

Customer Discovery Interview Script Questions

Here are some common questions you could ask during customer discovery interviews. The type of questions you ask would differ based on your specific goals with the interview and the type of product. Consider this as a large question bank that you can pull questions from that are relevant for your specific situation. I have listed some additional, more specific questions if you would like to follow-up further about certain topics. It's ideal to withhold sharing detailed background information on the company, problem, and solution prior to conducting the interview. You will most likely need to give a broad description during your recruitment process, but try not to disclose what you believe the pain points are and in what specific ways you are seeking to solve their problems. Sharing too much information at the beginning may influence the interviewee to identify something as a pain point only because you suggested it. Generally, it has the potential to narrow their thinking and influence recollection. It is recommended that you slowly start introducing this type of detailed information, as you get to the later parts of the interview, to get specific feedback on your solution.

Background

- Please tell me a bit about yourself and your lifestyle. (This is a very open-ended question and it makes people feel good to start sharing whatever they want to share with you.)
- Please tell me a bit about your typical day. (what do you do for work, what does the rest of your day look like, what are some of your hobbies, etc.)
 - What do you look forward to the most about your day?
 - What do you dread the most about your day?
- Would you like to share anything else about your lifestyle that is important to you?

Need finding

- Tell me about the last time [whatever scenario you are trying to assess because you believe the customer's potential pain point might be associated with this situation].
- What was hard about this experience?
 - Was was the hardest part about this experience?
 - Why was this so hard? [then ask why more times! Up to 5 is good.]
- How often do you have this experience?
- What would you wish were different about this experience?
 - In what specific ways would you want it to be improved?
- Could you please tell me about another time you had this experience? [It's good to get more examples because you learn new things from each situation.]
- [You can also use some quantitative measures to assess the severity of the pain point] On a scale of 1-7, how would you rate ____, with 1 being ____ and 7 being ____?

- What would need to change to change this rating [to whatever direction you want it to go, based on your question]?
- How difficult is this experience, on a 1 to 5 scale? [Another quantitative question example]
 - 1 – Very difficult
 - 2 – Difficult
 - 3 – Neutral
 - 4 – Easy
 - 5 – Very easy
- How would you rate the priority of finding a solution to this problem, on a 1 to 5 scale? [Another quantitative question example]
 - 1 – Not a priority
 - 2 – Low priority
 - 3 – Medium priority
 - 4 – High priority
 - 5 – Essential

Alternative solutions

- What have you tried before to [solve this problem]?
- Please describe your experience with this experience/product/service?
- What motivated you to try this in the first place?
- Are you still using this? If not, why did you stop using it?
- What do you wish was different about this experience/product/service?
- How could this experience/product/service be improved?
- How much do/did you pay for this experience/product/service?

Your solution

- If you could wave a magic wand, how would you [solve this pain point]?
- How do you feel about an app/product/service that does [insert a very brief overall description without much detail at this point]?
- How would you want that kind of app/product/service to function?
- What do you think about ___? [Now, you can go into more detail about your product and ask more specific questions about how they feel about the whole thing and certain features].
- How would you rate these [features] on a scale of 1 to 7, with 1 being not at all important and 7 being very important?
- How would you rank the attributes mentioned above from what is most important to you to what is least important to you (1= most important and ___ = least important)?
- What other features would you like the app/product/service to have?
- Knowing what you know about the app/product/service so far, is this something you would use (yes/no/maybe)? Why?

- On a scale of 0 to 10, how likely is it that you would recommend the app to a friend or colleague?
- What would make you hesitant or prevent you from recommending the app/product/service to someone?
- What do you think is an acceptable price that you would pay for this app/product/service?
- What do you think is an expensive price that you would pay for this app/product/service?
- At what price would this app/product/service become too expensive for you to purchase?

Technology use habits

- [It might also be useful to understand their general technology use habits] What are some of your most frequently used apps?
- Why do you use ____ app?
- What are some of your most frequently used gadgets?
- How could these apps/services/products be improved?
- How much do/did you pay for these apps/services/products?
- Where did you learn about these apps/services/products?

Closing

- Are there any questions that you think would have been good to ask that I didn't ask?
- Is there anything else you'd like to share?
- Would you be interested in continuing to talk with us about this product in the future?
- Would you be interested in testing the product?
- Is there anyone you know who might be interested in talking with us? Could you please make an introduction?

Demographics

It could also be helpful for you to collect some demographics about your customers such as age, gender, education level, etc. This can be done on a pre-screener survey ahead of time or you can ask them during the interview. Don't start with this section, as you want to start more conversationally by learning about their lifestyle.