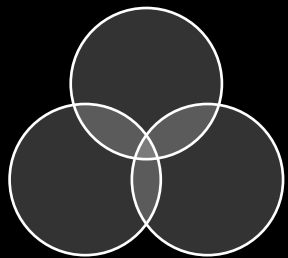
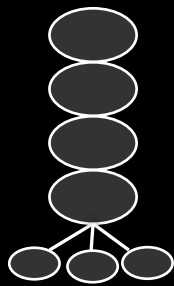




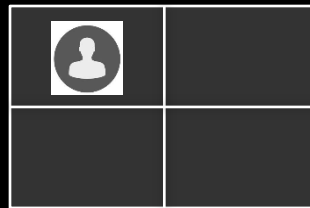
Interview



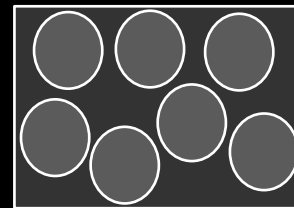
triangle



story



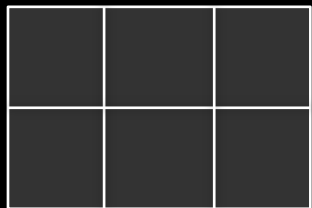
persona



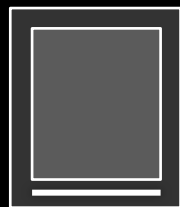
topic map



radiator



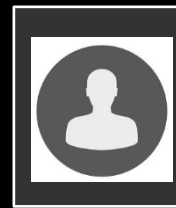
six pack



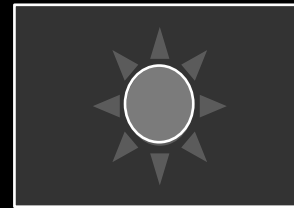
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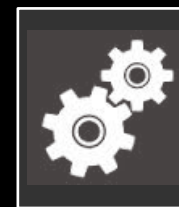
validation



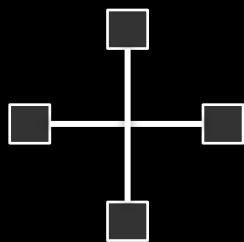
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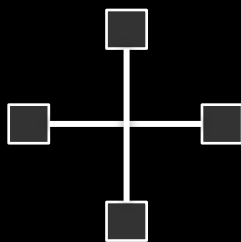
sunny day



proto



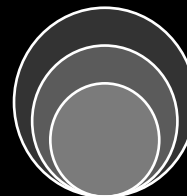
compet'n



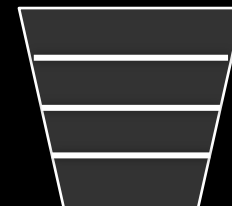
MVP



USP



TamSamSom



funnel



pitch

The most important thing in
communication is to
hear what isn't being said



Peter Drucker

Main interview challenge =
Get past surface-level to a
discussion with substance

Best interview
contains a **Story**
about recent and specific
experience

Every Story
has a Topic

Prepare for Interviews

1. Create a find list
2. Create topic map
3. Find opener questions
4. Rehearse the interview

Create a find list

- Write down ten places where you can find 10 personas and get 15 mins interview time within 3 hours
- Consolidate as a team
- Pick top two places

do it

Enter Topic Map

SOSYAL
MEDYA
KULLANIMI

ESKİ SEVGİLİ
İLE İLETİŞİM

SANAL
İLİŞKİLER

İLİŞKİ
DURUMU

GERGEK
ARKADAŞLARLA
SOSYAL MEDYA
İLETİŞİMİ

SMARTPHONE
KULLANIMI

SOSYAL
MEDYADA
PRIVACY

Dump the Story Topics

- Have persona and riskiest assumptions handy
- Imagine you heard several stories that helped you know your riskiest assumptions are **true or false**
- What were those stories about?
- **Dump 10 story topics**

do it

Create A Topic Map

- Imagine you had an interview with persona
- What did you talk about?
- Consolidate as a team **Pick top 7 topics**
 - Remove duplicates
 - Pick **7 most related to riskiest assumption**
- Write it on a map

do it

Conquer the cold approach fear

- Use non-threatening approach
- Know you have 7 seconds to win them
- Memorize an approach phrase
- Smile

“Hi, my name is Emrah Yalaz
and I’m an entrepreneur.

I’m working hard to understand my
customers better and you seem like
the perfect person I’m looking for.

Would you be willing to spend 15 minutes
having a conversation with me?”

Find Opener Questions

- Using the topic map complete the sentences
 - Have you ever had an experience where ____?
 - Could you tell me the last time you ____?
- Write as many stickies as you want
- Pick a winner for each type
- Remove duplicates and Consolidate

do it

Rehearse the Interview

- Interview in pairs
- Practice approach phrase
- Start with a common human experience (weather)
- Alternate opener questions
- Speak only 10% of the time
- **Never mention or show product**
- Take a picture at the end

Within each topic,
discuss top-down

- a. start with general, open-ended
- b. pick up on interesting issue
- c. probe for details and examples

Prompt the Conversation

- I wonder if you can tell me a story about that?
- Why (or how) did you do that?
- What did you love (or hate) about that?
- If you could wave a magic wand,
what would it be like?

When you get a GREAT interview...

- Ask them if you can contact them with follow up questions
- Ask them if they can refer you to another person like them
(best way to get interviews)

Interview 10 Personas
per week until you find
Problem-Solution Fit

In god we trust
All others **bring data**



W. Edwards Deming



Interview