

# Customer Interview Guide

## Goals:

- (1) Hypothesis Testing: Validate or invalidate hypotheses about customer needs, gaining insights that help us refine the product and fit within the market.
- (2) Customer Profiling: Deeply understand the customers are, including their roles, responsibilities, the challenges they face, their goals, the systems they currently use, and their needs and wants.

## I. Admits

- A. What resources or platforms did you find most useful when preparing your law school application, and why?
- B. Can you describe a specific challenge you encountered while applying, and how you overcame it?
- C. How open would you be to sharing your application materials, such as essays or recommendation letters, with prospective applicants if the platform ensured your privacy and anonymity? What additional conditions or assurances would you need?
- D. We're considering a revenue-sharing model where you could earn passive income from sharing your application materials. Which of the following incentive structures would be most appealing to you:
  - i. an upfront payment for each document shared
  - ii. a percentage of the earnings every time an applicant accesses your materials
  - iii. a hybrid of both

## II. Applicants

- A. What are your biggest fears or uncertainties about the law school application process, and how are you currently planning to address them?
- B. Describe a perfect tool or service that would significantly ease your law school application journey. What features would it have?
- C. On a scale of 1-10, how valuable would you find direct access to successful application materials from past admits to your dream law schools? If you find it valuable, how much would you be willing to invest in obtaining these resources?
- D. If you had the opportunity to connect directly with a recent admit to your dream school for guidance or mentorship, would that be of interest to you? If so, what insights would you seek from them?
- E. Are there any other services or features that would further support your admissions aspirations and for which you'd be willing to pay?