**Customer Discovery Interview Template**

**Interview**

Subject name: Interviewer:

Method: Date:

**Demographics**

Role:

Company:

Industry:

Region:

**Customer Segment**:

**\*Interview Questions \***

**Notes**

**Referrals**

Name: Role: Company: Contact Info:

Name: Role: Company: Contact Info:

Name: Role: Company: Contact Info:

**Conclusions**

Customer Segment: YES NO

Value Proposition 1: YES NO

Value Proposition 2: YES NO

Value Proposition 3: YES NO

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Value Proposition N: YES NO