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.