

Problem Interview

Guideline 1

- 01 - Hey, I am trying to learn more about [**the context of your idea**] as I have a project related to it. Do you have five minutes to answer a couple of my questions?
- 02 - Tell me about the last time you [**idea activity**].
- 03 - What bothered you most as you [**idea activity**]?
- 04 - How do you solve this problem at the moment?
- 05 - What annoys you about this solution?
- 06 - If there was a better solution, where could you find it?
- 07 - If you had a magic wand: how would you solve this problem?
- 08 - I am about to develop [**your idea**] - how do you like this idea?
- 09 - Would you be willing to pay a reasonable price for this solution?
- 10 - Thank you, this was very helpful! Would you like to be kept up to date? Then I would like to note down your email address.



Problem-Interview

Guideline 2

Welcome: 2 Minutes

Introduce yourself and say what you are doing.

Collect Demographics: 2 Minutes

Try to understand your customer. Is he/she an early adopter? What is your occupation? What are you using your smartphone for? Etc.

Tell A Story: 2 Minutes

Tell the story behind your product/service idea. What problems/needs are you addressing? Does your customer know these problems/needs?

Problem Ranking: 4 Minutes

List three problems you are solving with your product/service and let your customer rank them. (The first problem is the most severe one for the customer.)

Explore Customer's Worldview: 15 Minutes

At this point, you want to understand how your customer is currently facing these problems. What solutions/alternatives/workarounds is your customer using today?

Wrapping up: 2 Minutes

Thank your customer. Ask him, if you can keep him up-to-date and ask for further interview partners from his environment.

Document Results: 5 Minutes

Take five minutes to document the most important findings.

