Product tool

Insightful customer interviews

Our *richest source of data* is direct conversations with real customers.

- Customers who use our products, buy our products, benefit from our products – and our competitors' products - or people who have all the characteristics of our customers, but haven't purchased yet, haven't subscribed yet, aren't quite convinced. Our ex-customers are also interesting to talk to.

5 steps…

1 *Recruit respondents* Sales and customer support teams can often help find respondents, we can find people at tradeshows, conferences, meetups, we can join Facebook groups, we can add a request directly in our product – we'd like to talk to you, click here. Get creative!

2 *Interview them* Ask open-ended questions. You mentioned that you enjoy meal planning, can you tell me more about that? Watch people use our product, have them narrate as they go. Listen, observe, take notes, but don't interrupt or correct. Afterwards, probe on areas that sparked our curiosity.

3 *Test our product concepts* Share very simple descriptions of new product ideas, new features ideas, or share a 30 second video, a clickable prototype, or a 3D model. Keep it straightforward, no selling. Answer this the fundamental question: does this idea have value?

4 *Analyze our data* After our interview – preferably the same day – we record our notes, including our observations and insights. Make sure to note anything that sparked emotions – the pains, the frustrations, the joys. Remember this is highly qualitative data – we want the detail, we want the context, we want the stories. And after a set of interviews, look for common themes and outliers. The Kano model is helpful to analyze needs, and personas can help us personalize a customer segment.

5 *Share and use* After each interview, we send a short summary email or Slack message to our team and our managers, and add a link to our more detailed report. After a set of interviews, we should pull together our team - walk through our conclusions, have a good discussion, make it real for them. Use our insights to guide product strategy, product development, positioning, pricing…