

Company name

Name of interviewer

The Discovery Plan

How many people will you interview?

Where will you find people to interview?

1.

2.

3.

4.

5.

What are the best times to go to these places (to get the best results)?

1.

2.

3.

4.

5.

What is the profile of the people you plan to interview?

Introduction – suggested script

Hello, my name is _____. I'm starting/growing a company that

_____. Do you ever have this problem/need?

Do you mind if I ask you a few questions? It will only take five minutes. In exchange for your time I can offer you _____.

Tell me about a time when you dealt with this problem/had this need. (Ask for story details)

Sample questions

Problem

Do you have problem X?

What is your main problem/pain in this area?

What part of the problem, if solved, would make the rest of it more bearable?

How much time/money do you waste on it?

How much does the problem cost you?

What type of person would most benefit from solving the problem?

Purchasing

How did you learn about the product solutions you currently use to solve the problem?

What factors most influence your purchasing decision? Price, Brand, Customer Service, Performance, Specific Features, Packaging, Fast Delivery, Return Policy, Other?

Who makes the purchasing decision? Is it a different person than who actually uses the product or service?

What are you currently paying to solve your problem?

How do you currently purchase your solution?

Where and how frequently do you make your product solution?

How do you pay? Cash? Credit? Purchase order? 30-day terms?

Benefit

What do current product solutions do for you that you cannot live without?

What don't current product solutions do for you that you must have?

What is your greatest problem/pain that a new product should solve?

What does the perfect solution have?

What are the primary benefits you want to receive from using a product solution?

How much would you pay to solve it?

Solution

Have you tried to solve the problem? How? What was the result?

What does the perfect solution have?

How much would you pay to solve it?

Do you use existing products to solve the problem? What other products are out in the market?

What is your experience with current products?

What do you specifically like about these products or solutions?

What features of existing products are effective or not? What problem does each feature solve? Do certain features cause other problems?

What is the most annoying part of using the current solution?

How could your experience with current product solutions be improved? When purchasing? After purchasing?

Ending

[Summarize some of your key takeaways] – is that accurate? – do this throughout the interview.

So based on the conversation, it sounds like x is really hard for you, but y is not. How accurate is that?

It sounds like x is very important to you, while y is not. How accurate is that?

Is there anything else you think I should know about that I didn't ask?

Do you know anyone else who might also have this problem that I could ask similar questions to? – small form of validation if they're willing to give you referrals

Can I keep you in the loop on how the product develops?

Can I follow up with you if I have more questions?