

Customer segment

Supposed Problem

Interviewee info: name, location, age, occupation

Problem importance

- Does not have the problem
- Has the problem
- Is aware of having the problem
- Has been looking for a solution
- Has hacked a solution
- Have a budget for a better solution

Customer worldview:

Please tell the last time you... / What did you do ?

Problem frequency

Alternative solutions

How did you solve the problem before?

Other pains expressed:

What's the biggest problem with ...

How did they search for solutions ?

Team debrief

Key take aways

the most important things you learned

#1

#2

Biggest surprise

something you did not expect

Bigger problem

something else they want solved

Early adopter?

Yes = Is actively trying to solve the problem.

Yes

No

Not sure