ▶ Try to get an answer to these questions:

- >> Who are your customer?
- >> What are their habits?
- >> When do they need your product?
- >> Where do they need it?
- >> Why to they need it?

- ▶ The more conversations you have, the more you can understand

See you next lecture!