WORKSHEET / TOOL 06

A better customer interview

Type into the fields or print a copy for your next working session.

01 Start with the last occasion

Tell me about the last time this happened. When and where was it, what triggered it, and who was there?

02 Understand the workaround

What did you do? How long did it take, what did it cost, and what would have happened without it?

03 Understand the decision

Who chose and who paid? What alternatives did they consider? What would make switching worthwhile?

04 Close with the next evidence

What will they show, test or introduce you to? Record what they actually said separately from your inference.

Decision record

Owner

Agreed on

Review date

Evidence that would change the decision