# Diamond Challenge
## for High School Entrepreneurs

# Session 9: Interviewing 101

**Overview**

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.

**Key Points**

❖ 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.

❖ For initial customer discovery interviews, the script should have six distinct parts:

1. Welcome
2. Customer characteristics questions
3. Exploration of customer experiences
4. Customer-problem fit
5. Exploration of customers' world view
6. Wrap up and ask

❖ 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.

**Discussion Questions**

1. What are the risks associated with asking customers to provide feedback your ideas and/or the problem you're trying to solve?

2. How is this process similar to experiments you do in other science classes using the scientific method? How is it different?

**Additional Resources**

Steve Blank's vlog post "What is Customer Discovery?"

Forbes article "Customer Discovery Starts With Empathy"

VentureWell's Customer Interview Tips

**Possible Assignments**

1. Make a script for your concept's customer discover interview process, using the 6-steps provided.

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.

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