

INTERVIEW FRIENDS AND FAMILY

- ▶ **Format:** you have a brief survey, either google forms or interview script, where you ask friends and family if they'd buy a service
- ▶ **Upsides:** super-easy. Zero cost
- ▶ **Downsides:** your family isn't likely your target audience. Also, they probably won't be brutally harsh on you in the way your target audience will. Everyone says it's a great idea. They may even buy it from you.
- ▶ Tools:
 - ▶ typeform
 - ▶ google forms
 - ▶ interview scripts

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valid results