

# INTERVIEW SCRIPT

Draft Your Solution Interview Script

**A**

INTRODUCTION:

Hi, my name is \_\_\_\_\_ and I'd first like to thank you for chatting with me today. I have found that many young adults today are finding it difficult to find new things to do in their spare time, organize days/nights/weekends out with friends, and get everyone on board. Is this something that you agree with? For yourself? For your peers? If not, what is the biggest problem for you and/or your peers? Could you tell me a bit more about that?

**B**

COLLECT INFO:

How do you currently find things to do on the weekend? What do you think would make this easier?

**C**

ELEVATOR PITCH:

Let's be honest, you have problems organizing your time, nevermind finding free time. Too often, your precious time is wasted debating with friends, on numerous platforms about where to go, or what event to attend, only to have it not live up to expectations. Our integrated platform provides a discoverable and shareable solution that allows you and your friends to Find, Plan, Share and Discuss upcoming events. Spend your time wisely and never struggle to make plans again. Variety is the spice of life, explore with HotSpot.

**D**

MVO INFO:

- What did you think about the MVO? The demo? On a scale of 1-5, with 5 being great and 1 being not so great, how would you react and rate the MVO?
- a) What did you think about the MVO? On a scale of 1-10, with 10 being awesome and 1 being not so awesome, how would you rate it?
  - Do you think this would address the issue? On a scale of 1-5, with 5 being totally solved, and 1 being not solved at all, where do you think the MVO lies?
- b) Do you think this would solve your issue? On a scale of 1-10, with 5 being completely solved and 1 being not solved at all, how would you rate it?
  - How does this differ from what's out there already?
- c) How does this differ from what already exists?

**E**

PRICE TESTING:

Freemium

**F**

CHANNELS:

Where would you typically hear about a solution like this?

Where do you normally learn about products similar to this?

**G**

WRAP UP:

Would you be interesting in using this solution when it's complete? If so, could you provide me with your email address so I can follow up with you when it's ready?