BUILDER TOOLKIT

Customer interview script

Ten questions that reveal whether a problem is real, without pitching your idea.

Use it: Before you build, and again after your first users try it.

Warm up

Tell me about your role and a typical week.

e.g. Listen for where time and money go

What's the most annoying part of [the area you're exploring]?

The last time it happened

When was the last time this happened? Walk me through it.

e.g. Real stories beat opinions

What did you do about it?

e.g. Workarounds show the problem is real

What did that cost you (time, money, stress)?

Have you tried other tools or services? What happened?

Wrap up

If this problem disappeared, what would change for you?

Who else should I talk to about this?

e.g. Ask for an introduction

Can I show you something rough in a couple of weeks?

e.g. A yes is a future tester

☐ Didn't pitch, didn't ask 'would you buy this?', took notes in their words

Fill it in with AI

Act as a customer I'm interviewing about [problem]. You run [type of business]. Answer realistically, including ways the problem might NOT matter to you. After 10 questions, critique my interview: where did I lead you or pitch instead of listening?

https://digitalbuilders757.com/university/study/toolkit/customer-interview