

Customer Interview Transcript

Date: March 9, 2025

Interviewer: Sarah Chen

Customer: John Smith

Q: What challenges do you face with your current workflow?

A: The biggest challenge is managing multiple spreadsheets across different teams. We waste a lot of time copying data between sheets and making sure everything is in sync. Last week, we had a major issue where two teams were working with different versions of the same data.

Q: How does this impact your daily work?

A: It's incredibly frustrating. I spend about 2 hours each day just reconciling data between sheets. Sometimes we miss important updates because they're buried in email threads or lost between different versions. Our team's productivity has definitely taken a hit.

Q: Have you tried any solutions?

A: We tried using shared Google Sheets, but it gets messy with multiple people editing at once. We also looked at some project management tools, but they were either too complex or didn't integrate well with our existing systems.

Q: What would an ideal solution look like?

A: We need something that gives us a single source of truth for our data, with good version control and the ability to see who made what changes. It should be simple enough that everyone can use it without extensive training.