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.
3. **Admits**
   1. Could you please tell me a bit about yourself and your current living situation? For instance, how long have you been renting, what type of property do you live in (e.g., single-family, multi-family)? Do you have a live-in-supervisor or 24/7 doorman that helps manage the property?
4. **Applicants**
   1. Could you please tell me a bit about yourself and your current living situation? For instance, how long have you been renting, what type of property do you live in (e.g., single-family, multi-family)? Do you have a live-in-supervisor or 24/7 doorman that helps manage the property?