

Customer Interview Script

Talk to 5 real potential customers before you build.

Ask these, then listen more than you talk. Write what you hear, not what you hoped.

Questions to ask

- 1. What's the hardest part of [the problem] for you today?
- 2. How do you handle it now?
- 3. What would a better solution be worth to you?
- 4. Have you ever paid to solve this? What did you use?
- 5. If I offered [your idea], would you try it? Why or why not?

Notes from each conversation

Person	What I learned	Would they pay?