

Finding interviewees internally



LECTURE
SUMMARY

Covered in this lecture:

Where to find people to talk to when you are in the post-product phase

Taught by:



- ▶ You already have a list of customers or people that are interested in your product
- ▶ You can contact all your users, but it comes off very spammy if you do it this way, and you're going to have a hard time getting them to talk because it will be a cold email
- ▶ The best customers to talk to are people that are enthusiastic or have a problem with something in your product
- **#1 Use your company's live chat system**
 - examples: olark, tawk.to, intercom.io
 - passive approach - ask to see the chat logs from your customers, to see what they're saying, find individual people that meet your criteria and message them referring to what they said

- active approach - you can talk to people randomly or wait for specific users to come online
- ask the people who are in charge of solving users' problems to ask these people if they would be willing to talk to a product manager for 10 minutes

● #2 Your blog

- look at the people who are commenting
- they are probably users and they want to be heard

● #3 Power users

- these are people who use your product frequently, or buying things often, sending messages often
- they are more informed about your product and they're more invested in it, so there's a good chance that they'll be interested to talk

● #4 Twitter

- look at who is tweeting at you, replying, or sharing your posts
- it will be easier to get these people to talk to you

See you next lecture!