

## Session 9: Interviewing 101

<b>Overview</b>	Building a business like a scientists require the gather of evidence to validate or invalidate ideas. One of the most powerful tools for gather evidence is through customer discovery interviewing.
<b>Key Points</b>	<ul style="list-style-type: none"> <li>❖ Customer discovery interviewing is a fancy term referring to having a structured or planned conversation with people who fit your customer segment and might have the problem(s) you are trying to solve.</li> <li>❖ For initial customer discovery interviews, the script should have six distinct parts:             <ol style="list-style-type: none"> <li>1. Welcome</li> <li>2. Customer characteristics questions</li> <li>3. Exploration of customer experiences</li> <li>4. Customer-problem fit</li> <li>5. Exploration of customers' world view</li> <li>6. Wrap up and ask</li> </ol> </li> <li>❖ One you succeed in using customer discovery interviewing to confirm that there is in fact a segment of customers who have a big problem that needs a new solution, you'll be a lot closer to launching a successful venture.</li> </ul>
<b>Discussion Questions</b>	<ol style="list-style-type: none"> <li>1. What are the risks associated with asking customers to provide feedback your ideas and/or the problem you're trying to solve?</li> <li>2. How is this process similar to experiments you do in other science classes using the scientific method? How is it different?</li> </ol>
<b>Additional Resources</b>	<p><a href="#">Steve Blank's vlog post "What is Customer Discovery?"</a></p> <p><a href="#">Forbes article "Customer Discovery Starts With Empathy"</a></p> <p><a href="#">Reading Body Language</a></p>
<b>Possible Assignments</b>	<ol style="list-style-type: none"> <li>1. Make a script for your concept's customer discover interview process, using the 6-steps provided.</li> <li>2. Make a list of places you could possibly find your customer segment and how you would go about getting the interview time with them.</li> </ol>