



# Rev1 Entrepreneur Toolkit:

## PRODUCT

### The Art of Customer Interviews

Interviews are a great way to discover how people perceive the problem you've identified and how they currently deal with it. You need to target your audience carefully and ask questions in a non-leading manner. You need to collect unbiased data that identifies the solution that will turn your potential market into paying customers.

### Disclaimer

#### Example disclaimer and prompt

- “I’m working on a new idea and I need your brutally honest feedback. I’ll start with some general questions to better understand your perspective, I’ll then ask some behavior questions as they relate to my idea. Only then will we start talking about my idea. This is going to be an awkward conversation. I’m not going to provide feedback in my actions or tone, this is intentional because I need your totally unbiased opinion.”
- “If you invalidate my idea you’ll save me \$\$ and time.

### General Profiling Questions

#### Example research questions

- What kind of work do you do?
- For how long have you been doing that?
- What kinds of things do you like to do when you’re not working?
- What did you used to do 6 months ago?
- How many kids do you have?
- Are you married/in a relationship?

### Behavior Questions

#### Example pain point question

- How have your exercise habits changed over time?
- What software and tools do you use to manage your exercise?

### Pain Point Questions

#### Example pain point question

- What is the biggest challenge to staying in shape?
- Can you elaborate on that?
- What is the primary reason you miss a workout?



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### Features and Benefit Questions

#### Example feature/benefit question

- Let's pretend that for the new year, you want to get more into shape.
- Let's start in the app store...
- What kinds of things do you look for or avoid?  
Format?  
Types of workouts?  
Featured celebrities or personalities?  
Company name?
- What do you want to know about these apps before you'd try them?  
What kinds of things do you look for or avoid?  
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What do you want to know about these apps before you'd try them?

### Testing your Solution

#### Example Description and Purchase Intent Question

- We're considering building an application for your mobile device. To use it, you would create an account, and fill out a brief survey about your fitness goals and preferences. Based on these data points, the app would suggest a different workout each day. It would be like Pandora, but for workouts. You could input feedback into the app, further customizing its recommendations.
- Does this solve the primary pain points you identified?
- What do you think?
- Would pay \$1 a month to use this app?

### Testing your Solution

#### Follow-up Questions

- What other comments or suggestions do you have on how this problem could be solved?
- Is there anyone else that you think will have valuable perspective that I should talk to?
- Thank you for your time.