

# RESOURCE 1: INTERVIEW QUESTIONING

## STEP-BY-STEP TESTING AND VALIDATION:

### Part 1: Develop a Prototype Interview Script to test and validate your product/service assumptions.

Remember: Listen/Record /Analyse

Tips to remember before you start:

- Revisit the principles of questioning/enquiry we covered in module 3. It is important not to ask closed (yes or no) questions, and make sure you pose open ended questions that your interviewee can respond to.
- Do not sell to respondents/interviewees, find out about them and their buying behaviours, so allow them to tell you...remember: 'listen, record, analyse'.
- Make interviewees feel comfortable with providing you with honest feedback.
- One team member should be assigned to ask questions another to take notes.

Develop the interview script from the following prompts:

1. Set the stage: *"Thank you for making time to meet with us today, we sincerely appreciate your time. We have developed a prototype of our product/ service and we would love to get your honest feedback. We would like to have a short interview with you to determine your opinion on the usability of our product. We will introduce you to the features of our product and give you time to have a play with it and help us identify any problems we need to resolve"*
2. Show your product/or landing page. Allow your potential customer to navigate through your landing page/ app and ask them if it is clear to them what the product does and is there enough clear information on the landing page.
3. Discuss potential pricing of your product/ service. Explain your pricing and ask them what they think about the pricing and pricing structure, and what they think they would be prepared to pay for such a product/service.
4. Sign-up a trial customer. Ask your interviewee if they wouldn't mind testing the sign-up process. Is it easy to register? Easy to navigate? As a user, is it intuitive?
5. Close the interview, and obtain permission to re-engage in future. Would you consider purchasing our product? Would you like to be our first customer? What did you like about our product? What didn't you like? How might we improve...is there any additional feature/ benefit/advantage you would expect to see/like to see incorporated as part of our product/service? *"Thank you for your time today, we really appreciate your feedback and hope we can call on you again to further discuss our product/ service"*
6. Document everything you have learnt. Write down the top 2-3 problems you observed. Write down the top 2-3 positives that you would not change about your product.

### Part 2: Conduct the Interviews

Using the interview script above, interview at least 5-10 users of your Prototype/MVP

### Part 3: Prototype/MVP Review using feedback

Now that you have gained valuable feedback, it is time to apply this feedback to your product/ service in order to change it in order to improve it. After a number of interviews, you should have a clearer understanding whether the customer you are engaging with is potentially your end user. You should also have a clear understanding whether your product or service is potentially ready for full development and launch. Note that you may be required to pivot and change some of your key assumptions if these have not been supported by the user feedback received. If not, have you targeted the right customer?

Have you identified an unanticipated market/customer from the feedback? Does your product/ service appear to meet expectations? If not, why not? What aspect can you iterate or change to make your product really GREAT?

### Part 4: Measurements that matter

Here are some examples of metrics that measure feedback on your prototype/MVP. Consider how you will collect data and measure the feedback from your prototype/MVP (it is also useful to set yourself minimum thresholds in terms of response rates that you would consider as sufficient to meet/validate your expectations)

## RESOURCE 1 (CONTINUED): STEP-BY-STEP TESTING AND VALIDATION:

### 1. Traction

Goal	Result
X blog hits	
X % increase in web traffic	
X % open rate on customer email	
X % open rate on prospect email	

### 2. Bookings

Goal	Result
X customer opportunities	
\$ X % customer opportunities	
X prospect opportunities	
\$ X prospect opportunities	

### 3. Satisfaction

Goal	Result
X % customers using product	
X % customers prepared to pay for product	