

INTERVIEW TIPS

Before the interview

- Print or write down your list of questions (from page 4) and bring it along.
- Bring pen and paper to take notes during the interview.

During the interview

- Clearly label your interview notes, including date and name of the interviewee.
- If the person wants to know what's your business idea, kindly explain it's best NOT to mention it at the start, but you'll gladly share it once the interview has concluded.
- There's no need to write down every word a person says. Instead, take brief notes of key facts that are relevant to your assumptions. Example:

- Gone Fishing – Interview 1 – 12/10/2019
- Name: Albus Dumbledore
- Spent \$1,500 in last fishing trip
- Remembers exact weight and look of largest catch
- Visibly happy/brightens up when telling fishing stories
- Keeps showing me photos in his mobile
- However, thinks photos too ugly to display on living room

- **Be a detective!** What if your customer is happy with his/her current situation and thus seems unlikely to pay for your service/product? In the fish-sculpting example, the customer might be satisfied posting fishing pictures on Facebook and hate all fishing-related decorations ☹️. On the other hand, this customer keeps complaining about bait, and how she travels over 50Km to get bait that's a little better, but not great at all. That's a business opportunity disguised as nagging! 😊 Keep your ears open for any signs of annoyance, discontent, and even anger! And when you find them, ask more questions: Why? How? What would be ideal? It could lead to an even better business idea!

After the interview

- Don't forget to say thanks!
- Spend a couple of minutes writing down any ideas that you had while you were listening, such as insights from the customer's reactions, variations to the product/service you thought of, etc. **Don't forget to bring these notes along to share with your team mates in the next session!**