

Problem Validation: example questions

1 Main goal: understand the context of a user & look for 'pains'

- › Can you tell me more about the last time you did [X]?
- › What are the reasons you do [X]?
- › How often do you do [X]?
- › What are you trying to achieve/get done by doing [X]?

- › Could you describe step by step how you do [X]?
- › Which step is the most time-consuming/most difficult/most expensive?
- › Can you quantify this? (e.g. "losing 20 min per day")
- › Why is that?
- › If you could take out/avoid 1 step, which would you pick?

- › Why did you decide to go for this solution/process?
- › Did you ever compare alternative solutions to solve problem [X]?

- › How often do you experience problem [X]?
- › What happens before/after you experience problem [X]?

- › What don't you like about [X]?
- › How would you compare this (negative) experience to [X]?

- › Can you show me how you do [X]?

- › Have you ever tried to improve [X]?
- › Can you describe your solution?
- › Would you change anything today?

- › What is the maximum you would pay (to invest) to tackle problem [X]?
- › Are you paying for a solution today?

2 General tips

- › Don't interrupt people too soon. If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.
- › Don't ask them to invent the future (solution).
- › Ask why, why, why,... to have a very detailed view on what actually happens.
- › A question that can be answered with just yes/no is not enough. Ask for more info.
- › Ask for references or specific numbers where possible. "It's easy to do." is not enough. "It takes 10 min & 6 steps to complete X." is already better.
- › Look for evidence/proof of existing behaviour!

About this tool

The "Problem Validation: Example Questions" tool is designed to guide you through your first problem validation interviews. Use

these example questions to design your interview scripts. Truly understanding your target customers is key to the success of your venture, and it's hard to understand

people without talking to them. **Tip:** Try to go in with an open mind, enjoy the conversation, and focus on really understanding *Why*.