

## Creating a customer interview template.

Instructions: Asking for feedback from target customers early in the development of your business idea is crucial for better understanding your customer. By interviewing e.g., 10-20 target customers at the beginning of product and concept development, you will gain a lot of valuable information for the further development of your business idea. This includes additional confirmation that there is demand for your product, new ideas for further development, and a reduced likelihood of heading in the wrong direction during the development process.

**Imagine that you would get to interview a target customer. What would you ask him?** In this exercise, the interview objective is first defined, and then a list of interview questions is created. Each section also includes an example where the interviewer is developing a new language learning app.

- 1. First, define the goal of the interview, i.e. what information you would want to gather by interviewing the customer related to the development of your business idea.** *(Example, a new app for studying languages: which languages do people want to learn the most, how often are they interested in studying and how long would the exercises need to be, willingness to pay)*
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- 2. Which target customer group representative would you like to interview? You can think of options based on e.g., LSC canvas 3: "customer grouping".** *(Example: a new app for studying languages: 18-25-year-old university students, women and men separately)*
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- 3. Make a list of questions. Do not make the interview too long, but instead come up with max. 10-15 questions. Use open-ended questions that cannot be answered with yes/no. You can also think about how you would answer the questions yourself.**

**Challenge and background:** Ask here about the customer's background and challenges related to the theme of your business idea. Also find out when the challenges arise and why, as well as how the customer currently solves the challenge.

Make a list of questions *(Example, a new app for studying languages: How would you describe your interest in learning new languages? How much time do you spend studying languages at one session? What increases or decreases your motivation in language learning? Why do you want to study languages? When do you prefer to study languages?)*

- 1.
- 2.
- 3.

**Current solutions and how it is done:** Ask here about current solutions and why they work or don't work. Find out what is best or most frustrating about the current solutions and what thoughts the current solutions evoke in general.

Make a list of questions (*Example, a new app for studying languages: What methods do you currently use to study languages? What is good and what is bad in those methods? In what way would you change the current methods? What could motivate you to study languages more?*)

- 1.
- 2.
- 3.

**Development targets:** Find out here how the customer's work/activity would be different if a better solution were in use. Why?

Make a list of questions (*Example, a new app for studying languages: If you could create a perfect service for language learning, what would it be like? If you had the service you described, what would studying be like? How would your old ways of studying languages change? How many different languages would you be interested in learning at the same time? What languages?*)

- 1.
- 2.
- 3.

**Intentions:** In these last questions you can refer to your own product under development. Find out the customer's intentions, i.e. if the service were available, would he use it and would he be willing to pay for it. Also find out why he would use/buy or not use/buy. What kind of service should he be willing to use or pay for? How much would you be willing to pay? Don't immediately give ready-made price options, but ask openly. Only give price examples if the open price is difficult to form.

Make a list of questions (*Example, a new app for studying languages: If you could use what you think is the perfect language learning app, how often would you use it? How much would you be willing to pay for the service? What kind of payment model would be best, e.g. one-time payment per language, monthly payment for all languages, small monthly payment per language, annual payment for the entire package?*)

- 1.
- 2.
- 3.

**Conclusively:** Think about what else should be found out by interviewing? Who else should be interviewed? You can also ask the customer about this.