

Questionnaire customer interviews¹

Main goal: understand the context of a user & look for 'pains'

General tips

- Don't interrupt people too soon. If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.
- Don't ask them to invent the future (solution).
- Ask why, why, why,... to have a very detailed view on what actually happens.
- A question that can be answered with just yes/no is not enough. Ask for more info.
- Ask for references or specific numbers where possible. "It's easy to do." is not enough. "It takes 10 min & 6 steps to complete X." is already better.
- Look for evidence/proof of existing behaviour!

Questions

- Can you tell me more about the last time you did [X]?
- What are the reasons you do [X]?
- How often do you do [X]?
- What are you trying to achieve/get done by doing [X]?
- Could you describe step by step how you do [X]?
- Which step is the most time-consuming/most difficult/most expensive? § Can you quantify this? (e.g. "losing 20 min per day") § Why is that?
- If you could take out/avoid 1 step, which would you pick?
- Why did you decide to go for this solution/process?
- Did you ever compare alternative solutions to solve problem [X]?
- How often do you experience problem [X]?
- What happens before/after you experience problem [X]?
- What don't you like about [X]?
- How would you compare this (negative) experience to [X]?
- Can you show me how you do [X]?
- Have you ever tried to improve [X]?
- Can you describe your solution?
- Would you change anything today?
- What is the maximum you would pay (to invest) to tackle problem [X]?
- Are you paying for a solution today?