

**RESEARCH PROBLEM**

What are the three top questions you want answered after this interview?

1. -
2. -
3. -

**QUESTION SET**

**EXAMPLES**

**YOUR QUESTIONS**

**EXPLORATORY QUESTIONS**

High-level exploration of experiences and thoughts about the focus area.

(35%)

Tell me about your experience with/around...  
Talk me through how you approach...

**CURRENT STATE**

Explore current behaviors, motivations and challenges.

(20%)

What is your my frustration with...  
What do you love about...  
How do you currently...  
If [competitor/substitute] didn't exist how would you...  
What have you tried before...

**THE IDEA**

Explain or demo the idea or proposition. Observe reactions and listen to trigger words.

(10%)

We're currently working to help [target customers] solve the [problem] by our product/service [name].  
Explain the product or show a demo seconds or less.

**FEEDBACK**

Seek deep feedback on the idea. Continue to ask 'why.' Go deep.

(35%)

On a scale of 1-10 how likely would you to be purchase this product?  
How much would you be willing to pay for the product?  
What did you like?  
What didn't you like?  
How can we make this a 10 out of 10?